THE LONG WAY IS THE SHORTCUT

The Long Way Is the Shortcut

Why the Work You Want to Skip Builds the Self-Discipline and Character You Need for Lasting Success

Copyright © 2026 by Michel Wichman
All rights reserved.

No part of this book may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of the publisher, except for brief quotations in critical articles and reviews.

Published by SwissGlobe Group AG
Michel Wichman
Spitzhornweg 30
3792 Saanen, Switzerland
info@swissglobe-group.com

ISBN 978-3-9526692-0-4 (paperback)
First edition 2026

Cover design: Stefan Schott
Typesetting and layout: Stefan Schott
Graphics and illustrations: Stefan Schott
Editing and proofreading: Stefan Schott
Set in Lora and Bebas Neue.

Welcome video: video.thelongwayistheshortcut.com
Bonus material: bonus.thelongwayistheshortcut.com
Talks and seminars: michelwichman.com/talks
Press and media: michelwichman.com/press

Disclaimer

This book reflects the author's personal experience and opinions. It is meant to inform and inspire and does not replace legal, financial, medical, psychological, or other professional advice. The author and publisher make no warranties as to the accuracy or completeness of its content and accept no liability for any loss or damage arising from its use.

Third-party websites are mentioned for convenience only; the author and publisher have no control over their content. Product and company names may be trademarks of their respective owners.

Want to publish a book of your own?

Stefan Schott guides book projects from positioning, concept, and ghostwriting to book design and marketing.
Inquiries: info@schottstefan.de

READING SAMPLE

THE LONG WAY IS THE SHORTCUT

Why the Work You Want to Skip
Builds the Self-Discipline and Character
You Need for Lasting Success

MICHEL WICHMAN

READING SAMPLE

Reading sample · The Long Way Is the Shortcut · © 2026 Michel Wichman · Free to share unchanged, not for resale · michelwichman.com/press

A personal welcome

Meet Michel before you begin

In a short video, Michel Wichman introduces himself and tells you in his own words why he wrote this book, what it is about, and how to read it so that it really changes something in your life.



video.thelongwayistheshortcut.com

Point your phone camera at the code.

Reading sample · The Long Way Is the Shortcut · © 2026 Michel Wichman · Free to share unchanged, not for resale · michelwichman.com/press

To my parents,

With love and gratitude, I dedicate this book to you, the very foundations of my life. It was you who offered me a helping hand at the beginning of my journey. You showed me that every step brings with it a new opportunity and that the pursuit of personal growth is an essential part of our existence. You instilled the values that mean so much to me today. Through your guidance and wisdom, I found the strength to believe in my dreams and the courage to face life's challenges. Your teachings have served as a compass throughout my journey, and I am grateful to have received them.

With this book, I want to give something back to the youth of today in order to inspire and motivate them. I would like to address this message in particular to my son, Moritz, who is away at college as I write this book. Moritz, you represent the next generation, and I hope that you will be able to pass on and share the values and insights I have gained. May the world embrace your curiosity and determination, and may your parents' teachings guide you in the direction you need to go.

In life, we take the stairs, one step at a time. Every step offers us the opportunity to grow, to learn, and to move forward. It is the small victories, the everyday struggles, and the sheer determination that lead us to new heights. Sometimes the path seems steep and challenging, but with every step we take, we learn more about ourselves and the world around us.

An elevator may take you up quickly, but it brings you back down just as fast. Life has its ups and downs; moments of success can quickly be followed by setbacks. However, if we keep climb-

READING SAMPLE

Reading sample · The Long Way Is the Shortcut · © 2026 Michel Wichman · Free to share unchanged, not for resale · michelwichman.com/press

ing the stairs, we maintain our strength and resilience. That's because what pulls us upward isn't just the destination but also the journey itself. Every step we climb reinforces our foundation, and with every challenge we overcome, we grow stronger.

Life is a constant series of ups and downs, and it's up to us to keep taking the stairs. Every step contributes to our growth, and every experience shapes who we are. So let's be patient, take our time, and keep climbing, one step at a time, on the path toward our dreams and goals.

This book is a tribute to you, my parents. You taught me what it means to live with integrity, joy, and perseverance. I am forever grateful to you for the love and support you have given me, and I hope this book will be a source of inspiration to many people.

With all my love,
Michel Wichman

READING SAMPLE

Contents

Introduction 12

Part One: Find Out What You Really Want 15
1 From Dishwasher to Hotel Owner 16
2 Setting Clear Goals: Your Personal GPS 24
3 Why Big Dreams Come True 28
4 Listen to Your Inner Voice 33
5 Only You Determine Where You Are Going 36

Part Two: Forget the Elevator—Take the Stairs 41
6 The Problem with Shortcuts 42
7 Real Growth Comes from Hard Work 47
8 Why Setbacks Are Inevitable 51
9 Find Opportunity in Crisis and Criticism 55
10 Authenticity Always Wins 59

Part Three: The Spirit of Service 65
11 Service Means Serving 66
12 What We Can All Learn from Good Service Professionals 70
13 The Well-Run Hotel as a Microcosm of Society 73
14 Living Up to a High Standard 76
15 A Fish Rots from the Head Down 79
16 Become the Caretaker of Your Own Life 82

Part Four: Listen to the Right People 87
17 Mentors Fast-Track Your Success 88
18 The Best Advice I Ever Got 92
19 What I Learned from My Father 95
20 Become a Role Model 98
21 How to Spark Enthusiasm in Others 100

READING SAMPLE

Reading sample · The Long Way Is the Shortcut · © 2026 Michel Wichman · Free to share unchanged, not for resale · michelwichman.com/press

22 Trust Your Gut 104

Part Five: Nothing Works Without Values 109
23 A Return to Respect and Genuine Courtesy 110
24 Honesty and Clarity Always Pay Off 116
25 Values and Norms: What Really Counts 121
26 Values and Norms Are Worthless Unless You Live Them 126
27 Why Positive Thinking Changes Everything 129
28 Make Room for Negative Thoughts and Feelings 133
29 Visualize and Achieve: The Power of Your Thoughts 137

Part Six: Get to Work 143
30 You've Got to Roll Up Your Sleeves 144
31 Play Instead of Work: Finding Joy in Your Job 147
32 The Power of Self-Reflection 151
33 How to Be Productive Every Day 154
34 The Power of Discipline in Everyday Life 158
35 Take Responsibility Instead of Complaining 161
36 Thrive Under Pressure 164

Part Seven: Stay Strong Through Hard Times 169
37 Strength in Crisis: The Bellevue Story 170
38 How to Master Your Problems 175
39 The Number One Rule: Never Give Up 181

Part Eight: Savor Your Success and Find Inner Peace 187
40 From Restless Activity to Inner Balance 188
41 Pause to Savor Your Success 193
42 Regular Self-Reflection Changes Your Life 197
43 Why Gratitude Is the Key to Happiness 202

Part Nine: Cultivate Quality and Authenticity in Your Life 209
44 Quality over Quantity: Less Is More 210
45 Always Exceed Expectations 216
46 Inspire and Motivate People for Lasting Impact 222
47 What You Leave Behind for Others 226

READING SAMPLE

Reading sample · The Long Way Is the Shortcut · © 2026 Michel Wichman · Free to share unchanged, not for resale · michelwichman.com/press

48 How to Become an Inspiration to Others 229

Conclusion 234

About the Author 238

Recommended Reading 240

Notes 241

READING SAMPLE

Where do you stand today?

This book is about the difference between waiting for the elevator and taking the stairs. If you know where you stand before you start, you will read every chapter differently: not about other people, but about yourself.



Waiting for the elevator

Before you read

Find your starting point

A short check shows where you stand in each of the nine stages of this book.

While you read

Recognize yourself

You notice sooner where you stand and where your next step lies.

READING SAMPLE

Reading sample · The Long Way Is the Shortcut · © 2026 Michel Wichman · Free to share unchanged, not for resale · michelwichman.com/press

Eight QR codes in this book take you further. The first, on page 4, is Michel's personal welcome. Four lead to the free bonus material: the Staircase Check, a route planner for your goals, the Spitzhorn Service Playbook, and twenty-one steps in twenty-one days. There you will also find a free workbook to print: all forty-eight guides from the chapter ends, with room for your answers. The last three, at the end of the book, take you to Michel, his talks and seminars, and his press page.

READING SAMPLE

Taking the stairs



After you read

Put it into practice

Tools and exercises for every part help you take the stairs in everyday life.

The Staircase Check

Three minutes, nine stages, one honest look at where you stand today. Take it again after every part.

bonus.thelongwayistheshortcut.com

Introduction

True success doesn't come from taking shortcuts, but rather from hard work, clear values, and positive thinking. My own journey is a great example of this. From dishwasher to my own hotel, I worked my way up one step at a time, with dedication, perseverance, and the conviction that hard work pays off. I've learned that nothing is handed to you on a silver platter; if you want to get to the top, you have to take the stairs, not the elevator.

Many people seek quick results and forget that true fulfillment and lasting success are based on authenticity and personal responsibility. That is exactly what this book is about: I share my most important experiences and principles, which have helped me overcome setbacks and achieve my goals. Clarity, honesty, and a commitment to excellent service are the values that drive me to this day.

If you're ready to take responsibility, work on yourself, and bring out the best in yourself, you'll find in these pages the genuine inspiration for the fulfilling life that you deserve.

READING SAMPLE

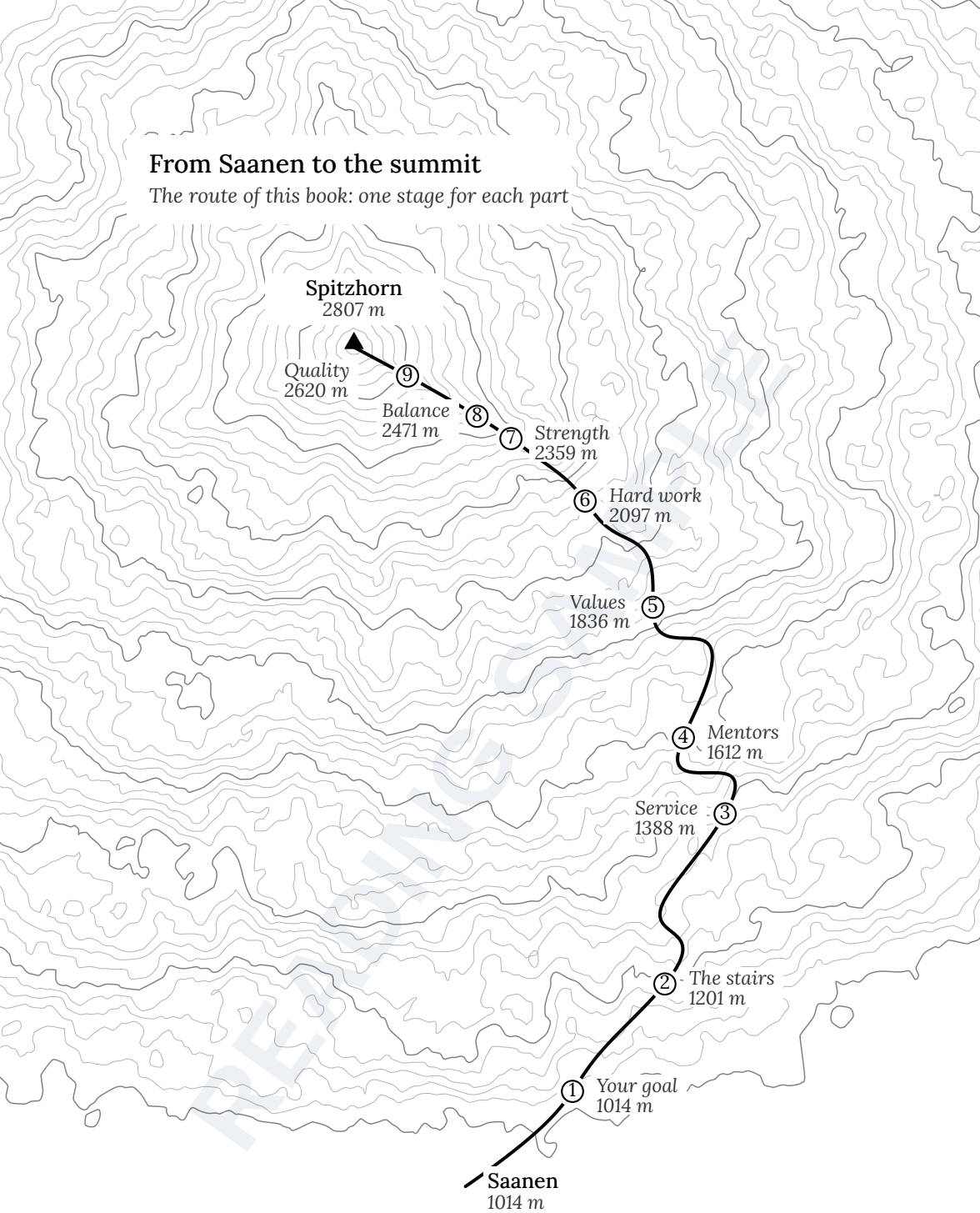
Reading sample · The Long Way Is the Shortcut · © 2026 Michel Wichman · Free to share unchanged, not for resale · michelwichman.com/press

“Believe in yourself and trust in your dreams. When you have faith in your own path, new possibilities will unfold.”

READING SAMPLE

From Saanen to the summit

The route of this book: one stage for each part

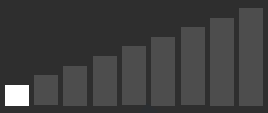


Contour interval 40 meters. Schematic map.

Reading sample · The Long Way Is the Shortcut · © 2026 Michel Wichman · Free to share unchanged, not for resale · michelwichman.com/press

Part One

1



Stage 1 of 9

FIND OUT WHAT YOU REALLY WANT

Most people go through life taking whatever comes their way. They take the easy route and stick with it, even if it doesn't make them happy. The fact that you are reading this book tells me you aren't one of those people, or at least you no longer want to be one of those people. The only thing you're missing is a plan. Your plan. Because only you decide where you're headed. Trust your inner voice and dare to dream big.

However, a dream won't change anything on its own. Figure out what you really want, and set a goal for yourself. A specific goal shows you the direction you need to take—one step at a time. My own path to success proves that it works.

Reading sample · The Long Way Is the Shortcut · © 2026 Michel Wichman · Free to share unchanged, not for resale · michelwichman.com/press

1 From Dishwasher to Hotel Owner

Every person is different, and that's why everyone has a different idea of what a fulfilling life looks like. But one thing is the same for all of us: We need to think about what we want out of life and how we can achieve it. I can still remember standing in my parents' bathroom when I was a little boy. It was one of the few places where I could be alone and let my imagination run free. I would stand in front of the mirror, looking at my reflection and wondering what kind of person I wanted to become and what I wanted to achieve in life. Even then, my goal was always clear: I wanted to run my own hotel. (And to drive a Porsche, like the comic book hero Rik Ringers.) That thought has stayed with me throughout my life.

At the time, though, I wanted something else, too, and I wanted it as soon as possible: a ten-speed bike. It was a common wish for a boy, but it changed my life. That's because my parents didn't just give me the bike; they told me I'd have to work for it. So I got a paper route. At thirteen, I was actually a year too young, but I insisted on doing it. Every morning I got up early and rode my old bike through the countryside, delivering newspapers door to door, come rain or come shine. I learned pretty quickly that if you really want something, you have to put in the effort, which means not just working hard but also giving it your all. Before Christmas, I had the idea to include a card in a small envelope with every newspaper: "Your paperboy wishes you a Merry Christmas." The next day, many mailboxes contained an envelope with money for me. That was the first time I really understood that a little initiative pays off.

Reading sample · The Long Way Is the Shortcut · © 2026 Michel Wichman · Free to share unchanged, not for resale · michelwichman.com/press

After the paper route came my first job in the hospitality industry. I started at the very bottom as a dishwasher, but where others saw tedious work for little pay, I saw a challenge: to be the best. I often handled the dishes on my own—a job that usually took five people—because I really threw myself into it. That made me proud, and it didn't go unnoticed. The general impression was, "He's got what it takes." And that opens doors for you. Although there was sometimes friction with the head chef, I was soon allowed to prep the vegetables.

The real spark that set my career in motion actually came from somewhere else entirely. My brother and I played field hockey and loved to party. For a while, sports and beer were my whole life. But at some point my brother went off and began studying at a hotel management school. That's when it hit me: "You're going to have to take the next step now, too, if you want your own hotel someday." My parents fully supported our ambition to attend hotel school. They would have loved to pay for our education, but they simply could not afford it. It was never a question of unwillingness, but of financial circumstances beyond their control. Instead, I worked my way through school by taking part-time jobs at a restaurant, a pharmacy, and a local newspaper. I was able to cobble together the tuition, but I was spending more time at my jobs than going to class, and I was learning more from working than from studying all that theory, anyway, so I decided to switch to a shorter, more hands-on program and got my certificate in just six months. I did eventually study business administration in Thun, but at first, practical experience was more important to me.

Truth be told, it was those part-time jobs that benefited me the most. One of them was at Boccaccio, a pizzeria in the Netherlands. While I was working there, two guests approached me and asked if I would like to run a place called Ravensdonck in Eindhoven. It was what the Dutch called a

Reading sample · The Long Way Is the Shortcut · © 2026 Michel Wichman · Free to share unchanged, not for resale · michelwichman.com/press

grand café—an elegant, spacious coffeehouse serving food and drinks. I was just twenty-one or twenty-two years old at the time. I accepted the offer and used it as a stepping stone into management. My experiences there were mixed (one of the owners would later find himself in prison), but I learned a lot and got a little closer to my goal. After that, I took over a restaurant at a campground. With a barbecue theme that hadn't really been done before in the Netherlands, I was able to show what I could do as a restaurateur for the first time. Unfortunately, the area around there got pretty rough, and one day I actually got mugged. That's when I decided to take the radical step of moving to Switzerland to build a career there.

The Swiss, however, were not exactly sitting around waiting for me to show up. Granted, my plan was pretty bold, and it took some chutzpah to apply for a job as head of the front desk with no experience, only limited knowledge of German, and pretty much nonexistent French. Sure enough, I didn't get that job, but what the same establishment did offer me was a management role in the restaurant, as maître d'hôtel. I jumped at the chance.

I quickly realized that the business didn't live up to my expectations. The workflow and the way the hotel was run on a day-to-day basis didn't align with my standards for good hotel management or with my personal values. I could tell it wasn't the right place for me, so after just six months, I applied for a job at an excellent hotel in Gstaad, Le Grand Chalet. They had only female waitstaff there, but I told the owner, "I'm starting here. You need me, and I need you. I'll come by tomorrow to pick up my contract." That's how I became part of the team. It's also where I met Ilse, who would go on to become an important part of my life. I put just as much effort into building our relationship as I did into my

Reading sample · The Long Way Is the Shortcut · © 2026 Michel Wichman · Free to share unchanged, not for resale · michelwichman.com/press

work. From that moment on, Ilse and I worked side by side, pursuing my dream of one day opening a hotel of my own.

I remained at Le Grand Chalet for six or seven years. I started there as *chef de rang*, was soon promoted to maître d'hôtel, and over time took on the duties of deputy manager as well. When I was thirty-one, I was ready for something more. I offered to take over the hotel restaurant from the owner, but he wasn't ready to retire just yet. Looking back, that turned out to be a stroke of luck, because it opened a new door for me.

And what a door it was! I got my best offer yet from the five-star Grand Hotel Bellevue in Gstaad: assistant manager. That was a big step up for me. I soon realized, however, that I didn't agree with the way the general manager ran the place. To stay true to myself and not lose sight of my goals, I handed in my resignation after less than a year in the role. Having the courage to do what you believe is right is another way to stand out. This caught the owner's attention, and he ended up offering me the position of general manager. At age thirty-two, I became one of the youngest general managers of a five-star hotel in Switzerland.

I ran the Bellevue for eight years, and during that time I was constantly at odds with the board of directors. As a Dutchman, I'm very direct, and not everyone likes that. If something bothers me or if I think something is wrong, I speak up. I didn't shy away from conflict back then either, and eventually it got to be too much for the board. The result: I was fired. To make matters worse, the media even mistakenly reported that the dismissal had come without notice! It made things extra tough, because my name was in every newspaper, and everyone was wondering what I had done wrong. That's when I learned that every crisis can help you grow if you believe in yourself.

Reading sample · The Long Way Is the Shortcut · © 2026 Michel Wichman · Free to share unchanged, not for resale · michelwichman.com/press

My dismissal from the Bellevue helped me focus more clearly on my actual goal, and I began looking for a new hotel near Gstaad. That's how I came across a vacant hotel in Château-d'Oex, a small village nearby. The owner knew me from my successful years in Gstaad and offered me the chance to lease the hotel, called the Ermitage. After my disappointment at the Bellevue, I wanted to get back on my feet and prove myself as quickly as possible. So, after giving it some thought, I accepted.

A lease was quickly drawn up, and we agreed that the owner would make some necessary improvements before we opened for the winter season in December. The kitchen was run down, the room doors didn't meet fire safety regulations, and there were many other issues that needed to be addressed. He was given five months to complete the renovations, but progress was slow. More was promised than actually delivered. I had already built a website, designed stationery and logos, hired staff, and taken many reservations—everything you need to get off to a successful start. I pushed him and kept reminding him how urgent it was to get things done.

Two months before the grand opening, I received a shocking piece of news: A letter from the bank in Gstaad informed me that I would have to make my lease payments directly to them from then on. The owner had used the lease with my name on it to secure a loan from the bank and had put the money he received into a financially struggling company in Spain. Alarm bells went off in my head.

I had my lawyer inform the owner that I would not be taking over the lease after all. My first major financial investment had gone up in smoke, and I felt cheated and disappointed. After a brief but intense legal battle, the matter was resolved. The contract was voided, and I set off for Zurich.

I didn't let the pain of this setback discourage me; instead, I took its lessons to heart. The experience strengthened my

Reading sample · The Long Way Is the Shortcut · © 2026 Michel Wichman · Free to share unchanged, not for resale · michelwichman.com/press

resolve to grow as an entrepreneur and ultimately succeed. New opportunities awaited me, and I was determined to seize them.

After a brief stint managing the restaurant at the Prime Tower in Zurich—then Switzerland's tallest building—I decided to take the plunge and make my dream of having my own hotel a reality. However, I didn't just want to take over an existing hotel; I wanted to build a new one, and that's exactly what I did. I looked around and found an investor, and at the age of forty-one, I began developing the Spitzhorn in Saanen, near Gstaad. For two years, I planned the entire project myself, from the concept and the floor plans to the daily operations, and saw the construction through. Only then did the hotel open its doors.

I had finally achieved my goal. The story could have ended there, but it didn't. Ten years later, I added a second hotel in Gstaad, the Mansard, which I co-owned with a partner. In the meantime, my friend Sandro Bernasconi from the Waldhaus in St. Moritz and I took the initiative to create a group called the Top 3 Star Hotels of Switzerland, which now includes more than twenty-five properties.

My own hotel—that was always my ultimate goal. From that day in my parents' bathroom on, I kept it firmly in my sights and took the necessary steps to make it happen. But that doesn't mean I only looked straight ahead, without ever glancing left or right. Whenever there was a side opportunity to make other dreams come true, I took it. Along the way, so to speak, I fulfilled my childhood dream of owning a Porsche and built a chalet in Gstaad.

I also noticed that my mother was having more and more trouble going up and down the stairs in her rented house. It became clear to me that it was time to find something better for her. Her mobility was declining, and I wanted to make sure she could live in a comfortable and safe environment. I

Reading sample · The Long Way Is the Shortcut · © 2026 Michel Wichman · Free to share unchanged, not for resale · michelwichman.com/press

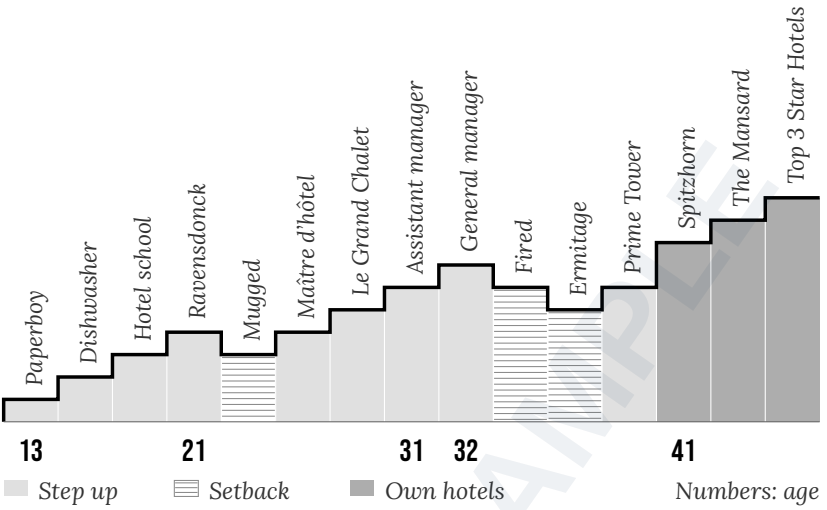


Figure 1 *From dishwasher to hotel owner.* Twelve steps up, three steps down, and never back to the bottom.

decided to buy her a more accessible apartment in the same village. When even that eventually got to be a bit too much for her, I set out to find the perfect solution and came across a private nursing home called Villa de kleine Heide in a Dutch town called Son en Breugel. It was a small, charming facility with a friendly atmosphere and excellent twenty-four-hour care, but because it was so highly regarded, it had a long waiting list. That didn't matter; I was determined to find an apartment there for my mother.

Thanks to my efforts, she was soon given the nicest apartment in the nursing home. My mother was able to live out her days surrounded by her own familiar furniture and, when her time came, pass away peacefully in her own bed—and that was the greatest gift I could have given her.

Everything I've achieved, I owe to clear objectives, hard work, and the firm belief that with the right mindset and

Reading sample · The Long Way Is the Shortcut · © 2026 Michel Wichman · Free to share unchanged, not for resale · michelwichman.com/press

determination, you can achieve anything. No one ever handed me anything on a silver platter. I worked my way up from the bottom—one step at a time, with my goal firmly in sight.

Your Guide to Your Life's Journey

Where do you come from? Which people, places, and experiences have shaped you? What values, habits, perspectives, and desires have you retained from your childhood and adolescence? What important decisions or key moments have shaped your journey thus far?

To continue in the same vein: Where do you stand today? What role do you play in your career, in your circle of friends, and in your own life? What skills or mindsets have sustained you so far and helped you move forward? Where do you feel that you still need to grow or question old patterns?

READING SAMPLE

Reading sample · The Long Way Is the Shortcut · © 2026 Michel Wichman · Free to share unchanged, not for resale · michelwichman.com/press

2 Setting Clear Goals: Your Personal GPS

Success always starts with setting a goal for yourself. Without one, you'll lose your way. Especially when you encounter challenges or distractions, you need a clear goal to guide you and keep you on track.

Having a goal in life is like having a GPS: You enter your destination, and it shows you the route—that's what makes all the difference! If I want to drive to Rome, I don't just get in the car and start driving. I type in my destination, see what the route looks like, what exits I need to take, and where there are most likely to be delays. A clear goal gives you a concrete idea of your route. You can see what steps are necessary to get there.

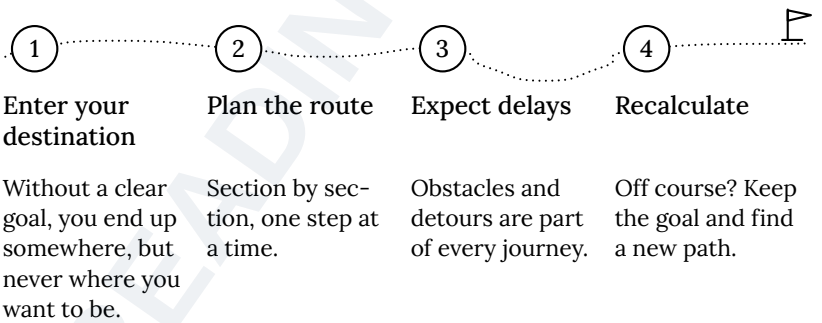


Figure 2 *How your personal GPS works.* Enter the destination, plan the route, expect delays, and recalculate when you go off course.

That doesn't mean every one of these steps has to be locked in from the start. That's how it was for me, too. Do you remember how I came to have my own hotel? Getting fired was cer-

READING SAMPLE

Reading sample · The Long Way Is the Shortcut · © 2026 Michel Wichman · Free to share unchanged, not for resale · michelwichman.com/press

tainly never part of the plan. Although I knew I wasn't happy with the situation, I couldn't—or rather, didn't want to—make the hard choice at that moment to leave the Bellevue and strike out on my own. That door didn't open until the other one had closed. That said, if I hadn't had the dream of my own hotel firmly in sight, I might have ended up somewhere else entirely. I had already taken a wrong turn with the Ermitage and the Prime Tower. Just one glance at my true destination showed me that I had to change course. In that sense, a new door didn't simply open—I was the one who unlocked it.

Not everyone starts out with a big plan like starting their own business or opening a hotel. You don't have to. What's more important is that you figure out what you want—whether it's getting in shape, going back to school, taking a trip, or making a change in your personal life. If you want to live off the grid on a small farm, you'll have a different route than someone who wants to drive a Porsche. If you don't have a goal, though, you'll get lost. You'll end up somewhere, but never where you want to be.

I often notice that people just let themselves be swept along by the flow of everyday life. Many don't even stop to think about what they really want. They don't set goals for themselves; instead, they take whatever comes their way. Others are stuck dreaming of some distant place where they'd like to end up, but never actually doing anything to get there. There are many reasons for this, from laziness to the expectations of parents, teachers, and friends. Many people give up before they even get started because the task seems too daunting. Don't get discouraged! Every journey begins with a single step. Just like a tree, you can start small and grow tall, as long as you keep reaching toward your goal.

Imagine you want to climb a mountain. No one gets from the base of the mountain straight to the summit in a single step. Getting to the top is always a long, tiring process. But

Reading sample · The Long Way Is the Shortcut · © 2026 Michel Wichman · Free to share unchanged, not for resale · michelwichman.com/press

here's the good news: There's more than one way to the top. One winds its way up the mountain through many twists and turns, another is full of obstacles that force you to take risks or detours, and yet another is easier to walk and takes you past a beautiful mountain lake. If I know that there are two or three boulders on the left and only one on the right, then I'll simply choose the path on the right. That doesn't mean you always have to take the easiest route. I'm not saying that. But when I'm hiking uphill, I do have to plan things out a bit and steer myself in the right direction. If you have a destination in mind, you can't just wing it. Plan your route, one section at a time, one step at a time. That's how you'll get there safely.

And what if a particular section doesn't go the way you'd hoped? Keep your eyes firmly on your goal and find a new path. Stay open to the opportunities that come your way, and take advantage of them if they can get you to your goal better or faster. Even if you veer off course in the process, the goal will get you back on track. It's about direction, not perfection. With my employees, I notice time and again how everything changes as soon as someone has a goal in mind. Motivation increases, the work becomes more meaningful, and their success starts to show.

If you remind yourself every day of what you want, many decisions will suddenly become easy, because the clearer the goal, the easier the path. All you need is clarity—and then the courage to move forward, one step at a time. Imagine you decide to exercise more. That sounds great, but without a specific goal, you'll quickly lose momentum. If, on the other hand, you say, "I'm going to run my first half marathon in six months," then you can make a clear plan. Every step of your training takes on meaning, and your motivation stays high because you know exactly what you're working toward.

Reading sample · The Long Way Is the Shortcut · © 2026 Michel Wichman · Free to share unchanged, not for resale · michelwichman.com/press

Anyone can do this if they just take the time to program their personal GPS.

Only those with a goal will ever truly arrive.

Your personal GPS

Goal, milestones, obstacles: plan your route in five minutes, with a printable route planner.

bonus.thelongwayistheshortcut.com

Your Guide to Your Personal GPS

What's your next goal—and why?

Think of some specific actions you can take over the next seven days, as well as some benchmarks along the way to achieving your goal. Which three milestones best define your path? What obstacles might arise, and how will you get around them?

Keep your goal in mind every day so you don't lose sight of it, and check regularly to make sure you're still on track.

READING SAMPLE

Reading sample · The Long Way Is the Shortcut · © 2026 Michel Wichman · Free to share unchanged, not for resale · michelwichman.com/press

END OF THE EXCERPT

THE CLIMB CONTINUES.

You have read the introduction and the first two chapters. Forty-six more lessons follow, from the problem with shortcuts to the Bellevue story and what we leave behind for others.

Full review copy: michelwichman.com/press

Interviews: contact@michelwichman.com

The book: ISBN 978-3-9526692-0-4 · paperback and e-book