

CREATIVE CONFIDENCE AND YOUR GOALS

212-Careers



Imagine the number of goals you could conquer with unwavering self-belief. Self-confidence and the conviction that you can make things happen are not just important; they are the bedrock of your success in personal and professional spheres.

Think about a time when you accomplished an important goal. You made a career stride or enjoyed appreciable personal growth. You only made those achievements happen by being confident during the process.

Obstacles were not roadblocks but opportunities to exercise your creative thinking. Your confidence in your ability to innovate and create greatness propelled you forward.

It's proof that confidence in creating a great experience can help you achieve your goals. Consider this story of the FedEx executive who gambled his company's future by creatively solving a big problem.

You May Need to Be Creative to Reach Your Goals

FedEx is a global transportation company with a market capitalization of \$70 billion. However, it wasn't always financially stable. In its early days, FedEx was hemorrhaging \$210,000 weekly and had lost \$29 million in its first 26 months. Founder Fred Smith knew his company was flirting with bankruptcy, and he tried to secure much-needed capital the traditional route.

He spent his days courting potential investors. Lending institutions wouldn't help because the company was financially upside down. When fuel prices for FedEx's fleet of vehicles quadrupled due to an oil embargo, Smith put on his creative thinking cap.

He began thinking outside the box since he couldn't raise the money to keep his company alive using conventional methods. What skills did he have that were not associated with running his business? Smith focused on one of his unique strengths: he was an excellent blackjack player.

FedEx was down to just \$5,000 on a Friday in 1974. Smith knew that wasn't enough to buy fuel for his company's planes the following Monday. He took the last of his company's money without informing other executives and headed to Las Vegas.

When FedEx's executive team met Monday to discuss their options, they were surprised to find an extra \$27,000 in the company's coffers. That was just enough to pay the weekly fuel bill of \$24,000. Fred Smith's blackjack skills turned a few thousand bucks into \$32,000, and the company could run for an additional week.

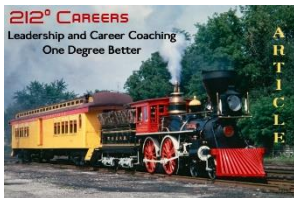
That week, FedEx secured an additional \$11 million from investors to stay afloat. Fifty years after creative thinking and bold gambling saved the company, FedEx delivers 1.2 billion packages annually in over 200 countries.

Have Confidence in Your Ability to Create an Answer

Remember, confidence in your creative abilities is key to achieving your goals. Fred Smith's story is a powerful reminder that you can overcome even the most daunting challenges when you believe in yourself and your unique strengths.

Smith realized that conventional thinking wasn't going to save his company. Thinking creatively, he applied one of his unique strengths to the problem and succeeded. This is a testament to the power of creative thinking in achieving your goals.

If you find yourself at a crossroads, consider a nontraditional approach. Have faith in your creative abilities. What unique strengths do you possess? Apply them to your goals when conventional methods fall short.



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