



Beyond Success

by Nico Van de Venne

How is it possible that some of the successful CEOs and Founders have everlasting fulfillment?

While other successful CEOs and Founders are constantly stressed and overwhelmed, even burned out, severely impacting their emotional and mental well-being.

If you have a successful business and want everlasting fulfillment, you are about to learn the steps to make that a reality.

When you have entirely consumed this book, you will have the complete solution for achieving fulfillment, so you can alleviate the deep-seated feelings of isolation, stress, and inadequacy, replacing them with a sense of accomplishment and inner peace.



I do not have to tell you that there are CEOs and Founders from a wide range of industries and services who have created remarkable results and have everlasting fulfilment.

Even though there is a lot of knowledge about achieving fulfilment, and chances are you have already read that information. Still, most CEOs and Founders still undergo deep-seated feelings of isolation, stress, and inadequacy, severely impacting their emotional and mental well-being and failing to make a breakthrough.

So, if all this content is available for everyone, why is the breakthrough only for a few CEOs and Founders? What have they discovered that you haven't? What do they do that you don't?

The "Beyond Success Strategy" is the proven way for successful CEOs and Founders to achieve everlasting fulfilment.



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From those on the brink of burnout to those seeking deeper meaning beyond success, the "Beyond Success Strategy" offers hope. Born from my struggles, it's a testament and a reminder that we're never truly alone in our battles. This e-book aims to help you get from where you are now to having achieved everlasting fulfilment.

**Let's unlock your mind
and enlighten your perspectives**





Show me **one example of a successful CEO or Founder who doesn't make a choice and sets intentions** that bring them a sense of accomplishment and inner peace. How would you ever achieve everlasting fulfilment **without choosing the necessary actions, steps, and intentions?** If you choose the steps and set intentions, you can also experience how and why they do achieve everlasting fulfilment.

This is why I will show the most essential steps of the “Beyond Success Strategy”.

And if you are feeling **constantly stressed and overwhelmed**, with deep-seated feelings of isolation and inadequacy, which delivers a severe impact on **your emotions and well-being?**

Chances are, you are missing one of the steps.

Many CEOs and Founders want everlasting fulfilment but don't make the **necessary choice or set the necessary intentions** to achieve it. This is a shame because, in the meantime, they remain isolated, constantly stressed, overwhelmed, and have feelings of inadequacy.



Part 1

Discover

Discover how it played out for your peers who have been helped in the past and how they described these feelings and situations.



Sitting in the office, **surrounded** by piles of documents, computer screens **flooded** with emails. The phone rings **incessantly**, each call a new demand for attention. **The weight of making critical decisions strains**, reflecting the **immense pressure** to maintain the company's success and growth. **Do you recognise this situation?**

At a family dinner, being **physically present but mentally distant**. Attention is **split** between the conversation at the table and the glow of a smartphone, where responses to work-related messages wait. **Does it look familiar to you?**

Early in the morning, finally attempting to take a solitary run, a rare moment intended for personal health. However, the **pace is uneven, breaths are shallow**, and there are **frequent stops** with hands on the knees, trying to catch a breath. Or even worse, while walking, the breathing isn't fluent but shallow because of all the hours at the desk. **Have you ever experienced a somewhat similar situation?**

During and after conversations with direct reports, **feeling frustrated** with the **inaction and problems** that keep popping up. Wanting to **lash out** and sometimes, you even do **lash out**. Each time realising an **apology is needed** to mend the relationship as best as possible.

How has this played out in your specific situation?



Not wanting to go home. The feeling of **being isolated** with thoughts, **running in circles** in the head, brings a daily struggle, which cannot be alleviated in conversation with a partner. Sometimes, there are entirely **different views of the world**. Or having a partner who is not into the business mindset. **Can you relate? Is it recognisable to you as well?**



You can imagine or have experienced the same as the CEOs or Founders have when going to a therapist who says, **“Do not work so hard; it’s unnecessary.”** Feeling misunderstood or not listened to by the therapist. A therapist who doesn’t know how a business or an entrepreneur’s mind works because they aren’t one. **How the day-to-day running of a company is something that demands things that cannot be put aside.**



Part 2

Do or do not

There is no try...



There are CEOs and Founders who try to take the transformation on by themselves because they feel misunderstood by others. That's a pity because there is proof that **you can't do it alone and achieve everlasting fulfilment**. Otherwise, wouldn't you already have achieved fulfilment?

This reminds us of how, for example, growing bamboo grass can be like reaching for fulfilment. Bamboo is a symbol of strength, flexibility, and growth.

A grass which lays dormant for an extended period and after this period, shoots out into the sky.

What most forget to tell us about the bamboo tree is that it needs its daily water to be able to stay dormant and suddenly grow in such a brief time. This means if you had a bamboo seed in your garden, someone would need to water the seed without fail each day.

Do you have some in your garden watering your seeds toward fulfilment?

It is the same with fulfilment; you will consistently **need to water the seeds before it shoots out** to reach for everlasting fulfilment.

And like yourself, the bamboo needs someone to water it each day, or someone needs to guide you daily. **You know daily action is vital, just like you know support for these actions, and knowing which actions are the best is essential.**



As a CEO or Founder, you know, and have experienced, that it is the daily steps and correct actions that cause the most effect in the long run. The compounded effect. Not always showing immediate results.

Many CEOs and Founders also think that willpower will help achieve everlasting fulfilment.

Not giving yourself the opportunity to reflect on “What else is there?” to find the hidden gems during the reflection. Never discover the deeper desires, emotions and longings that lead them to fulfilment. Missing out on the deeper conversations and questions that trigger different perspectives and insights. The discovery of what really drives you. What feeds the inner flame of purpose and desire?

You keep your head down in the (paper)work, e-mails, and phone calls. That’s where you are safe from confrontation. But are you safe?

Is willpower really the solution? The numbers show that people who chose willpower have remained isolated, stressed, overwhelmed, and have continued feelings of inadequacy.



It doesn't have to be this way for you.

Look at Nathalie. She was also stressed and overwhelmed and failed to achieve a breakthrough, while she wanted fulfilment.



Nathalie had a thriving business, but she was constantly working weekdays and weekends without any moment for reflection on which route she was taking. She was just doing what was presented to her. She got e-mails and reacted, phone calls, and she reacted.

Each little fire triggered her to respond and become more and more stressed and overwhelmed.

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When she went home to join her family for dinner, she was **constantly on her phone**. She knew as well that talking about work topics to her partner would not get her anywhere as he was simply not interested.

After dinner, she **quickly put her children to bed** and would continue working until late hours. Getting up early in the morning to run through **another day of putting out fires**. She did **not get enough restful sleep**, which weighed **heavily on her health and mood**.

Who was running who?

Nathalie, the business, or the business Nathalie.

The answer was clear.

When Nathalie heard about the possibility of **achieving everlasting fulfilment**, she made an **appointment immediatly**. Soon after, she had her first call. Not surprisingly, even during the call, which was supposed to be about **discovering** if I would be able to work with her on **finding peace and a sense of fulfilment in her business**. She was **constantly interrupted** by people demanding her attention. Her voice during the interruptions was one of **anger and frustration**. Needing her time to come back to the ongoing conversation.



I Confronted Nathalie about what was going on during the first on-line one-on-one sessions of the “Beyond Success Strategy” program. It dawned on her that she needed to stop responding to her business and focus on what was at hand. Nathalie realised that matters had to be handled to improve her situation.

Nathalie applied the steps in the “Beyond Success Strategy”, which brought her fulfilment. The transformation **alleviated the deep-seated feelings of stress and inadequacy, replacing them with a sense of accomplishment and inner peace.** In the weeks following her sign-up, she sent messages, called several times, and had online sessions to improve her situation consistently. The more the online one-on-one sessions and phone calls of the “Beyond Success Strategy” program continued, the more she felt **listened** to and **understood**. Her temper changed; her way of communication was more balanced. And she was no longer being interrupted.

Nathalie now has a more balanced life with her business, feeling fulfilled and with a sense of accomplishment. Her leadership has changed so that her employees now enjoy the collaboration and contribute to her fulfilment and desire to create a thriving business in a way that would not have seemed possible in the past. The dinner with her family has become a moment of rest and focus on what is essential at that moment. Needless to say, Nathalie's life has changed in many different ways.



Experience the journey with me

Let's meet



My name is Nico Van de Venne. I am the father of two teenagers, husband, and confidant to successful CEOs, Founders and Entrepreneurs striving to achieve everlasting fulfilment.

It all started around 2004. At the heart of my own beyond-success journey, **nestled between success peaks and despair valleys, I felt unfulfilled**, leaving me longing for something beyond praise and recognition. My story is one of contrasts. Externally, life unfolded as a series of successes. I moved through companies and roles quickly, each opportunity marking a new achievement and step on the ladder. Yet, underneath, **a different story unfolded, one where superficial smiles and confirmation of potential couldn't fill the void within.**

Let me take you to one of these moments when I was a team member in a law firm within a strong and efficient IT department. The start of this position was a **completely new experience for me**. The technology was new, and the environment was new. I worked as a technician on the road before and now ended up at a desk. That was a whole different and **very exciting role**.

The years went by, and my knowledge grew; I was also put in situations where **my natural leadership skills contributed to the team's efficiency, strengths and success**. Where at one point I was asked to undergo a relocation to grow in my management role. I had reached the **next step in my career** in this company and was sent off to live in New York for some time.

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My time in New York was supposed to be exciting and educational. Only it felt **empty and unfulfilling**. And I assure you, it had nothing to do with the city. During my time there, I was all **smiles and masks**. However, feeling empty on the inside. I did not want to be there.



As you can imagine, this was an **opportunity of a lifetime, but I did not feel it in any way**. The **emptiness was overwhelming**. And started to come to the surface. Under the flag of homesickness. I left for home and left the company shortly after that. I moved on to a **new challenge** in another company, which landed me another empty promotion. I did **not learn my lesson**. I felt like I was acting out someone else's script, continuously chasing the subsequent success, hoping it would bring fulfilment. However, with each success, the lingering question, "**What else is there?**" remained unanswered. The chance to savour these victories always seemed just out of reach.

Then, it all started to go so fast.

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The **facade started to crumble one night**, signalling my downfall. I had **held on for so long, fooling myself** that the next one would be “the one”. That one night I woke up in a sweat. **I couldn’t fool myself anymore.** I didn’t know what was happening to me. It felt like there was a Ton of bricks in my chest, and I couldn’t move. My mind and heart were racing at the speed of light. **Going through all sorts of scenarios from the past and present.**

When I finally was able to get out of bed. I went downstairs to my living room to search for a distraction. **And I failed; I crawled into a corner and started to cry, what seemed, without end.** Panic attacks were my body's revolt against the unsustainable pace I had set, which allowed no room for rest, reflection, or more profound connection.

My relentless **success chase alienated my loved ones** as, shortly after this night, my girlfriend left me. She left me to confront my demons alone. **It was in this darkness that I faced my lowest point,** challenging not just my mental health but my resolve to continue. However, it was also in this darkness that transformation and seeds were planted, and amongst others, the right partner came into my life.



Realising I couldn't do it alone was both a humbling and freeing experience. After all these years, I am grateful for realising this one step. **I am not alone.**

Unexpected forms of help arrived, from practices that anchored me in the present to non-judgmental conversations that sought **to listen, understand and accept.**

These experiences revealed a new way of living, where **fulfilment comes not from external success but from aligning with my values and being present** in each moment.



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This rediscovery journey has redefined my understanding of success and the discovery of everlasting fulfilment.

It taught me that **fulfilment is not a destination** but a journey.

Success is more **meaningful** when it **includes self-worth, self-harmony, enjoying the process, and embracing life's** highs and lows.

I learned that **opening yourself to discover** the deeper **desires and feelings**. Opens a doorway to a **more fulfilling and a beautiful life**.

Choosing to enjoy **moments** and **journeys**.

Choosing to have open **conversations with confidants** and people **who have walked to path**.



These **lessons are what I now pass on to others**, helping them find their fulfilment path and appreciate their achievements not just at the end but at every step. This transformation's ripple effect has significantly affected me and those I've guided.

From those **on the brink of burnout to those seeking deeper meaning in success**, the "Beyond Success Strategy" offers hope. **Born from my struggles**, it's a testament and a reminder that **we're never truly alone in our battles**. By sharing this story, **I hope to provide** warmth, **encouragement**, and a call for self-reflection. To those on this journey, **remember that fulfilment lies not in the accolades** but in the moments you cherish, the relationships you nurture, and bringing your presence into every day.

Are you willing to go on the journey to everlasting fulfilment? And enjoy every moment as I do? What would life be like if you did?



What is the first step?

So, you have experienced how powerful it is to work with the “Beyond Success strategy”.
Now, what’s next?



Before you improve your situation, it is essential to know. If your situation is suitable for the “Beyond Success Strategy”;

- 1. You have achieved substantial success and industry recognition or have achieved everlasting fulfilment and transformed deep-seated feelings of isolation, stress, and inadequacy**, replacing them with a sense of accomplishment, inner peace and experience beyond success.
- 2. You have achieved success. You strive to achieve everlasting fulfilment and started the transformation** of the deep-seated feelings of stress and inadequacy, working toward replacing them with a sense of accomplishment and inner peace.
- 3. You have succeeded in business and strived to achieve everlasting fulfilment**; however, you have not transformed the deep-seated feelings of isolation, stress, and inadequacy.
- 4. You have succeeded in business** and are now desperate to transform the deep-seated feelings of isolation, stress, and inadequacy toward a sense of accomplishment and inner peace.
- 5. You do not think of yourself as successful.** However, you do want to achieve everlasting fulfilment.

**This book aims to help you get from
where you are now to having achieved
everlasting fulfilment.**



One way to come closer to fulfilment is to **be more in the present moment**. The “Beyond Success Strategy” is a practical approach. When being confronted with deep-seated feelings of isolation, stress, and inadequacy. **It will cause you to breathe in a shallower way.** Causing the fast rhythm of the heart and adrenaline to rush almost continuously thru your veins. **These are clear signs of stress related to isolation and feelings of inadequacy.**



Let's do a little exercise to give you an idea of what fulfilment could feel like if you apply the steps used in the “Beyond Success Strategy.”

Take it step by step.

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Find a timer and set it for one minute. Let me invite you to sit back, drop your jaw, tongue and shoulders take a deep breath, start the timer, close your eyes. Focus on your breathing, nothing more, nothing less. When the alarm rings, open your eyes.

1. You have now gone from head to heart in a few seconds and taken one minute to focus on your breathing. Now set the timer again for one minute and start the timer, take a deep breath, hold that breath, and close your eyes till the alarm rings. Open your eyes and breathe normally.
2. You have now taken one minute to experience life without breathing. Do you notice the difference? Did your mind go to lots of places, or did it panic for air? What happened in that one minute?

An average person can live without food for a long time, without water for a short time, and without breathing for only a minute or two.

**Breathing is an essential part of our life.
And we barely notice doing it. What would life
be like if you noticed your breathing more?
It has become so mundane, hasn't it?**

**What if you noticed the success during your day-to-day more?
What would that bring you? Not so mundane, is it?**



If you are only a little bit like the average thriving CEO or Founder, and I am sure you are not average if you are reading this now, you will most surely want to achieve fulfilment; on the other hand, you ask yourself.



What will the “Beyond Success Strategy” bring me?

Then I challenge you to ask yourself the following questions. How committed are you to create a new perspective and how deeply are you willing to take action and show your true self to create an everlasting change in your life? Are you willing to bring what is needed?

Now you understand what is needed for the “Beyond Success Strategy” to take you into your new perspective and what you need to commit and bring. I can imagine you asking if the “Beyond success Strategy” is a wise investment? That is precisely what you will discover now so you can achieve everlasting fulfilment without questioning if this is a wise investment.



**What I hear you thinking is, “Can I afford this
“Beyond Success Strategy”? Is it a wise investment?”**

Consider this: investing in “Beyond Success Strategy” is not just a financial decision but an investment in your overall quality of life. The unique and personal approach of the “Beyond Success Strategy” is the breakthrough you are looking for. No more joining groups or using pure willpower. A personal approach tailored to your specific needs and situation.

Now you have discovered what you need to commit and bring to the “Beyond Success Strategy” and if the “Beyond Success Strategy” is a wise investment, you can perhaps see how the “Beyond Success Strategy” can work for you to achieve everlasting fulfilment, but do you still ask yourself if you have the time to commit to this “Beyond Success Strategy”?

This time commitment is actually an opportunity for you to prioritise yourself, leading to greater efficiency and satisfaction in all areas of your life. By understanding your schedule and situation, we can work toward a precise schedule to uphold your request. Adapting where possible to your needs.



Now, you have discovered what you need to commit and bring to the “Beyond Success Strategy” and that the “Beyond Success Strategy” is a wise investment, and if you have the time to assign to the “Beyond Success Strategy”, you can perhaps see how the “Beyond Success Strategy” can work for you to achieve everlasting fulfilment. But you still ask yourself. I have tried similar before, and it didn’t work. Will it now?

What if the past similar didn’t work because it wasn’t tailored to your unique blend of professional success and personal fulfilment needs? My approach focuses on integrating these aspects uniquely, with discretion and aligned to your needs.

Now you know what you need to commit and bring to the “Beyond Success Strategy” and how investing in the “Beyond Success Strategy”, the commitment of your time and the focussed approach on your unique needs make the “Beyond Success Strategy” possible to achieve everlasting fulfilment, you might ask yourself what else is needed to make this possible.

In this step, you will discover the complete strategy so you don’t miss out on any part but have everything to achieve everlasting fulfilment.



The three central pillars

What's behind the "Beyond Success Strategy"?



1 • Comprehension

Situations first need conversations. At the moment, you are experiencing some of the things that have been mentioned in this book. You notice that your way of living is not always bringing the most positive sides of you to the surface. And that is already a big step, recognising that something is not how it should or could be.

This is where discreet and personal one-on-one conversations come into play. Most CEOs or Founders think they must take this on alone because there is “No-one to talk to”. That is a limiting approach as you keep the conversation in your head, you do not get a reflective insight, or it will not be questioned to cause another viewpoint. The best way to tackle inner dialogue is to bring it outside into a conversation where you feel and are safe to talk about anything. That will not be judged or disregarded. If it is in your mind, it is relevant to discuss. This is where the personal conversation comes into play, where we have discreet one-on-one talks customised to your specific situation and timing.

In addition, I am an entrepreneur who also works with employees, contractors and several of the different stakeholders who are involved in doing business. So, I do understand why you have ended up in the situation you are in. I will not tell you to work less. This is the point where I help you work differently to create different outcomes that feed your fulfilment and eventually make it everlasting fulfilment.



2 • Declaration of Intention

During and following the comprehensive phase, we will work on changing certain aspects of your perspectives and way of working and take other steps depending on your specific situation. For example, one of the steps that we take is the following. Many CEOs and Founders will look for the answer to the question, “What do I need to change?” And this is a valid question for most. However, this will take too long to answer and will sometimes even not be answered. That is why it is imperative to take this step in the “Beyond Success Strategy”.

How do you know if you have found what you need to change when the change is a constant? Well, you do not; you approach this in a different way by setting the intention for the change. This is the strongest phase of the “Beyond Success Strategy”. It is called “Declaration of Intention”, and it will target you toward the everlasting fulfilment you dream of. The most significant advantage of setting an intention at the program's start is that you can already start. There is no need to create a detailed plan with steps and milestones. You can just start today after reading and implementing.



3 • Integration

You are habitually integrating actions and steps into your life and business. However, it is essential to know which actions and steps to implement. During the discreet conversations and following the intentions being set amongst other steps taken during our collaboration. We will clearly define what is necessary for you to reach everlasting fulfilment. Which bamboo seeds do you need to water daily to reach for fulfilment and, eventually, everlasting fulfilment?

In this phase, we will look at the gaps that are present between your business and your achievement of fulfilment and how we can integrate both in a way that will be everlasting. Not only for your own sake but for a much broader environment. Going from business to family to community. Maybe even toward leaving a more significant impact.

You want to achieve everlasting fulfilment?

So, do you also want my help to achieve everlasting fulfilment? Or do you want to keep going at it alone, with the danger that you remain with deep-seated feelings of isolation, stress, and inadequacy? Each CEO or Founder I know has chosen to take steps because they, know that you cannot do this on your own.



If you use the “Beyond Success Strategy, ” you will have all the **tools and steps to achieve fulfilment and everlasting fulfilment**, which will also give you a sense of accomplishment and inner peace. You can have **everything necessary to successfully apply the “Beyond Success Strategy” and achieve everlasting fulfilment**, so you can immediately start creating everlasting fulfilment instead of in 1 to 2 years.

During the “Beyond Success Strategy”, you will...

- Have discretion and a safe environment.
- As I only work one-on-one and have limited open seats, I am exceptionally positioned to assign my time and be available to your unique needs.
- A schedule adjusted to your specific requirements.
- Have regular one-on-one sessions online or offline, depending on your location.
- In addition to the one-on-one sessions online or offline, we will have a regular phone call to catch up.
- My personal e-mail address for any communications between sessions.
- My personal phone number for WhatsApp communications whenever you feel the need to converse.



If this is what fires you up, I look forward to helping you personally so you take the steps toward everlasting fulfilment, which will also give you a sense of accomplishment and inner peace. Click on the link, answer a few questions, and ask for your personal conversation with me, in which I will converse with you about your situation and how you can successfully apply the “Beyond Success Strategy”.

Imagine what becomes possible for you when the “Beyond Success Strategy” starts working for you. I advise you to prioritise what is most essential for you. You are only one choice removed from a totally different situation.

What would your life look like in 12 months if you accepted my help?



Let's meet

Ready for a BAZINGA! experience?



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