

# **THOUGHTS ON RELEARNING THE ALPHABET TO BECOME SUCCESSFUL & STRIKE GOLD!!**

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## **INTRODUCTION**

Every person desires something, however only few attain it - Probably not because they hadn't tried hard enough, but because they did not know at that time, of any methodological way to pursue their goal.

Life is quite like a nursery classroom. Although centuries have been spent in analyzing life and ways to live it, however, the easiest way to breeze through it is by relearning the twenty-six letters of the alphabets in the nursery classroom of 'Life' which you can use to eventually speak the language of money; growth; happiness; success; peace or whatever else you ever imagined.

Before you go further, ask yourself - What is it that you Need (the requirement of the basics); Want (to feel a longing for something); or Desire (passionately crave something)? Are you ready to receive it if the universe gives it to you? Or are you not ready to shoulder responsibility for your aspirations? To be ready to receive, first equip yourself with the new alphabets re-defined below to strike gold.

## **A for ACTION**

*“Niyatam kuru karma tvam karma jyāyo hyakarmanah| Śarīrayātrāpi ca te na prasiddhyedakarmanah||8|”.*

*In Chapter 3, Verse 8 of the Bhagavad Gita, Sri Krishna said: Perform your prescribed duty, because action is indeed superior to inaction. Even the maintenance of your body cannot be accomplished through inaction. |The concept of karma (the law of Action) is the core idea of the Bhagavad Gita. When Arjuna faces the dilemma of his duty as a warrior to fight the righteous*

war between Pandavas and Kauravas, Arjuna is counselled by Lord Krishna to fulfill his Kshatriya (warrior) duty as a warrior and establish Dharma.

Action is imperative to achieve. Action is just the simple act of doing. It is common knowledge that no idea can be turned into reality without action on the idea. Creation of an idea and the desire to turn it into reality backed by all the monetary power available will still not guarantee riches unless there is action performed towards that idea. Over-analyzing and over-thinking will kill the idea even before inception.

The key is to start and start Now! If you want to earn your millions in writing and have belief in yourself and an idea to boot - pick up a pen and paper and just write. If you want to strike your gold in the line of medicine – immediately get down to searching either on the internet or through social network as to the best degrees which you should study to acquire, to take you towards your goal; etc. It couldn't get any simpler than that.

*Shri. Narendra Modi, the Prime Minister of India was the third of six children born into a poor family in Mehsana district, Gujarat who sold tea as a child. He entered the Rashtriya Swayamsevak Sangh and later joined the Bharatiya Janata Party (BJP) and became the national secretary of the party. He was made the chief minister of Gujarat and the BJP's Prime Ministerial candidate. In 2014 Lok Sabha elections, Modi contested from Vadodara and Varanasi and won both the seats. He was sworn in as the Prime Minister of India for the first time on 26<sup>th</sup> May 2014 at the Rashtrapati Bhavan, and is since serving as such till date.*

So, if you want to become rich, successful, reach the great heights of success you have imagined in your life – it's not going to come to you while you just sit at your table dreaming about it.

*Arvind Gupta, a scientist toymaker has won several awards for his lifelong efforts at popularizing science and designing teaching aids for young children. He received the civilian award "Padma Shri" on the eve of India's Republic Day, 2018. An Indian Institute of Technology, Kanpur alumnus who chose to devote his life to education, he has inspired generations of students to learn science by using household materials and garbage as building blocks for scientific experiments. He did not believe in action-less discourse, instead he says he "placed more faith in small positive action than empty rhetoric."*

## **B for BELIEF**

*Would you believe in what you believe in if you were the only one who believed it?*

*- Kanye West, American rapper, singer, songwriter and entrepreneur*

Belief, faith, conviction are words that move mountains. It is a state of one's mind which can lead the owner of that mind to achieve things that no one has ever achieved just by the mere presence of this small little word "Belief".

Belief in your idea, belief in your line of action, belief in the outcome, belief in yourself – is the cornerstone to strike gold. If you don't truly believe in the innermost soul of your heart in whatever it is you set out to do, I can guarantee, you most definitely will not succeed in it. However, if you believe in your thought, even though it may sound foolish to the world and unachievable at that point of time, it will most definitely bring you laurels sooner or later.

*Mahendra Singh Dhoni (fondly called 'Mahi') is an Indian cricketer who led the Indian team to its second World Cup win in 2011. He served as the captain of the Indian team in limited-overs formats from 2007 to 2017 and in Test cricket from 2008 to 2014. He came from a middle class family where money was not a luxury and it was necessary to join employment to contribute to the family income whereby he moved to Midnapore, West Bengal, after securing a Travelling Ticket Examiner (TTE) job at Kharagpur railway station via sports quota and served as a railway employee there. However his sheer belief in his caliber and love for the sport of cricket ensured that he was eventually picked for the Indian Cricket team.*

*He says of his belief in himself "Self-confidence has always been one of my good qualities. I am always very confident. It is in my nature to be confident, to be aggressive. And it applies in my batting as well as wicket keeping."*

Belief is that unwavering faith that cannot be shaken by strokes of destiny or the tumultuous disasters. You convince your brain that you are one hundred percent sure that you will succeed in your endeavor.

*William Ernest Walsh (popularly known as Bill Walsh) was an American football coach who served as a legendary National Football League (NFL) head coach. When Walsh was hired as*

*head coach of the San Francisco 49ers in 1979, the team had repeated failures before Walsh's arrival and repeated the same drab performance in the first season after his arrival. But he vowed to turn around a miserable situation. Walsh had a vision as he saw the prospects of bringing in more African Americans into the coaching ranks and he got the entire organization to buy into his philosophy. His belief helped him to not only greatly improve his own team, but also revolutionize professional football in the process.*

You either have the belief or you don't. You cannot fake having it but you can cultivate it by convincing your brain truthfully that you have it. Positive thinking and always reaffirming that you will receive what you desire will cause your brain to believe that indeed it is so. Constantly feed your mind with positive thoughts and positive statements of your belief in what you are hoping to achieve and you will cultivate the belief it requires.

Faith can move mountains. For the one who has truly experienced this in difficult times will believe this statement, but for the skeptics such phrases hold little meaning and value. However, the power of faith or belief is enormous and it can only be produced by the believers own mind itself and by no one else. The countless followers of gurus, yogis, mystics etc. bear testimony to the fact that a person's own mind cultivates his faith in that which he wants to believe in. The religion we follow, the holy scriptures of every religion, the teachings of holy men are all nothing but the crystallization of our faith. When we truly and honestly from the depth of our soul believe that anything is possible then even the universe somehow works with us to create circumstances which end up making it possible. Faith removes constraints and turns adversity into opportunity and we can accomplish that which seemed impossible.

### **C for COURAGE**

*"I wanted you to see what real courage is, instead of getting the idea that courage is a man with a gun in his hand. It's when you know you're licked before you begin, but you begin anyway and see it through no matter what. - Atticus Finch" — Harper Lee, To Kill a Mockingbird*

'Courage is not the absence of fear but the triumph over it', these famous words of Nelson Rolihlahla Mandela, the South African anti-apartheid revolutionary, political leader, and

philanthropist, who served as President of South Africa exemplify that every human is afraid of something but only those who overcome the fear are the ones who strike gold.

In childhood our strength is tested when we play the 'dark room' game – a basic hide-and-seek game but adapted to playing in a room that is pitch dark. At the start this could be a very scary experience for four year olds who are left alone in complete darkness. However, after the initial few minutes the child finds the game thrilling and the potential for fun goes up in the dark because there's a sense of mystery and excitement. The moment the child overcomes his or her fear, he or she opens up a new world of possibilities, anticipation and curiosity.

Fear is generally of the unknown. We mostly fear that which is unfamiliar to us. So, the first time we go up on stage in an auditorium full of people – we are fearful; when we are investing in a new stock – we are fearful; when we are about to undergo an operation – we are fearful. It is only when we transcend that fear; we set the wheels in motion for what is to come next. We would miss out on a whole new world if we are stuck in our fear.

When we enter this world as a new born child, we don't know the meaning of the word 'fear' so everything intrigues us. Even if you put a two-day old baby in front of a ferocious looking dog, the baby may cry out of hunger or any other bodily necessities but will not cry on seeing the appearance of the dog as the dog does not appear frightening to it as the child does not know what is scary and what is not scary. But as the child grows day after day, he forms judgment on objects, people and events by his varied experiences. Similarly, as he learns about 'what is fearful', he also learns about 'how to tackle what is fearful' – and that is when the seed of courage is born.

*James Cleveland "Jesse" Owens, the son of a sharecropper and grandson of a slave, was an American track and field athlete and his spectacular accomplishment of four Olympic gold medals in the 1936 Olympic Games makes him the best remembered athlete in Olympic history. Owens was recognized in his lifetime by President Jimmy Carter of USA as "perhaps the greatest and most famous athlete in track and field history". His courage got him through his struggles against tyranny, poverty and racial bigotry to become a world famous athlete.*

Every human being has courage in him but it will only come to the forefront when the person is in the direst circumstances. It is only when you are pushed to the brink that your courage

appears. Sometimes even in those moments you still cannot sum up the courage. At times it is just one small word, quote, deed, event or person that may suddenly give you the courage which was eluding you all this while.

*Anne Mulcahy became the CEO of Xerox Corporation in 2001. At that time, Xerox was on the verge of Chapter 11 bankruptcy. The company had over \$17 billion in debt and had recorded losses in each of the preceding six years. Customers were unhappy. The company was in the middle of a long-drawn-out investigation by the Securities and Exchange Commission regarding accounting improprieties in its Mexico unit. She had to devise a bold plan for recovery and had to also reduce the company's workforce by 30% and later eliminated the entire desktop portion of Xerox. She sailed the company through this financial crisis and was named CEO of the Year in 2008 by Chief Executive Magazine, one of America's Best Leaders by U.S. News & World Report and world's most influential women in 2005 and 2009 by Forbes. Anne said "I gave people a choice to make: Either roll up your sleeves and go to work or leave Xerox." She is a courageous woman and says "My experience at Xerox has taught me that crisis is a very powerful motivator. It forces you to make choices that you probably wouldn't have made otherwise. It intensifies your focus, your competitiveness, your relentless desire to attain best-in-class status. I want to do everything I can to make sure that we don't lose that now that we're back on track."*

There is a trick to awaken your courageous side and you must remember it if you want to earn big riches and realize your dreams. The trick is – ‘Get out of Your Comfort Zone’. Nothing of consequence was ever achieved by anyone unless they got out of their comfort zone. A comfort zone is a situation where one feels safe or at ease. And it is common knowledge that when one feels adjusted to the situation which may be favourable or unfavourable he will never do anything to change that situation. He will never show valor to diversify and explore new fields in his business if he has a comfortably good returns business. He will never be brave enough to change the complete line of business if he comes across a new idea which he ‘believes in’ even if the current business is failing. Courage comes when comfort zone is exited.

*“If you want something you’ve never had, you must be willing to do something you’ve never done.” - Thomas Jefferson, American Founding Father and third President of the United States*

Instead of focusing on the end result, just concentrate on the present act. Remember you are capable of more than you think. You just need to make a beginning and one single act of courage will set into motion a chain of acts of courage. Read about the lives of great men and women who have accomplished great feats. You will see that everyone is human. Everyone feels the same fear and anxiety as you feel. It is said that in a human body, the naval is the center of energy. When our energy center is strong and secure, we are able to stand up for ourselves and we vibrate courage. Draw energy from the center of your naval to exhibit courage in the toughest times.

*“In the beginning there is not much difference between the coward and the courageous person. The only difference is, the coward listens to his fears and follows them, and the courageous person puts them aside and goes ahead. The courageous person goes into the unknown in spite of all the fears.” — Osho, Courage: The Joy of Living Dangerously*

### **D for DESIRE**

*“I really didn’t know what to do for a few months. I felt that I had let the previous generation of entrepreneurs down — that I had dropped the baton as it was being passed to me. I met with David Packard and Bob Noyce and tried to apologize for screwing up so badly. I was a very public failure, and I even thought about running away from the valley. But something slowly began to dawn on me — I still loved what I did. The turn of events at Apple had not changed that one bit. I had been rejected, but I was still in love. And so I decided to start over.” - Extract from the prepared text of the Commencement address delivered by Steve Jobs, then CEO of Apple Computer and of Pixar Animation Studios, on June 12, 2005.*

LOVE+COMMITMENT+PASSION = DESIRE

You have to find what you truly desire. If today were the last day of your life, would you want to do what you are going to do today? If the answer is ‘No’, it is certain that something is wrong and needs to be changed. For you will attract riches and fame only if you are doing something you are passionate about.

If you love what you do, no one can stop you. You are bound to reach the peak of success.

*Thomas Alva Edison, who is often referred to as America's greatest inventor held 1,093 U.S patents singly or jointly. He developed many devices that greatly influenced life around the world. At an early age he developed hearing problems and his teachers said he was "too stupid to learn anything." He was fired from his first two jobs for being "non-productive." As an inventor, Edison made 1,000 unsuccessful attempts at inventing the light bulb. When a reporter asked, "How did it feel to fail 1,000 times?" Edison replied, "I have not failed 10,000 times—I've successfully found 10,000 ways that will not work."*

A famous quote which we all may have heard many times in life is 'Choose a job you love and you will never have to work another day'. It is such an oft repeated quote that you would think everyone must be following it by now. But we humans are slow learners. Even now parents force their children into careers which they don't want to do. Due to monetary pressure people take up jobs in which they have no interest or inclination. Some of us may not have the luxury to pick and choose careers and jobs. Sometimes due to financial constraints we are forced to take up jobs which are totally undesirable to us. If your job/work etc. is not your passion, Make it your passion. When you are passionate, you bring innovation into the mundane.

*Brent Fraser "Billy" Bowden, a cricket umpire from New Zealand was a cricket player until he began to suffer from rheumatoid arthritis and took up umpiring. He is world famous for his dramatic signalling style which includes "crooked finger of doom" out signal (this signal was born as it was too painful for Bowden to signal a batsman out in the conventional fashion i.e. with a straight index finger raised above the head, and this led to the "crooked finger of doom"), a "crumb-sweeping" wave of the arm to signal four and the "double crooked finger six-phase hop" to signal a six. He has endeared himself to fans and critics alike. When Bowden is umpiring, the cricket match becomes double the fun. He infuses energy and excitement in an otherwise typical job as his work is his passion.*

Everything starts with our passion, when we work for the area we are passionate in, achieving success is certain for us. So, in order to get success in life and fulfill our dreams, we must understand our passionate area of work. Firstly, we must understand what we are passionate about, how to achieve that passion and then prepare an action plan and work on that action plan.



## **E for EFFICIENCY**

*Chuan and Jing joined a wholesale company together just after graduation. Both worked very hard. After several years, the boss promoted Jing to sales executive but Chuan remained a sales representative. One day Chuan could not take it anymore, he tendered resignation to the boss and complained that the boss did not value hard working staff, but only promoted those who flattered him. The boss knew that Chuan worked very hard for many years, but in order to help Chuan realize the difference between him and Jing, the boss asked Chuan to do the following. Go and find out if anyone is selling water melon in the market? Chuan returned and said yes. The boss asked how much per kg? Chuan went back to the market to ask and returned to inform the boss the price is \$12 per kg. Boss told Chuan, I will ask Jing the same question? Jing went, returned and said that only one person was selling water melon. Its price was \$12 per kg, however he would sell it for \$100 for 10 kg and the seller had an inventory of 340 melons. Currently there were 58 melons on his cart, every melon weighing about 15 kg, bought from the South two days ago. They were fresh, red and of very good quality. Chuan was very impressed and realized the difference between himself and Jing. - A very inspiring Chinese story which you will find in different versions on the internet*

A job done is good.

A job done well is even better.

A job done well within the time frame is very good.

A job done well before the prescribed time is very very good.

A job done better than it was expected to be done and that too before it was even required is excellent – Strike Gold!

Efficiency is the art of achieving maximum productivity with minimum wasted effort or expense. It is the key word which sets apart one individual from another. It is the reason for organizations having some ‘prized’ employees which are indispensable to them. It is the reason why some people are more successful than others.

*As Bill Gates, American business magnate and co-founder of the Microsoft Corporation says “The first rule of any technology used in a business is that automation applied to an efficient*

*operation will magnify the efficiency. The second is that automation applied to an inefficient operation will magnify the inefficiency”.*

Just as an organization will never use a technology which will not give ‘efficiency’, similarly no individual can get the opportunity to showcase his passion, talent or belief in an idea if he is not efficient. Efficiency does not mean ‘shortcuts to success’, rather it is the route to ‘sure shot success’. It will attract money and fame to you.

*Obviously, the highest type of efficiency is that which can utilize existing material to the best advantage. - Jawaharlal Nehru*

It is relatively easy to list what you don’t have and what you may have accomplished if you had a better set of circumstances. However, it is very tough to make do with what you have and deliver magical results out of them. We generally blame ‘lack of time’ as the reason for our inefficiency. If the Egyptians had known when they invented the 24-hour day that the future generations will use it as an excuse for not getting things done in time, I’m sure they would have added a couple of hours more to the day. However, we would have found excuses of shortage of time in that scenario as well! Without realizing we have mastered the art of ‘blaming time’ as a culprit for everything that goes wrong in our life. However, when you approach the day as one of 86400 seconds in a day rather than a 24-hours day you will never feel you are short of time. Using a methodological way of increasing the hours in the day by ‘prioritizing’ the work that is important will end up increasing the efficiency of the work.

Face it – Efficiency has got nothing to do with the ‘lack of time’ and everything to do with the ‘lack of planning your time’. Efficient people achieve more and move faster to their goal.

Given below is a List of Activities which increases Efficiency:

1. Make a ‘To Do’ List so that you don’t forget any task
2. Make a ‘STOP TO DO’ List so that you stop doing anything that wastes your time and energy
3. Prioritize work. Do the one which needs your expertise and Delegate the other tasks to efficient people who will perform them better
4. Make a Schedule with time frame of completion and apply a disciplined approach to it.

5. Do the most challenging task first.
6. To be at your Efficient best - Stay Healthy. Eat Right. Exercise.
7. Sleep well. A Rested Body is more Efficient.
8. Wake up Early. You will accomplish more.

There is a wonderful story on the internet about a cab driver (which is often repeated in different adaptations) titled 'Ducks Quack, Eagles Soar' that proves the significance of efficiency:

*Harvey was waiting in line for a ride at the airport. When a cab pulled up, the first thing Harvey noticed was that the taxi was polished to a bright shine. Smartly dressed in a white shirt, black tie, and freshly pressed black slacks, the cab driver jumped out and rounded the car to open the back passenger door for Harvey.*

*He handed my friend a laminated card and said: 'I'm Wally, your driver. While I'm loading your bags in the trunk I'd like you to read my mission statement.'*

*Taken aback, Harvey read the card.*

*It said: Wally's Mission Statement: To get my customers to their destination in the quickest, safest and cheapest way possible in a friendly environment.*

*This blew Harvey away. Especially when he noticed that the inside of the cab matched the outside. Spotlessly clean!*

*As he slid behind the wheel, Wally said, 'Would you like a cup of coffee? I have a thermos of regular and one of decaf.'*

*My friend said jokingly, 'No, I'd prefer a soft drink.'*

*Wally smiled and said, 'No problem. I have a cooler up front with regular and Diet Coke, water and orange juice.'*

*Almost stuttering, Harvey said, 'I'll take a Diet Coke.'*

*Handing him his drink, Wally said, 'If you'd like something to read, I have The Wall Street Journal, Time, Sports Illustrated and USA Today.'*

*As they were pulling away, Wally handed my friend another laminated card, 'These are the stations I get and the music they play, if you'd like to listen to the radio.'*

*And as if that weren't enough, Wally told Harvey that he had the air conditioning on and asked if the temperature was comfortable for him.*

*Then he advised Harvey of the best route to his destination for that time of day. He also let him know that he'd be happy to chat and tell him about some of the sights or, if Harvey preferred, to leave him with his own thoughts.*

*'Tell me, Wally,' my amazed friend asked the driver, 'have you always served customers like this?'*

*Wally smiled into the rear view mirror. 'No, not always. In fact, it's only been in the last two years. My first five years driving, I spent most of my time complaining like all the rest of the cabbies do. Then I heard the personal growth guru, Wayne Dyer, on the radio one day. He had just written a book called 'You'll See It When You Believe It'. Dyer said that if you get up in the morning expecting to have a bad day, you'll rarely disappoint yourself. He said, 'Stop complaining! Differentiate yourself from your competition. Don't be a duck. Be an eagle. Ducks quack and complain. Eagles soar above the crowd.'*

*'That hit me right between the eyes,' said Wally.*

*'Dyer was really talking about me. I was always quacking and complaining, so I decided to change my attitude and become an eagle. I looked around at the other cabs and their drivers. The cabs were dirty, the drivers were unfriendly, and the customers were unhappy. So I decided to make some changes. I put in a few at a time. When my customers responded well, I did more.'*

*'I take it that has paid off for you,' Harvey said.*

*'It sure has,' Wally replied. 'My first year as an eagle, I doubled my income from the previous year. This year I'll probably quadruple it.*

*You were lucky to get me today. I don't sit at cabstands anymore. My customers call me for appointments on my cell phone or leave a message on my answering machine. If I can't pick them up myself, I get a reliable cabbie friend to do it and I take a piece of the action.'*

*Wally was phenomenal. He was running a limo service out of a Yellow Cab.*

## **F for FLEXIBILITY**

*‘Adaptability is not imitation. It means power of resistance and assimilation’ - Mahatma Gandhi.*

Flexibility or adaptability is a gift. The ability to be easily modified, change directions easily when required and compromise when appropriate, is a quality which people with strength of character possess. Flexibility does not mean ‘not sticking to your time schedule’ or ‘not doing the required task’. It means analyzing the situation and then altering a certain course of action to allow oneself to strike gold in future. Flexibility is quality of being bent without breaking. When to be flexible or inflexible is a decision which is the deciding factor of the prospects of future.

‘Change’ is the only constant. Sometimes we refuse to accept ‘Change’ in our lives. We are too settled in our comfort zones and feel uneasy on experiencing something different from the usual. What we forget is that the only permanent thing in this world is ‘change’ and one who does not change with the times gets left far behind.

*Charles Darwin, English naturalist, geologist and biologist rightly said ‘It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is the most adaptable to change’.*

Accept Change. It is the shortest route to success. Acceptance does not mean compromise. It means to consent to the reality of a situation.

*The Serenity Prayer, written by American theologian Reinhold Niebuhr, first written for a sermon at a Church and later adopted and popularized by Alcoholics Anonymous and other twelve-step programs shows us the importance of ‘change’ and the adaptability to change.*

*The Serenity Prayer:*

*“God grant me the serenity to accept the things I cannot change,  
Courage to change the things I can,  
And wisdom to know the difference”*

Search for different ways in which you can accomplish your goal. Sometimes in life you need to stop whatever you are doing, take a deep breath and look from another point of view to see things differently. Approach the goal more creatively, with a new mindset.

*Lee Jun-fan known professionally as Bruce Lee, was a Hong Kong and American actor, film director, martial artist and martial arts instructor. He is widely considered to be an iconic and influential martial artist of all time and is often credited with changing the way Asians were presented in American films. Being in such an aggressive profession would lead one to believe that there is no scope for adaptation. However, Bruce Lee famously said “All fixed set patterns are incapable of adaptability or pliability. The truth is outside of all fixed patterns.”*

Things, events, people cannot always be classified as good or bad; right or wrong; black or white. There are greys too – that in between ‘no man’s land’. Sometimes what is...is...and cannot be changed. In times like those it is best to change oneself and go with the flow – and you will be surprised where the flow may take you. Change your perspective and you may hit the jackpot.

Here are some inspirational quotes on flexibility by successful people. They will inspire you to adapt yourself to grow and win.

1. “The measure of intelligence is the ability to change.” - Albert Einstein
2. Adaptability is about the powerful difference between adapting to cope and adapting to win. -- Max McKeown
3. The art of life is a constant readjustment to our surroundings. --Kakuzo Okakura
4. Despite my firm convictions, I have always been a man who tries to face facts, and to accept the reality of life as new experience and new knowledge unfolds. I have always kept an open mind, a flexibility that must go hand in hand with every form of the intelligent search for truth. - Malcolm X
5. Let no one think that flexibility and a predisposition to compromise is a sign of weakness or a sell-out. - Paul Kagame
6. Communism everywhere has paid the price of rigidity and dogmatism. Freedom has the strength of compassion and flexibility. It has, above all, the strength of intellectual honesty. - Robert Kennedy

7. You must always be able to predict what's next and then have the flexibility to evolve. - Marc Benioff
8. When I have to play the same role every day, I have the flexibility to play the character in so many different ways. It's almost like playing five different roles. - Simon Baker
9. I don't think of myself as unbreakable. Perhaps I'm just rather flexible and adaptable. - Aung San Suu Kyi
10. Be Flexible. Not every situation is covered in the training manual. - Anonymous

*Neroli Susan Fairhall became the first disabled athlete to take part in an Olympic Games when she competed in the women's archery event at the 1984 Los Angeles Olympics representing New Zealand. Fairhall, born in Christchurch in 1944, was a young woman when she had a motorcycle accident in 1969 because of which she was paralysed from the waist down. Before her accident, Fairhall had represented Canterbury at national pony club championships. Her riding career was over, but she then switched to archery, winning the gold in the 1980 Paralympics. Switching to archery taught her that she had excellent concentration, thrived on competition, was calm, and had a good eye. She was a New Zealand Sportsman of the Year finalist after her 1982 Commonwealth Games heroics, and was made a life member of Archery New Zealand.*

### **G for GOAL**

*"To succeed in your mission, you must have single-minded devotion to your goal". - A. P. J. Abdul Kalam*

Blinkers, sometimes known as blinders, are a piece of equestrian equipment that are placed on either side of a horse's head next to its eyes in order to keep the horse from seeing what is beside it and to the rear and, in some cases, to the side. The blinkers partly cover a horse's eyes so that it can only look straight ahead. If we put imaginary blinkers covering our eyes, we will condition it to look only straight ahead and not get distracted. We tend to get easily influenced by the achievements, success and materialistic possessions of the people around us. Instead of focusing

on our goal and making the most of what we have, we tend to speculate on problems and count our shortcomings instead.

Let no one and nothing deviate your focus from your goals and shake your confidence. One sure shot way to achieve a bulletproof mind is to declare your goals each day to yourself by jotting them down in a diary. This keeps you focused and on the right path without distractions and digression.

*Henry Ford was an American automobile manufacturer who created the Ford Model T car in 1908 and went on to develop the assembly line mode of production, which revolutionized the industry. He famously said “Obstacles are those frightful things you see when you take your eyes off your goal”. He never took his eyes off his goal. Repeated failure taught him absolute clarity. Although he was intelligent he was unable to get financial backing due to tarnished reputation of not being able to tolerate interference. But Ford had a vision and he never lost sight of it. He finally found an unconventional financial backer who was ready to support him. He eventually optimized transportation and forever changed the United States automobile industry.*

The foundation of a building is the element of an architectural structure which connects it to the ground and holds it firmly in place. Foundations can be shallow or deep depending upon the depth of soil in which the foundation is made.

Put down your goals on paper. List what you aspire for in life whether it is material possessions, happiness, strong relationships etc. If you are not clear of your goals, even the universe will be confused as to how to help you achieve what you want. Similarly, the structure we need to adopt for fulfillment of goals needs to be chalked out and put on paper. Once the structure is in place achieving the goals does not seem a daunting task. We need to draw out a time schedule of work commencement and completion and the methods to be adopted.

Steps to setting goals:

**Action #1: Find Unwavering Focus** - Identify your best time of the day. Avoid the disturbance around and set your priorities right. The time you set aside to think about, write and chalk out the action plan for the attainment of your goal(s) should be your best time of the day. There should



be absolutely no physical or mental disturbance and you should be totally engrossed and at peace with your objective of goal setting.

**Action # 2: Goals should be SMART** - 'SMART', a mnemonic/acronym giving criteria to guide in the setting of objectives or goals was first used in the November 1981 issue of Management Review by George T. Doran. Accordingly, goals should be SMART - Specific, Measureable, Attainable, Relevant and Time-bound. This criterion helps us to set goals that are measurable and executable which makes them achievable. Arbitrary and vague goals cannot be transformed into executable plans and thus will get diffused or lost on the way. An important aspect to keep in mind while setting goals is that 'Measurable Specifics' ensure success whereas 'Generality' results in failure.

**Action # 3: Identify Your Motive** - Your Goal should be important to you. Make sure you know what you want rather than what others want for you. Identify what is truly important to you and why it is important for if you are truly passionate and committed about what you want, then your goal itself will motivate you. Don't set a goal just because you are bored and want to occupy yourself with something. Set goals that relate to the high priorities in your life

**Action # 4: Write It Down** - Although your goal takes birth internally in your own mind, however its growth process and steps for achievement can only take place externally when you write it down yourself. Put down your goals on paper. A 2015 study by Dr. Gail Matthews, psychology professor at Dominican University of California showed that when people wrote down their goals, they were 33% more successful in achieving them than those who did not put down their goals in writing. Dr. Matthews study focuses on how goal achievement in the workplace is influenced by writing goals, commitment to the attainment of goals and accountability for realization of goals. Goals that are written are concrete. Written goals are like a commitment you make to yourself and so it becomes easier to make progress toward written goals.

**Action # 5: Identify Your Goals at various stages** - Like a butterfly goes through various stages viz. egg, larva, pupa before its metamorphosis into an adult butterfly with each stage having a different goal. Similarly, the goal we set also may have various stages which require short term objectives to be overcome which will in turn complete the larger picture. When writing down

your goal, create a time sheet whereby you identify the shorter goals to be completed and their time frame for completion.

**Action # 6: Identify the Barriers to Your Goal** - The problem can be tackled only when the problem is identified, therefore identify the roadblocks which are stopping you from achieving your goal. If the goal is important to you, you can most certainly find a way out of each dark tunnel which comes between you and your goal. It will no doubt be very tough to overcome all the hurdles but when you emerge victorious you will forget the pain and tears

**Action#7: Planned Action Schedule** – Even when we decide a fixed deadline for attainment of our goal we seem to not fulfill it. The reason for this lies in the absence of a detailed time-bound action plan which fixes the time frame for each activity to be completed for goal fulfillment. Instead of a deadline we need a planned action schedule for each activity which will ultimately result in the achievement of the goal by our set deadline.

**Action # 8: Write your Commitment statement** – Your Commitment Statement is like a pledge you make to yourself to achieve your goal and gives you confidence in yourself and the courage to endure when on the path to attainment of your goal. It may sound foolish to oneself to write out your innermost desire statement, but however silly it may appear to you, it is a proven fact that your commitment is your living proof to yourself that you have dedicated yourself to the attainment of your objective. Every time you stumble or suffer stoppages on the path to working towards your goal, reach out for your commitment statement, reenergize yourself and inspire yourself to not quit.

**Action # 9: Creative Visualization** – As mentioned earlier, this phenomenon has been used by many sportsmen through ages in achieving historic victories. To achieve whatever your heart desires use the power of your imagination to creatively visualize your goal – feel it completely as if you are there in that moment when you are achieving your goal. As American author William Arthur Ward said “If you can imagine it, you can achieve it. If you can dream it, you can become it.”

**Action # 10: Take stock of yourself** – Be honest of what you already possess, what you need to acquire and what you need to improve about yourself. Accept yourself but don't shut your eyes to your shortcomings in any field which need to be improved upon.

**Action # 11: Tools you need** – Just as a workman needs his tools to create something phenomenal, humans too need the tools of positive attitude and determination to succeed and overcome challenges and roadblocks (both external and internal) on the way.

**Action # 12: Monitor your progress** - Review and Re-evaluate. Keep a tab on your progress by maintaining a logbook or diary. Each day record your observations; preferably let it be the same book where you have written your goal both (large and small), your commitment statement and your action plan to achieve your goal. As you go along the way, you have to tweak the action plan as unforeseen circumstances crop up, therefore always keep revisiting your goal and keep reviewing and reevaluating the action plan for the same so that it remains vibrant instead of becoming obsolete.

*Edwin Locke, an American psychologist, developed a goal-setting theory to explain human behavior in specific work situations. This theory believes that a person who has found his goal will also find the knowledge and skills necessary to achieve it and argues that goals and intentions are cognitive and willful.*

## **H for HARNESS**

*Available energy is energy which we can direct into any desired channel. Dissipated energy is energy which we cannot lay hold of and direct at pleasure, such as the energy of the confused agitation of molecules which we call heat. — James Clerk Maxwell, Scottish scientist in the field of mathematical physics. Extract from 'Diffusion', Encyclopaedia Britannica (1878). In W. D. Niven (ed.), The Scientific Papers of James Clerk Maxwell (1890), Vol. 2, 646.*

A harness is a set of straps and fittings generally put on a horse or other animal by which the horse or other animal is fastened to a cart, plough, etc. and is controlled by its driver. When you harness something you bring it under your command to make use of it, specially to produce power or force. When you harness your energies you congregate them to generate a dynamic and intense force.

A young child is a reservoir of energy. He is a livewire and it is difficult to keep up with him. Even if he is active throughout the day, his body rarely experiences extreme fatigue. With his

infinite enthusiasm his mind is like a volcano as it conjures up various ideas and images in his mind. At that point he can strike gold!!

In our schooling days we have learnt that “Energy is the ability to do work” and there may be two types of energy – stored or potential energy and working or kinetic energy. If we mindlessly do energetic work, we may accomplish our task. Technology has advanced to an extent where machines can be programmed to work instead of humans and they would perform the work at a more faster and energetic pace than humans. The most important gift of nature to a human being and what differentiates him from other organisms is his ‘ability to reason and analyze’ and ‘control over his own mind’. So, if we apply our thought process and abilities of the mind we can harness our energies and accumulate it to a point that we exercise full control over it.

*Michael Gerard Tyson popularly known as Mike Tyson is an American former professional boxer. He reigned as the undisputed world heavyweight champion and holds the record as the youngest boxer to win a heavyweight title. Tyson was well known for his ferocious and intimidating boxing style as well as his controversial behavior inside and outside the ring. Throughout his childhood, Tyson lived in and around high-crime neighborhoods. He was repeatedly caught committing petty crimes and fighting those who ridiculed his high-pitched voice and lisp. By the age of 13, he had been arrested 38 times. Although Tyson dropped out of high school as a junior, he was later awarded an honorary Doctorate in Humane Letters from Central State University in 1989.*

*Tyson’s energies of anger and resentment were channelized into boxing abilities. Nicknamed "Iron" and "Kid Dynamite" in his early career, and later known as "The Baddest Man on the Planet", Tyson is considered one of the best heavyweights of all time. Sky Sports rated him as "the scariest boxer ever" and described him as "perhaps the most ferocious fighter to step into a professional ring". He has been inducted into the International Boxing Hall of Fame and the World Boxing Hall of Fame.*

“Chi” is an ancient Chinese term, which can be translated as energy. It is said to be a universal life force, although there is no empirical evidence that such a life force exists. ‘Chi’ is present in everyone and everything, but not equally or consistently distributed. It is a part of the universe and is a part of the air which is enveloping us. This all pervasive energy plays a major role in our life. Reiki a form of alternative medicine developed in 1922 by Japanese Buddhist Mikao Usui is

a healing technique based on the principle that the therapist can channelize energy whereby Reiki practitioners use a healing technique through which a "universal energy" or is allegedly transferred through the practitioner to the patient which activate the natural healing processes of the patient's body in order to encourage emotional or physical healing. There may be no scientific proof whether Reiki does or does not work, but there is belief in the fact that the energies can be channelized to exercise control over them.

You may or may not be consciously aware of the energies around you. Every object whether living or non-living is enveloped in the 'universal energy'. Proof of existence of these energies is brought to the forefront when you consider the kind of emotions your mind and body go through when you are in the midst of a terrible traffic jam with blaring horns and screaming people around you. Your own energies seem to start draining. Then if you put on some soothing music which has always been your favourite, you will realize that somehow even though the situation you are in may still be the same, but now you are feeling more relaxed. It is this universal energy, coupled with your own energies which need to be harnessed to achieve phenomenal results.

The first step to harness your energy is to be conscious of it. Be aware of your energies. Consciously study your mind and how your body responds to situations. Are you short-tempered? Are you impatient? Are you calm in stressful situations? Do you suffer from bouts of anxiety? Etc. Your own body cannot lie to you. Your own body's reactions and responses in situations tell you about your dominant and underlying energies. Assimilate these energies and then merge them to create a power source in yourself which can be consciously controlled by your mind so as to guide your body towards dynamic action to achieve the impossible.

### **I for ITINERARY**

*'Being busy does not always mean real work. The object of all work is production or accomplishment and to either of these ends there must be forethought, system, planning, intelligence, and honest purpose, as well as perspiration. Seeming to do is not doing'.*

*- Thomas A. Edison*

Organized planning is the only route to success. Success doesn't happen overnight. Hard work, perseverance and years of consistent implementation of plans eventually make you look like an overnight success. Plans crystallize desire into action which ultimately enables you to strike gold. Your dreams and vision take shape in the form of plans. To be effective a plan of action must have a definite deadline as the mind works on specific information. Planning without timing is futile. Even if your idea is still in the nascent stage, an itinerary is essential. If you had the money to put the plan in action – What would you do? If you have already prepared the blueprint of plan of action, then when you actually have the capital to turn your idea into reality, your job would be easier and quicker.

For a plan to succeed it must be practical and workable. However, although your itinerary should be pragmatic but it should not be too orthodox and laden with worry and over-caution. While jotting down the plan of action remember that if you want to achieve extra-ordinary things you can't be ordinary. You may have to stick your neck out and go out of your comfort zone to make magic.

It should be a definite course of action with an unambiguous time schedule of completion. If your plan fails to achieve the desired result – make another plan – and then another. Don't be afraid if your plan fails. Failure of a plan does not guarantee failure of your goal. It just educates you to adopt a different approach and make a new map of action.

Plans require details, information, facts, figures etc. which you may not have access to on your own. To prepare a master plan to achieve your riches you may require the assistance of various people and resources. So the first step towards making a plan for attainment of your goal should be to identify the men, material and money you may need to carve your plan.

Just writing the plan will not be enough. It has to be put into action. Putting off a plan and waiting for the right day and time to put the plan in action is a guarantee of lack of confidence in your goal. Procrastination is the thief of time. *The famous Spanish painter Pablo Picasso said "Only put off until tomorrow what you are willing to die having left undone".*

Initially when we write our plan, enthusiasm and excitement of making our first step towards our goal drives us. But as time wears on, our goal becomes distant and unattainable. That is why specific money figure and specific time figure is a must when preparing a plan. A plan to achieve

a goal of “I want to make \$10,000 per month starting from 1<sup>st</sup> January 2018” is easier to implement than a plan to achieve a goal defined as “I want to make more money next year” as there is ambiguity about the initiation and completion point.

When you have determined the tasks which need to be implemented to achieve your goal, then you must determine the actions you will need to perform to attain the goal. List these actions and put each of them in a time schedule. You can break the plan down to one task each day. Once you have laid out a plan in the form of a daily schedule and targets to attain for the journey towards the goal, the most important part of the planning is to follow your schedule. Go back to the first chapter on “A for Action” and remind yourself that until you don’t act and do the daily tasks you have committed to, you are miles away from your dream of making money.

At times the goal looks overwhelming. When we break down the goal into small steps in the form of a schedule or plan we make our goal seem attainable as we decipher the way forward to our sub-conscious mind.

*"I long to accomplish a great and noble task, but it is my chief duty to accomplish small tasks as if they were great and noble." - Helen Keller*

## **J for JUST JELLYFISH**

*“Everything is going to be right at the end. If it's not right, then it is not the end.” - A Quote made famous by the 2011 movie ‘The Best Exotic Marigold Hotel’*

Jellyfish are aquatic animals with a jelly-like and sticky umbrella-shaped bell and trailing tentacles. The *Turritopsis dohrnii* jellyfish are tiny, transparent creatures which have an extraordinary survival skill. When they suffer physical attack, starvation or any other environmental damage they dive back into their development process, transforming back into a polyp. Instead of dying, they change into a tiny blob and then transfer back to the polyp stage within three days. This new polyp is genetically similar to the original jellyfish, but it is regrouped and reenergized and has transmuted.

Jellyfish are unique in many ways - they have neither a brain, nor a heart. They have only a

single opening through which food comes in, and waste comes out. They are extra-efficient swimmers than any other ocean creature.

It's the only known animal capable of reverting completely to a sexually immature stage after having reached maturity – which is why they are known as 'immortal jellyfish'.

There is a lot which we humans can learn from the tiny little jellyfish. To obtain the elixir of life we must rework; reorganize and reenergize to strike gold.

You want to accumulate riches; you want your business to be a super success; you want to be the most enviable employee in the world with the best job – you may have been putting all your 100% efforts towards your goal with a strong belief in your heart that you will succeed.

However, success still eludes you. Why? Don't look for miracles. Your life is not a Hollywood blockbuster which will shatter all box-office records and rake in billions. Don't expect it to be so. What happens in 'reel life' may not materialize in 'real life'. Stop whatever it is you may be doing and take stock of your actions. Visualize the game from a different angle. Sometimes all you need to do may be just to take a leap back and then re-emerge again, this time 'packaged differently'.

*In the year 2000, when the entire world was celebrating the new century, I was celebrating my disastrous fortune. There were no films, no money, no company, a million legal cases against me and the tax authorities had put notice of recovery on my home," - Amitabh Bachchan, the superstar of Indian cinema wrote on his personal blog in the year 2000. He was 57 years old then, hardly an age when bankruptcy should stare you in the face. Amitabh Bachchan is an Indian film actor, producer, television host, and former politician. Referred to as the Shahenshah of Bollywood he has performed in about 200 films in a career spanning almost five decades. He is widely regarded as one of the greatest and most influential actors in the history of Indian cinema as well as world cinema. Apart from four National Film Awards as Best Actor and many other awards at international film festivals and award ceremonies, the Government of India has honoured him with the Padma Shri in 1984, the Padma Bhushan in 2001 and the Padma Vibhushan in 2015 for his contributions to the arts.*

*However this phenomenal man lost everything he had at the age of 57. Just like the immortal jellyfish – you have to take a leap back to transform into something extraordinary. Mr Bachchan was later quoted "An offer for television changed all that when I agreed to anchor 'Kaun*



*Banega Crorepati' much against all the advice and resentment from friends, family and advisers”.*

Failures are not an end in itself. They are just new beginnings of something new. We just have to transform, change perspective and work from a different angle.

### **K for KNOWLEDGE**

*“The only true wisdom is in knowing you know nothing”. - Socrates, a classical Greek philosopher credited as one of the founders of Western philosophy.*

No person is ever old enough to acquire knowledge. As per the dictionary Knowledge is “*facts, information, and skills acquired through experience or education; the theoretical or practical understanding of a subject*”. Experience, education, observations, abilities, creativity – is all knowledge. Even if you have never been to an educational institution and acquired a degree, you may be illiterate but you may still be knowledgeable.

Knowledge is free. You can acquire it if you want. It is everywhere around you. The answer lies in choosing the knowledge you wish to acquire and the purpose for which it is required. You may need expert knowledge for the goal you want to achieve. Take steps to obtain expertise to achieve your goal. Specialized knowledge may come at a price but it may be a small price to pay for the achievement of your goal. Acquiring knowledge and training is an investment; it should not be an afterthought.

*“An investment in Knowledge pays the best interest”. – Benjamin Franklin*

Instead of fearing lack of knowledge, be ready to learn. In the technologically advanced times which we live in, knowledge is available at the click of a mouse. There are numerous ways to attain specialized knowledge – online courses; training courses; continuous education; courses from colleges and universities, libraries, apprenticeship, reading books, group discussions with people who already have the required knowledge of your field.

Many professional institutions and educational bodies have a system of Continuing Professional Education (CPE) for their members whereby even after completing a course and obtaining a

degree, a member has to earn a stipulated number of CPE credits to retain his/her degree. These credits are earned by attending educatory seminars, workshops and conferences on further learning in the field. We must imbibe the system of CPE in our life too. Never think you know enough and there is no room for further knowledge.

Few sources to supplement knowledge

1. Magazines
2. Newspapers
3. Radio and Television
4. The Internet
5. Books
6. Academic courses
7. Professional Development courses
8. Training Workshops
9. Online courses & webinars
10. Awareness to the environment around you

*“Knowledge is of no value unless you put it into practice”. - Anton Chekhov*

Once you acquire the knowledge it needs to be organized and used in the best possible way. It is a globally competitive environment. Excellent talent may be available elsewhere but your expert knowledge will develop strong skills that enhance your performance. The pool of knowledge you have accumulated will give fresh ideas, expertise in the chosen area and practical techniques to grow your wealth.

Your ability to learn and transform that learning into an advantage will be the key to unlock your potential. Economically the world is going through a whirlpool of changes. There is technological and economic volatility. Specialized knowledge will guide you, show you opportunities and stretch your mind.

*“Knowledge is power. Information is liberating. Education is the premise of progress, in every society, in every family”. - Kofi Annan*

The ultimate purpose of being successful cannot be achieved if there is no aspiration to be valuable. What is the value addition we can make – will determine how successful we will become. What more can we provide? What is our skill set that is unique and cannot be duplicated by anyone? The knowledge, with which we equip ourself, will help us acquire that skill set which takes us to the goal of our dream.

### **L for LUCK**

*“Luck is what happens when preparation meets opportunity.”— Lucius Annaeus Seneca, Roman Stoic philosopher, statesman, dramatist,*

The relationship between luck and success has always been debatable. This four letter word is responsible for history being made and civilizations being wiped out. Scientists, astrologists, palmists and other occult science practitioners have been trying to decipher its existence or non-existence. However, this humble little word “Luck” never asserted its presence. As per our convenience we prefix “good” and “bad” before it. “Good luck” when things are rocking and rolling for us; “Bad luck” when we are neck deep in adversity. But the unassuming ‘Luck’ just remains there, letting anyone put a ‘good’ or ‘bad’ before it as per their discretion.

*“Shallow men believe in luck. Strong men believe in cause and effect”. - Ralph Waldo Emerson, American essayist, lecturer, and poet*

If we have a goal and we live for that goal and dedicate our existence to that goal; then the presence of ‘luck’ is immaterial to us. We rarely bother to stop and analyze whether we have been ‘lucky’ or not because we are so busy pursuing our goal.

*"An exceptionally short-lived marriage had imploded, and I was jobless, a lone parent, and as poor as it is possible to be in modern Britain, without being homeless ... By every usual standard, I was the biggest failure I knew," – J.K Rowling said during a 2008 Harvard University commencement speech. J.K Rowling has since become the UK's best-selling living author and one of the wealthiest women in the world. Her books have been translated into 73 different languages and sold more than 450 million copies. They have become the best-selling book series in history and have become the basis for a series of films, which is ranked as the second highest-*

*grossing film series in history. After receiving "loads" of rejections from book publishers when she first sent out the manuscript, Bloomsbury, a publishing house in London, gave "Harry Potter and the Philosopher's Stone" the green light in 1997. So, was it luck that changed her fortunes? Who knows and how does it matter. What matters is the fact that NOW she is super-successful because she just kept doing what she believed in. On her website she wrote that she had always known she would be a book author. "As soon as I knew what writers were, I wanted to be one. I've got the perfect temperament for a writer; perfectly happy alone in a room, making things up."*

Create your Luck. You determine your destiny when you react to situations you are confronted with in life. Your reactions determine your future and the life you create for yourself. Don't ponder over whether luck has favored you or ignored you, go out there and make your luck. Be alert to opportunities so that when they present themselves they are grabbed at the first go. Don't overanalyze everything that comes your way or else action will be too slow and too late. Most importantly don't procrastinate; what needs to be done needs to be done immediately and cannot and should not be postponed. Make consistent efforts and don't be bogged down by the luck factor in your life. When you have the right attitude and are persistent in your efforts you are bound to taste success. The adulation may come late but it will surely come. At times it may take months, years, a decade – but success will come your way.

How you can be alert to opportunities and create the life you want for yourself

1. Focus only on your goal. Read your goal statement (which you had written in the earlier chapter) every single day, so that you train yourself to concentrate only on your goal and the path you have chalked out to achieve it.
2. Don't Procrastinate. The tasks which need to be done - Do immediately
3. Keep your eyes open; in every small daily occurrence in your mundane life there may be an opportunity which you may have overlooked. Look at the colourful canvas of your life with a new lens and you may see things differently.
4. Take more calculated risks. Anyone who has ever achieved something has always taken a little amount of risk.

5. Don't shy away from meeting people. When you meet new people you open your restricted world which is limited to your own viewpoint and perspective to include others viewpoint too. You may unlock a hidden opportunity somewhere.
6. Work Hard. 'Luck' (if such a phenomenon exists) and hard work, are two sides of the same coin; without one the other is incomplete.

When our subconscious mind thinks and feels, it determines our attitude and that in turn determines how we turn the opportunities coming our way into "god luck".

### **M for MARKETING**

*"It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently". – Warren Buffett, American business magnate, most successful investor, and chairman and CEO of Berkshire Hathaway*

Market yourself well. How you perceive yourself to the outside world will determine how people perceive you, your idea, your belief in your idea and the success of it. Your first impression will make a lasting impression. To be successful and strike gold you have to market your idea, your dream, your unwavering confidence in your goal, your personal services.

Few Marketing Mantras:

1. A wise man once said 'the first impression is the last impression'. Don't depend on second chances. Make a lasting first impression
2. Always dress well. You need not wear the most fashionable clothes but they must be clean, crisp and never torn and tattered
3. With advancement in technology, social media has become a powerful tool. Learn to use it to your advantage.
4. Sharpen your communication skills. Communication is important and it is the bridge to your destination. Come across as clear and confident.
5. Have self-confidence. Without confidence in your own self, in your own idea and the belief that you will achieve your dream – you cannot convince others to have confidence in you.

6. Don't focus on destroying your competition. Remember - You are your own competition, so compete only with yourself. Do better than what you did yesterday. It is only a matter of time before you outshine your competitors.

When you are sure of yourself you market yourself well. You assume full responsibility for mistakes, shortcomings, decisions, achievements and conduct. When you assume full responsibility, the battle is already half won. Responsibility brings with it authority and accountability. You will exercise authority over your methods and will stretch your limits if your goal is as important to you as life itself. By becoming accountable to yourself you will perform differently as you will have the extra pressure of not failing in your own eyes.

With the advent of internet, the world has become a small marketplace. You can directly approach a future prospective customer or employer etc. without having to go through various channels of communication. If you can sell yourself well you will go a step closer to achieving your goal.

*Focus on identifying your target audience, communicating an authentic message that they want and need and project yourself as an "expert" within your niche. – Kim Garst, Founder and CEO of Boom! Social, a personal branding and social media business consulting firm.*

Write out your resume showing the confidence you have in yourself. Present yourself skillfully and display your abilities to the fullest so that you become the natural choice for the position. A dish has to look attractive and palatable for it to be eaten; because even before we eat it the desire to eat it is aroused in us only if it is presented wonderfully.

*Brand yourself for the career you want, not the job you have. – Dan Schawbel, recognized as a 'personal branding guru' by The New York Times*

When you approach your prospective employer or potential client treat it as the make or break opportunity you have been waiting for. Put your whole energy and passion into making that single opportunity as the opportunity of a lifetime. When you approach it as the single most important event of your life – you will perform the task vehemently.

*“No company in its right mind tries to sell to everyone.” – Philip Kotler, American marketing author, consultant, and professor*

Don't sell to everyone. Connect with your goal – who do you want to reach out to? What path do you want to tread to reach your goal? – these questions need to be answered before you execute a planned strategy to market yourself as an expert in your expertise to the people you need to reach out to. Trying to please everyone will end you up with pleasing no one.

Don't compete with anyone; compete with yourself. Remember that your competitor may have a different set of goals and may be working to achieve his own dream. So don't entangle your dream with someone else's. Maintain your focus. Train your mind to stick to your goal. Execute your own personal touch and market yourself well.

### **N for NUCLEUS**

*“In the social jungle of human existence, there is no feeling of being alive without a sense of identity.” - Erik Erikson, German-American developmental psychologist and psychoanalyst known for his theory on psychological development of human beings and for coining the phrase ‘identity crisis’*

In biology, we define ‘Nucleus’ as the part of a cell that contains the cell's hereditary information and controls its growth. It works as the cell's control center. In physics, ‘Nucleus’ is the central part of an atom, usually made up of protons and neutrons. In human existence, we can probably define ‘Nucleus’ as the central and most important part of an object forming the basis for its activity and growth.

Your identity is your Nucleus: The fact of being who you are, your beliefs, your likes, your dislikes, your perceptions, your character.

As a child when we enter adolescence we generally experience an Identity crisis. As adults we continue to question our individuality throughout life. There comes a period when it is unclear to you as to what kind of person you are, what you would like to be, you question your goal and question your beliefs and courage to support your beliefs. It is then that you must remember, the

Nucleus is central to you and controls your growth, if you waver and question your identity, then the growth trajectory also falters.

What is your Ikigai?

“Ikigai” is a Japanese concept which means "a reason for being" or “the reason for living”. As explained by Hector Garcia, the co-author of the book ‘Ikigai: The Japanese Secret to a Long and Happy Life’, the word is composed in Japanese using the characters *iki*, or life, and *kai*, meaning the result of a certain action. According to Japanese culture it is important to find your Ikigai, because discovering it brings satisfaction and meaning to life. What is your reason for waking up every morning? Your Ikigai is the source of value in your life and it makes your life worthwhile. Your current situation may be good or bad but your Ikigai gives you inner strength and makes you feel that your life is valuable.

The true reason for being, the fact of being who you are – is the nucleus of your existence. A useful technique called “SWOT Analysis” is employed by businesses to identify its internal strengths and weaknesses, as well as its external opportunities and threats. SWOT analysis is an acronym for Strengths, Weaknesses, Opportunities, Threats and it is a structured planning method that evaluates those four elements of an organization, project or business venture.

Perform your own personal SWOT Analysis and write down your Strengths and Weaknesses - intrinsic factors that depict the strengths and weaknesses of your character; Opportunities and Threats - extrinsic factors and that depict the opportunities and threats which you perceive from your external environment. Then examine how you can achieve the best for yourself. Performing a SWOT Analysis of yourself will offer you a detailed personal scrutiny of your capabilities and surrounding environment and help you to connect with yourself. This analysis will give you a complete picture of yourself if performed truthfully. Every man knows his strengths and weaknesses and should have the courage to truthfully state them to himself, for if he cannot be true to himself he can most definitely not be true to the outside world. Opportunities and threats exist in your surroundings and are created by the life you live. But remember there are no fixed rules as to a person’s perception. So what one individual may consider as strength, another individual may perceive as a weakness. That is a matter of individual opinion and may be used likewise.



Be true to yourself when you perform your SWOT Analysis and you can apply the results of this powerful tool to capitalize on your strengths and minimize your weaknesses so as to grab the opportunities and work around the threats.

When you develop your identity, you resolve internal crisis and help yourself to prepare for the future. Focus on your adaptive and creative characteristics to develop your personality and unite with your inner self.

### **O for OUTLOOK**

*“Nothing can stop the man with the right mental attitude from achieving his goal; nothing on earth can help the man with the wrong mental attitude”. - Thomas Jefferson, an American Founding Father who was the principal author of the Declaration of Independence and later served as the third President of the United States*

It is the way you look at life that determines your success. If you want to change life, change your attitude. You can achieve only what you think you can achieve. The attitude towards life – the strength of character of getting up after a fall, dusting yourself and starting afresh once again – determines how successful you become and strike gold. The proverb ‘Attitude determines Altitude’ is a reminder that anything is possible for the person with the right attitude.

*Arunima Sinha, (born in 1988) is the first Indian amputee to climb Mount Everest. This young girl was a national level volleyball player who was pushed from a running train by some robbers in 2011 while she was resisting them. As a result, one of her legs had to be amputated below the knee. It would seem her bright future of a career in the national volleyball team was over. However, while still being treated at the All India Institute of Medical Sciences, Delhi she resolved to climb Mount Everest. With the right attitude she achieved this feat and a place in history. She now wants to open a free sports academy for the poor and differently abled people. She is donating all the financial aids she is getting through awards and seminars for the same cause. She was awarded Padma Shri, the fourth highest civilian award of India, in 2015.*

We see innumerable instances in society of siblings who, obviously with the same set of parents and given the same financial and emotional resources, end up on different paths. One may be

super successful and world famous whereas the other may be still struggling and trying. So what caused such a drastic outcome between the two, even though the inputs were exactly the same...the answer is 'the right attitude'.

*Computer engineer Brian Acton cofounded messaging app WhatsApp with Jan Koum in 2007. The two who met while working at Yahoo, sold WhatsApp to Facebook for \$22 billion in cash and stock in 2014 making Acton's net worth around \$3.8 billion. WhatsApp is now one of the biggest mobile messaging apps with 1.3 billion monthly active users, mostly outside of the United States. Before he succeeded he had been turned down by two giant companies at that time - Twitter and Facebook. He could find no one to hire him. As he stated in his posts at that time "Facebook turned me down. It was a great opportunity to connect with some fantastic people. Looking forward to life's next adventure." And "Got denied by Twitter HQ. That's ok. Would have been a long commute." But his attitude determined his future success as he did not let these rejections get in the way of his dreams.*

How to develop the right Outlook in life:

1. YOU ALONE CAN DETERMINE YOUR OUTLOOK

You are the master of your own attitude. Remember that 'You' alone are responsible for your outlook and 'You alone can change it. So your attitude and the perspective with which you look at the situation when you suffer adversity – is entirely in your hands.

2. EMBRACE LIFE

Stop complaining and grumbling about what is coming your way. When you stop criticizing, complaining and cribbing – you will start living: finding solutions and growth patterns.

3. LIVE IN THE NOW

Don't let past events and circumstances cloud your thoughts. What has passed doesn't exist any longer. Don't stress over what is yet to come. Consciously block your mind from darting back and forth. Live in the present and focus on it.

4. BE SURROUNDED WITH POSITIVITY

Consciously be around optimistic people: Those people who bring out the best in you. Stay as far away as you can from people who drain your energy and have a pessimistic outlook towards life.

Character is not made in adversity; rather it is exhibited in adversity. The right outlook towards ‘problems’ reduces their stature to mere ‘situations’ and they do not seem daunting any more. It is the case of the glass being half-full or half-empty; your attitude is everything.

When you surround yourself with negativity and stressful people you weaken your attitude. The Negative energy saps your vitality whereas positive energy rejuvenates you. This is a simple fact which has existed since time immemorial and doesn’t need to be proved by science. Remove negative people from around you. People who criticize, complain and grumble all the time sap you off your positive energy and leave you exhausted. Surround yourself with optimists and achievers. A good apple will also rot if kept in company of bad apples.

In the end the right attitude will determine your success story. One has to be extraordinary to gain adulation. If you want to enjoy life by living your dream – stay at the top! But remember – at the top there is no space for mediocrity. Your attitude will determine how you outshine.

### **P for PERSEVERANCE**

*“Don't watch the clock; do what it does. Keep going”. - Samuel Levenson, American humorist, writer, teacher, television host, and journalist.*

It isn’t easy: but it has to be done. The only way to get over with it is to go through it: face it headlong. That in a nutshell is perseverance – the persistence in doing something despite difficulty or delay in achieving success.

The formula for success is:

Definite Goal + Definite Plan to achieved the desired goal + Hard work, Hard Work, Hard work every single day = Sure Shot Success.

*It's not that I'm so smart; it's just that I stay with problems longer. ~ Albert Einstein*

There are many great men and women in history who have achieved their success through determined insistence – Thomas Edison’s perseverance is legendary and he famously said genius is “1% inspiration and 99% perspiration”; Henry Ford; J.K Rowling; Walt Disney; Brazilian

retired professional footballer Edson Arantes do Nascimento, known as Pelé; Venus and Serena Williams; the list is endless. The only way to your goal is to keep moving forward. Keep at it all the time. Persist, persist, persist; no matter how slow you are and how far the goal seems.

*My greatest point is my persistence. I never give up in a match. However down I am, I fight until the last ball. My list of matches shows that I have turned a great many so-called irretrievable defeats into victories. - Bjorn Borg, Swedish former world No. 1 tennis player widely considered to be one of the greatest in the history of the sport. An 11-time major singles champion in just seven years, Borg's name outshines the best tennis records as a player of endurance.*

The more you work, struggle and do whatever it takes to reach closer to your goal, you will observe that the worst is over and somehow things are getting better and better. Remember your goal and your well defined plan to achieve your goal, just focus on it; it will give you the strength to keep moving forward.

*“Nothing in the world can take the place of persistence. Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent. The slogan ‘press on’ has solved and always will solve the problems of the human race.” - Calvin Coolidge.* So every time you feel like throwing in the towel, remember this famous quote of John Calvin Coolidge Jr., the 30th President of the United States of America. A Republican lawyer from New England he had a quiet but methodical climb up the political ladder,

It requires tremendous tenacity to strike gold. *Let me tell you the secret that has led me to my goal. My strength lies solely in my tenacity- Louis Pasteur, French biologist, microbiologist and chemist renowned for his discoveries of the principles of vaccination, microbial fermentation and pasteurization.* Success and riches are not for the weak. You have to be made of strong metal to survive all odds and march on.

*He conquers who endures. – Persius, Roman poet and satirist of Etruscan origin.*

Patiently persist. Don't lose your enthusiasm when you suffer setbacks on your road to success. They are mere stumbling blocks. Gather your determination and tenaciousness and with single-

mindful strength of purpose forge ahead. The harder you work, the closer your goal will seem. To reach the pinnacle of success you have to climb the small little steps on the staircase which will take you there.

*If you can't fly, then run, if you can't run then walk, if you can't walk then crawl, but whatever you do, you have to keep moving forward. ~ Martin Luther King, Jr.*

Remember these simple facts, to keep your 'Perseverance' intact:

1. Giving Up is NOT an option.
2. Work Slowly but Steadily
3. Motivate Yourself everyday
4. Don't indulge in Self-Pity. It will destroy you
5. Don't compare your life with others
6. You are not the only one. Almost everyone has not had an easy journey
7. Discipline your life
8. Believe in Yourself
9. Focus on your Goal
10. Success doesn't happen overnight. Remember 'Rome was not built in a day'

### **Q for QUIT QUITTING**

*"Never give in, never give in, never, never, never, never-in nothing, great or small, large or petty - never give in except to convictions of honour and good sense...."- Winston Churchill, served as Prime Minister of the United Kingdom*

Why do people quit?

Is it because they don't believe in their goal or is it because they believe that they don't have the power of belief to back their goal or is it because they believe that despite persistence on their part they have still not been able to reach their goal. Whatever the answer maybe – you will never find out because quitters are never interviewed. You will never come across stories and quotes of quitters simply because they quit. Their story is not inspirational because their story did

not have a successful ending. Failures along the way are like intervals in the movies...the show must go on. Quitting is never an option.

Be inspiration for others. Give your story a successful ending or else you will be just another “may have been”. Don’t be discouraged by the world’s reaction to your failures. *Mohandas Karamchand Gandhi leader of the Indian independence movement against British rule said, "First they ignore you, then they laugh at you, then they fight you, then you win."*

The major cause of doomsday = What will people say?

If you think what ‘others’ think of you then what will ‘others’ think? This is not a tongue twister. Read the line carefully to understand its significance.

A significant reason why people quit and give up on their dreams is the fear of criticism. It is so unnerving to imagine how other people may perceive you that it may lead one to abandon his goal of life. You may be just around the corner to hit the jackpot, but you will never find out because you quit.

*“Whatever course you decide upon, there is always someone to tell you that you are wrong. There are always difficulties arising which tempt you to believe that your critics are right. To map out a course of action and follow it to an end requires courage.”– Ralph Waldo Emerson, American essayist, lecturer, and poet*

Criticism is like Cataract for your Goal - it leads to cloudiness of the lens in the eye which results in a decrease in vision. Take criticism head on. Learn from it; don’t run from it. Remember that you are criticized because you are important for if you were insignificant you would probably be ignored.

Don’t quit what you are doing. *“Never give up. It's like breathing—once you quit, your flame dies letting total darkness extinguish every last gasp of hope. You can't do that. You must continue taking in even the shallowest of breaths, continue putting forth even the smallest of efforts to sustain your dreams. Don't ever, ever, ever give up.” — Richelle E. Goodrich, Smile Anyway*

When you feel like Quitting, try to do the following instead:

1. Find what motivates you. It could be music, inspirational quotes, reading about the success stories of others – whatever it may be – motivate yourself when you are down and out.
2. Be 100% present in the current moment and visualize only your goal and nothing else.
3. Give yourself a pep-talk. Think of something positive which will liven you up. Then repeat the thought to yourself till in your mindset you are no longer feeling miserable.
4. Focus on your will. It is only your will that will get you through. It doesn't matter how strong or how rich you are: It is your determination and resolve that matters and nothing else.
5. Don't look for shortcuts. It may take years, but it will happen. Make it happen, don't focus on the years it is taking.

Your subconscious mind listens to you. Motivate yourself to overcome temporary failures. Listen to inspirational talks, read self-help books, stay in the company of optimistic people and summon up that strength to surge through another day to keep moving towards your goal. Quit quitting because there is always a silver lining at the end of every cloud. You may have achieved a setback today but you are learning which means you are not stagnant. It is important to grow and growth encompasses good and bad both.

*Life is like riding a bicycle. To keep your balance, you must keep moving. – Albert Einstein, the most influential physicist of the 20th century who developed the theory of relativity*

*George Herman "Babe" Ruth Jr. popularly known as Babe Ruth was an American professional baseball player achieved great fame and his life is the ultimate rags-to-riches story which moves from growing up on the streets of Baltimore to ultimately being the biggest celebrity in America. His most famous inspirational words describe his fearless nature and his go-getter attitude perfectly "You can't beat the person who never gives up."*

## **R for RESILIENCE**

*"When we tackle obstacles, we find hidden reserves of courage and resilience we did not know we had. And it is only when we are faced with failure do we realise that these resources were*

*always there within us. We only need to find them and move on with our lives”. - Avul Pakir Jainulabdeen Abdul Kalam better known as A. P. J. Abdul Kalam, the 11th President of India and an aeronautical scientist*

The ability of a substance or object to spring back into shape is called resilience. Some people get punched and knocked down by life time and again, and each time they bounce back stronger. Instead of letting miserable situations break their determination they face their demons head on.

Imagine yourself in ten years' time. What would you like to look back upon? What would you like to achieve in 10 years from now? Now remind yourself that your tough circumstances are just an obstacle between your 'Now' and your 'Future' which you can visualize ten years from now.

If you get punched down by failure and bounce back up, you have the strength of perseverance, resilience, grit, determination. These are not just strong words, but words which can make you learn, adjust and actually return better than before.

*Oklahoma is a state in the South Central region of the United States. On 19<sup>th</sup> April 1995, the Oklahoma City was struck by a domestic terrorist truck bombing which killed 168 people and injured more than 680 others, and destroyed many buildings causing an estimated \$652 million worth of damage. The Oklahoma City bombing was the deadliest terrorist attack on American soil until the September 11 attacks six years later, and it still remains the deadliest incident of domestic terrorism in United States history. In the aftermath of the devastation, a 350-member task force was appointed (to explore ways to remember the tragic event) which later became the Oklahoma City National Memorial. On the 20th Anniversary of the bombing, the Memorial announced the Oklahoma Standard. Thousands of businesses, organization, families and individuals committed themselves to Acts of Service, Honor and Kindness. The city rebuilt itself through resilience. As Charles Bradford "Brad" Henry, American lawyer, politician and 26<sup>th</sup> Governor of Oklahoma rightly said “Something called 'the Oklahoma Standard' became known throughout the world. It means resilience in the face of adversity. It means a strength and compassion that will not be defeated.”*

Develop your Resilience. Every setback is not the end. Get up and move on. Build your strength and endurance to failures by doing the following:



1. Most Important – Realize that only you can control your destiny. The way you chose to react or chose to not react will determine the course of life. /
2. Remind yourself about your Goal of life you had decided on and the well-planned course of action to achieve it.
3. Remember – What doesn't kill you only makes you stronger

There are many famous people who never gave up despite the odds and the ability of resilience has made them successful:

*Indian cricketer Suresh Raina, suffered a knee injury in 2007. He was bedridden for six months. Only a sportsman can tell you the significance of a six month hiatus in sports - that's a really long time for any sportsman to be out of the game. He was on crutches and frustrated. But he gradually fought his way back into the game only because of his resilience.*

*Late Dirubhai Ambani, Indian business tycoon who founded Reliance Industries has an inspiring 'rags to riches' story. From being a spice dealer to a cloth merchant to a textile producer, it was his hard work, indomitable spirit and never-say-die attitude that led him through all the obstacles to emerge as the business tycoon of India.*

*American media proprietor, talk show host, actress, producer, and philanthropist Oprah Winfrey did not have a promising childhood and faced a variety of hardships in life. At a young age she was physically abused and lived in extreme poverty. She became a mother at the age of 14 but her child died in infancy. Today she is among the most influential women in the world.*

*Christopher Paul "Chris" Gardner, an American entrepreneur, investor, and stockbroker struggled with homelessness while raising his toddler son and spent a life of determined struggle. His motivational story of how he overcame the odds has inspired the movie 'The Pursuit of Happiness', which portrays how he harnessed his passion to turn his life around.*

### **S for STIMULUS**

*'If a person could be fully open to his experience, every stimulus - whether originating within the organism or in the environment - would be freely relayed through the nervous system without*

*being distorted by any defensive mechanism.. - Extract from passage from “On Becoming a Person”, a collection of essays by Carl Rogers (American psychologist and among the founders of the humanistic approach to psychology), published in 1961.*

‘Stimulus’ is a thing or event that evokes a specific functional reaction in an organ or tissue; that ‘something’ that causes growth, activity, or reaction. It is something external which influences our activity.

An organism’s response to a stimulus is coordinated by their central nervous system. It gathers information about, and responds to, changes in the environment. A stimulus may be a change in the environment of an organism so it would move towards food if it’s hungry, or move away if it fears danger. It will invoke a response or reaction from the organism.

So what is your stimulus? What is that factor which motivates you into action? What is that one external factor which influences all that you do? What is the reason for your goal? What is your motivation? Why do you do what you do? Have you ever thought about it – the reason for your action?

Generate a positive stimulus. It will give you the required push towards your goal. Motivate yourself to achieve your goal. Give yourself the necessary inspirational talk to create a positive stimulus for energized action.

*There is no stimulus like that which comes from the consciousness of knowing that others believe in us. - Orison Swett Marden, American inspirational author*

For some the stimulus may be the ecstasy they feel in adulation, whereas for others it may be the need for self-actualization. Whatever the spur that ignites us, it is for certain that a spur does exist and its existence is what causes us to take action. So identify your stimulus, stroke it and energize it through constant motivation so that you move towards the desired path to strike gold!

It is not an easy task to accumulate enormous wealth and achieve astounding success. Only those with a steely resolve and strong-willed survive the thunderstorms and reach the summit. They can do so by constantly reenergizing their sub-conscious brain which in turn gets ignited in response to a stimulus. So make sure to identify the stimulus and then use it to your advantage by invoking its passion to positive outcomes.

*“Smell was our first sense. It is even possible that being able to smell was the stimulus that took a primitive fish and turned a small lump of olfactory tissue on its nerve cord into a brain. We think because we smelled.” - Lyall Watson, South African botanist, zoologist, biologist, anthropologist, ethologist, and author.*

You need a stimulus for reaction.

You need a stimulus for action.

You need a stimulus for planned action.

You need a stimulus for creative action.

You need a stimulus for existence.

### **T for THOUGHT**

*‘The aphorism, "As a man thinketh in his heart so is he," not only embraces the whole of a man's being, but is so comprehensive as to reach out to every condition and circumstance of his life. A man is literally what he thinks, his character being the complete sum of all his thoughts’. - James Allen, British philosophical writer and a pioneer of the self-help movement. This is an extract from His best known work, ‘As a Man Thinketh’*

A ‘Thought’ is the Alpha and Omega of success. *Buddha said ‘what you think, you become’*. Accomplishment of your goal has already started when the seed was sown in your brain as a thought. To be successful, you have to first train your mind. You must master your mind and have dominance over your thought. Herein lies your route to strike gold.

*Everything we do, every thought we've ever had, is produced by the human brain. But exactly how it operates remains one of the biggest unsolved mysteries, and it seems the more we probe its secrets, the more surprises we find. -Neil deGrasse Tyson, American astrophysicist, author, and science communicator*

Imagine wealth, victory, success – and you will achieve it. You want success and the universe will serve it to you if you can control your thought process. A human mind is a reservoir of power: It can conjure up zillion thoughts. The art is in taking that one thought which you believe in, and turning it into reality.

Fill your mind with positive thoughts. Let there be no place for negativity, gossip, worry and criticism. You will destroy the beautiful seed of pure thought even before it germinates. Water your thought, nurture it and let it grow into unimaginable wealth and success. Every individual is his own person. He alone knows what motivates him and drives him to achieve. With his personal experiences and emotions, he alone can work on his impulse to make it a reality. Don't poison that beautiful ability by clouding it with negative thoughts.

Negative thoughts are like toxins for the mind. They annihilate the vast universe of the thought and reduce it to rubble. Add to it the venom of gossip and you have the perfect recipe for disaster. *Great minds discuss ideas; average minds discuss events; small minds discuss people.* - Eleanor Roosevelt, American politician, diplomat and activist.

The only way to control your mind and nurture your 'positive thought which is your goal' to scale great heights is to live in the NOW. There is no past and no future. Your present moment is the only truth and that is all that exists. Just focus on the immediate present moment which is here and now and you will make yourself powerful enough to control your mind.

*"Empty your mind. Be formless, shapeless like water. Now you put water into a cup, it becomes the cup. You put water into a bottle, it becomes the bottle. You put water in a teapot, it becomes the teapot. Now water can flow or it can crash. Be water my friend."* - Bruce Lee

Just like the water takes the shape of the vessel it is poured into, let your thought also blend into the current moment. Let it not focus on what has passed and what will present itself in the future. Be aware and chalk out a planned action strategy to achieve your goal, but while on the path of achievement don't let your thoughts sway. Train them to remain focused on the goal.

### **U for UNIFICATION**

*"Sports teach you to understand the meaning of a team. You need to be able to work with everybody; you don't have to be their best friend. You can experience the fun of competition and driving toward a common goal without pushing to bond in some major way with each individual on a project".* - Kathleen Kennedy, American film producer.

Unify means to make or become united, uniform, or whole. If you unify a number of things or people, you join or bring them together

Man is a social animal. Healthy relationships are the fundamentals of good health and well being in turn determining personal and professional success. When you forge strong relationships with others you will generate a sense of camaraderie. Declare your goals and aspirations with supporters and people you trust which will in turn move you one step closer to achieving them.

The secret of happiness is being part of a community – a part of a whole. It gives you a sense of belonging and the willingness to achieve. There is a certain feeling of contentment or security which comes with kinship.

Unification can come about in innumerable ways knowingly or unknowingly – you forge strong friendships in school and college; you strengthen relationships with relatives and loved ones; you bond with your neighbors; you mingle with associates and colleagues to get to know them better; you enjoy and party with friends; you join business groups with likeminded people to connect and form a network; you join the gym, hobby classes etc. to interact. Whatever the medium you adopt the purpose is to unify with others.

Over recent years, the concept “*hygge*” has become a defining characteristic of Danish culture. It is a sentiment or emotion which encompasses a feeling of cozy contentment and well-being through enjoying the simple things in life. *Hygge is considered "a defining feature of our cultural identity and an integral part of the national DNA," according to Meik Wiking, the CEO of the Happiness Research Institute in Copenhagen.* Denmark was ranked second in the World Happiness Report 2024 (*The World Happiness Report is a measure of happiness published by the United Nations Sustainable Development Solutions Network*). When asked to rate their happiness levels on a range of things, the Danish have listed - *Hygge: a special way of being together in a relaxed atmosphere* – as one of the reasons for their happiness.

In the World Happiness Report 2024, rankings of countries by life evaluations are - Finland is in first place and close behind is Denmark, and other countries like Iceland, Sweden, Netherlands, Norway etc. Most of these countries have some distinctive concept of happiness like the Danish ‘Hygge’. Notions similar to ‘hygge’ like ‘lykke’ (Danish); ‘logam’ (Swedish); ‘raison d’etre’ (French equivalent); etc. all have one thing in common – they are not individualistic concepts

and generally engage the involvement of many people. Remember that you are living in a world of people and unless you do not connect with them you cannot experience their pulse. Bonding with others is something so basic which fills us with optimism but we tend to overlook it in our daily life. Life is a network of people, no matter whichever field you are in. You cannot be an achiever in isolation. To be super successful, earn lots of wealth, make it big – connect; network and unify.

*“It wasn’t all romantic. I didn’t have a dorm room, so I slept on the floor in friends’ rooms, I returned coke bottles for the 5¢ deposits to buy food with, and I would walk the 7 miles across town every Sunday night to get one good meal a week at the Hare Krishna temple. I loved it. And much of what I stumbled into by following my curiosity and intuition turned out to be priceless later on.”- Steve Jobs*

Some suggestions on ways to unify with your surroundings:

1. Stop to greet neighbours and try to make the newcomers in your locality feel comfortable by your friendly behavior
2. Join your favourite hobby class in your area
3. Start a book club and encourage people of your locality to join in
4. Volunteer for community work. Be a part of your local resident welfare association
5. Form an exercise club or morning walk or joggers club with people who you meet at the time of your daily exercise regimen
6. Join a business group to network
7. Learn a new activity or language. Acquire a new qualification
8. Add your own list here:

Although each of us has different skills, understandings and interests, we can become more conscious of our own thoughts and feelings when we integrate with our surroundings.

### **V for VIBRANCY**

*‘If your energy body is in full vibrancy, the physical body will naturally fix itself’. - Jaggi Vasudev, commonly known as Sadhguru, is an Indian yogi and mystic*

Vibrancy is the state of being full of energy and life. What is life without enthusiasm? It fuels you and ensures that you charge towards your goal to strike gold. As a wise man once said, ‘add life to your days, not days to your life’.

Be a livewire: always full of life. Channel your passion towards your goal into your personal self as well. When you are energetic and vibrant you bring a new magical gusto in your small tasks. This reduces struggle and inefficiency and fills you with positivity to surge forward.

Tips to have a vibrant and positive life:

1. Associate with people who motivate you, energize you and keep positive thoughts
2. Stay away from pessimistic people, events and surroundings
3. Do not gossip – actively or passively.
4. Join any one productive activity which gives you happiness e.g. dancing, cooking. It may have no relation with your goal, but it gives you a sense of happiness and fulfillment
5. Participate in social service
6. Learn one new technique or skill every year
7. Be active
8. Read books
9. Solve mind puzzles and brain teasers
10. Keep your surroundings uncluttered and clean

*It has been my observation that the happiest of people, the vibrant doers of the world, are almost always those who are using - who are putting into play, calling upon, depending upon-the greatest number of their God-given talents and capabilities - John Glenn, was a United States Marine Corps aviator, engineer, astronaut, and the first American to orbit the Earth, circling it three times.*

At times we feel our energy is sapped. Criticism and worry may eat up our enthusiasm, energy and vibrancy. We need to renew our energies and think of ways to recharge our enthusiasm.

Self-renewal is a term connected to stem cells in biology. It is a renewal process by which stem cells divide to make more stem cells of the same type. Similarly, our character too requires a

self-renewal at some point in time. We require a personality transformation and evolution. Self-renewal enhances personal growth and rejuvenates you from the inside.

Self-Renewal would imply any productive activity which enhances your personal development and gives you happiness. The activity could vary from person to person viz. reading books; playing tennis; social get-togethers; getting a hair spa at the salon; meditation; yoga etc or it could be venturing into a completely different world which is intriguing but is new to you.

These self-renewal activities make you feel good about yourself and create self-worth. They make you energetic and vibrant and increase your efficiency and productivity.

Social Service is the most fulfilling of activities. It calms you and makes you grateful for what you have. When you give back to society either financially or by contributing time, you get an inner sense of achievement. It gives you a deep foundation and moves you towards the path of success.

Learning a new technique which is entirely different from your current line of work is the best thing to do. It restores passion and the zeal for life. Learn anything new which you have absolutely no idea about viz. Reiki, a healing technique based on channelization of positive energy; dancing and disco; public speaking and personality enhancement techniques; life transformation courses etc.

*Only staying active will make you want to live a hundred years –Japanese Proverb*

Discover something new each day. Create something new each day. Leave your comfort zone, break habits, unlearn what you already know and explore new territories. Challenge yourself and you will be surprised.

Don't constraint yourself by excuses. Get up and move before you stagnate.

Improve your soft skills. Soft skills are the personal attributes that enhance an individual's personality, job performance and career prospects. Some examples for the same could be Communication skills; Anger management skill; Team management skills; General etiquette; Negotiation skills; Behavioural traits; Time management techniques; Stress management skills etc. Your soft skills set you apart from others and give you an edge over them. They are the key



factor in determining how far and at what rate you will climb the ladder to success. In both personal and professional field, soft skills are much harder to teach as compared to technical expertise. But once you enhance your soft skills your goals come closer within your reach and the path to success accelerates.

### **W for WILL**

*“Life's battles don't always go to the stronger or faster man, But sooner or later the man who wins Is the man WHO THINKS HE CAN!” – Extract from the poem “Thinking”. ‘Thinking’ is a poem written by Walter D. Wintle, a poet who lived in the late 19th and early 20th century. In the 20th century, different versions of the poem have been published. To this date, it is unknown which version correctly represents the original version*

Your ‘WILL’ can change everything. It can pull you out from the depths of misery. It can give you hope. It can make you millions. It can change your fortunes and your future. The ‘will’ comes from ‘within’. You are unstoppable once you have willed it.

*Awarded the Padma Shri by the Government of India in 2018, Yogini dadi is 98 years old and can perform the toughest yoga postures with ease. She is a great Yoga teacher with a very flexible body and can perform and do some of the toughest poses in Yoga. Probably the oldest yoga teacher in India, V Nanammal of Coimbatore, Tamil Nadu is fondly called Yogini dadi. She has been doing yoga since the age of eight years under the guidance of her father who was a martial artist. She follows a strict diet and regime and is a source of inspiration to her students, yoga enthusiasts and the entire nation. By her sheer will and determination, she has proved that age is just a number: when a person desires something passionately he/she can achieve it if he/she wills it.*

*“Obstacles are those frightful things you see when you take your eyes off your goal.” – Henry Ford*

‘Sports’ is the greatest school of will and determination. Every sportsman wants to win. In sports, the sportsman just doesn’t want to compete but wants to win. Your will is displayed when you battle your inner demons, because when you conquer within: you conquer outside.

*Bethany Hamilton, an American professional surfer and winner of the ESPY award for best female athlete with a disability, survived a 2003 shark attack in which her left arm was bitten off. It seemed her professional career would come to a standstill. But she returned to the sport a month later and that too victoriously. Bethany says "I don't surf disabled or compete in a disabled category. Having just one arm is immaterial to her. She also got an award nomination for her awe inspiring performance just six months after giving birth to her first child. In 2011, a feature film titled Soul Surfer, based on her life was released.*

*Legendary athlete Glenn Cunningham's story is a story of determination. Known as the "Kansas Flyer," Cunningham was an American middle-distance runner, who was considered as the greatest American miler of all time: he was the world-record-holder in the mile race from 1934 until 1937. When he was eight, his legs were burnt in an explosion which destroyed most of the flesh of the lower half of his body and the doctors predicted he would never walk normally again. However his sheer determination and steely resolve helped him to slowly begin to stand on his own, then to walk and finally to run and became the top amateur athlete in the United States in 1933.*

### **X for X-FACTOR**

*Nobody is good at everything but everybody is good at something. Find and Focus on your Strengths. -Unknown*

There may be many professionals with the same qualifications. There may be many businessmen with business acumen. There may be many artisans with the same expertise. There may be many people with the same skill-set. But what sets apart one individual from another is their 'X-Factor'.

Identify your 'X-Factor'. X-Factor is that noteworthy special talent or quality that makes you unique and stand out from others. If you go for your dream job and there are other contenders for the job apart from you with the exactly same qualifications – then why should you be given the job in preference over them. What is that uniqueness in you which gives you an edge over others or makes you stand out?

Your X-factor differentiates you from others. Identify it and enhance it. There are many successful men who have achieved what they wanted and have become sources of inspiration for others. It may be their intelligence, hard work, persistence, resilience or charisma which may have made them so endearing to others – but the most important quality in every successful man is his ‘X-factor’ which is difficult to duplicate. You may acquire the same qualifications and expertise as someone else but you cannot photocopy his ‘X-Factor’; that belongs to him alone.

Study the lives of achievers and inspirational individuals who may have motivated you and try to identify what you feel has been their ‘X-Factor’.

Kapil Dev, former Indian cricketer who captained the Indian cricket team that won the 1983 Cricket World Cup and one of the greatest all-rounder in the history of the game – What is his X-factor? Why is he the better than the best?

Bill Gates, an American business magnate, investor, author, philanthropist, humanitarian, and principal founder of the Microsoft Corporation having a net worth of approximately US\$91.1 billion – What makes him stand out from the rest?

Rafael Nadal, Spanish professional tennis player, currently ranked world number two in men's singles tennis by the Association of Tennis Professionals (ATP) and regarded as the greatest clay-court player in history of tennis – What is his X-factor?

Shivaji Rao Gaekwad, known by stage name Rajinikanth, is an Indian film actor and politician who works primarily in Tamil cinema. Being one of the highest paid actors in Asia, he has a fan following which worships him and has constructed temples in his name. Fondly known as ‘Rajini sir’, his admirers cannot get enough of him – Why is he such a phenomenon? What is his X-factor?

*Anand Kumar, Indian Mathematician is best known for his Super 30 programme, which he began in Bihar in 2002. Super 30 coaches economically backward students for IIT-JEE, the entrance examination for the Indian Institutes of Technology (IITs). While there is unconstrained money spent on coaching for entrance to these prestigious institutes, Anand coaches students completely free of cost. Not only are the students coached by him, but they are provided lodging, food and other facilities too: coming from a modest background himself this is no easy task for*

*Anand. In 2017 too Super 30 achieved 100% result as all his students got admission to the IITs and Discovery Channel showcased his work in a documentary. He has been invited by the prestigious Massachusetts Institute of Technology (MIT) and Harvard University to speak on his mentoring students from the underprivileged sections for admission to IIT. No doubt there are many mathematicians, but the X-factor of this humble man is his ability to have a crystal clear focus on his line of vision despite world renowned adulation*

### **Y for You AND ONLY You**

Believe in Yourself. 'You and Only You' can achieve your goal. Introspect, improve and innovate – challenge yourself and compete with yourself – to rise beyond your potential.

Depend only on Yourself.

Hold only Yourself responsible for your setbacks and failures.

Compete with Yourself.

Challenge Yourself.

You are only what you want to be. You can be much more.

There is a very famous story about Guru Nanak, the founder of Sikhism and the first of the ten Sikh Gurus:

*A disciple came to Guru Nanak Dev ji and asked him the value of human life. The guru gave him a stone and told him to go out into the marketplace and determine its value but not to sell it. The disciple met an orange seller on his way and asked him what he could give him in exchange for the stone. The orange seller said he would give one kilo oranges for the stone. The man apologized and said that the guru has asked him not to sell it. He went ahead and found a vegetable seller. "What could be the value of this stone?" he asked the vegetable seller. The vegetable seller was ready to give him one sack of potatoes for the stone. Again the man said the Guru had asked him not to sell it. Further ahead, he went into a jeweler shop and asked the value of the stone. The jeweler saw the stone under a lens and was ready to pay up to twenty five crores for the stone. The man however did not sell the stone. Further ahead, the man saw a diamond merchant and precious stone's shop and asked the merchant the value of the stone.*

*When the merchant saw the dirty little stone, he lay down a red cloth and put the stone on it, he then circumambulated around the stone and bent down and touched his head to it. He told the disciple that the stone was invaluable and even if he sold the entire world and universe he could not purchase this priceless stone. Stunned and confused, the disciple returned to the guru and told him what had happened. He then repeated his question to the guru "Now tell me what is the value of life, guru ji?" Gurunanak explained to the disciple that the answers he got from the orange seller, the vegetable seller, the jeweler & the diamond merchant explain the value of life... You may be a precious stone, even priceless, but people will value you based on their financial status, their level of information, their belief in you, their motive behind entertaining you, their ambition, and their risk taking ability....Each individual places a value on things according to their judgement. A different individual with different knowledge will place a different value. But don't fear, you will surely find someone who will discern your true value.*

A man enters the world alone and he is alone when he leaves it. So do not depend on others for fulfillment of your dreams and your life. Take responsibility for your actions and realize that you alone are responsible for what you have achieved or failed to achieve. Blaming circumstances and situations will do no good. The will and determination to conquer all odds and emerge victorious is what makes a person successful.

*"We know what we are but know not what we may be." (Hamlet)*

Have a goal and have the courage to achieve it. There will be hurdles on the way but that should not stop you or make you change course. Stay on the determined path and strike gold.

### **Z for ZENITH**

*'Tu Shaheen hai parwaaz hai kaam tera, Tere saamne aasman aur bhee hain'*

*The above line means - "You are a falcon and soaring high is your nature, You have other skies stretching out before you" - An extract from the ghazal "Sitaron se aage jahan aur bhee hain, abhee ishq ke intehaan aur bhee hain" by Sir Muhammad Iqbal, (widely known as Allama Iqbal), poet, philosopher, and politician, academic barrister and scholar in British India*

Breathe one Idea. Sleep one Idea. Talk one idea. Live one idea.

If every moment of your soul thrives on that one idea – no one can stop you from being successful, achieving great wealth and all your dreams.

*“Put your heart, mind, intellect and soul even to your smallest acts. This is the secret of success.” – Swami Sivananda, a Hindu spiritual teacher and a proponent of Yoga and Vedanta*

Most people who have not reached the pinnacle they wanted to reach is because they have not laid down their goal precisely or have been changing their goal ever too often. If you 100% decide on your goal and then with full belief in yourself persist towards achieving it, there is no force that can stop you. Sooner or later you will achieve what you had set out for.

Dream Big. Set your goal. Focus on it. Persist with hard work every single day. YOU WILL MOST DEFINITELY REACH THE SUMMIT OF SUCCESS AND STRIKE GOLD!!

### **SPEAKING THE LANGUAGE – THE CONCLUSION**

After learning the alphabet to speaking the language of success, you are ready for receiving key to the certificate of merit. The key is to remember that the truth of life is – It is the obsession to achieve your desired goal and not lineage that makes you successful. Every individual is extraordinary. The trick is to have a dream, to believe in it, to go after it and then to live it.

ACTION, BELIEF, COURAGE and DESIRE coupled with EFFICIENCY and FLEXIBILITY make you reach your GOAL provided you HARNESS your energies, prepare an ITINERARY and JUST JELLYFISH on the focused path to your goal. Accumulate KNOWLEDGE and manoeuvre your LUCK with the right MARKETING of yourself to the NUCLEUS of your existence. The right OUTLOOK and PERSEVERANCE will help you to QUIT QUITTING and will spark the necessary STIMULUS to fuel your RESILIENCE and THOUGHT process. UNIFICATION with your surroundings will give you VIBRANCY and the WILL to exhibit your X-FACTOR so that YOU AND ONLY YOU can accelerate towards the ZENITH of your success.

GO FOR IT. GO STRIKE GOLD!!