

What's next



Healthcare

At the end of the day...YOU define success

Sometimes we start down a path of success defined by others and not ourselves. It takes courage to make a switch.

Brenda Hodge

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In high school, I was nominated to participate in a “Calendar Girl” contest which meant if I won, I would have my photo on one month of the high school’s calendar. At the time, this was important to me because I was known as the “smart girl”, not a “pretty girl” because in high

school the two unfortunately were mutually exclusive. I remember I had to walk out in a long dress and do a turn that tripped me up most of the time. I also had to answer a question in front of a large audience. Now, this was the 1980's, so the question I received was, "Is a woman's place in the home?"

At the age of 17, I replied, "The answer is – it is up to the woman to decide. What does she want? What would make her happy? Not what someone defined for her."

And then because I couldn't resist, as I liked to push the limits, I said, "For me personally, my place is in the house... (dramatic pause) ...or the senate."

Decades later, I still agree with my answer. Success is defined by being happy doing something you love. It is not defined by social status or financial status or what someone else defines for you. I've known successful stay-at-home moms and successful CEOs. What they have in common is that their job makes them happy and they are both contributing to making something or someone else better.

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Who are the most successful people you know? I am dedicating this post to my daughter Jordyn. She just made a brave move to start down a new path and define her own success. I have no doubt she will be wildly successful!

At the end of the day is an expression meaning an assessment of essential facts and truths. It s a summation of the pros and cons of any situation and a straightforward statement of what really matters. It s also the title of this blog series by [Brenda Hodge, Nuance Healthcare s Chief Marketing Officer](#), with insights about leadership, empathetic customer relationships, and marketing techniques.

Tags:



About Brenda Hodge

Brenda leads all aspects of Nuance's marketing function working to develop the go-to-market approach, building the Nuance brand to drive growth, and expanding client relationships to increase loyalty. She joined Nuance from Optum where she most recently served as Chief Marketing Officer for the Provider Market segment. Brenda's career spans multinational sales and marketing leadership roles at companies such as GloStream, Allscripts/Misys Healthcare Systems, and SAS Institute.

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