

**Unlock Your Personal Success
with the PIE Framework:**

*A Comprehensive Guide to Why
People, Ideas, and Execution Matter*

Success isn't just a matter of chance—it's the result of intentional effort. While luck plays a role — of course it does — *lasting* achievement isn't purely random. Instead, it comes down to a combination of three levers in *your* hands — and collectively known as PIE.

PIE stands for **People, Ideas, and Execution**.

The quality of your relationships with People.

The originality of your Ideas.

The reliability of your Execution.

These three factors are the components of the PIE Theory of Success, developed by Suzy Welch, Professor of Management Practice at NYU Stern of Business and a three-times New York Times best-selling author.

Let's break down how each of these components plays a pivotal role in your success journey.

1) People: Not Just Who, But How

Having good relationships with everyone matters because, at its core, life and work are about people. Relationships are the connective tissue of everything we do—whether it's building a career, navigating challenges, or simply finding joy and meaning in the everyday. But let's be clear—when I say “relationships,” I'm not talking about superficial LinkedIn connections or the kind of networking that feels like a transactional game. You know the drill: exchanging business cards in some sterile conference hall, hoping someone will “be useful” to you down the line. That's not it. That's never been it. Real relationships—the ones that matter—are built on trust, respect, empathy and a genuine sense of care. They're about showing up, following through, and being someone people want to know, not just today, but over time, through ups and downs.

Here's why this matters so much. First, relationships are the foundation of opportunity. Every job, every collaboration, every breakthrough—it all comes back to people. You can be the smartest, most talented person in the room, but if people don't feel connected to you, they're not going to go out of their way to help you, advocate for you, or bring you into the fold. And let's face it—no one succeeds alone. Even the most “self-made” success stories are built on the shoulders of mentors, colleagues, and friends who believed in them. It's not about how many people you know, it's about the quality of those connections. Are you reliable? Honest? Decent? Do people trust you? Because that's what keeps them coming back to you again and again.

Second, good relationships create a ripple effect. When you treat people well—when you're kind, self-aware, empathetic, sociable and supportive—it comes back to you in ways you can't always predict. It's like planting seeds. You might not see the results right away, but over time, those seeds grow into opportunities, collaborations, and even lifelong friendships. And let me tell you, in business especially, this is gold. Because business is an island—you see everyone again. The person you're kind to today might be the person who opens a door for you five years from now. Or they might just be someone who makes your day better. Either way, it's worth it.

Third, good relationships make life richer. Think about it: what's the point of achieving success if you don't have people to share it with? Relationships give us meaning. They challenge us, inspire us, and remind us of what really matters. And when things get tough—and they always do—it's the people in your corner who help you get through it. But here's the thing: you don't have to be best friends with everyone. That's not realistic, and frankly, it's not necessary. What you can do is strive to treat everyone with respect and kindness, even when it's hard. Even when someone's difficult or you don't see eye to eye. Because at the end of the day, how you treat people says more about you than it does about them.

So, forget the noise about “networking.” Forget the idea that success depends on surrounding yourself with powerful, influential people who can lift you up. True success is built on the quality of your relationships, not their status. It's about being a person of substance—someone who's reliable, fair, and authentic. Instead of wasting time at networking events, invest in real friendships—at work, outside of work, everywhere. Some of those friends may help you someday, or maybe they won't. But when they do, the impact will be far greater than anything a forced networking connection could offer. Success isn't about “collecting” people—it's about being someone people want to know, someone they trust, someone they want to work with and root for.

Good relationships matter because they're the foundation of everything. They're what makes success possible, what makes life meaningful, and what makes the journey worthwhile. So, go out there and be the kind of person who plants seeds, who builds trust, who makes others feel seen and valued. That's how you win—not just in business, but in life.

2) Ideas: Fueling the Innovation Machine

Ideas matter because they are the seeds of progress. They're the starting point for every innovation, every solution, every inch or leap forward. Without ideas, we're stuck in the status quo—doing things the way they've always been done. And that's not where growth happens. Growth happens when someone says, "What if?" or "Why not?" or "Could we try this instead?"

But here's the good news about ideas: they don't have to be earth-shattering to matter. Sure, we all admire the Jeff Bezoses and Oprah Winfreyes of the world, who come up with ideas that change entire industries. But most impactful ideas are much smaller in scale. They're the tweaks, the adjustments, the little flashes of insight that make things just a bit better. Like a car salesman who asks a new question that changes the way his team negotiates. Or an employee who finds a way to shave two days off a process. Those ideas? They're gold. They're the kind of ideas that build careers and transform organizations.

And let's not forget, being known as an idea-person isn't just about generating ideas yourself. It's also about creating an environment where ideas can thrive. That means being open to other people's ideas, amplifying them, and championing them. When you're the person who says, "That's a great idea—let's build on it," you're not just contributing to the conversation. You're creating a culture of innovation. And that's powerful.

Now, not every idea will work. Some will flop. Some will get shot down. But that's okay. The point isn't to have perfect ideas—it's to have lots of ideas. Because the more ideas you have, the more likely you are to stumble on the one that changes everything. And even if your idea doesn't take off, people will remember that you had the courage to put it out there. That you were willing to take a risk, to think differently, to try.

So, why do ideas matter? Because they're the fuel for everything else. They're what make execution possible. They're what give people something to rally around. They're what keep us moving forward. And in a world that's constantly changing, having ideas—and the courage to share them— isn't just important. It's essential.

3) Execution: Vision to Victory

Execution matters because it's the bridge between ideas and impact. You can have the most brilliant strategy, the most innovative ideas, or the most inspiring vision—but if you can't execute, none of it matters. Execution is where the rubber meets the road. It's the difference between being someone who talks about doing great things and someone who actually gets them done. People remember results. They remember who delivered, who followed through, who made things happen.

But here's the deeper truth about execution: it's not just about getting things done. It's about building trust. When you execute well—consistently, reliably—you send a message to everyone around you: "You can count on me." That's how you build a reputation for integrity. And integrity, in the real world, is everything. It's what makes people want to be around you, work with you, promote you, and give you more responsibility.

Think about it—how many times have you been in a situation where someone promised the moon and delivered...well, a pebble? It's frustrating, right? Now flip that. Imagine being the person who not only delivers the moon but does it ahead of schedule, with a little extra sparkle thrown in. That's the power of execution. It sets you apart. It makes you indispensable.

And here's the kicker: execution isn't just about big, flashy wins. It's about the small, everyday actions that add up over time. It's about hitting deadlines, following through on commitments, and doing what you say you're going to do—every single time. It's about being the person who closes the loop, who finishes the project, who answers the email. These little things? They're what build your reputation. They're what make people say, "Wow, she's someone I can trust."

Good execution matters because it's what turns potential into performance, ideas into outcomes, and promises into reality. And it's what makes you stand out in a world where too many people are all talk and no action.

Integrating PIE for Personal Growth and Success

The PIE framework provides a structured way to evaluate and enhance the drivers of success. By assessing how well you cultivate relationships, generate ideas, and execute effectively, you can identify your strengths and areas for improvement.

Success is not about following a single, predetermined path but about leveraging these three elements in a way that unlocks your potential and a career of impact.

Ready to dive deeper?

If you're ready to unlock your potential, **PIE360 Feedback** is your next step. This personalized tool will help you learn how the world experiences you on the three dimensions of PIE, and identify where you excel and where there's room for improvement so that you can create a plan for ongoing success and growth.

The PIE 360 Assessment will help you:

- **Identify your strengths** in each area of the PIE framework.
- **Reveal your blindspots** that call out for improvement.
- **Chart a course** for increased success and impact!

Start your PIE 360 journey today and gain the insights you need to create meaningful change in your life.