Matthew McConaughey to Grads: Always Play Like an Underdog — Define Success For Yourself —

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I went to a voodoo shop south of New Orleans a few years back—they had vials of "magic" potions stacked in columns with headings above each defining what they would give you—Fertility, Health, Family, Legal Help, Energy, Forgiveness, Money.

Guess which column was empty? Money. Let's admit it, "money" is king today, makes the world go round. Money is SUCCESS, the more we have, the more "successful" we are, right?

I'd argue that our cultural values have even been financialized—humility is not in vogue anymore, it's too passive. It's a get rich quick on the internet, 15 minutes of fame world we live in. See it every day.

But, we all want to succeed right? Question we have to ask ourselves is, what success is to us, what success is to YOU. More money? OK, I got nothing against money. But maybe it's a healthy family? A happy marriage? To help others? To be famous? To be spiritually sound? To leave the world a little bit better place than you found it?

Continue to ask yourself that question. Your answer may change over time and that's fine, but do yourself this favor:

WHATEVER your answer is, DON'T CHOOSE ANYTHING THAT WILL JEOPARDIZE YOUR SOUL. PRIORITIZE WHO YOU ARE, WHO YOU WANT TO BE, AND DON'T SPEND TIME WITH ANYTHING THAT ANTAGONIZES YOUR CHARACTER. DON'T DRINK THE KOOL AID!! It tastes sweet today but it will give you cavities tomorrow. Life is not a popularity contest. Be brave, take the hill but first, answer the question, "What is my hill?"

How do I define success? For me, it's a measurement of five things—fatherhood, being a good husband, health, career, friendships. These are what's important to me in my life.

So, I try to measure these five each day, check in with them, see whether or not I'm in the debit or the credit section with each one. Am I in the red or in the black with each of them?

For instance, sometimes my career is rolling (in the black) but I see how my relationship with my wife could use a little more attention. I gotta pick up the slack on being a better husband, get that one out of the red. Or say my spiritual health could use some maintenance (red) but hey, my friendships and social life are in high gear (black)... I gotta recalibrate, checks and balances, go to church, remember to say thank you more often. I gotta take the tally. Because I want to keep ALL 5 in healthy shape, and I know that if I DON'T take care of them, if I don't keep up maintenance on them, ONE of them is going to get weak, dip too deep into the debit section, go bankrupt, get sick... die even.

So first, we have to DEFINE success for ourselves, then we have to put in the work to MAINTAIN it—take our daily tally, tend our garden, keep the things that are important to us in good shape.

Let's admit it, we all got two wolves in us, a good one and a bad one, you know what I'm talking about—and they BOTH wanna eat... We just gotta feed that good wolf a little more than the other one.

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