

Latino Leaders

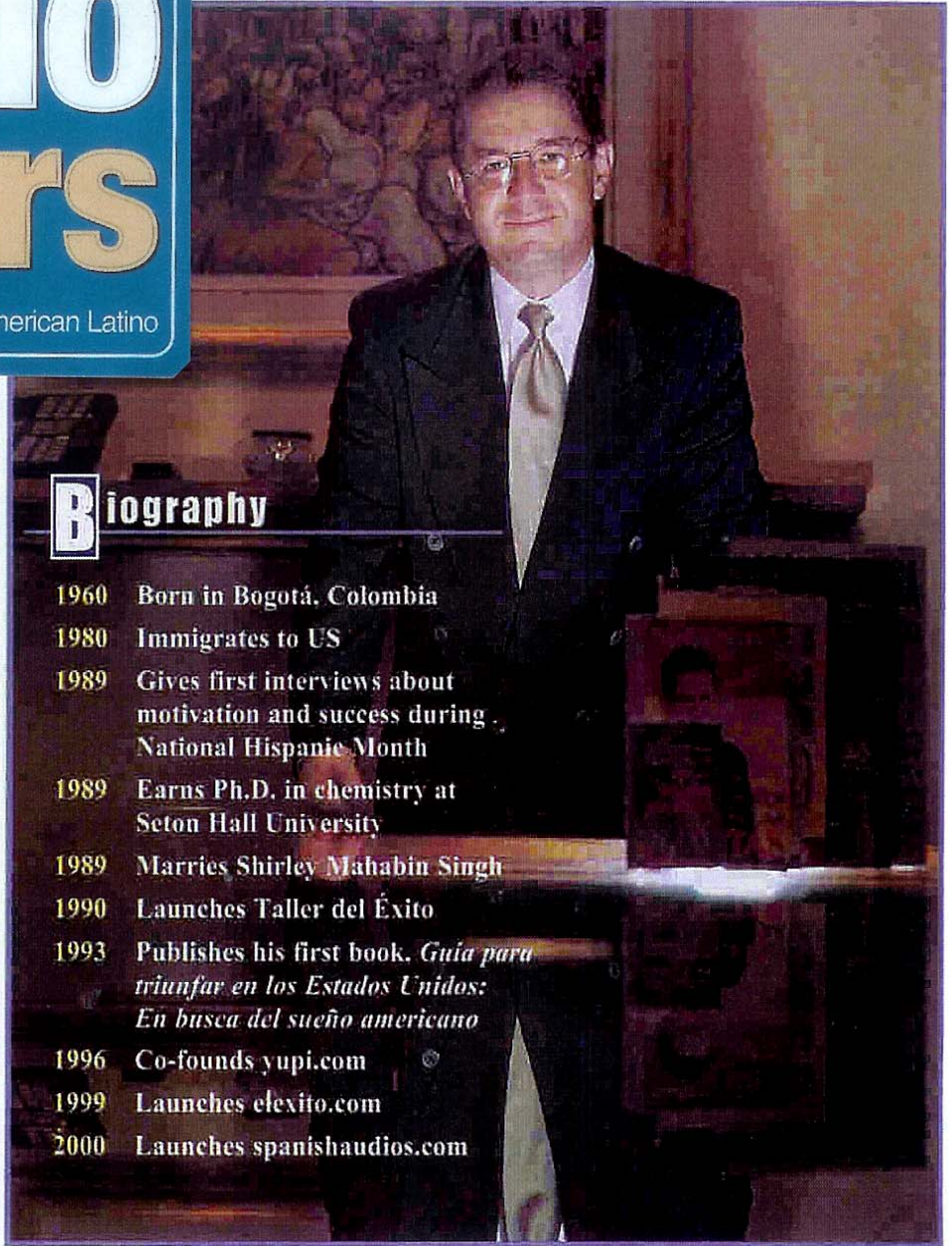
The National Magazine of the Successful American Latino

Distillation of a dream

He has boiled his personal formula for success down to his own cheerleader's chant: Focus on what you want to do; develop a plan for doing it; and go to work on it.

His definition of success is more philosophical than formulaic, however. "I have known people with little or no education but work at what they want to do and have good working families," he explains. "To me they are a success. I have also known people with two Ph.D.'s who don't know what to do, who are miserable. To me they are not a success. Success isn't a goal, but an ongoing thing. About fifteen years ago I heard a definition for success that has stayed with me. I wish I could remember the source so I could attribute it: *Success is the progressive realization of your dreams*. It is knowing that today you are taking a step in the direction of your dream. If you are doing that, you are a success."

Today Camilo Cruz is still progressively realizing his own dream of being an instrument of change. He is putting the finishing touches on his newest book, *La parábola del triunfador*. He travels through much of the Spanish-speaking world giving talks and workshops. His offices are in Miami, where he maintains two Web sites. He and his wife Shirley and their sons, ages seven, four, and



Biography

- 1960 Born in Bogotá, Colombia
- 1980 Immigrates to US
- 1989 Gives first interviews about motivation and success during National Hispanic Month
- 1989 Earns Ph.D. in chemistry at Seton Hall University
- 1989 Marries Shirley Mahabin Singh
- 1990 Launches Taller del Éxito
- 1993 Publishes his first book, *Guía para triunfar en los Estados Unidos: En busca del sueño americano*
- 1996 Co-founds yupi.com
- 1999 Launches elexito.com
- 2000 Launches spanishaudios.com

ten months, live near Boca Raton.

Recently Cruz read the well-publicized report about Hispanic teenage girls having the highest dropout rate of any ethnic group in the US because they lack a good self-image. He suspects the real reason is that they lack direction. So, adjusting his dream once again, he is working on ways of reaching these teenagers and offering them a guide

for finding their way to success.

"Life is not static," he reminds us, "but a very dynamic thing, so you must have flexible goals."

Now, if only there were a Nobel Prize for the Physics of Success. ■

David Everett, former curator, teacher, and bar room pianist, now writes for several publications at home barefoot via the Internet.