



# Not Winning Yet?

## Why Skill Isn't Enough — and What You're Missing

I want to share something that's been sitting on my spirit for a while now. As a talent development leader, part of my job inside corporate is to run succession planning programs, identifying, assessing, and nurturing talent. I help determine who has what it takes to become the next vice president, the next CEO, or the next game-changer in our organization. I've also been called on to coach people outside my organization on their next career moves.

And over the years, I've noticed a pattern. Now, this is just my observation, so if it doesn't resonate with you, that's perfectly okay. But this point of view has proven true for me time and time again.

### Here it is:

The people who go the farthest, the ones who don't just rise, but soar, have one thing in common. They are obsessed. Not interested. Not casually invested. **OBSESSED.**

You can spot it a mile away. It radiates off of them. They wake up thinking about their craft. They go to sleep thinking about it. It drives their energy, their choices, and their schedule. It becomes part of their identity. And they don't just talk about it, they do it. **Every. Single. Day.** They go to bed thinking about it and doing it, they dream about it when they are asleep, and they wake up thinking about it and doing it.

It doesn't even matter if they're good at it *yet*. That's the crazy part. You don't need to be perfect when you start. You just need to be all in. Because obsession fuels practice, and practice sharpens skill. But the obsession has to come first. The doing has to come first. You can't coach that kind of hunger. You either have it, or you don't.

I've told this to my friends, my colleagues, even my kids. And I know it sounds simple, but here's the catch: You can't just *agree* with the idea. You have to *live* it. You have to embody it.

I've seen so many people who say they want to succeed. They want the promotion, the business, the impact. But their energy doesn't match their ambition. They're lukewarm. And lukewarm does not lead to greatness. Lukewarm is where dreams go to take naps.

In the corporate world, we love talking about agility, resilience, and other shiny competencies, and yes, those matter. But if I had to name the real secret sauce? It's an obsession. The deep, unshakable kind. The kind that takes over your thoughts and rearranges your priorities.

I've seen it in high-potential leaders. I've seen it in entrepreneurs. I've seen it in creatives, parents, students, friends, and anyone who has ever done something remarkable. You can feel it in their energy before you even see it in their results.

And I've felt it in myself. Every single time I've been obsessed with something, like, up-all-night, research-until-your-eyes-burn, can't-shut-my-brain-off kind of obsessed, I've won.

Every. Time. The goal might've taken months or years, but I always crossed the finish line.

Not just because I was talented, but because I was *consumed* with achieving it.

Now, I'll be honest with you: obsession has a cost. It often hijacks your work-life balance. It demands time, energy, and sometimes even relationships. There's only so much of you to give. So when you give that much to one thing, other areas may take a back seat for a season.

But here's what I know for sure: I've *never* seen someone be truly obsessed with something and not achieve some level of greatness. On the flip side, I've seen plenty of people say they want something but give it part-time energy and wonder why full-time results don't come.

And if you have to constantly *motivate* yourself to care about the thing? Sis, bruh, it might not be *your* thing. The people I know who are on fire don't need a motivational playlist. They're not forcing themselves to stay focused; they're trying to figure out how to *turn it off*.

That's the kind of energy that builds legacies.

So let me ask you this:

Is there a goal you're working toward right now that you're only halfway invested in? Does it feel like a chore to make progress on it? Do you find yourself having to *convince* yourself to keep going?

Then maybe, just maybe, it's time to pause and ask yourself: *Is this really worth your time, energy, and capacity?* Because when you find the thing you're supposed to be obsessed with, it won't feel like chasing. It will feel like being pulled by something bigger than you.

**Obsession isn't madness. It's alignment.**

It's you giving yourself permission to go *all in* on something that lights you up and scares you and stretches you. And when you do that? That's where greatness lives. So if you're ready to stop dabbling and start soaring...

**GET OBSESSED!**