

Sunil Bali

# Great advice from Joan Branson, Sir Richard's wife ...



When asked how she coped with having such a driven husband, Joan Branson replied, "Extremism in the pursuit of excellence is not a vice."

She went on to say that behind the hype that surrounds her billionaire husband, is a man who works from home and spends a lot of time with the family.

A man who focuses on being creative rather than competitive.

A man who simply tries to be better than he was yesterday.

A man who if he fails is fond of quoting Lord Sebastian Coe: "Winning is built on a robust diet of defeat."

When asked when she thought Sir Richard would retire, Joan Branson said, "Age might slow him down, but he'll never retire because he's having too much fun to stop. To him work is play. Richard is just being Richard."

Joan Branson's words remind me of the Chinese proverb: "Tension is who you think you should be. Relaxation is who you are."

There's one thing we're all World Champions at. We're the very best at being us. No one does us better than we do.....

And as legendary psychologist Mihaly Csikszentmihalyi says in his

book "**Creativity**", "It's when we focus on running our own race and being our best that we are at our most creative."

The message is clear: excel, don't compete.

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## About the Author

Sunil is a Performance Coach, Speaker and Author.

Ex Head of Talent for Vodafone Group and Santander, and having run a £50m business, Sunil has been responsible for hiring over 50000 people and has had the pleasure of working with some great entrepreneurs, professionals and leaders.

## Co-ordinates

E-mail: [sunil@sunilbali.com](mailto:sunil@sunilbali.com)

Web: [www.sunilbali.com](http://www.sunilbali.com)

LinkedIn: [uk.linkedin.com/in/sunilbali](http://uk.linkedin.com/in/sunilbali)



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