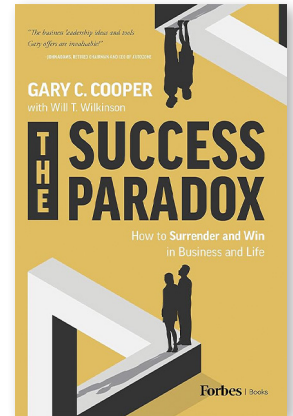


# The Success Paradox

How to Surrender and Win in Business and Life

by **Gary C. Cooper**



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## THE SUMMARY IN BRIEF

Success can be a complex term to define. We all want to experience success in different ways. For some, it might be linked with money. For others, it might be about living a great life. Regardless of the kind of success we're looking for, have we paved the right path toward it?

The book *The Success Paradox: How to Surrender and Win in Business and Life* lays out a series of paradoxical strategies to help us not just survive but thrive. Personal anecdotes are weaved beautifully with deep revelations translating into a roadmap toward how surrendering can truly enable us to win in business and life.

Author Gary C. Cooper with Will T. Wilkinson urges us to begin doing the opposite of what we had been doing before and what we think we should do now. By laying out comprehensive exercises, they help us come out of our comfort zone regardless of how chaotic the beginning may seem.

## IN THIS SUMMARY, YOU WILL LEARN:

- The three principles of the Success Paradox.
- About powerful paradoxes that open new pathways for success.
- How to incorporate the Success Paradox Lifestyle or SPL.
- How to surrender and win in business and life.

## Introduction

Success is the accomplishment of an aim or a purpose. Paradox is a seemingly absurd or self-contradictory statement or proposition that when investigated or explained may prove to be well-founded or true. This book harnesses the power of paradoxes to help readers embark on their journey toward success that truly matters. It is organized in three parts, traveling through the three acts in the classic hero's journey.

Heroes often traverse a magical portal into a different dimension. Think Harry Potter or Avatar. They find a secret door, they learn a spell to cast, and they often find an ally to guide them. Here's your door, your spell, your guiding ally, all in one paradoxical invitation: Begin experimenting with doing the opposite of what you've done before and what you think you should do.

## Part 1

### Chapter 1: Three Principles

If we surrender our will to a higher power, "surrender and win" is the call sign for true success.

The Success Paradox Lifestyle (SPL) applies to the whole of our lives, not just business. It operates according to three principles: being authentic, doing good, and doing well.

"Being authentic" means asking the question, "What's most important to me?" If you ask me, what's most important to me now is being myself. Every addiction is an attempt to fix something on the inside with something from the outside. Changing things on the inside creates a ripple effect outside.

Your business should be about "doing good." It should be as much about helping others as it is about helping you. Being authentic flows through everything we do, helping others and generating abundance to share.

Profits are essential to growth and personal, corporate, and cultural health. But accumulation shouldn't be our primary. "Doing well" must be about helping people along the way.

### Chapter 2: Being Authentic

"Father is a Child to the Man," a William Wordsworth original, means that the character we form as children stays with us into our adult life. "Father rest child to the man" means that fathers influence their children to become adults like them or in opposition to them. It's necessary to disrupt that programming to become our authentic adult selves.

When my father died, I adopted his workaholic patterns, which almost killed me. I was trying to reach and exceed my father's goals. No matter how successful I became, I felt unworthy because I didn't know who I was. When a doctor told me I had less than a month to live, I was forced to change.

I was meant to live my life, not extend my father's, no matter how wonderful he had been. The most important thing to me is to be authentic. I remembered to use my Pause Button. Pausing can seem like being timid, but I learned that my partners and employees, and family don't lose confidence in me when I pause for a moment to make sure of something. This has become an important new habit in my long journey toward becoming a better human, a better businessman, and a better father to my four children.

### Chapter 3: Doing Good

We are separate individuals, right? Well, the Earth also seems flat, and the sun seems to revolve around the Earth. All is seldom as it seems. We are individuals, and we are connected, like waves in the ocean, and we are designed to help each other. So, why do we often wait for an emergency before we start doing that?

We are bombarded by a constant media stream that either overtly or subtly defines what is "normal" or "best." We are urged to compare ourselves to others and then buy something in order to become better or achieve more. Our modern and historical heroes (real and screen sized) always win. We hesitate to portray ourselves as needy or incompetent. We fear being devalued or even shunned if we dare admit that we aren't self-sufficient.

But self-sufficiency is a myth. We need each other. We learn our management strategies from our early family experiences. We are happiest when we are helping others. Empowering friendships supports us to become our authentic selves.

### Chapter 4: Doing Well

Putting social profit first (people and environment), results in financial profit without harmful side effects, but only when we are synchronized with the full profit system known as nature. Life is a profitable enterprise when everything and everyone wins.

For-profit corporations increase share value for stockholders. Nonprofit organizations create social value. Some companies, like ours, manage to do both. We are experimenting with a new model that we call "full profit." It's all about the profit-generating power of generosity.

Everything changes when we prioritize being authentic, which inspires us to help others, and results in doing well. We create a fundamentally different kind of profit: a reflection of our goodwill.

Imagine more and more individuals shifting their relationship with money and making their companies full-profit enterprises, putting profit before profit. They would do good, and they would do well. Profit is a reflection of doing good.

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## Part 2

### Chapter 5: Finding Your Why

If you do want more, if you want peace, to feel like you're living your own life, to truly enjoy your success and sleep well at night; if you feel ready to explore the actual details of what it would look like to surrender and win in your life and your organization, then you're almost ready to rock and roll. But first, you have to find your why.

Why do you want to go down this road and not some other? In *Start with Why*, Simon Sinek wrote: "Very few people are companies can clearly articulate why they do what they do. When I say why, I don't mean to make money – that's a result. By why I mean what is your purpose, cause, or belief? Why does your company exist? Why do you get out of bed every morning?"

Understanding and answering your "whys" is often the first step toward making a positive change.

### Chapter 6: The Success Paradox Lifestyle

Expediency drives us to take shortcuts but kicking the can down the road doesn't get rid of the can. Eventually, we must be accountable for the repercussions of our actions. So, why not just do things right the first time?

According to recent brain research, "When you think about yourself, a region of the brain known as the medial prefrontal cortex powers up. The further out in time you try to imagine your own life, the less activation you show in the MPFC. In other words, your brain acts as if your future self is someone you don't know very well and, frankly, someone you don't care about."

What helps develop our future thinking skills is to simplify everything down to what truly matters. Our business, for instance, has only three components we focus on: being authentic, doing good, and doing well. These are the three principles of the SPL, a formula that helps deal with that brain problem.

### Chapter 7: Giving Up

To have more, we need to get more, right?

The answer is "yes" only when we limit our wealth to personal possessions. Nature operates on the principle of shared wealth. It revolves around giving and receiving our mutually profitable activities that sustain balance and health. So, as you progress with your life and business, always remember to give back in whatever way you can.

Another thing to give up is overdoing things or over-exhausting yourself. Our inability or refusal to rest creates a wall to success. We can push all we want, but work won't be fulfilling or enjoyable, even if we hit our financial goals.

Remember: give to receive, receive to give. "Breathing" is a simple metaphor to explain this paradox. During an asthma attack, it becomes difficult to breathe out, so air gets trapped in the lungs, which means there's no room to breathe in new air. That's what happens when we're reluctant to give. There's less room to receive. Likewise, when we struggle to receive, we have less to give.

### Chapter 8: Opening to Big Change

Pushing for what we want often blinds us from seeing that we already have what we need. Being grateful for what is restores our vision.

We sleep about a third of our lives, 230,000 hours during an average lifetime, yet most of us pay more attention and invest much more money in our cars than our beds. Likewise, another third of our lives is spent at work, about 90,000 hours on average before retirement. So why don't we invest more in the working environments of our organizations?

Change is hard. But once done, it can result in truly magnificent things. Fortunately for our organization, we learned about this in time to make major changes before the dysfunctional elements woven deeply into our company culture could sabotage us. The big change had to start at the top.

### Chapter 9: Answering a Cry for Help

We'd rather feel high than low, right? When we feel "high," we are bursting up against the ceiling of a boundless heaven the infinite potential of creative possibilities. When we are feeling "low," we are dipping our toe into the underworld of our unconscious mind, where, as Jung said, we become enlightened by making the darkness conscious.

Social media is like waking up in a mental asylum. You have no idea you're committed until you try to leave. It can give

us instant gratification, but at what price? Addiction to quick hits of dopamine. But real life can't be all highs and no lows.

Sure, social media can be a gigantic box full of "bad." But it can also be an equally huge opportunity to do "good." Aside from using social media for entertainment and fake friendships, we can tap into its power to make the world a better place.

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### Part 3

#### Chapter 11: What's Next for You?

Is reality objective or subjective? Why do things happen the way they do? We are not spectators; We are creators. And the best creating tool we have is our mind.

Business is where I give my gifts, and it may be the same for you, or you may thrive doing something completely different like music or dance, or snowboarding! If our educational systems were what they should be, our uniqueness would be encouraged, not constrained, and we'd learn how to give our gifts for the betterment of society.

But what happens when your mind's connection with universal intelligence gets blocked? We prioritize "doing" over "being" and use our willpower, disconnected from the source of life – often with the best of intentions – but we know where paving that road leads.

Using your mind, map, and compass to become an expert with the SPL requires commitment and follow-through. It requires you to create your map and compass and erase the structural tension between the way things are now and your vision for a preferred future.

#### Chapter 12: What's Next for Your Organization

Seeing is believing, right?

Well, it turns out that the opposite is also true. "Implicit bias" is the official term that describes how our brains can blind us to the obvious when what we are looking for conflicts with what we believe we should see. When it comes to determining what's next for your inorganization, remember to tap into our top 18 recommendations for putting the SPL into action in your organization:

- House cleaning before growth
- Incentivize growth
- Develop your multiyear strategic plan

- Formulate your vision, mission, and values
- Develop your senior leadership team
- Create a succession plan for all senior leaders
- Transparency
- Communication
- Graduate from isolated silos to collaborating teams
- Used scorecards that everyone sees
- Improve your employee orientation process
- Maintain a relentless focus on people first
- Develop realistic performance standards
- Focus on purpose by staying true to your vision, mission, and values
- Be responsible, successful, and accountable enough that PE partners don't feel the need to interfere
- Let go of the vine
- Celebrate your wins and give recognition

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### Conclusion: Surrender and Win

The end justifies the means, right?

That traditional approach invites conflict between personal and organizational values. In fact, whatever we do along the way will always show up in our end product. Chefs know this. Salt tastes different than sugar. Every ingredient influence taste.

So, embrace the lifestyle. Stay true to your vision, mission, and values. Live the "be, do, share" principles. Your results will naturally reflect your process. Remember the end is a beginning. You'll need to trust the process to experience the effectiveness of the Success Paradox for yourself. Enjoy experimenting with what you've learned and be surprised by the wonderful things you'll discover about yourself and your organization!



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