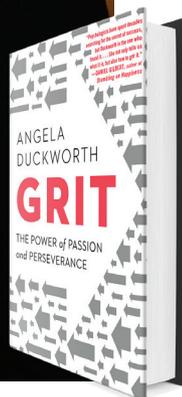


ELLE.COM
COACH
OF THE
MONTH

ANGELA DUCKWORTH

Kick your productivity into hyperdrive with ELLÉ's resident expert on getting things done

Years ago, in the middle of a breakup, a man Angela Duckworth once dated asked her, "Why would I want to marry Hillary Clinton?"—a catty reference to Duckworth's drive. "I said to him, 'Maybe because you want to be the fucking president,'" she recalls. "And now I wish I could go back in time and be like, 'Or maybe so



you could be the first husband.'" "A lot of people think ambition is a bad thing," Duckworth says. "I think it's great." No surprise there, coming from a Harvard alum with a masters in neurobiology from Oxford and a psychology PhD from Penn who not only has advised the White House and the World Bank but also was granted a 2013 MacArthur "genius" fellowship. There is some irony in Duckworth being awarded the "genius" title, though, given that her primary area of research, and the topic of her new book, *Grit: The Power of Passion and Perseverance* (Scribner), focuses on how a

special blend of willpower and endurance—what she calls grit—can trump natural abilities in the long run. Melding case studies of myriad gritty people—from West Point cadets to a *New Yorker* cartoonist to a Hooters girl turned 35-year-old president of Cinnabon—with a humility-filled exploration of her own meteoric rise through academia, Duckworth doesn't

just identify common qualities; she offers actionable advice on how to adopt and hone the key traits that have proven successful, over and over again.

Duckworth is willing to bet that you'd like some help harnessing your own ambition. "We study people, and when we ask them point-blank, 'Would you like to be less gritty?'" she says, "nobody says yes. Literally nobody says yes." Throughout this month, the first step in your ascent to fulfillment is easy: Just tune in to ELLÉ.com. —*Keziah Weir*

TRY, TRY AGAIN THIS MONTH ON ELLE.COM, THINGS ARE GOING TO GET GRITTIER

JUNE 6
STAYING POWER 101
Test yourself with a version of Duckworth's tried-and-true Grit Scale, and learn what your score says about what kind of worker you are.

JUNE 13
IT'S HABITUAL
Positive change doesn't have to be hard—with Duckworth's gentle guidance, it can be positively pleasant. Form these good habits now to reap the benefits, well, forever.

JUNE 20
QUALITY OVER QUANTITY
Good news: "First one in, last one out" does not a perfect worker make. Learn how to let go of personal pressure to always be on—you'll be stunned at how much you accomplish, and in how little time.

JUNE 27
THE CALL
Haven't realized your passion yet? Never fear! This guided exploration will get you one step closer to figuring out your purpose—or refining what you already know. Remember: Julia Child didn't start cooking until her forties.

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ANALOG GIRL

IN A DIGITAL AGE, THIS ENTREPRENEURIAL COLLEGE STUDENT IS MAKING A CASE FOR DOING AT LEAST ONE THING THE GOOD OLD-FASHIONED WAY



Like bringing vinyl to a DJ gig, toting a paper calendar might seem like a retro-chic move. Eliana Lauder, age 19, is out to disprove that notion with her start-up, Binderchecked. The line of organizers, made in the U.S. from recycled paper, was inspired by a fact Lauder heard in class: You're 43 percent more likely to complete a goal if you write it down.

Lauder balances school,

work, and college life using daily to-do lists that map her time visually. "Ignore planners with inspirational quotes," she advises. "Write down your day. Cross it off as it happens." Her ferocity may be partly genetic: Her lineage boasts, as she says, "badass women who made things happen"—including, yes, her great-grandmother, Estée. "She taught me, 'Don't be satisfied with the way things are. Don't take no for an answer.'"

It's already starting to work. In six months, Lauder has accrued customers nationwide through the online business, won a mentoring role on Discovery Channel's *Girl Starter* ("a mix of *Shark Tank* and *Project Runway*"), and been selected as a student entrepreneur under Google's Startup Lab program. "I see things on Google Calendar," she says, "and I write them down." —*Faran Krentcil*