

## Channeling Inner Strength Through Sisu

When facing extreme, unprecedented circumstances, we're challenged to find new reserves of strength and resilience within. Sisu is the Finnish word for fortitude and determination and the human capacity for deep strength and perseverance. It refers to the universal potential that exists within all individuals to go beyond perceived limits.

### Essence of Sisu

- You demonstrate extraordinary perseverance amidst adversity.
- You imagine the ability to succeed and turn barriers into bridges or frontiers of action.
- You draw on a previously hidden/unknown source of power.

<p><b>Extraordinary perseverance</b></p>	<p>Sisu is usually stumbled upon when one faces insurmountable adversity. You are demonstrating Sisu when:</p> <ul style="list-style-type: none"> <li>• You don't give up.</li> <li>• You finish what you start—despite the difficulty.</li> <li>• You do what seems impossible.</li> <li>• You show integrity and do not take shortcuts at the expense of quality.</li> <li>• You go beyond your previous view of your mental or physical capacities.</li> </ul>
<p><b>An action mindset</b></p>	<p>Sisu means to have faith in yourself, in opportunities and action. It can be cultivated by developing an unwavering positive mental attitude.</p> <ul style="list-style-type: none"> <li>• You show a consistent courageous and hopeful attitude toward challenges.</li> <li>• You are able to imagine a story where you succeed.</li> <li>• You take action against slim odds.</li> <li>• You face up to your fears.</li> <li>• You transform a barrier into a bridge to action.</li> </ul> <p>Sisu is a power that springs from deep within. It allows you to try one more time. You are creative as a result of hardship.</p>

*Supported by an unrestricted educational grant from the Johnson & Johnson Foundation*

### A hidden source of reserved power

Sisu entails drawing upon on a previously hidden/unknown source of power:

- You are able to gain access to a power and energy reserve (one that you did not know you had) during great challenge.
- You move toward a vision of where you might go if you dare to try.
- You get a second wind.
- Your energy and resolve seem to appear as if by magic.

### Your Stories of Sisu

You may have experienced Sisu in your life if you have had a time when:

- Your physical and mental resources felt used up and you had to call upon your reserve of inner strength.
- You felt defeated by a failure but were able to draw upon an energy or fire within.

### Leadership Actions: Encouraging Sisu

You can encourage Sisu in others:

- Help someone on your team draw upon their inner reserve of strength to face a difficult situation.
- Help someone to continue moving forward after a failure or disappointment.