

# DEDICATION: Making Small and Large Impacts



By Tommy Kim | June 2020

One of the hardest things in life we learn is dedication. Dedication is steady, stable, and predictable. Someone who is dedicated is reliable and dependable. It is a hard act to follow, but we all try to do it. We want to emulate this quality attribute, learning from the best example. There is a great reward for those who have it. Through dedication, we attain our goals. We surpass not only our expectations, but others, as well. We are recognized by others with respect. We are perceived as a good role model, another type of leadership quality we can follow. When things are earned and achieved through dedication, you feel great, you feel like you have won an Oscar.

Some of the most important areas we are tested against and we must attain with some level of standard and proficiency in life are to be a Leader, Scholar, Athlete, and that something special by going Beyond. Some of us will develop a special talent in other areas, such as in music, creative art, entrepreneurship, finance, science, medicine, litigation, humanities, theater, and drama. But their foundation begins with these basic, but advanced, human attributes as a Leader, Scholar, Athlete, and Beyond.

In this book, we spoke of many things and touched on many subjects through the perspective of our interviewees. What brings them all together is the common theme in their dedication.

Dedication is difficult precisely for the same reason it is prized in individuals. It requires steady discipline, personal philosophy, positive mental character, and a desire to keep fighting and not giving up. Much of the fight is against your own weaknesses and giving in to the easy way out by taking a long time out or quitting.

Thus, Dedication is the sum and means of all your achievements. Former Commandant of West Point Major General, US Army (ret.), Joseph Franklin said in his book, “You don’t have to be six foot to be a good leader. You don’t have to be an all-American football player, and you don’t have to be a brilliant Rhodes Scholar.... You don’t have to be beautiful or handsome or brilliant to be a good leader, but you do need dedication to your mission and a strong belief in what you are doing” (Franklin vii-viii).

While short cuts are possible, they are not dependable with mixed results. Short cuts and good fortune do not accumulate; they are spent along the way. They are like loans on good credit, retired by surplus equity accumulated over time. While some people can dedicate their lives to a one-dimensional good to achieve great things in life personally, for others, many of us do better when we are multi-dimensional in these key attributes. We wish to summarize how your dedication to Leadership, Scholarship, Athletics, and Beyond can contribute to the quality of life of others and help you achieve many great things in your own life. For those who are brilliant in all these and more are truly gifted and will help lead many others to succeed. These similar qualities are consistently the qualities competitive colleges, graduate programs, and employers seek when recruiting candidates into their programs and organizations.

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*Dedication* is an excerpt from the book *Dedication: Leader, Scholar, Athlete, and Beyond*, co-authored by Tommy Kim and Christopher Kim. This book on Dedication is for young leaders and mature professionals and is filled with real leaders' journeys and authors' analysis with helpful business and military terms and references to special programs. Releasing on June 25, 2020, available on Amazon.

The author, Tommy Kim, is a Partner at Brand Capital, a value creating company in investments and portfolio companies, working in partnership and as a co-sponsor with private equity funds, fortune 500 companies, family offices and world-class discovery entrepreneurs. He has served as a CEO and COO of several startup and fortune 500 companies.