

THOUGHTS ON THE ART OF GOAL SETTING

& ACHIEVING WHAT YOU DESIRE

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INTRODUCTION

Evidence suggests that finding a purpose for your life may add years to it. ‘People who have a higher sense of purpose in life are at lower risk of death and cardiovascular disease’, as reported in *Psychosomatic Medicine: Journal of Biobehavioral Medicine*, the official journal of the American Psychosomatic Society, published by Wolters Kluwer. According to a research published in *Psychological Science*, a journal of the Association for Psychological Science, ‘feeling that you have a sense of purpose in life may help you live longer, no matter what your age’.

Whether one is 9 years or 90 years old he can always keep the spark within him/her alive by having aspirations and attaining them. A purpose or goal in life could be anything – it may be as complex as winning the Olympics for someone whereas it may be as simple as making a perfect cup of tea for another. Whatever it is that you aspire for, if you are passionate about it and desire it truly – it is your goal. And why must we have goals when we are happy anyway – the answer lies simply in the fact that ‘Being happy’ and ‘Being vibrantly exhilarated’ are two entirely different things. One may just get you through life but the other will definitely make your life worth living!

20 TIPS FOR ACHIEVING YOUR GOALS AND BECOMING A WINNER

1. WRITE DOWN your Goal
2. Make a specific DETAILED ACTION PLAN for achievement of your goal
3. Believe in your idea. Write your Belief ten times as a POSITIVE BELIEF STATEMENT - reiterating it to your own mind and soul.
4. Many challenges may come your way but BE BRAVE and convince yourself that there is no alternative. Imagine yourself overcoming your deepest fear and relish the feeling of victory.
5. Love + Commitment + Passion towards your goal will fuel the desire to attain it. Write your DESIRE STATEMENT that I will achieve what I desire on _____ (exact date)
6. Remain ADAPTABLE TO CHANGE. Be Flexible as not everything can be planned and predicted and not every situation is covered in the training manual
7. HARNESS YOUR ENERGIES to congregate them to generate a dynamic and intense force.
8. When faced with failure REWORK; REORGANIZE and REENERGIZE. Transform, change perspective and work from a different angle
9. Continuously LEARN and ACQUIRE KNOWLEDGE as transforming that learning into an advantage will be the key to unlocking your potential
10. SHUT NEGATIVES out of your life – Negative People; Negative News; Negative Ideas; Gossip
11. Stay Healthy. Eat Right. Exercise. Sleep well. A HEALTHY BODY can think and achieve more.
12. Don't compete with anyone; COMPETE WITH YOURSELF because remember that your competitor may have a different set of goals
13. EMBRACE LIFE and stop complaining and grumbling about what is coming your way
14. Consciously block your mind from darting back and forth. LIVE IN THE PRESENT and focus on it.

15. Patiently PERSIST - PERSIST - PERSIST

16. DONT indulge in SELF-PITY

17. STRENGTHEN your RESOLVE after each failure by taking inspiration from real life stories of others

18. MASTER YOUR MIND and have dominance over your thoughts

19. BE A LIVEWIRE and always full of life and energy

20. Your 'WILL' can change everything.

YOU CAN DO IT ONLY IF YOU WILL IT!

YOU ARE JAMES BOND

You are the James Bond of your life. Just as he has exotic equipment and vehicles in his films, you too are given all the high profile gadgets in your life - your human existence, your brain; your sense of imagination; your emotions; your abilities - to achieve whatever you desire. However, these gadgets are worthless unless you know what you desire.

According to the World Bank data (2022), the average life expectancy at birth of an Indian is 68 years. This implies that other things remaining constant; an Indian has 816 months to live. A precious existence which is time barred will be wasted if it is not made use of in a focused manner. Evidence suggests that finding a purpose for your life may add years to it. According to a research published in Psychological Science, a journal of the Association for Psychological Science, 'feeling that you have a sense of purpose in life may help you live longer, no matter what your age'. You have a limited life which can be made use of in a superb manner and can be an inspiration to others or it could be wasted away aimlessly by just going any which way mundanely.

Nothing can replace the exhilaration of the 'sense of achievement' - it is true joy. It can be experienced at any age and for any purpose. Being happy, making money, achieving success etc. are signposts on the way, but *the larger purpose in life which makes life truly worth it is to set*

your mind to what you desire the most, believe faithfully in it and then to set about achieving it.

KNOW YOU ARE ENOUGH

You need to know that you are enough.

Before anything else, it is of paramount importance that you are completely empty of self-doubt, self-limiting and unhealthy negative thoughts. Setting a goal and then not meeting it can be exasperating. In times like these, when you are in the bottomless pit of failure your self-confidence suffers a severe blow so indecision and self-doubt start growing like creepers in the garden of your mind – ***Remember ‘You are Enough’.***

Every person is able and capable and there is perfection in every creation. Accept yourself and connect totally with who you are. Be comfortable with your identity which makes you what you are. Your beliefs, your likes, your dislikes, your perceptions, your character need not be similar to others. Your identity is central to you and controls your growth, if you waver and question your identity, then the growth trajectory also falters. Do not imitate others to achieve success. Be aware of yourself and that will give you confidence to succeed as yourself.

Self-Image impacts many aspects of our lives. Our self-image in our own eyes is the most important determinant of success. If an individual himself/herself has self-doubt of his/her ability and is skeptical of achievement of goals – it is impossible that success is ever attained by him/her. How we perceive our own self builds self-confidence and helps us to accept our strengths and weaknesses. Achievement becomes easier with the starting point of a clear and confident self-image.

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.

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. 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. Strengths and Weaknesses are intrinsic factors and will depict the strengths and weaknesses of your character. Opportunities and Threats are extrinsic factors and will depict the opportunities and threats which you perceive from your external environment. 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.

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. This analysis will give you a complete picture of yourself if performed truthfully. 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.

CHERISH YOUR GOAL

What is it that is of enduring value to you?

If you get involved with your Goal – It is real. There is no right or wrong goal for anyone – it could be any particular thing for any particular person viz. wanting to get married; have children; get a job; fruitful career; money; success; attainment of peace and it could even be all of the above together. There may be more than one goal - there may be a goal for now, one for 5 days from now and another for 5 years from now. Whatever your goal is, whatever the time period the goal relates to and no matter how many goals you have laid down in your life - the path to attain that goal begins from one basic starting point only viz. ***The starting point of anything you wish to aspire for is to 'look carefully and decide how much it means to you'.***

Making a bucket list and identifying a number of experiences or achievements that you wish to accomplish during your lifetime is not the same as goal setting. You need to zero in on your bucket list and identify what each item on the list means to you – if you are willing to literally spend each and every day of your existence to achieve its fulfillment.

'Goal' is serious business. To fix a goal in your life you need to take a break from all kinds of influences. When you are totally happy and clear you must decide your goal. Don't set goals in desperation. Desperate goals will mean something to you only at that moment but will seem confusing to you later and make you wonder why you set them in the first place. Most goals are traps you have set for yourself - they are dreams you weave looking at others. ***Be 100% clear about the reason you have set your goal and the value your goal holds for you.*** When your goal is set in the correct way, automatically the personality you desire to achieve this goal will come to you.

Your goal can be attained only and only when it seems real to you. If you truthfully and faithfully believe in what you desire you will most definitely attain it. Nothing can stop you; no amount of roadblocks and no failures seem like dead-ends when you are focused on your goal and nothing else. Henry Ford famously said "Obstacles are those frightful things you see when you take your eyes off your goal".

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. If you don't truly believe in the innermost soul of your heart in whatever it is you set out to do, 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. Another ingredient needed to achieve what you aspire is a 'Burning desire' and not just hope or expectation. A passionate desire which you are willing to dedicate your whole life to and not rest until you achieve what you desire is what is needed for goal attainment. Condition your mind to see that whatever comes in your way in your journey towards the attainment of your desire are not obstacles but situations which you will mould in your favour. The universe will work with you for you to achieve what you desire.

Find your core reason for getting up each morning and doing what you do. The French call it '*raison d'etre*' literally meaning "reason for being," The Japanese concept of '*Ikigai*' which means "a reason for being" or "the reason for living" is a cornerstone of Japanese culture wherein it is important to find your *Ikigai*, because discovering it brings satisfaction and meaning to life. 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.

Treat your goal with respect and know that you are willing to invest your whole life into it. However impossible your goal may seem, once you put your heart and mind into the pursuit of your single-minded purpose – it becomes attainable.

MANUFACTURE YOUR THOUGHTS

The ultimate power lies in your own thoughts.

Aesop's famous fable of the Milkmaid and her pail is one which many have heard since childhood. Patty the Milkmaid was going to the market carrying milk in a pail on her head. As she went along, she began calculating what she would do with the money she would get for the milk. She was so engrossed imagining herself in her mind having earned lots of money for her milk. As she spoke that, she tossed her head back and the pail fell off it, and all the milk was

spilt! The Greek storyteller Aesop was trying to teach us the importance of not counting your chickens before they are hatched. However he may have not realized but simultaneously he showed the world that there is immense power in your thoughts. Her own thoughts could captivate the milkmaid to such an extent that she could completely imagine herself totally differently than her current scenario. Such is the power of thought.

The single most important factor which directly determines your position in life is your own mind. The ‘Placebo Effect’ is a proven fact that some patients' health improves after taking what they believe is an effective drug but which is in fact only a placebo (a substance or treatment of no intended therapeutic value). Therefore a person can recover from illness just by his own mind only thinking that he is being treated.

Your achievement is a consequence of how your mind thinks. 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.

Neuro-linguistic programming (NLP) is an approach to communication used for both personal and professional development. It was created by American authors Richard Bandler and John Grinder in California, United States in the 1970s. NLP works from the starting point that you may not control much in your life, but that you can always take control of what goes on in your head.

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. 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 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.

Human beings have sophisticated tools like visualization, memory and imagination which are unique to their race and are found lacking in other organisms. This powerful tool when made use of can capitulate the person to attainment of astounding success. Since we have memory of the past and imagination of the future, we are able to make decisions and form a trajectory for course of action. If we realize the magnitude of this simple task early in life and do it to the best of our ability, we can attain success most definitely in life.

Mental imagery and creative visualization are powerful concepts in human psychology. Mental imagery is the phenomenon of representation of our thoughts as pictures in the mind or a visual representation in a person's mind of the external physical world. Human beings are better at remembering things when they create pictures about them in their mind. So if someone was to ask you what you ate for breakfast two days ago, you would tend to imagine yourself sitting on the dining table two days ago and would then try to intricately scrutinize this image. Creative Visualization on the other hand, is the art of using mental imagery to achieve desired goals. It is the process of consciously stimulating the mind through generating powerful positive images with intent to enhance the capacity of the body.

Visualization is an integral part of sports. Sportsmen have used this technique through ages to achieve the desired results. Mental skills can't overcome lack of physical skills but they help pull

out your best performance. Like sports, visualization can be used in any profession to achieve success. The more detailed and vivid the visualization, the better it is. Say your goal was playing the cricket world cup winning match for India - Visualize yourself as having achieved your goal; visualize yourself hitting the final runs required on the last ball; feel your hand gripping your bat as you strike it against the ball; the smell of the field; the emotion and energy of the players around you; the sound of the crowd. This incredible creative visualization helps one to prepare mentally and functions to complete the same physical actions you have imagined in the real life itself.

Therefore, you can aspire to climb Mount Everest, run faster than Usain Bolt, defeat Muhammad Ali and do much more in your mind by just creating a mental picture of these events happening in your mind. Of course creative visualization cannot substitute hard work, training and diligent action, but it can stimulate the mind and body to achieve optimal performance. Imagine what you can achieve if you consciously start using these pictures and images to create a goal and guide your path through planned action in achievement of this goal.

LAY THE FOUNDATIONS

Create a framework from which something larger, something more astounding will develop.

The What is more important than the How – when you are absolutely 100% clear about what your goal is, how you plan to attain it will eventually fall into place. Ask yourself if you are absolutely crystal clear as to what you want to accomplish and whether you passionately desire it and then begin to lay the foundation for its attainment.

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. 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. Once that is done we have attained a shallow foundation. To obtain a deeper foundation we need to create an environment of introspection, self-motivation and social service.

Just as a movie is a collection of various scenes and when we watch it we need to understand the various scenes to enjoy the movie in totality, similarly efficient goal setting means seeing the larger picture while also being able to break that picture down into smaller scenes. So your goal for life should be broken down into smaller parts, such as next year, monthly, weekly goals that must be accomplished in order to achieve your life goal.

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. The two key findings of Edwin Locke's theory are that firstly setting specific goals leads to higher performance than setting unspecific goals and secondly goal difficulty is directly proportional to performance such that, the harder the goal, the greater the effort, focus, and persistence, which results in higher performance.

So go for your goal!

Before attempting any goal make sure you lay the foundations, do your preparation and the goal should be achieved more easily. The framework to plan and lay down the foundation towards completing your goals should consist of the following action points in the given order:

Action #1: Find Unwavering Focus - Identify your best time of the day. Avoid the disturbance around and set your priorities right. When you chart out your goal(s) in life – you are the boss, so conduct yourself like how the boss would conduct himself/herself. 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. So a goal of ‘I will go the gym from 10:00am to 11:00am everyday except Sundays and lose 6kgs by 31st March 2019’ is most like to get accomplished than ‘I will go the gym daily and lose weight in the next three months’.

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. 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. 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.** Therefore, the key requirement is to write down your goal which may be one or many and may be personal, professional, educational etc or all together. 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. For e.g. – Consider the case of a student whose goal is to secure a result of 80% in his final exams which will begin on 25th February and continue till 3rd March. He/she has fixed the deadline of 20th February as the day by when revision for all five subjects in which he has to sit for exams should be complete. Now the deadline of completed revision by 20th February will not be attained unless he/she fixes the time schedule of each activity which will be undertaken by him/her every day so as to attain his/her goal of 20th February. So a planned action schedule giving date wise time to be spent each day on each chapter of every subject should be chalked out so as to eventually lead to completion of the course by the decided date.

Action # 8: Write your Commitment statement – It may sound foolish to oneself to write out your innermost desire statement, but however unconvincing 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. Your Commitment Statement is like a pledge to yourself and gives you confidence in yourself and the courage to endure when on the path to attainment of your goal.


Action # 9: Creative Visualization – As mentioned earlier, this phenomenon has been used by many sportsmen through ages in achieving historic victories. To achieve whatever it is 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.


Five Magic Mantras to sure shot achieve your goal

 **YOUR GOAL SHOULD BELONG TO YOU** – Your Goal should not be what you SHOULD be doing but what you WANT to be doing.


 **YOUR GOAL SHOULD BE IN WRITING AND REVISITED EVERYDAY** – Goals which are thought in the mind seldom get accomplished because they get converted to dreams and further daydreams. Writing them gives them an act of finality and conviction. You need to stay connected with your goals and view them everyday so that you may evaluate them


 **YOUR GOAL MUST BE OF IMMENSE VALUE TO YOU** – If you truly value your goal you will give your whole life and everything you have in life to achieve it. You will be motivated by it and overcome all challenges that come in your way


 **YOU SHOULD BE OBLIVIOUS TO EVERYONE'S OPINION ABOUT YOUR GOAL** – People will say what they have to say. It's your job to focus and not pay attention to anything but your goal


 YOU SHOULD HOLD YOURSELF RESPONSIBLE FOR YOUR GOAL – You should reward yourself for every extremely challenging step you take towards achieving your goal. The reward may be anything you love dearly but avoid maybe due to lack of funds. Similarly you should punish yourself when you avoid taking the required demanding step towards your goal fulfillment. This will make you accountable to yourself and ensure you don't falter in your path to your goal.


Five Fatal Fears to stay away from

 Your inner voice that tells you that “it's impossible”, “it's too complicated”, “it's impracticable”, “it's unattainable” etc

 The fear of being scoffed at by people for your 'foolish' goal

 Taking a shortcut or 'easy way out' to accomplish your goal

 Expecting 'Destiny' and 'Luck' to shine on you

 Thinking You are the only one slogging and working hard towards your goal while others are having it easy

BLOOD SWEAT TEARS

Blood, Sweat and Tears are the three milestones on the path to success.

Throughout Asia and even beyond, the bamboo tree is regarded as sacred and is famous for its strength and endurance. But growing the bamboo tree is not an easy job. Creating a beautiful and strong bamboo tree requires about five years of patience and persistence but once it matures it can become one of the fastest growing plant on the planet – wherein it can grow 3 feet in 24 hours under appropriate climate conditions!

There are two important values to be learnt from the Chinese bamboo tree – patience and perseverance. When you plant a bamboo, even after nurturing it for one year you will see absolutely no growth above the ground. In the second, third and fourth year too there will be absolutely nothing above the ground – four years i.e. 1460 days of watering the soil, caring for the soil, providing it adequate sunshine and nurturing it like your child will show zero visible results for all your efforts. You may probably start feeling discouraged and feel like giving up. But if keep taking care of the plant in those four year and persist even after that, in the fifth year you will see the bamboo plant suddenly shoot up from the soil and develop to about 80 feet of growth! So all this while your persistent efforts had been developing a strong structure for the tree underneath the ground which makes a bamboo what it is – dependable and strong. It bends but does not break; In the face of the wildest of storms it bends but once the storm passes over, it regains its posture once again. Just like bamboo farming is not an overnight, monthly or even yearly process, achieving your goals in life also requires blood, sweat and tears which can be frustrating and unrewarding at times, but will ensure sure shot success in future.

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.

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.

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.

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.

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.

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.

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.

SEEK INSPIRATION FROM EVERY LETTER

A – AMITABH BACHCHAN

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”.

B – BOXING LEGEND MUHAMMAD ALI

Cassius Marcellus Clay Jr. who later came to be known as Muhammad Ali, was an American professional boxer, activist, and philanthropist. Nicknamed "The Greatest", he is widely regarded as one of the most significant and celebrated sports figures of the 20th century and one of the greatest boxers of all time. He rose to fame when at age 18 when he won a boxing gold medal in the light heavyweight division in the 1960 Summer Olympics in Rome and then turned professional later that year. He first became a world champion in 1964 and in 1974 he participated in one of the most famous fights (which came to be known as "The Rumble in the Jungle") in the world history of boxing against the reigning boxing champion George Foreman. Ali was born in 1942 in Louisville, Kentucky and grew up in a time of racial segregation which he too experienced in his childhood. His father was a sign and billboard painter and his mother was a domestic helper. He entered the world of boxing at age 12 by chance when he went to report over a thief's having stolen his bike to a Louisville police officer and boxing coach. The officer told Clay he had better learn how to box first and the rest is history. He was the most-beloved athlete in the world could be seen from the fact that he was crowned BBC's "Sports

Personality of the Century” award in 2000, an award voted for by the British public wherein he accumulated more votes than the combined total of the five other contenders: Pelé, George Best, Donald Bradman, Jack Nicklaus, and Jesse Owens. His life was also the subject of a film ‘Ali’ and a documentary ‘I am Ali’ and in 2005 he was awarded the Presidential Medal of Freedom. He famously said "Don’t count the days; make the days count."

C – CHRISTOPHER PAUL GARDNER

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. Brought up in poverty by his mother and a physically abusive, alcoholic stepfather he faced many adversities in life from sleeping in the toilet at a railway station, in parks, at a church shelter to eating in soup kitchens. Despite being homeless on the streets of San Francisco with his infant son, Chris was good at his job and eventually became a full employee at Dean Witter Reynolds (DWR) and later set up his own stockbrokerage firm, Gardner Rich & Co.

He went on to become a multi millionaire after overcoming the troubles of his childhood and early adult life - alcoholism, domestic abuse, child abuse, illiteracy, fear, homelessness. Gardner says his mum was an inspiration "I have one of those old-fashioned mothers who told me every single day, 'Son, you can do or be anything that you want to do or be.' "And I believed it, I bought into it 100%."

D – DHIRUBHAI AMBANI

Dhirajlal "Dhirubhai" Hirachand Ambani was an Indian business tycoon who founded Reliance Industries, an Indian conglomerate which went on to become India’s first private organization to be listed in the Fortune Global 500 list.

Dhirubhai, the third of five children of a village schoolteacher father and a homemaker mother, became India’s own self-made millionaire in a short span of time. Born on December 28, 1932,

Junagarh, Gujarat in frugal living conditions, he stopped his studies in his 10th standard and left for Aden, a port city in Yemen to join his elder brother who was working in the French trading company, A Besse & Co. In 1957 after spending 8 years in Aden, he returned to India with only Rs 500 in his pocket. He went on to become a commodities and textiles trader and set up the first Reliance textile mill in 1966 earning him the title of “the Prince of Polyester.” When he passed away in 2002, Reliance Industries had a net worth of Rs 750-billion.

E – EDWARD OSBORNE WILSON

E. O. Wilson, American biologist, naturalist and author is the world's leading expert in myrmecology, the study of ants, and a two-time winner of the Pulitzer Prize for General Non-Fiction and a New York Times bestseller is blind in one eye. Wilson blinded himself in one eye in a fishing accident. He did not seek medical treatment and several months later, his right pupil clouded over with a cataract which led to his lens being removed. He was thus left with full sight in his left eye, with a vision of 20/10. According to his autobiography Naturalist, the 20/10 vision prompted him to focus on "little things" and although he had lost his stereoscopic vision, he could still see fine print and the hairs on the bodies of small insects. His reduced ability to observe mammals and birds led him to concentrate on insects. Not only did he earn his Ph.D. at the age of 26 from Harvard, he has written 14 books and is a major contributor to sociobiology and evolutionary psychology.

F- FIRST FEMALE AMPUTEE TO SCALE MOUNT EVEREST

Arunima Sinha, (born in 1988) is the first female 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.

Apart from Everest, Arunima has also scaled Mount Kilimanjaro in Africa, Elbrus in Europe, Kosciuszko in Australia, Aconcagua in Argentina and Carstensz Pyramid (Puncak Jaya) in Indonesia before this. On 4th January 2019, she added another feather to her cap by climbing Mount Vinson, the highest peak of Antarctica.

G – GLENN CUNNINGHAM

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.

H- HENRY FORD

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.

I – IRON MAN OF INDIA

Sardar Vallabhbhai Patel was popularly known as the 'Iron Man of India'. Born on 31st October 1875 to humble beginnings in Nadiad, a small town in Gujarat to a farmer and his simple wife, India's first home minister and also the first deputy prime minister, Sardar Vallabhbhai Patel was instrumental in uniting the country through merger of small princely states. He spent years away from his family, studying on his own with books borrowed from other lawyers and passed his examinations to become a successful advocate. He was deeply impressed by Ghandiji's success in the Champaran Satyagraha and he gave up his lucrative legal practice and entered the independence struggle. His great wisdom and foresight and his untiring efforts united a scattered nation. His commitment to his goal of national integration in the newly independent country was total and uncompromising, earning him the title of "Iron Man of India". He was posthumously conferred the Bharat Ratna in 1991.

J – JESSE OWENS

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.

K- KID DYNAMITE

Michael Gerard Tyson nicknamed "Iron" and "Kid Dynamite" in his early career, and later known as "The Baddest Man on the Planet", popularly known as Mike Tyson is an American former professional boxer and is considered one of the best heavyweights of all time. 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. 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.

L – LITTLE MASTER

Sachin Ramesh Tendulkar, former Indian international cricketer and a former captain of the Indian national cricket team is regarded as one of the greatest batsman of all time. Born into a middle-class family, his father being a writer and his mother an insurance agent and known for his modesty and humility, one of the most popular cricketer across the globe, Sachin is known as 'The Little Master' signifying his debut for India at a young age of 16 and is credited for many records across all formats of the game. Considered as one of the greatest batsman in the history of cricket, Sachin Tendulkar has been granted the Rajiv Gandhi Khel Ratna, Arjuna Award and Padma Shri by the Indian government and he became the first sportsman to receive the Bharat Ratna, India's highest civilian honour. He rightly says "Success is a process...during that journey sometimes there are stones thrown at you, and you convert them into milestones."

M - MAHENDRA SINGH DHONI

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 2016 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.”

N- NEROLI SUSAN FAIRHALL

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.

O – OPRAH WINFREY

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. Born in 1954 in Mississippi to a single teenaged mother, she faced state of utter poverty in her growing up years. At a young age she was physically abused by her cousin, her uncle and a family friend and herself became a mother at the age of 14 but her child died in infancy. Undeterred, she finished high school, earned a scholarship and worked her way up through the ranks from a local network anchor in Nashville to forming her own network – The Oprah Winfrey Network. Winfrey was awarded the Presidential Medal of Freedom and honorary doctorate degrees from Duke and Harvard. Today she is a multi-millionaire and among the most influential women in the

world. She never ever gave up despite her troubled circumstances and her experience and wisdom can be reflected in her famous quote “Challenges are gifts that force us to search for a new center of gravity. Don’t fight them. Just find a new way to stand.”

P – PELE

Edson Arantes do Nascimento, known famously as Pelé, is a Brazilian retired professional footballer regarded as the greatest player of all time. During his playing days, Pelé was for a period the best-paid athlete in the world. He was part of the Brazilian national teams that won three World Cup championships (1958, 1962, and 1970) and is hailed as a national hero in Brazil. Pele however grew up in poverty in Bauru in the state of São Paulo. He earned extra money by working in tea shops as a servant. Taught to play by his father, he could not afford a proper football and usually played with a sock stuffed with newspaper or rags and tied with a string. However Pele emerged successful because he believed that “Success is no accident. It is hard work, perseverance, learning, studying, sacrifice and most of all, love of what you are doing or learning to do”. The legend not only has a street (Rua Edson Arantes do Nascimento), a day (19 November is Pelé Day as Pelé scored his 1000th goal on 19 November 1969) and a video game named after him (Pelé’s Soccer), he is often called “Pérola Negra”, which means Black Pearl and was declared an official national treasure by the Brazilian government in 1961 to prevent him from being transferred out of the country. In 1997, Pele was given an honorary British Knighthood and he was voted athlete of the century by the International Olympic Committee (IOC) in 1999.

Q – QUEEN OF INDIA’S TRACK AND FIELD

Pilavullakandi Thekkeparambil Usha also known as P.T Usha is a retired Indian track and field athlete. Born on 27th of June, 1964, in a village in Kerala, she entered Indian athletics in 1976. Born to a poor family she faced several trials and tribulations in life and was afflicted by ill health in her early childhood. India’s ace sprinter was the queen of track and field for twenty

four years and had earned the nicknames 'Payyoli Express', 'Golden Girl', 'udanpari' and "queen of Indian track and field" by the time she retired in the year 2000. She became the first Indian sports woman to enter the Olympics final at the age of twenty and has won many national and international medals. The remote village girl became the sporting legend of India and was honored with the Arjuna Award and Padma Shree in 1984.

R – ROWLING

Joanne Rowling writing under the pen names J. K. Rowling and Robert Galbraith, is a British novelist, philanthropist, film producer, television producer and screenwriter, best known for writing the Harry Potter fantasy series. "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.

S – SOUL SURFER

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.

T- THOMAS ALVA EDISON

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."

U – UNIQUELY ABLED DEEPA MALIK

Deepa Malik, the first Indian woman to win a medal in Paralympic Games was born on 30 September 1970 to a veteran Infantry Colonel with the Indian army. She may be an upper middle class colonel's wife and her story may not be rags to riches – but this feisty lady has carved a name for herself in history by sheer grit and determination. She was fortunate to have a supportive family, stable finances and an education, and she used that and her never-say die spirit to motivate and open doors for people with disabilities in the not so fortunate real world. She says "I was always out to prove myself. That became a habit – just to prove to the world that my medical condition has not let my life slip away from me."

Deepa was not born disabled. After being diagnosed with a spinal tumour in 1999, she underwent 3 spinal surgeries which left her paralysed from the waist down. She says "....disability brought my life into focus". It did not stop her from defying all odds - a restaurateur, an accomplished swimmer on the international platform, a biker, an athlete in shot put, javelin throw, discus throw – this uniquely abled lady has done it all and has won accolades for her participation in various adventure sports. Not only has she received the Arjuna Award (2012), President Role Model Award (2014), Padmashri Award (2017) but has also entered the Limca Book of Records four times.

V – VENUS AND SERENA

Venus Williams and Serena Williams together known as ‘The Williams sisters’ are two of the best women tennis players in the world today both sisters having been ranked at the world No. 1 position in both singles and doubles at some point in their tennis career. Seven time Grand Slam title winner (singles) Venus Williams and twenty-three-time Grand Slam title winner (singles) Serena Williams rose from a tough childhood in Compton, Los Angeles. Together, the pair has won 14 Grand Slam doubles titles. Venus debuted in 1994 whereas Serena made her professional debut in 1995, but both have made their mark in the world of tennis. The sisters have also gone through turbulent times in terms of some major personal setbacks, parents' divorce, sister's killing, medical situations, sour relationships etc. but they have both managed to stay on track. Venus Williams rightly says “I don't focus on what I'm up against. I focus on my goals and I try to ignore the rest”, and Serena Williams's wisdom is evident in her words “I don't like to lose — at anything... Yet I've grown most not from victories, but setbacks. If winning is God's reward, then losing is how he teaches us.

W – WORLD BOXING CHAMPION

Chungneijang Mary Kom Hmangte popularly known as Mary Kom is an Indian Olympic boxer from Manipur. The World Amateur Boxing champion for a record six times, Mary created history by becoming the first woman to win six boxing world titles after clinching the 48 kg gold at the 2018 AIBA Women's World Boxing Championships, completing the winning spree of titles at 2002 in Atlanta, 2005 in Podolsk, 2006 in New Delhi, 2008 in Ningbo, 2010 in Bridgetown and finally 2018 in New Delhi. She is also the first Indian woman boxer to get a Gold Medal in the Asian Games in 2014 and at the 2018 Commonwealth Games

From being born in Churachandpur district of rural Manipur in Northeastern India to a poor family of tenant farmers to receiving the Arjuna Award (2003), Padma Shri (2006), Rajiv Gandhi Khel Ratna award (2009), Padma Bhushan (2013) and various accolades for India, ‘Magnificent Mary’ has come a long way.

The 36 year old “Meethoi Leima”, the great or exceptional lady (a title conferred on her by the government of Manipur, India) has fierce determination and her eyes set on a seventh world title plus an Olympic gold, finds a place of pride in the nation’s history books and already has a road named after her.

X – X FACTOR PEOPLE

Nobody is good at everything but everybody is good at something. Find and Focus on your Strengths. X-Factor is that noteworthy special talent or quality that makes you unique and stand out from others

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

Z – ZENITH OF STARDOM: SUPERSTAR RAJNIKANT

Rajnikant born as Shivaji Rao Gaikwad, is a huge phenomenon. His persona is so powerful that it is said that Rajnikanth can make anything happen. According to author Naman Ramchandran , author of biography on Rajinikanth named Rajnikanth: The Definitive Biography - "If you grow up in South India, Thalaivar is part of the air you breathe, so he becomes part of your DNA". Born on December 12, 1950 in a Marathi family in Bangalore, he was the fourth child a police

constable having lost his mother at age nine. Having worked as a carpenter, coolie and later as a bus conductor, he struggled a lot due to financial issues. He became popular among passengers as a bus conductor due to his style of issuing tickets and returning the change. He loved acting and watched lots of films. During his schooling he acted in a lot of plays. He went on to become an actor and a superstar. Currently too he is playing the leading actor and his films are the highest grossing at the box office. Today superstar Rajinikanth is not just adored but worshipped and is almost considered as a God by his dotting fans across India and abroad.

Y - Last But Not the Least Y - YOU THE READER

YOU ARE EXTRAORDINARY.

"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 path.

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

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.

AWAKEN THE WILLPOWER WITH WISE WORDS

On 'Attitude'

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

On 'Adaptability'

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'.

On 'Choice'

"We are a product of the choices we make, not the circumstances that we face" – Roger Crawford

On 'Commitment to Excellence'

“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

On ‘Courage’

“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

On ‘Exiting the Comfort Zone’

“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

On ‘Effectiveness’

“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

On ‘Goal’

To succeed in your mission, you must have single-minded devotion to your goal.- A. P. J. Abdul Kalam, the 11th President of India and an aeronautical scientist

On ‘Importance of step by step progress’

"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

On ‘Keeping At It’

“Don't watch the clock; do what it does. Keep going”.- Samuel Levenson, American humorist,

writer, teacher, television host, and journalist.

On ‘Keep Moving Forward’

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.

On ‘Luck’

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

On ‘Never Giving Up’

“You can't beat the person who never gives up.”- George Herman "Babe" Ruth Jr., American professional baseball player whose rags-to-riches story moves from growing up on the streets of Baltimore to ultimately being the biggest celebrity in America.

On ‘Nothing is Impossible’

“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 arduous project due to want of strong will” – Yamamoto Tsunetomo

On ‘Obstacles’

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

On ‘Opportunities’

“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

On ‘Persistence’

“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.” – John Calvin Coolidge, Jr., the 30th President of the United States of America

On ‘Procrastination’

The famous Spanish painter Pablo Picasso said “Only put off until tomorrow what you are willing to die having left undone”.

On ‘Real Work’

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

On ‘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

On ‘Secret of Success’

“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

On ‘Self-Confidence’

You have to believe in yourself when no one else does.- Serena Williams

On ‘Turning Dreams into Reality’

“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

On ‘The End’

“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’

On ‘Wisdom’

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

On ‘Will’

“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

31 POWERFUL THOUGHTS – ONE FOR EACH DAY OF THE MONTH

DAY 1 – Each day is a new beginning

DAY 2 – Only I can change my life

DAY 3 – There is no right time. Start Now

DAY 4 - Have a vision and never lose sight of it

DAY 5 – Set a goal, to make your life worth living

DAY 6 – Cherish your goal and remain committed to it

DAY 7 – Keep razor sharp focus on your goal

DAY 8 – Develop the right attitude and change your life

DAY 9 – Weed out the self-limiting thoughts from your soul

DAY 10 – Train your mind to see the good in everything

DAY 11 - Be the energy you want to receive

DAY 12 – You are as able as you decide to be
DAY 13 – When there is a Will there is a way
DAY 14 – Action is imperative to achieve
DAY 15 – Faith in oneself turns adversity into opportunity
DAY 16 – Exit your comfort zone
DAY 17 – If you are passionate about your desire, nothing can stop you
DAY 18 – Persistence, persistence, persistence is the only route to success
DAY 19 – Stop complaining. Start tackling
DAY 20 - Shut Negatives out of your life – Negative People; Negative News; Negative Ideas; Gossip
DAY 21 – A healthy body will accomplish more
DAY 22 – Develop the power of Resistance
DAY 23 – Be Flexible. Not every situation is covered in the training manual
DAY 24 - Acceptance does not mean compromise. It means to consent to the reality of a situation
DAY 25 - Change your perspective and you may hit the jackpot
DAY 26 - Nobody is ever too old to learn
DAY 27 – Identify your energies and harness them
DAY 28 – Rework; Reorganize and Reenergize
DAY 29 – Failures are not an end in itself. They are just beginnings of something new
DAY 30 - Attitude determines Altitude
DAY 31 – Your future lies in your own hands

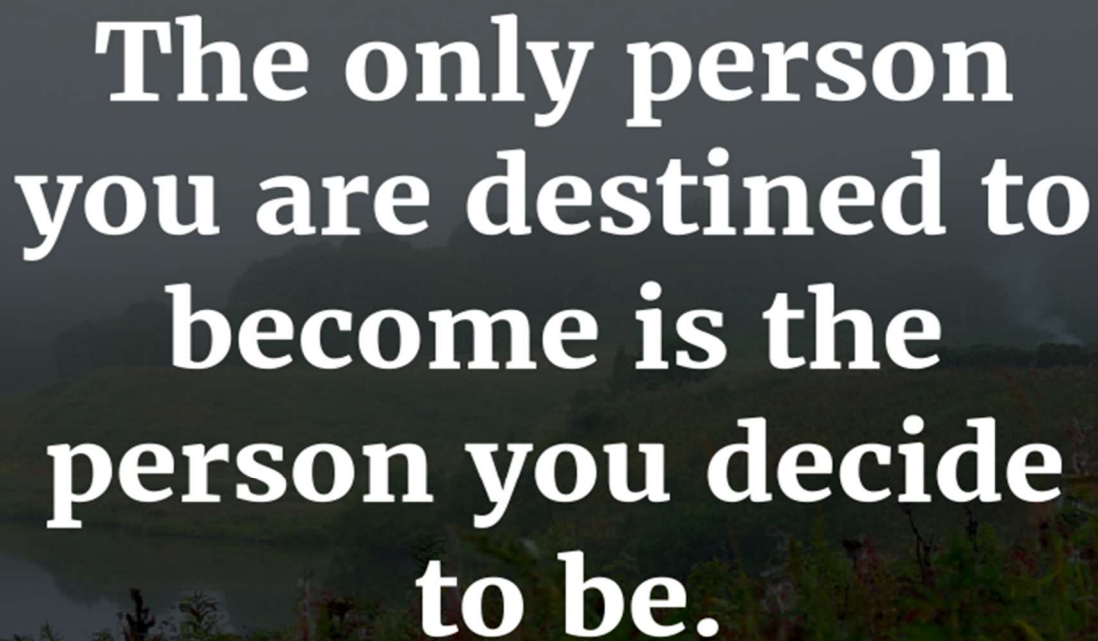
CONCLUSION

Much has been said and written about the business of setting goals and achieving them. Many have tried and failed and those who have succeeded in attaining what they aspired for have gone on to become an inspiration for others. To become a member of the 100% success club in life, your goal must be your '*raison d'être*' – your reason for existence.

So what is the single most important secret for attaining what you truly aspire for?

A young man asked Socrates, the classical Greek philosopher, the secret to success. Socrates told the young man to meet him near the river the next morning. As they walked together towards the river and the water got up to their neck, Socrates took the young man by surprise and ducked him into the water. The boy struggled to get out but Socrates was strong and kept him there until the boy started turning blue. Socrates pulled his head out of the water and the first thing the young man did was to gasp and take a deep breath of air. Socrates asked, "What did you want the most when you were there?" The boy replied, "Air." Socrates said, "That is the secret to success. When you want success as badly as you wanted the air, then you will get it." There is no other secret.

When your goal becomes the reason for your existence – you will attain it. There is no other secret.



**The only person
you are destined to
become is the
person you decide
to be.**

— Ralph Waldo Emerson