

THOUGHTS ON CONQUERING OUR EVEREST
BY AWAKENING THE GENIUS WITHIN US

By CA (Dr.) Adukia Rajkumar Satyanarayan

INTRODUCTION

“Your work is to discover your world and then with all your heart give yourself to it”. – The Buddha

Every person has a genius within. Every spark within a person can help him conquer his/her Everest. Every person is able and capable and all that is required is to find and awaken that ‘genius’ within yourself.

Be dynamic. Connect; provoke; inspire; insight; influence; guarantee results.

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

Being a professional and having put in vigorous hours of study for years, you can relate with failure and grief on not achieving success. Don’t get bogged down by failures. 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. That leads them to accomplish more than they could have ever imagined.

Keep ablaze forever the fire to keep learning. Age should never be a barrier to acquiring knowledge. In the 21st century the whole world is changing and it is necessary for every person to keep themselves updated with changing technologies and mindsets. However, it must be remembered that in life there can be no single formula for success as human brain is a networked structure and works in infinite ways for each individual.

Anthony Jay Robbins, an American author, coach and speaker, more than twenty years ago, released his now famous book 'Awaken the Giant Within', to help one discover their life's true purpose and the steps to achieve it. This book shares with you certain life aspects and techniques which when developed, help you to discover your genius and accelerate your path to success.

EVERY PERSON IS A GENIUS

"Everybody is a genius. But if you judge a fish by its ability to climb a tree, it will live its whole life believing that it is stupid." - Albert Einstein

Every 'HUMAN' is 'HANUMAN'. The tools are the same - just as everyone has similar amount of 'Time', everyone has similar amount of 'Talent' too – the key to success lies in the effective management of the tools. All aspects of our life need to be managed for us to be super achievers – our time, our mind, our talent, our identity.

Time is money or so we have heard but most importantly time exists for everyone without discrimination. You cannot buy time neither can you rent it. We generally blame 'lack of time' as the reason for our inefficiency. 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. When one-hundredth of a second can decide whether you receive a gold or silver medal in the Olympics, surely time is extremely valuable. That is the power of time.

Every person is able and capable. However, somewhere down the line one succeeds and others don't – probably because we lost sight of our goal and altered it to suit our circumstances than the other way around; we were not thinking big; we were aiming for mediocrity. A 'Mind' is the only thing which separates human from animals. It is the driving force behind every single thought or action which takes place. The only variance lies - A prisoner's mind is different from a priest's mind. The presence of a mind is confirmed in every human, and it can change a person from prisoner to priest and vice-versa singlehandedly at any single moment in time. That is the power of the mind.

"I" is the creator of every thought and feeling. Most of us go through life pointing fingers at others – other people, other circumstances, other situations, other opportunities. If we look

inwards, we can go beyond beyond situations, beyond people, beyond finding faults, beyond barriers, beyond limitations, beyond the realms of possibility!

THE HUMAN MINDSET

A story.

Once upon a time there was a small boy who wanted to become the President of United States of America. And he did. End of story.

All stories can have such beautiful endings – as the power to end the story lies in the hands of the storywriter. Barack Hussein Obama was the first African American to serve as the President of USA. By being elected to USA'S highest office in 2008, he forever changed the landscape of America and inspired millions of young people to dream bigger dreams.

The single most important factor which directly determines your position in life is your own mind. Your achievement is a consequence of how your mind thinks. A 'Thought' is the Alpha and Omega of success. *Lord 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.

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.

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.

Just like the water takes the shape of the vessel it is poured into, let your thoughts 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.

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 making the most of what we have and counting our blessings we tend to count our shortcomings instead.

Let the mind be a storehouse of pure positive thoughts. There should be no room for self-doubt. Bury your negative thoughts and just like you do spring cleaning of your house, do mind cleaning 3 times a day. Flush out the negative thoughts before they permeate you.

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.

A GENIUS WILL REMEMBER:

If you want to earn big riches and realize your dreams - '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.

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 centre 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 centre of your naval to exhibit courage in the toughest times.

“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

JUST BEGIN

There is ‘no one-size that fits all’ approach for success and there never will be, because each individual is extraordinary and determines his/her own methodology on the way to achieve success. The only thing to remember is to ‘start’ and not to just ‘wish’.

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.

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. 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.

If you love what you do, no one can stop you. You are bound to reach the peak of success. If you don't love what you do, it is even better – because that is when you will truly make a difference to mankind – by innovating and creating new and dynamic solutions to infuse passion and vibrancy into that which you don't love so as to make it more appealing for yourself.

A GENIUS WILL REMEMBER:

The concept of karma (the law of Action) is the core idea of the Bhagavad Gita, the Holy Hindu Scripture. You have to find what you are truly passionate about. 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. Fuel the passion. Infuse enthusiasm into your work – then only you will achieve success. If you think you can - you will. If you think you can't - you won't. 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.

“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

GROW

Constantly keep growing. As you age, physically you change as your body grows. Grow your soul. Growth is the lifelong process of learning. Growth involves being a student throughout

your life, acquiring knowledge, becoming more efficient as you progress and marketing yourself well.

Knowledge is free. You can acquire it if you want. It is everywhere around you. To acquire education, you may need money, but to acquire knowledge all you need is desire and intense focus. With presence of mind, common sense, observation and an intense passionate desire to learn – you can learn from anywhere. You may need expert knowledge for the goal you want to achieve and 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.

Infuse Efficiency into your work. 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. Efficiency does not mean ‘shortcuts to success’, rather it is the route to ‘sure shot success’. It will attract money and fame to you. Approach your 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. 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.

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.

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.

Just as the physical body becomes strong through regular exercise, the mind too requires mental stimulation to grow. Use newspapers, magazines, television, video, internet, self-help books, academic courses, training courses, online courses, professional development courses, and awareness to the environment around you – to contribute to your growth.

A GENIUS WILL REMEMBER:

Keep going and keep growing. Supplement your knowledge and be a lifelong learner. Nowadays with the existence of social media you can acquire any information at any moment in time with the click of a button. Use Facebook, You-tube, instagram, pininterest and LinkedIn to your advantage. Maintain a blog to share your knowledge on any subject which you are passionate about and thereby learn more in the process. You will grow and broaden your horizon.

According to American self-help author Napoleon Hill, “No mind is complete by itself. It needs contact and association with other minds to grow and expand”. He called this association ‘Master-mind’. So create your master-mind group – forge partnerships, form allies with family members, create a support system, hire people who will be able to guide you in areas you are not very accomplished. Individually you may not be able to achieve, but these associations will provide you combined experience and knowledge to grow.

“The mind grows only through use, and it atrophies through idleness” – Napoleon Hill

LEAD

There is perfection in every creation. From an achiever become a leader. Guide others by giving continuance and truthful guidance.

What or who is an actual leader? A leader is one who has a vision and set direction and inspires and guides others to the right way. It is possible for anyone to be a leader as leadership is based on the strengths and abilities individuals demonstrate. These abilities are essentially known as leadership skills as they lead the way toward achievement of goals. These leadership skills are to

an extent in-built and are of varying styles, but since there is no particular style of leadership which can be considered the benchmark it is clear that leadership skills can definitely be acquired.

There are certain key skills a leader must display viz.:

- Leading by doing
- Strategic Thought process
- Compelling vision
- Decision making
- Problem solving
- Effective Communication
- Effective Listening
- Clarity in planning and course of action
- Project Management
- People management
- Change management
- Time management
- Delegation proficiency
- Persuasion abilities
- Talent to motivate self and others
- Managing Emotions of self and others
- Mind control

Leadership cannot be viewed as a standalone object. The cornerstone of leadership comprises multiple intelligences rather than being dominated by a single general ability.

A GENIUS WILL REMEMBER:

To guide others and bring out the best in them, it is imperative you focus on three things in your life – effective communication, emotional intelligence and adaptability to change. When you are a master of these three qualities, you can change the world and improve yourself in the process.

Communication is important and it is the bridge to your destination. If written communication is faulty and lacking, the document becomes inadequate. Good communication comes across as clear, confident and concise. If verbal communication is ineffective you don't put across your ideas and views in the manner you had wanted to and thus lose out on a potential opportunity or valuable relationship. If your communication is not accompanied with the appropriate body language, you run the risk of an unsatisfied or unconvinced audience. The quantity, quality and style of communication are very important for climbing the growth trajectory to success. It empowers you to put across your viewpoint in an accurate manner.

Emotional Intelligence means the ability of a person to manage his own emotions and the emotions of others. Therefore there may be people who may not be in the top performers and top scorers, but end up becoming super success stories in life – they have always been able to conduct themselves well, display extreme coolness and grace in stressful and turbulent times; they are empathetic to others' needs and display foresight and understanding when in uncomfortable situations – these kind of people may not have high Intelligence Quotient (IQ) but they may most certainly have a high level of Emotional Quotient (EQ).

Change is the only constant in life. Accept Change. It is the shortest route to success. Acceptance does not mean compromise. It means to consent to the reality of a situation. 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 achieve the desired results. Refusing to accept 'Change' in our lives is like refusing to accept that we are growing older – it will still happen anyway. The only permanent thing in this world is 'change' and one who does not change with the times gets left far behind.

The task of leadership is not to put greatness into people, but to elicit it, for the greatness is already there. - John Buchan

INNOVATE

Discover something new each day. Create something new each day, without innovation life is dull. 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 and interpersonal skills. Soft skills are the personal attributes that enhance an individual's personality, job performance and career prospects. Interpersonal skills can be loosely described as life skills we use every day when interacting with others personally or professionally. They may include a variety of activities like – Communication, Listening, body language, ability to collaborate, display of work ethics and workplace etiquette, display of personal etiquette, commitment capacity, professionalism, problem solving capability, decision making ability, self confidence, receptiveness to feedback, showing appreciation, positive attitude and overall vibrant demeanor. This list is not exhaustive and may include many more skills depending on the level of personal and professional interaction at play.

Your technical skills may get you your dream job, but interpersonal skills will ensure that you retain it. Your location-specific advantage may get you customers, but interpersonal skills will ensure that they become your loyal customers for life. Your university education may put you in proximity with people, but interpersonal skills will ensure that you make lifelong friends. Your personal relationships like parents, siblings, spouse, children and relatives may be god given, but interpersonal relationships will ensure that you forge undying bonds of love.

Your soft skills and interpersonal 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 you are able to bring something new to everyday monotonous jobs, goals come closer within your reach and the path to success accelerates.

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.

A GENIUS WILL REMEMBER:

Think laterally. When you observe something try not to see what everyone sees. Make it a habit to observe things innovatively. Slowly you will realize that you have started thinking ‘out-of-the-box’. ‘Out-of-the-box’ thinking refers to a way of looking at things unconventionally from new perspective.

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 ‘creative thinking’ on handling situations.

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.

“Innovation is seeing what everybody has seen and thinking what nobody has thought.” - Dr. Albert, Szent- Györgyi, a Hungarian biochemist who won the Nobel Prize in Physiology or Medicine in 1937.

ENERGISE

Make positivity ‘Portable on Demand’. Just as ‘podcast’ is a digital recording of media that can be downloaded from the internet to a portable media player - Receive positive podcasts from the world. Get influenced positively. Let yourself be motivated by your podcasts and keep going. Take a page out of the life of successful people who have trained their mind to go down as achievers in history.

In our school days we have been taught 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.

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. 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 especially to produce power or force. When you harness your energies you congregate them to generate a dynamic and intense force.

A GENIUS WILL REMEMBER:

“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.

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.

'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

PERSIST

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.

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.

Remember these principles of persistence:

- Giving Up is NOT an option.
- Work Slowly but Steadily
- Motivate Yourself everyday
- Don’t indulge in Self-Pity. It will destroy you
- Don’t compare your life with others
- You are not the only one. Almost everyone has not had an easy journey
- Discipline your life
- Believe in Yourself

- Focus on your Goal
- Success doesn't happen overnight. Remember 'Rome was not built in a day'

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.

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.

Many people have used mind in history to become super successful and given us pearls of wisdom to learn from:

“CONSTRUCT YOUR DETERMINATION WITH SUSTAINED EFFORT, CONTROLLED ATTENTION, AND CONCENTRATED ENERGY. OPPORTUNITIES NEVER COME TO THOSE WHO WAIT... THEY ARE CAPTURED BY THOSE WHO DARE TO ATTACK.” – PAUL J. MEYER

“WHAT YOU HAVE TO DO AND THE WAY YOU HAVE TO DO IT IS INCREDIBLY SIMPLE. WHETHER YOU ARE WILLING TO DO IT, THAT'S ANOTHER MATTER.” – PETER. F. DRUCKER

“DESIRE IS THE KEY TO MOTIVATION, BUT IT'S THE DETERMINATION AND COMMITMENT TO AN UNRELENTING PURSUIT OF YOUR GOAL — A COMMITMENT TO EXCELLENCE — THAT WILL ENABLE YOU TO ATTAIN THE SUCCESS YOU SEEK.” – MARIO ANDRETTI

“WE ALL HAVE DREAMS. BUT IN ORDER TO MAKE DREAMS COME INTO REALITY, IT

TAKES AN AWFUL LOT OF DETERMINATION, DEDICATION, SELF-DISCIPLINE AND EFFORT.” – JESSIE OWENS

“WE ARE A PRODUCT OF THE CHOICES WE MAKE, NOT THE CIRCUMSTANCES THAT WE FACE.” – ROGER CRAWFORD

“NOTHING IS IMPOSSIBLE IN THIS WORLD. FIRM DETERMINATION, IT IS SAID, CAN MOVE HEAVEN AND EARTH. THINGS APPEAR FAR BEYOND ONE’S POWER, BECAUSE ONE CANNOT SET HIS HEART ON ANY ARDOUS PROJECT DUE TO WANT OF STRONG WILL.” – YAMAMOTO TSUNETOMO

A GENIUS WILL REMEMBER:

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.

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-minded 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.

MST (MIND, STRESS & TIME) MANAGEMENT

A leader has the vision and conviction that a dream can be achieved. He inspires the power and energy to get it done. – Ralph Nader

MST (Mind, Stress and Time) Management is the art of making effective use of resources to achieve your goals. It concerns planning, coordinating and implementing all aspects of an organisation's operation in a manner which fulfils the organisation's aims. Management practices must evolve and change to continue to meet the needs of an organisation. Over the years, this has given rise to a wide variety of management techniques, like scientific management, management by objectives, total quality management, risk management, and even crisis management.

The essential ingredient for success is for every firm to know its own strategy—the path that principals and employees wish to travel—so that the firm meets the needs of its owners. The direction comes from the strategic plan, which describes the way the owners want to see the firm develop. Good management will keep the firm commercially viable and professionally competent. Only in this way can the business satisfy the needs of the employees, clients and stakeholders.

Mind Management

"The mind is everything. What you think, you become." – The Buddha

Your mind is a part of your brain. The Mind is not tangible. It cannot be seen, heard or measured. Since mind does not have a physical form, its thinking cannot be obstructed or restrained. It is said mind travels faster than light. Mind needs to be cultivated or charged to reach its potential power.

You can enjoy a stress-free life only if you can control your mind. Controlling the mind is a process which goes on till eternity and maybe sometimes even without the desired results. Infact, we cannot "control" the mind, we can only "manage" it so that it thinks towards our happiness

and success. So, instead of ‘controlling’ the mind it is much easier to ‘manage’ it by befriending the mind and have all its support in times of tests and tribulations.

We know that our mind is affected by external situations and circumstances so we can regulate these external situations and circumstances to befriend our mind and manage it well.

The Essentials for mind management can be identified as:

1. Know Yourself Well
2. Surround Yourself with Positive People
3. Think Positive and Speak Positive
4. Good Deeds
5. Weed out Negativity
6. Control your Temper
7. Free your mind of Bondage
8. Meditate

Stress Management

“I promise you nothing is as chaotic as it seems. Nothing is worth your health. Nothing is worth poisoning yourself into stress, anxiety, and fear.”

— Steve Maraboli

Stress has become such an inseparable part of our lives that most people often fail to realize that they have been living under stress. At one point or the other everybody suffers from stress. Relationship demands, physical as well as mental health problems, pressure at workplaces, traffic snarls, meeting deadlines, growing-up tensions—all of these conditions and situations are convincing causes of stress. People have their own methods of stress management. In some people, stress-induced inimical feelings and distress tend to persist and intensify. Learning to understand and master stress management techniques can help prevent the adverse effects of this urban debility.

Stress can be defined as a form of tension or strain in the body or the mind for which there is no release or outlet. It could happen due to a number of reasons. One of the most stressful habits of

modern life is our tendency constantly to compare ourselves to others. But you must remember that even though others may look happier, richer or more fulfilled, you will never know what really happens behind closed doors. Trying to compete, or letting others make you feel inferior, stops you concentrating on your own unique talents and goals. Another habit which triggers stress in any personal or professional relationship is the ability to say 'no' to somebody. Lack of communication, blaming others, resistance to change are just some of the many causes of stress.

One of the deadliest myths about stress is that it cannot be prevented or eliminated. There are many stresses that can be changed, eliminated, or minimized. Different people deal differently with situations they face either at the work or within the home environment or in the social environment. Our personality type, our childhood, our attitude and degree of physical well-being are some of the factors that will determine how effectively we combat stress.

Time Management

You will never "find" time for anything. If you want time, you must make it. - Charles Bruxton

Every individual on earth has the same amount of time - 60 seconds in a minute; 60 minutes in an hour; 1,440 minutes in a day; and 525,600 minutes in a year. While a vast majority of people confesses faltering to come to grips with it, extremely few can claim to have made the most of it. How is it that they have got it all done? It's because they have managed a way to figure out how to manage their time effectively.

Managing your time and using it wisely is a journey, and not something that can be easily mastered overnight. Implementing a plan will help, but it is not going to be a sure cure. Time management requires a significant amount of self-discipline. It means changing those habits or activities that cause waste of time. It is the willingness to adopt habits and methods to make maximum use of time.

Dr. Alec Mackenzie, an internationally renowned authority on time management, in his book "The Time Trap" has contended that when it comes to time, one can only manage oneself in relation to it. One cannot control time as one can control other resources – one can only control

how one uses it. In the world in which we live, time cannot be replaced or re-created. It is therefore not for us to choose whether we spend or save time but to choose only how we spend it.

Not only do we need to recognize the importance of our time, but we also need to identify and eliminate wastage of time. Setting goals and priorities helps in using time judiciously.

UPSKILLING

“Good business leaders create a vision, articulate the vision, passionately own the vision, and relentlessly drive it to completion”. - Jack Welch

Upskilling means to acquire additional skills. A wise man once said, ‘add life to your days, not days to your life’. Your ability to do something is your skill. Skills need to be enhanced and upgraded. Your competence and expertise can be displayed by developing your skills. Acquire new skills and hone your existing ones. Challenge yourself and you will be surprised.

Technical Skills

Technical skills include knowledge of and proficiency in certain specialized field. Technical skills imply the knowledge or abilities of a person in their chosen field, needed to accomplish tasks. Professionals must possess a theoretical understanding of rules and regulations and demonstrate an ability to apply theory to practice.

Technical accounting skills represent a specific knowledge individuals have regarding the basic understanding of accounting workflow. These skills at a basic level, usually include understanding debits and credits, journal entries, general ledger or journals systems, how to calculate technical accounting formulas, developing internal controls and various other accounting skills. Accountants may also need to learn technical accounting skills relating to a specific business or industry. Each industry often has a set of accounting rules companies apply based on national accounting standards. Accountants may also need to learn management accounting skills depending on their career path. Management accounting skills include cost allocation, production budgets, forecasting, break even analysis and cost-volume-profit analysis.

While management accounting has some similarities to regular accounting skills, it also includes several in the accounting functions.

Personal Skills

Improve your personal 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; Behavioral traits; Time management techniques; Stress management skills etc. which are your essential character traits. 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.

Interpersonal Skills

The ability to communicate or interact well with other people (whether it is peers, subordinates or your team) is what is known as interpersonal skills. Interpersonal skills differ from soft skills or personal skills as they are the skills which come into play when there is interaction between two or more persons as opposed to personal skills which are essentially your character traits. Whatever business or profession you may be in – interaction with various kinds of people is essential. The people you come in contact with may be from different social, economic and cultural background. If in employment, you may come in contact with maybe not one but many employers, your colleagues and juniors. If in self-employment, you may be transacting business with customers, suppliers, creditors etc. almost every day. Your interpersonal skills become vital in these cases – to the extent that they largely determine your success and fame ratio.

Interpersonal skills can be loosely described as life skills we use every day when interacting with others personally or professionally. They may include a variety of activities like – Communication, Listening, body language, ability to collaborate, display of work ethics and workplace etiquette, display of personal etiquette, commitment capacity, professionalism, problem solving capability, decision making ability, self-confidence, receptiveness to feedback,

showing appreciation, positive attitude and overall vibrant demeanor. This list is not exhaustive and may include many more skills depending on the level of personal and professional interaction at play.

Leadership Skills

What or who is an actual leader? A leader is one who has a vision and set direction and inspires and guides others to the right way. It is possible for anyone to be a leader as leadership is based on the strengths and abilities individuals demonstrate. These abilities are essentially known as leadership skills as they lead the way toward achievement of goals. These leadership skills are to an extent in-built and are of varying styles, but since there is no particular style of leadership which can be considered the benchmark it is clear that leadership skills can definitely be acquired.

There are certain key skills a leader must display viz.: Leading by doing, Strategic Thought process, Compelling vision, Decision making, Problem solving, Effective Communication, Effective Listening, Clarity in planning and course of action, Project Management, People management, Change management, Time management, Emotional intelligence, mind control etc.

A Model of leadership skills proposed by Robert Katz in 1955 in the Harvard Business Review, titled "Skills of an Effective Administrator", says that successful administration appears to rest on three basic skills of an administrator – also named by him as ‘Three-skill approach’:

- Technical Skills – working with things
- Human Skills – working with people
- Conceptual Skills – working with ideas and concepts

His approach is based on performance exhibited in work rather than inborn character traits. And in his paper ‘skill’, implies an ability which can be developed, not necessarily inborn, and which is manifested in performance, not merely in potential.

Based on his observations Katz’s Approach gives the following conclusion:

- i. effective administration depends on three set of skills - technical, human and conceptual

ii. level of importance of each set of skills was directly correlated with the level that the person has in the organization.

iii. the three-skill approach emphasizes that good administrators are not necessarily born; they may be developed.

iv. this approach helps in identifying the skills most needed at various levels of responsibility and so it may prove useful in the selection, training, and promotion of executives.

Presentation Skills

Presentation skill is the most important skill that a person must have for optimum growth. The presentation may be written or oral communication like power point presentations, articles, speeches etc. and may even be body language or the clothes you wear. Presentation may be you and your work as an entire package.

The first most important thing to remember in any kind of presentation is to put yourself in place of your audience (referring to people you are presenting to in whichever way as employer, leader, subordinate, colleague or otherwise) – what would you as an audience like to see, hear or read. Then explore what value addition you are bringing to the table – are you putting forward something new and innovative in what you are presenting or is it old wine in new bottle. Your audience may come from different cultural and social backgrounds – are you being neutral in your approach or is it becoming too centric on a particular thing. Happiness and positivity are global phenomenon and they sell – are you vibrant and positive (even though you may be talking statistics and financial performances) or are you dull and boring.

Be comfortable in your body. Stage fright or presenting in a boardroom full of the top management is an unnerving task for many because in their innermost existence they are not comfortable with themselves and have self-doubts. Transcend your fear with this single minded thought – If you are really truly passionate about ‘what you are doing’, ‘how you are doing’ it becomes immaterial to the audience as they get hooked to your passion. So if you focus on your work, you won’t have to focus on results.

Practicing is the best way to improve. There is no replacement to practice – The more you practice the better you become undoubtedly. Take the advice of people who are probably in similar situations and are more experienced - Take their criticism constructively. Maintain a record book and after every presentation - note down pointers that you felt the audience liked and you make like to improvise and use again. Also identify pointers which you feel need more refinement.

Your body language and voice play a more important role in a successful presentation than the actual power point presentation you are showing your audience. If you smile, make eye contact, are willing to listen to others and are not flustered by rude interruptions – you have already won over your audience irrespective of the actual information you are imparting.

While making power point presentations remember to keep it simple. Too lengthy presentations with either too much text on one slide and inefficiently organized information on the slide can lead to a feeling of boredom and confusion for the audience. Be consistent in choice of bullets, fonts and text size. The purpose of the presentation is to hold interest and focus attention on the information itself and not puzzle the audience with over-the-top graphics. Clear and concise communication is appreciated by everyone.

When speaking in front of a live audience – the most important requirement is to connect with the audience. Focus on your audience's need and not on your fear of interaction with them. Forge a bond with your audience before you jump into your topic of discussion and put your point across. This can be done by telling stories, narrating real life incidents or initiating an interactive dialogue with members of the audience on a neutral aspect of the topic.

Whatever your mode of presentation may be – remember the mantra for success is to just be yourself. If you just be yourself and not emulate others, you will present your presentation in a relaxed and comfortable manner.

Liaisoning and Negotiation Skills

Liaisoning is defined by oxford dictionary as an activity of communication or cooperation which facilitates a close working relationship between people or organizations. When a number of people are involved in any aspect whether it is personal or professional front – liaisoning,

negotiation and persuasion are a part and parcel of people involvement. Even in your personal life you play the roles of negotiator and perform various roles of persuasion, mediation, conflict resolution etc as the situation demands.

Negotiation skill is a part-and -parcel of interpersonal and leadership skill too. Your ability to successfully negotiate empowers you to achieve mutually agreeable solutions while paying attention to others needs and viewpoints.

Whether you are a parent, a stay-at-home spouse, an employer, an employee, a facilitator or an active performer – everyone needs to improve their negotiation skills to gain self-empowerment and live fruitfully and in communion with others. Good liaisoning and negotiation skills will empower you to develop personally and grow your business. Negotiation fails if it based on the foundation of over confidence or lack of confidence and disregard for other's perspectives.

Communication Skills

Communication is important and it is the bridge to your destination. If written communication is faulty and lacking, the document becomes inadequate. Good correspondence has two rules; promptness and precision. Come across as clear, confident and concise. If verbal communication is ineffective you don't put across your ideas and views in the manner you had wanted to and thus lose out on a potential opportunity or valuable relationship. If your communication is not accompanied with the appropriate body language, you run the risk of an unsatisfied or unconvinced audience. Not only is communication vital in professional life, but it provides the 'fevicol' for relationships in personal life too – it can make or break them.

Therefore, the quantity, quality and style of communication are very important for climbing the growth trajectory to success. It empowers you to put across your viewpoint in an accurate manner.

Effective ways of communication

The below mentioned points are ways to improve and make your communication effective.

- To be a successful communicator, you first have to be a good listener. Listen carefully to what others have to say and listen even more carefully to what they don't say. If you listen to their silence and interpret it correctly, you will communicate better.
- Don't give your audience information overload.
- Actions speak louder than words. Your body posture, eye contact and gestures communicate more than your what you are actually saying. Focus on your posture.
- Any audience whatever the age group has very limited attention span.
- Natural Communication is more genuine and easier to relate to.
- Take honest feedback and listen to constructive criticism – you will definitely become a good natural communicator.
- If you are communicating with an audience coming from different cultural backgrounds, it's a good idea to explore and understand the different cultures and languages of the people which will comprise your audience before you intend to communicate with them.
- A very important aspect of communication is "Silence". When to remain silent and when to speak is the core element of communication. You need to inculcate patience within yourself if you want to use silence as an effective tool within your communication. Used well, the tool of 'silence' can help you connect with the audience and at the same time have a lasting impact on them.

OPTIMIZE PRODUCTIVITY & IMPROVING QUALITY

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. 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.

80/20 Rule for Effective Management

In 1906 Vilfredo Pareto, the Italian economist, through his research made the famous observation that twenty percent of the population owned eighty percent of the property in Italy. This rule is often referred to as the 80/20 rule. The Pareto Principle says; that in most cases, 80% of production comes from 20% of producers or 80% of the sales come from 20% of the sales force or that 20% of customers are responsible for 80% of profits. When you start to dig into your business, applying the principle; it can have a profound effect on how you should use your resources and your profitability.

Quite simply put, the 80/20 rule states that in any pursuit a few things (20%) really matter while everything else (80%) is trivial, so the most efficient way forward is to focus on the 20% that is absolutely critical to success and spend less or no time on the rest. Businesses all over the world use the 80/20 rule to gain incredible efficiency.

This rule can also be applied for gaining practice and experience in new subjects. In our regular day to day work, 80% of the subjects are well known to us, but there are a 20 % of subjects, we don't know either due to lack of time or the lack of effort to understand the subject. What we fail to understand is that, 20 % of the left out subjects are the ones that will give us more opportunities for practice and thereby increase our level of knowledge and skills. Hence we need to update our knowledge on a daily basis and identify new areas of practice. This will not only enhance our knowledge but will also give us opportunities to work on those areas in future. It will have a substantial effect on the productivity and profitability of the firm and will be a great value addition to the organisation.

If you want to grow your business, you need to identify the 20% of areas of practice you have not considered till date, but which will most likely give you the profit and satisfaction that the balance 80% of the practice gives you now.

The value of the Pareto Principle for a person is that it reminds you to focus on the 20 percent that matters. Of the things you do during your day, only 20 percent really matter. Those 20 percent produce 80 percent of your results. Identify and focus on those things. When the fire drills of the day begin to sap your time, remind yourself of the 20 percent you need to focus on.

If something in the schedule has to slip, if something isn't going to get done, make sure it's not part of that 20 percent.

Pareto's Principle, the 80/20 Rule, should serve as a daily reminder to focus 80 percent of your time and energy on the 20 percent of your work that is really important. Don't just "work smart", work smart on the right things.

Improve the Productivity of the Organization

Sometimes in the world of fast paced deadline oriented practice, the team is not effective as it could be. This could be due to various reasons. Although all are professionals, possessing their own special skills, still there are certain factors that need to be attended to in an organization to improve its productivity.

1. Library

First and foremost, there should be a well-equipped library in the office. It should not only contain the books on various topics of practice, but should also be regularly updated. This will help the members of the organization to be updated on the latest issues. The library should also contain the books that are not regularly used in the practice area of the organization. This will help in updation of knowledge and also enhancing the knowledge and skills in various areas of practice. Members of the organization should also be encouraged to use the library to the maximum extent.

2. Office Manual

Every organization should have its office manual containing the policies of the organization. It should contain the procedure for maintaining client confidentiality and complying with ethics rules. All the members of the organization should be given a copy of the office manual. They should read it and understand the policies. Feedback can be asked from the members for improvement of the existing policies.

3. Attending conferences

Members should be encouraged to participate in conferences and meetings and other professional association activities. This will help them in staying up-to-date with the law and latest technology.

4. Regular office training

Training is a collaborative learning partnership that creates the best possible results and solutions. Regular office training will empower employees to increase their personal effectiveness while striving to exceed set organizational goals. The collective brilliance, talents and expertise of members can be used to turn possibilities into results through accountability and support.

5. Regular assessment of performance

Assessment of members' performance should be done on a regular basis. Constructive feedback should be provided in areas where they can improve. Evaluations should be held regularly and that expectations are clear and fair.

6. Treatment of members of the organization

Everyone should be treated as valued professionals and should get to know them. Even small gestures, such as asking how their families are doing, taking them to lunch once in a while or attending a professional conference together, can make a difference in everyone's comfort level and ability to communicate openly and professionally.

Positive feedback and praise for projects should be given whenever possible, but at the same time everyone should be held accountable for errors. Member should be given an opportunity to learn from their mistakes. Assign work to members whose skills are best suited to the tasks.

7. Recognition of good work

Talented members should be rewarded with recognition and thanks, as well as appropriate salaries and financial incentives when possible. This will help in retaining talented persons and they will stay motivated to maintain high standards and provide an excellent work product.

“You’re all playing for the same team, the one that is passionate about the success of your practice. Everyone benefits when the team plays well – and plays well together. You’re ultimately responsible for the final work product and compliance with ethics rules, but when you make everyone on the team feel professional and valued, they’ll respond by making you and your firm look like a World Series winner.”

Importance of Time Management to a Chartered Accountant

Time management is supposed to be an activity which every one of us learn while preparing for the CA exams as out of compulsion we have to learn this technique to get through the exams with flying colors. Hence once a student clears the final examination he is already supposed to be good in time management technique.

But the fact is that the same time management which we apply at the time of exams for our studies, we often don’t apply the same in our work after becoming a member. For example, many times we are late in submitting the Income Tax returns of our clients in time, this may be due to improper time management and because of this our client suffers by paying fine or penalty. Hence we should also use the time management technique in our work also after becoming a CA to complete the work at its best and gain perfection in it.

Time consciousness & management are the good habits, which once cultivated will automatically continue. We are the trendsetters of the Chartered Accountancy Profession i.e. our future members will walk on the same path which will be constructed by us. Chartered Accountants are the torchbearers, the trendsetters of this profession. Thus being the trendsetters and future leaders it is very important that we as the members must realize the importance of time. Time management is a necessity for a successful Chartered Accountant.

Professional Ethics

Webster's Dictionary defines ethics as "...the principles of conduct governing an individual or a profession: the discipline dealing with what is good or bad or right and wrong, or with moral duty and obligation; a particular theory or system of moral values....,"

At the same time, in defining a professional, Webster's characterizes that person as one "...conforming to the technical or ethical standards of a profession or an occupation." Professionals are expected to maintain "high standards of achievement and conduct." Therefore, ethics is very much an appropriate philosophical mode of analysis and is integral to the definition of a profession.

Ethics is thus, "A system of moral principles, rules or standards that govern the conduct of members of a group". Ethical codes of conduct approach human behavior from a philosophical standpoint by stressing objectively defined, but essentially idealistic, standards (or laws) of right and wrong, good/evil, and virtue/vice such as those applicable to the practices of lawyers and doctors. Ethics is the moral code which guides the members of the profession in proper conduct of their duties and obligations.

A profession is distinguished by certain characteristics including:

- Mastery of a particular intellectual skill, acquired by training and education;
- Adherence by its members to a common code of values and conduct established by its administering body, including maintaining an objective outlook and
- Acceptance of a duty to society as a whole.

As discussed above, a distinguishing feature of any profession is that its members have responsibility which transcends beyond their employers /clients. For example, the accountancy profession's public consists of clients, creditors, governments, employers, employees, investors, the business and financial community, and others who rely on the objectivity and integrity of professional accountants to maintain the orderly functioning of commerce.

Professional accountants have an important role in society. The public at large relies on professional accountants for sound financial accounting and reporting, effective financial management and competent advice on a variety of business and taxation matters. The attitude and behavior of professional accountants in providing such services have an impact on the economic well-being of their community and country.

Therefore, the fundamental principles required to achieve the objectives of this profession are:

- Integrity

- Objectivity
- Professional Competence and Due Care
- Confidentiality
- Good professional Behavior
- Technical Standards

CONCLUSION

'In order to succeed, your desire for success should be greater than your fear of failure'.

– Bill Cosby

With liberalization and the rapidly growing capital and money markets of the world, the importance of Chartered Accountancy has increased enormously. Chartered Accountants can opt for professional practice or service. The choice depends largely on one's personal inclination. Both are equally rewarding and challenging. Now, not only various multinational organizations are setting up their base in India, new technology has ensured that Indian companies are also making their presence felt globally. With the country liberalizing its policies and approach, opportunities are expected to grow further and the profession is likely to be more challenging and demanding. The Chartered Accountant is being reinvented and is assuming a comprehensive portfolio and a dash of glamour.

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

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. Dream Big. Set your goal. Focus on it. Persist with hard work every single day. YOU WILL MOST DEFINITELY REACH THE SUMMIT OF SUCCESS BECAUSE THERE IS A GENIUS IN EACH ONE OF US!!

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