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Summary

The central focus of Geoff Colvin's article, "What It Takes to Be Great", published in *Fortune*, October 30, 2006 is research on how to become great in their field. Colvin notes that researchers were first curious why people are so good in their fields and that led them to study elite performers. While many believe that it comes from natural talent, the researchers and Colvin conclude that greatness comes through deliberate practice. Deliberate practice involves being constant, making appropriate adjustments, practicing hours a day and continually observing results. To support his argument Colvin shares to concentrate on what you want to be good at. Ultimately, Colvin presents this information so that everybody knows that they can be good at something.