



THE HARVARD DISCOVERY ON SUCCESS

In 1970, the Harvard sociologist Dr. Edward Banfield wrote a book entitled *The Unheavenly City*.

In it he describes one of the most profound studies on success and priority setting ever conducted. Banfield's goal was to find how and why some people became financially independent during the course of their working lifetimes.

He started off convinced that the answer to this question would be found in factors such as family background, education, intelligence, influential contacts, or some other concrete factor. What he finally discovered was that the **major reason for success in life was a particular attitude of mind.**

DEVELOP LONG-TIME PERSPECTIVE

Banfield called this attitude "long time perspective". He said that men and women who were the most successful in life and the most likely to move up economically were those who took future into consideration with every decision made in the present. He found that the longer period of time a person took into consideration while planning and acting, the more likely it was that he would achieve greatly during his career.