

# What Are The New Forces Driving 21st Century Success? (Video)

life is too short not to do something that matters.



Why do you need a revolutionary approach to success that drives networking, collaborating, evaluating and influencing? What do givers, takers and matchers have in common, and who is more

successful? Can two hours of weekly giving on the job make a meaningful difference to others, ourselves and our careers?

Dr. Adam Grant's book, *Give and Take*, sheds an important and refreshing light on what it takes to succeed today. For generations, passion, hard work, talent and luck have been considered the drivers of success; but success is now increasingly dependent on our ability to interact with others. Becoming a Giver at work isn't something that happens overnight; and it may feel a bit unnatural at first; but shifting ever so slightly can make a tremendous impact on your life, your relationships and your success.

Nice guys do NOT always finish last. There are new

and unexpected forces driving achievement, and you can learn about them in this short video. Thank you Dr. Grant for your outstanding research, book and contribution. Thanks also to The Business Source for this great video clip synopsis of Give and Take by Adam Grant. [Click here for the video clip](#)

Photo Credit: Hugh McLeod, Gaping Void Art

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