What is GRIT Transcript

GRIT is that raw essential element inside a human being, that capacity that enables them to dig deep, do whatever it takes, especially sacrifice, suffer and struggle to achieve their most worthy goals. It's that high octane energy and effort that you put in over a protracted period of time to make the tough stuff happen. Now the interesting thing about GRIT is that we have been missing the bow. Everybody's been talking about GRIT in the terms of quantity, how much GRIT you've got. Right? And the thing about that is that we all know really obnoxious or unbearable people who have tremendous GRIT. So what we found in our research, asking hundreds and thousands of people around the world, was when we asked them, what matters more, quantity or quality of GRIT, 98% of the people say quality. So what we want people to aspire for is what we call Optimal GRIT. Optimal GRIT is when you put it all together. Your goodest, strongest, smartest GRIT for your most important goals. That is what GRIT is all about.