



# character

a 52-week series about amplifying your  
management & leadership skillset

create

# Perseverance

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## Overview

If there was one thing I would share about management & leadership...

It would be about the importance of **perseverance**. Managing and leading others is not easy. It tests our resolve, our endurance and our ability to believe and have faith in why, what, how and to what extent things need to be done. Fall down, get back up. Again and again if necessary. Because what we do and who we do it for matters that much.

*“Success is no accident. It is hard work, perseverance, learning, studying, sacrifice and most of all, love of what you are doing or learning to do.”*

*Pele*

### For the week...

- **Reflect:** Count the number of times you have been “knocked down” and then got back up. Professionally and personally, ...”how far are you willing to go?”
- **Act:** Simple (and definitely not easy), if it matters...don't give up.
- And know this is not a motivational poster. It is owning every aspect of what you think, do, say and how you act...all in the pursuit of doing the next right thing.

Let's be real, **giving up is easy**. Let's not sugarcoat the obvious. If something gets hard and it doesn't seem to be working out (right now), it is very easy to stop and try something else. To give up. HOWEVER, if it is something you are wholeheartedly passionate about, is stopping or giving up ever an option?



To learn more about this series, contact Kurt Reinhart.  
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