

LEAD

# 20 Simple Daily Habits These High Achievers Credit for Their Success

A steady dose of discipline is essential for getting ahead in business and life.



By Christina DesMarais *Contributor, Inc.com* [@salubriousdish](#)



The recipe for [success](#) in life really isn't hard to fathom. Advice from [high-achieving](#) founders and executives is consistent: Getting ahead in life involves hard work and perseverance, as well as a willingness to take risks and learn from failure. A steady dose of discipline doesn't hurt, either. Take it from these executives, who share their words about the [daily habits](#) that helped them get to the top and stay there.

## 4. Consider the outrageous.

"Approaching ideation or complex problem solving that might result in innovation doesn't usually happen by thinking conservatively. I know I'm headed in the right direction when I get a cringe or 'Umm, I don't think we can do that.' Even when my own reaction is 'That is a terrible idea,' I don't immediately shut it down. I try to give the idea enough breathing room so it can be explored further, because sometimes, there is a truly innovative idea lurking in the exploration of what is considered a bad idea. It's easy to be pragmatic after the fact but there's a danger of shutting down great ideas when you start your brainstorming with pragmatism dominating your thoughts."

—Greg Blake, co-founder of plant-based alternative [Daiya Foods](#)

5/1/17

<https://www.inc.com/christina-desmarais/20-simple-daily-routines-these-execs-say-got-them-where-they-are-today.html>