

Secrets of SUCCESS

Success is no secret. If you succeed at what you do, you know what it takes: perseverance, hard work, and a bit of luck. But certain individuals are five-star leaders and have taken success to a whole new level. A five-star ranking signifies top leadership abilities and an exceptional level of achievement. They clearly have something that most of us don't. But they're willing to share their secrets with the readers of LATINO.

Let us introduce you to Nely Galan, David Segura, Sara Martinez Tucker, Ralph de la Vega and Sol Trujillo. Nely is a media entrepreneur who started her first entrepreneurial venture in high school and got into the media field in her early 20's. David is a visionary IT entrepreneur who knew in high school that he wanted to own and operate his own IT company. Sara started at a young age serving customers in her family's store and ended up serving as a senior executive as well as serving on the boards of directors of two Fortune 500 companies. Ralph has turned numerous obstacles into opportunities and much

adversity into advantage on his way to running a \$50 billion dollar business that serves 100 million wireless subscribers and serving on a Fortune 100 board. Sol, who is a Hispanic trailblazer in corporate America, has served as CEO of three multi-billion dollar market cap companies on three continents as well as serving on Fortune 1000 boards for many years.

Here we present their stories, definitions of success, and reflections on how they achieved success. Their fields of endeavor range from telecommunications to entertainment. They hail from diverse locales including New Jersey, Michigan, Texas, Florida and Wyoming. They are first, second and third generation Americans. Yet success is what they share in common, and they embody the pursuit and achievement of the American dream. We asked them all the same question: "How do you define success and how have you achieved it?" Plus, they contributed some advice, or *consejos*.

Pablo and Kristin Schneider



SOL TRUJILLO

Chairman, Trujillo Group Investments

Innovation, performance, achievement at the highest levels are the hallmarks of Sol Trujillo's career. His journey has been filled with a series of firsts. At 32, he was the youngest officer in the history of AT&T. Trujillo was not only the first native-born Hispanic Chairman and CEO of a Fortune 150 company, but also the first to commercially launch broadband services at home, the first to launch a Smartphone, and the first to build a nationwide high-speed wireless network. Trujillo has been the CEO of three \$40+ billion dollar market cap companies on three continents including U.S. West in the U.S.; Orange, SA in Europe, the Middle East and Africa; and Telstra in Australia and the Asia Pacific region. Trujillo has served on numerous boards including U.S. West, Pepsico, Bank of America, EDS, Gannett, Orange, and Telstra. He currently serves on the boards of Target Corporation and WPP. He has not only been a trailblazer for the next generation, he has served as a catalyst for advancing Latinos to top leadership positions in corporate America.

“For me, success is defined by when an individual, company, nation, or whatever entity is being discussed has set out goals and objectives and then meets or exceeds them. Success is a pretty simple concept...it's all defined by performance. What you do to drive to get to those levels of achievement? When you are meeting or exceeding, it's a success. When you are not meeting and exceeding, it's not quite what you would deem a success.

“Where I have been successful, whether it be with personal objectives or career objectives, has always been with understanding first of all where you want to go and then what you want to do. Again back to the objectives and goals. [It's about deciding] what is it you want to achieve, building plans to get there, and understanding that plans always need contingencies because life happens in many different ways. Sometimes it happens in predictable ways, and sometimes there are unpredictable events. Sometimes they are called barriers or obstacles, but in any case you need to figure out how to get to that endpoint that you have set out for yourself. Sometimes they are very tactical and sometimes they are very strategic, but the point is that [success is always achieved] by planning, thinking, preparing, and performing.

“Performance is the defining element of success. Those who key in on performance, those who essentially stay focused on how they achieve or perform, they generally get to where they want to go. In my case I generally set out a targeted goal or objective, build the plan, and then essentially perform to the plan continuously. ”

CONSEJO

First of all, everybody needs to sit down and plan what it is they would define as success, because not everybody has the same definition of what is successful in a career or in their personal lives. It is a very personal thing.

Second, everybody needs to think about what performance criteria do they need to have in order to get to the ultimate objective. In the case of business, you need to know what is the career path that you need to follow to get there and also what kind of results do you need to generate in each assignment, task force, and initiative that you are associated with in that business.

The third step is about performing. Sometimes there are obstacles, barriers, or other events that may alter that, but it's always staying focused on what you deem a success and not letting others define it for you.