

FINDING YOUR PURPOSE

THE ART OF ACHIEVING WHAT YOU TRULY DESIRE

By

CA (Dr.) Rajkumar Adukia

Author of more than 300 books,

Business Growth and Motivational Coach,

Member IFRS SMEIG London 2018-2020

Ex director - SBI mutual fund, BOI mutual fund

**Ph. D, LL. B, LLM (Constitution), FCA, FCS, MBA, MBF, FCMA, Dip Criminology,
Dip in IFR(UK) Justice (Harvard), CSR, Dip IPR, Dip Criminology, dip in CG, Dip
Cyber, dip data privacy B. Com, M. Com., Dip LL & LW**

Student of – MA (psychology), MA (Economics), IGNOU PGDCR, PGCAP etc.

Chairman western region ICAI 1997, Council Member ICAI 1998-2016

“Your purpose in life is to
find your purpose and give
your whole heart and soul
to it”

Gautama Buddha



SENSE OF PURPOSE

- ‘Sense of purpose’ in life is linked to lower mortality.
- People who have a higher sense of purpose in life are at lower risk of death and cardiovascular disease
- According to World Bank data, the average life expectancy at birth of an Indian is 69 years viz. an Indian has 828 months to live.
- A precious existence which is time barred will be wasted if it is not made use of in a focused manner.

REASON TO FIND PURPOSE

Why must we have goals when we are happy anyway?

BECAUSE

- ‘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!

FINDING A LARGER PURPOSE IN LIFE

- Life is a journey.
- How can you set out on a journey without an idea about the destination
- If you don't know your destination – How will you ascertain the path to get there
- People work hard, but they don't seem to get anywhere worthwhile – KEY REASON - they haven't spent enough time thinking about what they want from life, and haven't set themselves formal goals.

FINDING A LARGER PURPOSE IN LIFE

- 9 years or 90 years old - can always keep the spark alive by having aspirations and attaining them
- Exhilaration on 'sense of achievement' – can be experienced at any age and for any purpose.
- Being happy, making money, achieving success etc. are signposts on the way

The larger purpose in life which makes life truly worth it isto set your mind to what you desire the most, believe faithfully in it and then to set about achieving it.

GOAL - THE HOLY GRAIL OF LIFE

WHAT IS A GOAL

- Goal is a STRONG and PASSIONATE word
- Goes beyond Desire – Aim – Objective – Target - Purpose
- Comprises of Action with a desired Aim

WHAT IS NOT A GOAL

- Dream
- Wish
- Yearning without Action
- Illusion
- Aimless work

RIGHT AND WRONG GOALS

- No Right or Wrong Goal
- Goal – To each his Own – It can be ANYTHING
- Goal for Life
- Short term and long term goals
- Personal
 - For yourself
 - For Someone close to you

RIGHT AND WRONG GOALS

- Professional / Business
 - For your personal achievement in the profession/business
 - For the achievement of the profession/business as a whole
- Organizational
 - Pertaining to the Organization as a whole
 - Pertaining to the CEO of the Organization
 - Pertaining to each Team Member

THE VALUE OF SETTING GOALS

- Life becomes challenging and exciting
- Your way of working becomes focused and time bound
- Procrastination is eliminated from your system
- Mind remain focused
- Knowing exactly what you want; you know exactly where to concentrate your efforts; And you know exactly what are the distractions which can sway you away from your goal

THE VALUE OF SETTING GOALS

- Helps you organize your Time
- Gives Vision
- Raises your self-confidence
- Gives you an enormous sense of accomplishment when you attain your goals
- Failures don't deter you as you are absorbed with the idea of goal accomplishment.
- Even if you fail time and again to achieve your goal, it only strengthens your determination

KNOW 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.
- Empty yourself of self-doubt, self-limiting and unhealthy negative thoughts.

KNOW YOU ARE ENOUGH

- Do not imitate others to achieve success.
- Be aware of yourself and that will give you confidence to succeed as yourself.
- Our self-image in our own eyes is the most important determinant of success
- Perform your personal SWOT –*Strengths; Weaknesses; Opportunities; Threats* - Analysis
- Identify your ‘X-Factor’

CHERISH YOUR GOAL

- ‘Goal’ is serious business.
- Treasure your goal and remain committed to it
- Treat your goal with respect and know that you are willing to invest your whole life into it.
- Don’t set goals in desperation
- Most goals are traps you have set for yourself - they are dreams you weave looking at others.
- Your goal can be attained only and only when it seems real to YOU

CHERISH YOUR GOAL

- The starting point of anything you wish to aspire for is to ‘look carefully and decide how much it means to you’.
- Be 100% clear about the reason you have set your goal and the value your goal holds for you
- Have ‘Belief’ - Belief in your idea, belief in your line of action, belief in the outcome, belief in yourself.
- Have a ‘Burning desire’ - not just hope or expectation

MANUFACTURE YOUR THOUGHTS

- The ultimate power lies in your own thoughts
- Your achievement is a consequence of how your mind thinks.
- A 'Thought' is the Alpha and Omega of success.
- Accomplishment of your goal has already started when the seed was sown in your brain as a thought.
- To be successful, You must master your mind and have dominance over your thought.

MANUFACTURE YOUR THOUGHTS

- Imagine wealth, victory, success – and you will achieve it.
- Fill your mind with positive thoughts
- Use tools like visualization, memory and imagination to attain astounding success
- Mental imagery is the phenomenon of representation of our thoughts as pictures in the mind

MANUFACTURE YOUR THOUGHTS

- Creative Visualization is the art of using mental imagery to achieve desired goals
- Of course creative visualization cannot substitute hard work, training and diligent action, but it can stimulate the mind and body to achieve optimal performance.

You can aspire to climb Mount Everest and do much more in your mind by just creating a mental picture of these events happening in your mind!

LAY THE FOUNDATIONS

- Create a Framework for achieving your Goal
- Findings of Goal Setting theory by Edwin Locke, an American psychologist –
 - i. setting specific goals leads to higher performance
 - ii. the harder the goal, the greater the effort, focus, and persistence, which results in higher performance
- 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.

FRAMEWORK TO LAY THE FOUNDATIONS

- Action #1: Find Unwavering Focus to set goals
- Action # 2: Goals should be SMART
- Action # 3: Identify Your Motive
- Action # 4: Write It Down
- Action # 5: Identify Your Goals at various stages
- Action # 6: Identify the Barriers to Your Goal
- Action#7: Planned Action Schedule

FRAMEWORK TO LAY THE FOUNDATIONS

- Action # 8: Write your Commitment statement
- Action # 9: Creative Visualization
- Action # 10: Take stock of yourself
- Action # 11: Tools you need
- Action # 12: Monitor your progress

THE EYE OF THE BIRD



ARJUNA'S UNWAVERING FOCUS ON HIS GOAL

- There is a story from the epic Mahabharata, whereby Guru Dronacharya wanted to check his students - the Pandavas' and Kauravas' - archery skills
- He put a small wooden bird on the top of a tree and told them to aim at the eye of the bird.
- Before shooting he asked them, "What do you see?" They said different things – forest, leaf, tree, mango, bird, sky
- Only Arjuna replied, "I see a bird's eye." He went on to become the world's greatest archer.

FIVE MAGIC MANTRAS TO SURE SHOT ACHIEVE YOUR GOAL

- 1. YOUR GOAL SHOULD BELONG TO YOU**
- 2. YOUR GOAL SHOULD BE IN WRITING AND REVISITED EVERYDAY**
- 3. YOUR GOAL MUST BE OF IMMENSE VALUE TO YOU**
- 4. YOU SHOULD BE OBLIVIOUS TO EVERYONE'S OPINION ABOUT YOUR GOAL**
- 5. YOU SHOULD HOLD YOURSELF RESPONSIBLE FOR YOUR GOAL**

FIVE FATAL FEARS TO STAY AWAY FROM

1. Your inner voice that tells you that “it’s impossible”, “it’s too complicated”, “it’s impracticable”, “it’s unattainable” etc
2. The fear of being scoffed at by people for your ‘foolish’ goal
3. Taking a shortcut or ‘easy way out’ to accomplish your goal
4. Expecting ‘Destiny’ and ‘Luck’ to shine on you
5. Thinking You are the only one slogging and working hard towards your goal while others are having it easy

BLOOD SWEAT TEARS

- Learn the values of patience and perseverance from the Chinese bamboo tree – which doesn't grow at all till 5 years and then suddenly shoots up from the soil to about 80ft
- Achieving goals requires blood, sweat and tears which can be frustrating and unrewarding at times, but will ensure sure shot success in future.
- Gather your determination and tenaciousness and with single-minded strength of purpose forge ahead.

BLOOD SWEAT TEARS

- 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
- Thomas Edison's perseverance is legendary and he famously said genius is "1% inspiration and 99% perspiration";
- Patiently persist.
- The harder you work, the closer your goal will seem

SEEK INSPIRATION

- **A** – AMITABH BACHCHAN
- **B** – BOXING LEGEND MUHAMMAD ALI
- **C** – CHRISTOPHER PAUL GARDNER
- **D** – DHIRUBHAI AMBANI
- **E** – EDWARD OSBORNE WILSON
- **F**- FIRST FEMALE AMPUTEE TO SCALE MOUNT EVEREST
- **G** – GLENN CUNNINGHAM
- **H**- HENRY FORD

SEEK INSPIRATION

- **I** – IRON MAN OF INDIA
- **J** – JESSE OWENS
- **K**- KID DYNAMITE
- **L** – LITTLE MASTER
- **M** - MAHENDRA SINGH DHONI
- **N**- NEROLI SUSAN FAIRHALL
- **O** – OPRAH WINFREY
- **P** – PELE
- **Q** – QUEEN OF INDIA'S TRACK AND FIELD

SEEK INSPIRATION

- **R** – ROWLING
- **S** – SOUL SURFER
- **T**- THOMAS ALVA EDISON
- **U** – UNIQUELY ABLED DEEPA MALIK
- **V** – VENUS AND SERENA
- **W** – WORLD BOXING CHAMPION
- **X** – X FACTOR PEOPLE
- **Z** – ZENITH OF STARDOM: SUPERSTAR RAJNIKANT

SEEK INSPIRATION

Y - Last But Not the Least Y - YOU

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.

INSPIRING PEOPLE

AMITABH BACHCHAN

- The superstar of Indian cinema lost everything he had at the age of 57 - no films, no money, no company, a million legal cases against him, a notice of recovery on his home - However 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”.

INSPIRING PEOPLE

CHRISTOPHER PAUL GARDNER

- This American entrepreneur struggled with homelessness while raising his toddler son and spent a life of determined struggle. 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. 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.

INSPIRING PEOPLE

ARUNIMA SINHA

- The first female amputee to climb Mount Everest was thrown off a train by thieves in 2011. Her career of a national level volleyball player at that time came to a halt. Undeterred she resolved to take up the toughest sport in the world - mountaineering. She scaled Mt Everest in 2013 – just 2 years after her accident. Since then she has also scaled Mount Kilimanjaro, Mt. Elbrus in Europe, Mt. Kosciuszko, Mt. Aconcagua, Carstensz Pyramid (Puncak Jaya) and very recently Mount Vinson, the highest peak of Antarctica on 4.1.2019.

INSPIRING PEOPLE

GLENN CUNNINGHAM

- Known as the "Kansas Flyer," Cunningham was an American middle-distance runner, who was considered as the greatest American runner of all time. 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.

INSPIRING PEOPLE

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. 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.

INSPIRING PEOPLE

JESSE OWENS

- 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.

INSPIRING PEOPLE

MAHENDRA SINGH DHONI

- Mahi' who led the Indian team to its second World Cup win in 2011 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 to contribute to the family income he took up a Travelling Ticket Examiner (TTE) job at Kharagpur railway station. 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."

INSPIRING PEOPLE

OPRAH WINFREY

- This American media proprietor, talk show host, actress, producer, and philanthropist faced a variety of hardships in life – utter poverty, physical abuse 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. Today she is a multi-millionaire and among the most influential women in the world.

INSPIRING PEOPLE

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.

INSPIRING PEOPLE

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."

WAKEN THE WILLPOWER

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

On 'Adaptability'

- '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'. - Charles Darwin

WAKEN THE WILLPOWER

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

WAKEN THE WILLPOWER

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

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

WAKEN THE WILLPOWER

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

On 'Goal'

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

WAKEN THE WILLPOWER

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 '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.

WAKEN THE WILLPOWER

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 'Luck'

- "Luck is what happens when preparation meets opportunity." - Lucius Annaeus Seneca

WAKEN THE WILLPOWER

On 'Keeping At It'

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

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

WAKEN THE WILLPOWER

On 'Never Giving Up'

- “You can’t beat the person who never gives up.” - George Herman "Babe" Ruth Jr.,

On 'Obstacles'

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

On 'Procrastination'

- “Only put off until tomorrow what you are willing to die having left undone”. - Pablo Picasso

WAKEN THE WILLPOWER

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 'Self-Confidence'

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

WAKEN THE WILLPOWER

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.

WAKEN THE WILLPOWER

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”. - A. P. J. Abdul Kalam

WAKEN THE WILLPOWER

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 'Secret of Success'

- “Put your heart, mind, intellect and soul even to your smallest acts. This is the secret of success.” - Swami Sivananda

WAKEN THE WILLPOWER

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

31 POWERFUL THOUGHTS – ONE FOR EACH DAY OF THE MONTH

- 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

31 POWERFUL THOUGHTS – ONE FOR EACH DAY OF THE MONTH

- 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

31 POWERFUL THOUGHTS – ONE FOR EACH DAY OF THE MONTH

- 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

31 POWERFUL THOUGHTS – ONE FOR EACH DAY OF THE MONTH

- 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

THINKING

A poem written by Walter D. Wintle

“If you think you are beaten, you are ; If you think you dare not,
you don't, If you'd like to win, but think you can't; It's almost
a cinch you won't. If you think you'll lose, you've lost

For out in the world we find, Success begins with a fellow's will,
It's all in the state of mind.

If you think you are outclassed, you are; You've got to think high
to rise, You've got to be sure of yourself before; You can ever
win a prize.

Life's battles don't always go; To the stronger or faster man,

But sooner or later the man who wins

Is the man WHO THINKS HE CAN!”

The
expert in
anything
was
once a
beginner.



SUCCESS

practice
instruction
training
learning

ATTAIN THE VISION – 100% SUCCESS

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

To become a member of the 100% success club in life, your goal must be your 'raison d'être' – your reason for existence. When your goal becomes the reason for your existence – you will attain it. There is no other secret.

