

# Brian Bartes, Success Coach/Best-Selling Author, Outlines the Essential Steps to Transition from Success to Significance

*Brian Bartes teaches how to transform personal success into lasting significance, and enriching lives.*

LOS ANGELES, UNITES STATES, August 12, 2024 /EINPresswire.com/ -- In an era where personal achievements and material success often define a person's worth, [Brian Bartes](#), a distinguished success coach and best-selling author, is challenging this conventional wisdom. Bartes, who has dedicated over 30 years to the fields of personal development, motivation, and leadership, is now championing a transformative shift—from the pursuit of success to the pursuit of significance.

Bartes' latest initiative is not just about helping individuals achieve their goals; it's about guiding them to use their accomplishments as a foundation for creating a lasting, positive impact. In a world that often celebrates financial gain and societal recognition, Bartes emphasizes that true fulfillment and satisfaction come from making a difference in the lives of others.

"Success, while often celebrated, can be fleeting and inward-focused," says Bartes. "Significance, however, is about creating a ripple effect that extends beyond our own lives, leaving a legacy that positively influences others. It's about transforming our personal success into tools that drive meaningful change in our communities and beyond."

## The Journey from Success to Significance

Bartes outlines a clear path for individuals looking to make this transition, highlighting the key distinctions between success and significance:



Brian Bartes

Success is Earning Money; Significance is Contributing Money to Meaningful Causes.

Success might involve accumulating wealth for personal enjoyment, such as purchasing luxury items. However, significance is found when individuals use their financial resources to support charitable causes or fund initiatives that address pressing social issues. For example, an entrepreneur who donates a significant portion of their earnings to educational programs is creating a legacy that changes lives.

Success is Building a Business; Significance is Creating Jobs and Opportunities in the Community.

Building a successful business is a commendable achievement, but the true impact is realized when that business creates job opportunities and supports the local economy. By focusing on community development and providing stable employment, entrepreneurs can ensure their success benefits those around them.

Success is Gaining Industry Recognition; Significance is Mentoring the Next Generation.

Industry awards and recognition are marks of success, but significance is achieved by passing on knowledge and experience to the next generation. Mentoring young entrepreneurs or professionals not only helps them navigate their paths but also ensures that the legacy of leadership continues.

Success is Personal Happiness; Significance is Contributing to the Happiness of Others.

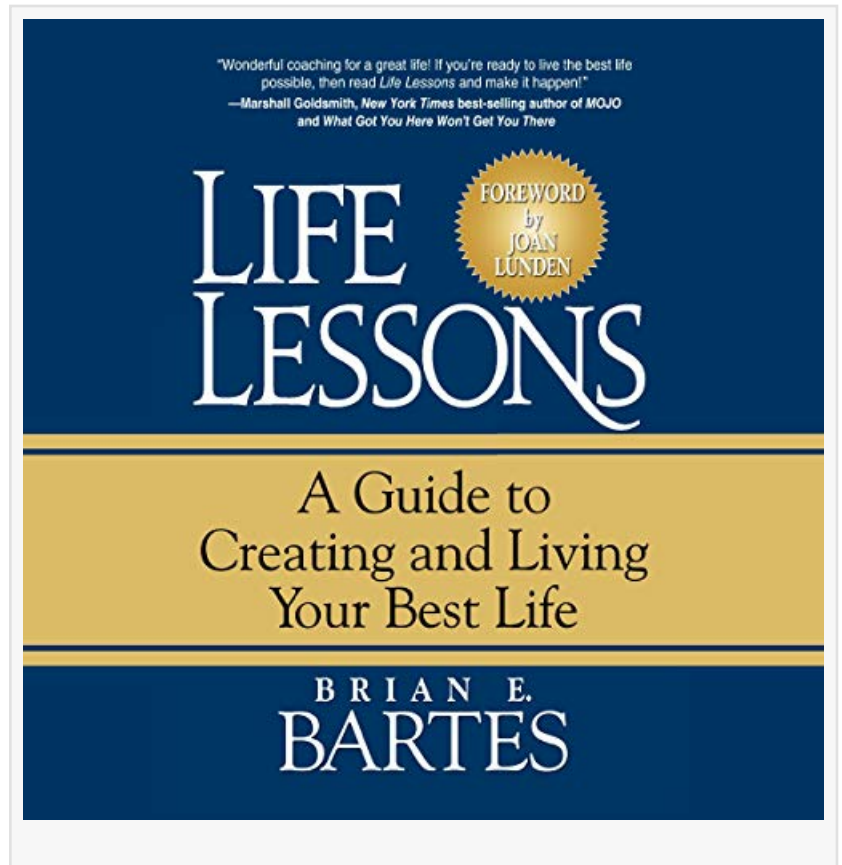
While personal happiness is an essential aspect of success, significance involves taking active steps to improve the well-being of others. This could be through community service, supporting mental health initiatives, or simply spreading kindness. The happiness that comes from making a difference is profound and long-lasting.

Actionable Steps for Transitioning to Significance

Bartes offers practical advice for those who feel ready to embark on this journey:

Reflect on Your Values and Purpose:

Start by examining your core values and what truly matters to you. Identify your passions and the causes that resonate with you. This self-reflection will guide you in defining your purpose



and determining how you can make the most significant impact.

#### Leverage Your Success for Good:

Use your achievements as a platform for creating positive change. Whether it's through philanthropy, mentoring, or advocating for social causes, find ways to align your resources and influence with your values.

#### Engage in Community and Social Initiatives:

Become actively involved in initiatives that address issues you care about. Volunteering your time, skills, or financial support to local organizations can have a direct impact and inspire others to join you.

#### Build and Support Meaningful Relationships:

Surround yourself with like-minded individuals and organizations that share your vision for making a difference. Collaboration can amplify your efforts and create a more substantial impact.

#### Advocate for Change:

Use your voice and platform to raise awareness about important issues. Engage in public speaking, write articles, or participate in forums that promote social, environmental, or economic change.

#### Real-Life Inspirations

Bartes points to examples of leaders who have successfully made this transition:

Howard Schultz, Starbucks: Schultz expanded Starbucks into a global brand by focusing on more than just selling coffee. His emphasis on employee welfare, ethical sourcing, and community involvement has made Starbucks a company synonymous with significance.

Blake Mycoskie, TOMS Shoes: Mycoskie's "One for One" model, where a pair of shoes is donated for every pair sold, is a perfect example of how business success can drive social good. TOMS Shoes has not only become a successful business but also a symbol of positive impact in the world.

#### About Brian Bartes

Brian Bartes is a success coach, best-selling author, and keynote speaker. His client list includes entrepreneurs, small business owners, and self-employed professionals who want to grow their businesses, and improve the quality of their personal lives. Brian is the author of four books, including "Life Lessons: A Guide to Creating and Living Your Best Life," and is the host of the podcast, "LifeExcellence with Brian Bartes."

For more information about Brian Bartes, [click here](#).

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