

APRIL 2013

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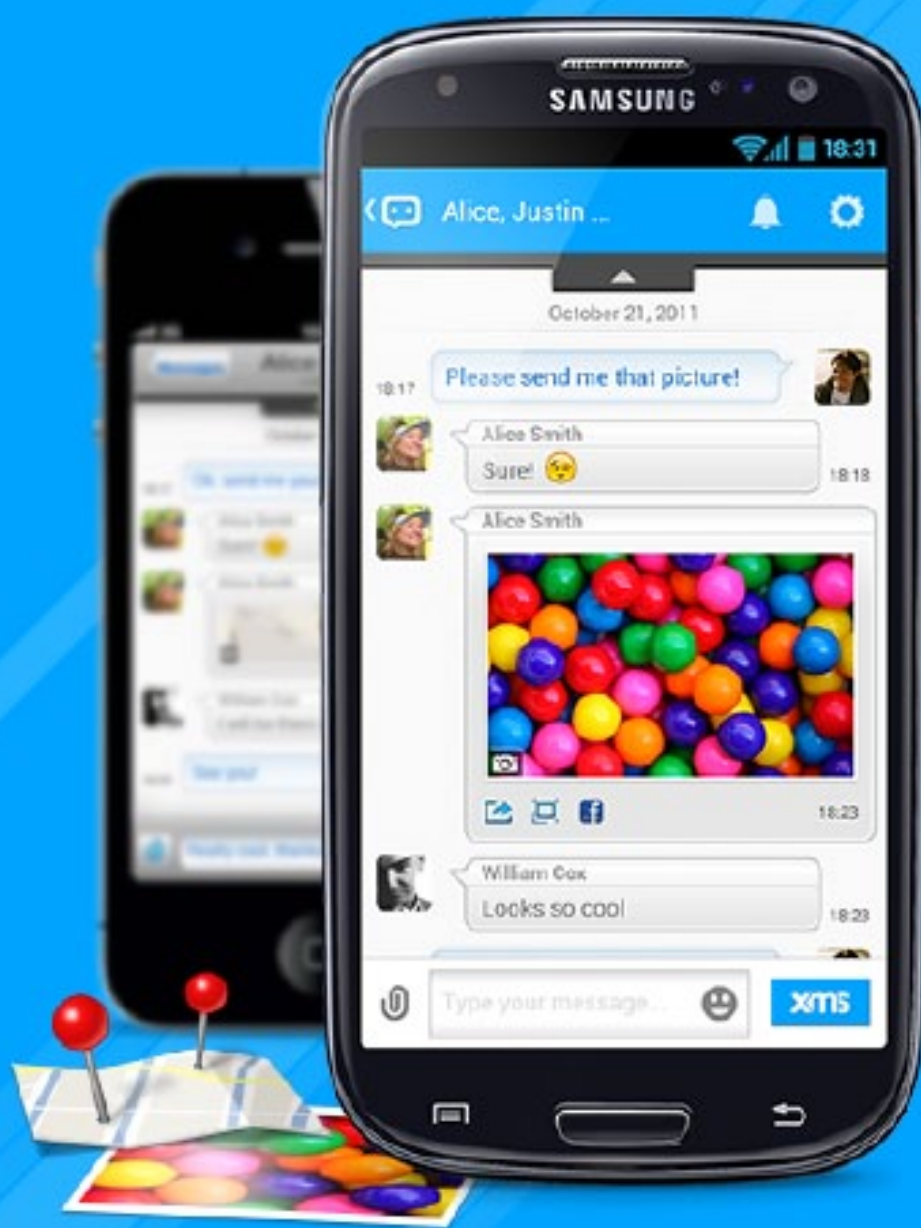
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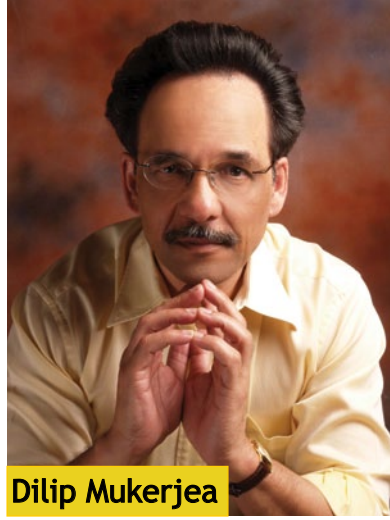
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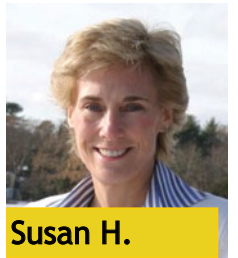
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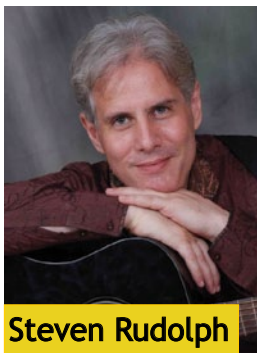
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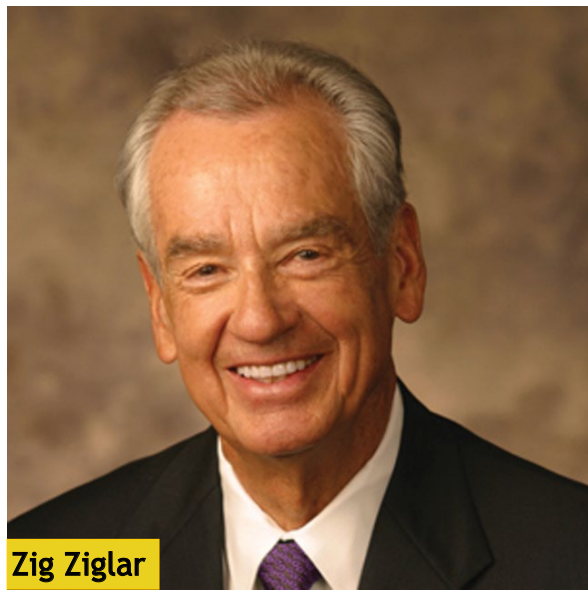
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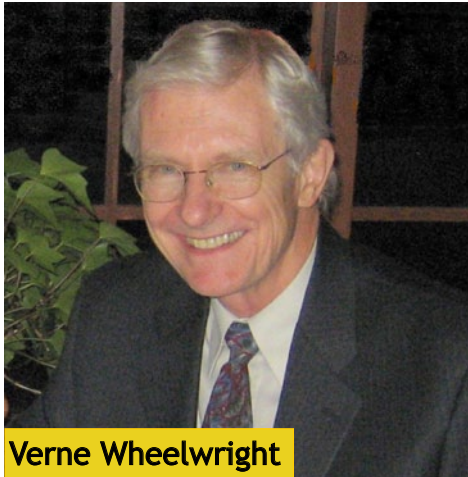
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Vijay Menon



Congrats! You just got promoted to be the CEO of Me Inc.

Welcome to the first Issue of Me Inc. I'm so glad you laid your hands on this copy.

Let me invite you to look at your life, as a Company you are running and you are the CEO of this company called 'Me Inc.'

As the CEO of Me Inc. You are responsible for its growth and development, you are responsible to build it, you are responsible to set its Vision, give it direction and see it grow.

So you have been investing time, money and energy into your Job or Business?

But ask yourself when was the last time you invested into yourself?

A holistic monthly magazine, Me Inc. publishes resources in the area of Personal & Professional Development, endeavoring to provide you access to resources that are Rooted, Practical & Experiential in real life.

We have garnered and gleaned these resources from Thought Leaders and Industry Experts who are accomplished writers too.

The uniqueness of Me Inc. Is that it caters to Working Professionals, Entrepreneurs and Business Students like you who are hard pressed for time, knowledge and access to resources, and are looking for self-paced learning opportunities.

Me Inc. will also be a platform for stimulating and enriching development through articles, videos, podcasts and webinars so that you achieve your Personal & Professional Goals.

So let every page speak to you and pour into your life as you Invest in Yourself!

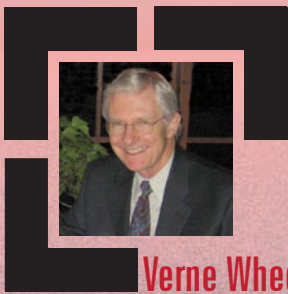
I look forward to hearing your success stories.

Committed to your Growth!

A handwritten signature in black ink, appearing to read 'Joshua Rozario', written over a horizontal line.

Joshua Rozario
Publisher & Founding Editor

LEADERSHIP AND LONG TERM PERSPECTIVE



Verne Wheelwright

Type the word “leadership” into a Google search and you will get over 400 million returns. Overwhelming! This article is about just one component of leadership— long-term perspective.

Most people will agree that the primary responsibility of a leader is to lead, and in order to lead, you must know where you and your organization are going. Not just to the next quarter, but over the next ten years or more.

The term “long- term perspective” implies a viewpoint and an understanding of the future that you expect to achieve, either personally or for your organization. People who think about where their organization is headed and specifically what it will achieve over the next ten years or more are often called “visionaries” because they have a vision or image in their mind of where they are going and what they must achieve to get there. Not everyone in a leadership position has that.

When I was a child, we played a game called “Follow the Leader.”

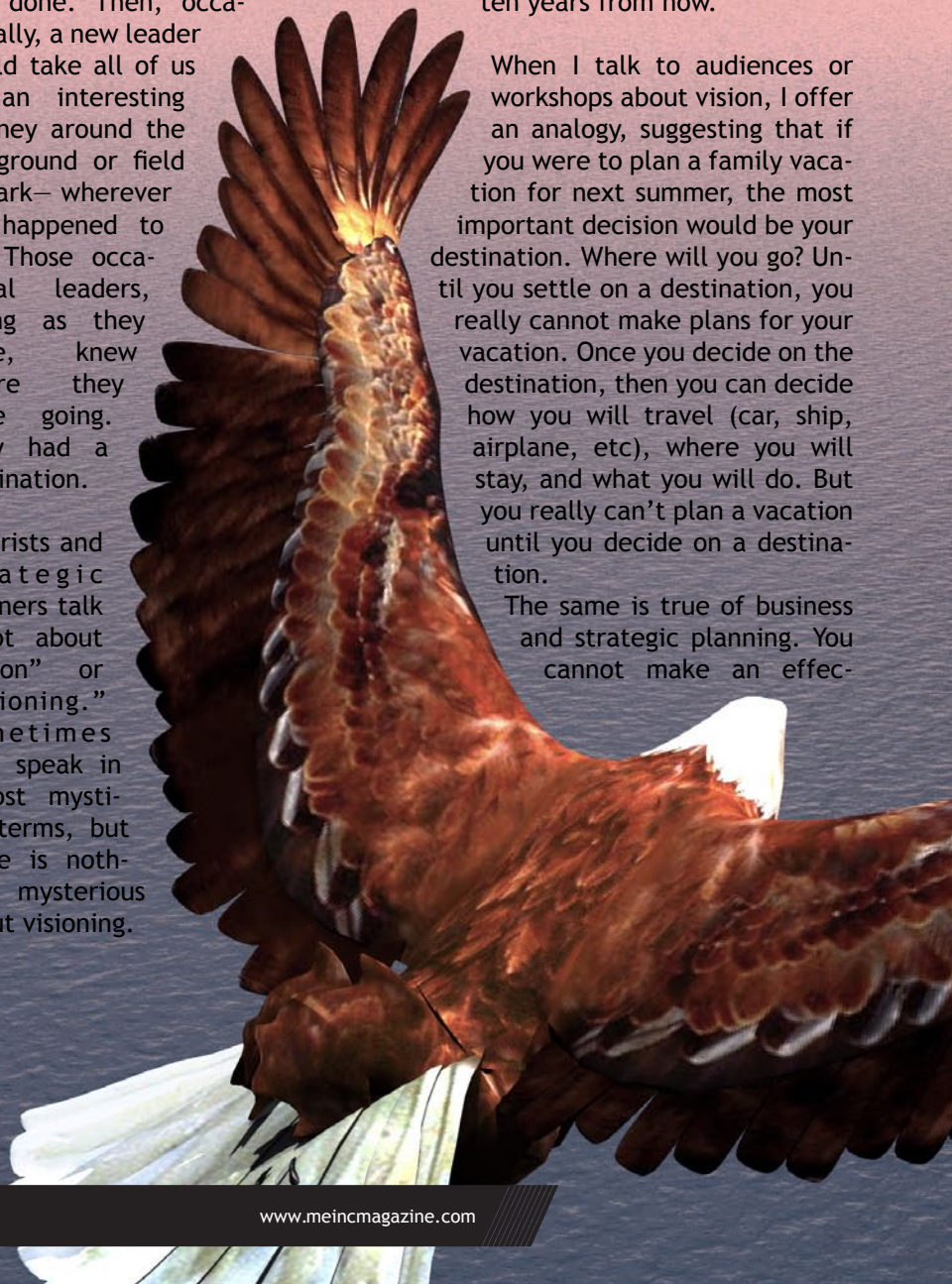
One child would be selected to be the leader, and the rest of the group would follow. Many “leaders” didn’t know what to do, and just ran around in circles until the group chose another leader. Some leaders simply did what the previous leader had done. Then, occasionally, a new leader would take all of us on an interesting journey around the playground or field or park— wherever we happened to be. Those occasional leaders, young as they were, knew where they were going. They had a destination.

Futurists and strategic planners talk a lot about “vision” or “visioning.” Sometimes they speak in almost mystical terms, but there is nothing mysterious about visioning.

A vision is your (or your organization’s) image of the future, usually at least ten years away. If “image” is no more helpful to you than “vision,” think of both as a destination in the future. The place you want your organization or your life to be ten years from now.

When I talk to audiences or workshops about vision, I offer an analogy, suggesting that if you were to plan a family vacation for next summer, the most important decision would be your destination. Where will you go? Until you settle on a destination, you really cannot make plans for your vacation. Once you decide on the destination, then you can decide how you will travel (car, ship, airplane, etc), where you will stay, and what you will do. But you really can’t plan a vacation until you decide on a destination.

The same is true of business and strategic planning. You cannot make an effective



tive strategic plan until you have a vision—a destination in the future. Which brings me back to my main point: Good leadership requires the ability to know where you are going, to have a destination in the future—a vision. Others agree. Kouzes and Posner, authors of *The Leadership Challenge* (2002) conducted considerable research on leadership, stating that “More than 70% of our most recent respondents selected the ability to look ahead as one of their most sought-after leadership traits.” (italics are mine). In the same paragraph, the authors add “... leaders must know where they’re going if they expect others to willingly join them on the journey.” (p 28).

How does an individual acquire a long term perspective?

But this raises the question, “How does an individual acquire a long term perspective?”

I suggest that you start by learning about, understanding, and thinking about the future. To understand the long-term future, it’s helpful to start with the concepts that futurists rely on.

First, the future is not predetermined. That suggests that more than one future is possible, which is

the basis for the theory of alternative futures. If the future is not predetermined then there are possibilities of multiple futures or alternative futures. Some of those

futures will be better or worse than others. You may be able to choose!

Second, the future cannot be known. Yet, it is possible to make educated guesses about the future. We can guess, with reasonable accuracy, what is the best future or worst future in specific areas.

Third, the future can be influenced by the actions of groups or individuals. Very important, futurists recognize that actions we take in the present will affect the future.

Think about that third concept for a moment. If you make an airline reservation for next week, you have changed your future. If you agree to meet a friend for dinner this evening you have changed your future. We usually take these small, short-term changes in the future for granted, but if we can change the short-term future, why not change the long-term future? Futurists believe that we can. Actually, this is the theory that underlies strategic planning; the ability to take

actions over a period of time that will change (or create) the long-term future. This is where and why you design a vision, a vision of the future you want to be living or working in ten or more years from now, for yourself, your business, or an organization.

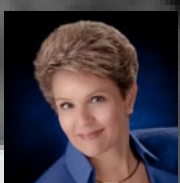
In short, you can change the future. Short term or long term. To do so, you will have to think about the future and make decisions about what you want the future to be. Keep in mind that going into the future will not happen in a straight line toward your destination, but will be more like sailing a small boat and tacking back and forth across the wind. The important thing is that you have a destination toward which you are always moving. That is the start of developing a long-term perspective.

In future issues we’ll explore the future, visions, strategies, and long-term thinking in more detail.

Verne Wheelwright, PhD. is an internationally recognized professional in the field of Foresight and Futures Studies. He is the author of *It’s YOUR Future... Make It A Good One!* (2010) Selected by the Association of Professional Futurists as “Most Important Futures Work” 2012...[Read More](#)



HOW LEADERS CAN EARN BRAND-LOYALTY FOR LIFE



Brenda Bence

The Top Five Behaviors That Can Damage Your Brand as a Leader

All you have to do is look around you to know that brands are powerful. In fact, most people are so loyal to specific brands that they stick with them for life. If brand-name products can evoke that kind of loyalty, why can't leaders? Well, they can.

The truth is that everyone in an organization has a brand, whether they like it or not. Simply by being in the work place, others perceive, think, and feel about you in a certain way.

The question is whether you have created the brand of leadership you want.

This is especially important for those who hold leadership positions. If you lead others, the way they perceive, think, and feel about you as a leader, in relation to other leaders, can make or break your short-term and long-term success. These "others" might consist of your subordinates, colleagues, superiors, or even entire divisions or corporations.

Your personal brand as a leader impacts your image, your reputation, your relationships, and your performance. As a result, it will also impact your overall career and your finances. So, unless you create your desired leadership personal brand consciously, negative perceptions can undermine your best efforts.

In my executive leadership brand coaching practice, there are many mistakes that I see leaders make frequently that can damage their personal brands. Here are five of the most damaging:

1. Not taking risks or accepting tough challenges. When you reach a high enough position in any organization, it can be much too easy to rest on your laurels. If you have a lot of experience, you might become inclined to stick with what you know has worked in the past rather than try something new. But, this will keep you in a static place without the opportunity for you - or the company - to grow. We all need challenges. As a leader, it's your job to find them and lead your team through them.

2. Not speaking up when you disagree with top management. Even leaders have a difficult time speaking up to superiors. It's natural to worry about the reactions of top management when you disagree with their decisions, but it also hurts your leadership personal brand to hold back and keep your opinions to yourself. Most of the time, if you're diplomatic about it, your input will be appreciated - even if management's decision stays the same. Leaders are expected to offer ideas about how to solve problems or improve operations. You will be respected for making your views known.

3. Worrying about being "liked," not respected. A good leader is both liked and respected. It's a difficult balance, but it's an important one.

If you worry too much about being liked, you probably aren't making enough tough decisions to lead others effectively. If, on the other hand, you worry too much about being respected and don't care about being liked, chances are you won't be able to garner the support you need from your team to succeed. They may even begin to feel victimized by your leadership style, making it hard to retain employees. The best leadership personal brand is one that straddles these two poles - being liked and being respected - in as balanced a way as possible.

So, unless you create your desired leadership personal brand consciously, negative perceptions can undermine your best efforts.

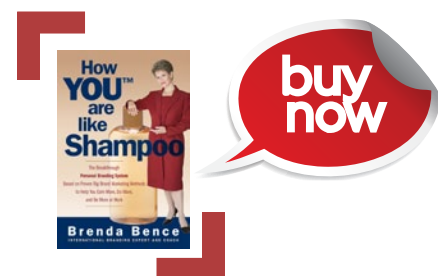
4. Fearing feedback, both giving and receiving. A lot of leaders come to a place where they stop moving up the ladder either because they aren't good at coaching others or they've stopped being coachable themselves. The best leaders are good at coaching their teams and at accepting regular feedback, no matter how high up in the organization they are. Keeping an open mind and recognizing there is always room to improve yourself is key, and giving your team feedback is the best way to make sure your people - and the company - are growing, too. So, strengthen your leadership personal brand by getting comfortable with both giving and receiving feedback, and everybody wins.

5. Using destructive language on the job. Too many leaders fail to pay attention to the way they speak.

Destructive language - even if it's intended as 'funny' - has an impact on everyone, including yourself. It's a bit of an epidemic these days to speak negatively and to complain, but it presents a very poor brand, particular for leaders. It can lower morale in the work environment and undermine the success of your team. If you don't believe in yourself or your people, how can they believe in themselves? And, if they are derided for past failures, they may become so afraid of making mistakes that they stop moving forward at all. So, begin to notice how you speak, and if talking negatively is a habit you've developed, start to break it. Figure out how to turn negatives into positives - it will make a world of difference.

Leaders are in a position to inspire and motivate others, and one of the best ways you can become a truly extraordinary leader is to create a successful leadership personal brand.

Brenda Bence is an internationally-recognized branding expert, Certified Speaking Professional, Certified Executive Coach, and author of many award-winning corporate and personal branding books. As President of Brand Development Associates International, Brenda travels the world helping individuals and companies achieve greater success through creative yet practical brand development...Read More



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Building an Authentic Leadership Brand to give you a Competitive Edge!

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How to Become a CEO of Me Inc.



Michael J. Provitera

There are certain ways that a Chief Executive Officer (CEO) acts. This article will provide you with a sense of CEO basics. Things that every CEO must know to succeed in both business and personal life.

First and foremost, you must want to be a Chief Executive Officer of your life. If you choose not to be a CEO of your life then this article will perhaps encourage you. Effectiveness begins with a desire to run your life like a successful CEO. If you desire to think like a CEO, then this article is for you.

Here are the ten things to do to become a CEO of Me Inc.:

- 1) **Perform a personal SWOT analysis.** SWOT stands for strengths, weaknesses, opportunities, and threats.
- 2) **Master Self-Motivation.** Creating a motivational mindset will impart the necessary knowledge and skill to reach personal excellence.
- 3) **Create a Personal Mission Statement.** Personal mission statements are like a guiding light that will help you determine your everyday tasks.
- 4) **Create a Personal Vision Statement.** Personal vision statements fill

the gap between where you are today and where you would like to be in the future.

- 5) **Develop Guiding Principles for Yourself.** Personal guiding principles clarify the journey to the vision by defining attitudes and policies that you can follow.
- 6) **Determine your Key Success Factors.** Personal key success factors (usually 3) show you what you need to compete in your field of specialty or business.
- 7) **Choose a Board of Directors.** Your personal Board of Directors can offer help and guidance when needed on your journey to personal excellence.
- 8) **Develop your Success Strategy.** Your personal success strategy will put you in motion by developing goals and action plans to meet your objectives.
- 9) **Master Self-Leadership.** Mastering self-leadership will prepare you for obstacles and provide you with the time-management to succeed at your endeavors.
- 10) **Innovate and Create.** The one thing that humans have over animals is the ability to create and innovate.

The CEO mindset is one of capability, effectiveness, and perseverance. Many people consider the CEO to be the person that is a born leader, someone that comes from a wealthy family, or someone that just happened to be fortunate to be in the right place at the right time. This is not true. For example, look at the CEO of Starbucks Corporation. Starbucks Chairman and CEO Howard Schultz transformed the Seattle coffee chain into a global empire. He often wishes that he could show his Father the empire he created. His Father, a truck and taxi driver would have been so proud of his accomplishment. You too can reap the success of a CEO by reflecting on your finer qualities and personal gifts. Determine what you are good at and attempt to do more of it in 2013.

Dr. Michael J. Provitera is a renowned management consultant, motivational speaker, and professor of organizational behavior. As a Certified Leadership trainer in Situational Leadership and member of the Academy of Management, he has trained North American, Mexican, and South American executives. His seminars include successful management and leadership, strategic management, and motivating people for success....Read More

The 3 Minds of a CEO



Michael J. Provitera

The world of the Chief Executive Officer (CEO) is one that is demanding and complicated. Threading through turbulent waters and treacherous horizons requires a high self-esteem, coupled with a keen sense of conceptual insights.

Can you become a CEO of your own well being? Yes! You are your own biggest advocate and you are responsible for investing in yourself and growing and developing. Invest the time now to plan your future as the new dawn of 2013 is on the horizon.

Self-leadership is the key to your quest as the CEO of your life. This article will therefore be your impetus, your guiding light, and most of all, your motivational mindset.

These three aspects establish the self-concept of the mind of a CEO. Every action of ours is triggered by an internal thought process that we may or may not be aware of at the present time. Therefore, we must realize that our actions are driven by our intentions. Every CEO has to find a way to combine these two mindsets. If action has no intention then it is mindless and if intention has no action it is worthless.

The practice of a CEO, then, involves three mindsets:

- **Self-Leadership:** Knowing one's strengths and weaknesses

- **Brand-Management:** Knowing what differentiates oneself
- **Continuous-Improvement:** Developing oneself

Self-leadership

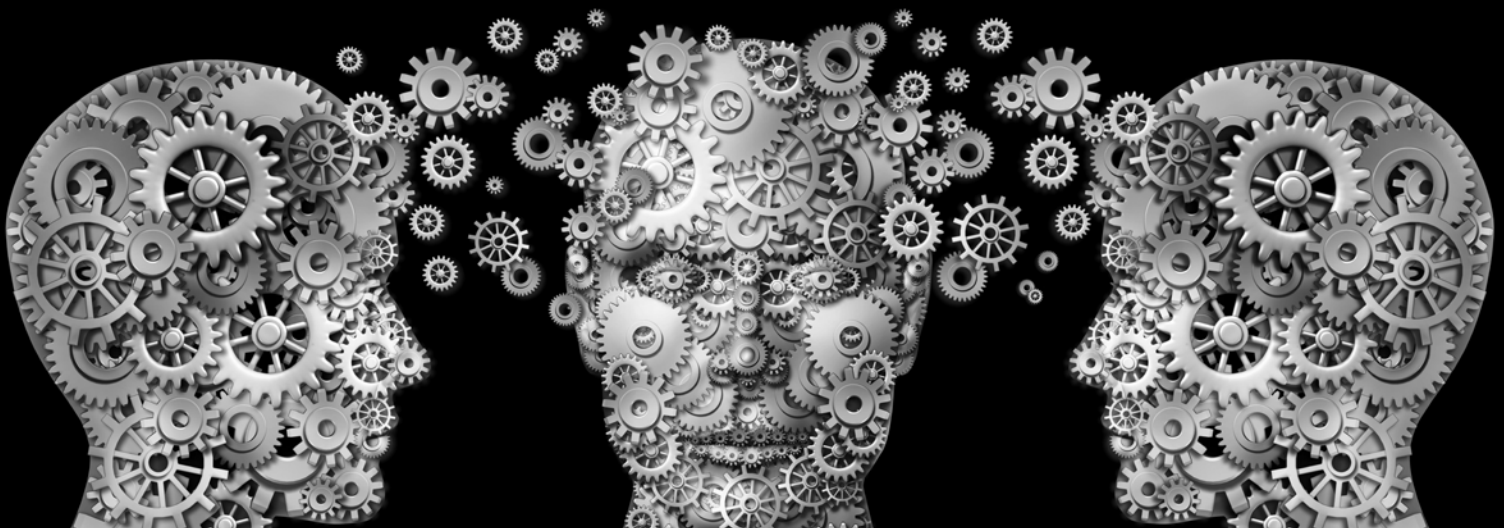
Knowing one's strengths and weaknesses

At the heart of a CEO mindset is the determination of strengths. You will always want to work from your strengths. In order to do so, you must first look at your internal and external environment. What are your strengths, weaknesses, opportunities, and threats---often called a SWOT analysis. To begin anew, this often takes self-reflection and analysis. Be candid with yourself. With 2013 now upon us, you can determine what strengths to build upon. You must understand your SWOT if you determine to use your plan to get to obtain a better future.

Brand-management

Knowing what differentiates you

The second quest of a CEO of yourself is to understand what makes you special. Each of us has our own fingerprint and with that comes a host of wonderful traits, talents, and unique abilities. Consider three key success factors that differentiate you from your competition. When Christopher Columbus argued that the world was flat, people thought he was mentally unstable. You too may be thinking of innovative ways



to expand and branch out, but people may be holding your back. Columbus did not let others stop him from dreaming, so what is stopping you? The difference between Columbus and yourself is that you know where you are going and you know how to get there. Therefore, when you get there, you will know how to get back. My point is that if you do not change then nothing else will either. Make the necessary changes in 2013 and build your personal brand.

Self-leadership is the key to your quest as the CEO of your life

Continuous-improvement
Developing oneself

Continuous improvement does not mean that you always have to be growing and learning. It means that you reflect each day on what makes you tick. This self-reflection helps you to plan what skills and competencies are necessary for you to develop. Developing oneself is a life-long path but a CEO must plan each year for the next five to fifteen years. John F. Kennedy, an American President, once said that "If it is not necessary to change, then change is not necessary." Sometimes you need to stay-the-course and have a sense of steadiness. Set out in 2013 to become physically fit, mentally ready, and openly accepting of the new. Read everything in your field, take classes that will develop your skills, and most importantly, expand your mind. The trick for you as the CEO of your life is to enjoy the process, while also focusing on what is important for your growth and development without being sidetracked.

In order to develop the mind of a CEO and get through the turbulent environment we now face is to look

The Self View	The World View
A CEO of one's life is separate from others and must do it all alone	We are all connected by a higher power that regulates the world
We are in charge of everything that happens to us	We have no control of the future
We know it all and others will not listen to us	We can learn from others that have more knowledge
My way or the highway	Collective minds think alike

at two ends of pendulum. As the pendulum swings it hits one high end and then another until eventually stops in the middle. You, as the CEO of your life, need to find that middle for yourself. Here are some extremes for you to ponder:

Taking a worldview as a CEO of one's life is appropriate. Having an internal locus of control is also important; therefore, the second mindset is one that a CEO should strongly consider. Placing one's entire life and livelihood in someone else's hands is risky. In the third mindset, you as CEO may want to know as much as possible and continuously learn more about your field and profession but many of the things that you learned up to this point have been learned from others. Seeking out people that have skills and knowledge that can help you grow is the key to your success. The fourth mindset involves being aware of running with like-minded people. Your success is determined by who you enjoy it with. Having your own path is fine but sharing your path is important for living a prosperous life.

CEOs use conceptual knowledge because placing things in context provides the impetus for good decision-making. Take control of your life, but be sure to listen to others that may know more about a certain subject matter. The CEO must have a board of trustees that guide them. Your board of trustees could be a mentor, boss, or even a spouse or significant other but it does not necessarily have to be a person. The lawyer relies on his case books, the butcher relies on his knife set, and the shoemaker relies on his tools. The CEO also has technical skills that get them through each day. Your technical skills must be high but you can always get help in this area. Finally, CEOs have a tremendous amount of human skill. They can talk to anyone at any time. Decipher a phone conversation, deal with change, and most importantly, have empathy and understanding of others.

You have a high self-esteem the conceptual insight to make decisions for yourself that will help you prosper in 2013.

Dr. Michael J. Provitera is a renowned management consultant, motivational speaker, and professor of organizational behavior. As a Certified Leadership trainer in Situational Leadership and member of the Academy of Management, he has trained North American, Mexican, and South American executives. His seminars include successful management and leadership, strategic management, and motivating people for success....[Read More](#)





Your Brain is Your Brand : It Makes You ONE-der-FULL



Dilip Mukerjea

We give worth and value to our lives not in what we do or whom we know, but by who we are. This is the mandate of CEO, Me Inc.

Each of us is born with a natural built-in reason for being. Yet many of us struggle for coherence in our lives. How can we discover our calling, our embedded destiny?

William Ernest Henley wrote in the last stanza of his masterwork 'Invictus':

It matters not how strait the gate,
How charged with punishments the scroll,
I am the master of my fate;
I am the captain of my soul.

How do I measure up to being the 'captain', the CEO, of my soul? By first recognizing that "Me" is not just a pronoun; it is the force and power of life. Without any 'Me' in it, the world would be very different. To know that no one else can be like 'Me', and vice versa, I must take who and what I am and infuse myself into the evolving world.

Self-leadership beckons. Life comes alive when we give it life!
Leadership, Innovation, Fellowship,
Entrepreneurship - L.I.F.E.

We are all unfolding as experiments of one, full of the wonder of the biochemistry that awakens our consciousness, and our consciences... ergo, ONE-der-FULL. The human brain is the brand that announces our presence, a brainforce announcing itself via brandspeak.

The formulas to spice up my identity as CEO at the helm of Me Inc.?

SPICE!

SIMPLICITY

turns the brain on

PASSION

animates each encounter

IMAGINATION

expands the possibilities

CREATIVITY

enriches the freshness of ideas

ENERGY

powers every engagement into the long-term

I ask myself : Am I right now dying for something I'm not willing to die for?

Am I, like the dinosaur, moving closer and closer to extinction?

NO! Fight the slide! Think of Dylan Thomas writing "Rage, rage against the dying of the light." I know that I cannot waste a moment in negating my existence. CEO, Me Inc. means that I must think, learn, create, connect, and bond with the elements of life...and shape it to have form and function that fulfills my actions.

Hope is not a plan; we must put hope to work. Towards my story leading to a grand denouement, by:

*Creating
Extraordinary
Outcomes*

*Masterminding
Energy*

*In
Neurodynamic
Communities*

My learning model incorporates skills in preparedness, anticipation, evolution and intervention, to confront game-changing challenges so I have the robustness and the agility to sense and respond to improbabil-

ties.

The capacity for my approach to self-leadership in strategic and operating terms depends on cultivating a well-developed mind to gauge the technical, social, political, market and economic realities of the environment in which we function, or malfunction. These attributes are a driver for survival and sustainability in a world riven by brutal realities.

Our planet is wounded, and it is the result of our habits harming our habitats. We, as each 'Me' coming together, must nurture nature in order to ensure we move ahead from e-go to we-go...the saliency, and sanctity, of our quest to ward off extinction.

Yet, the world is primarily beautiful, designed by Providence with a grand purpose. Every CEO at Me, Inc must aim to make each moment towards goodness, momentous!

Are we components of consciousness within a unitary gene? Are we the 'thinking gene' in answer to today's needs?

Life begins with questions. Our lives are shaped by the questions we ask, or refuse to ask. Who am I? What am I meant to do here? What am I trying to do with my life? With each life having a natural built-in reason for being, we search constantly for simple answers.

I, as Me Inc., want to work for a cause, and not just for a living. It is a cradle-to-grave journey when we set out to discover purpose and significance in our lives.

One should not wish to live life all form and no essence. We have a right to manifest our infinitely capacious destiny; after all, isn't there a swan in every one of us?

Richard Leider, spiritual chef, recognises three hungers that assault our consciousness:

- (1) *the hunger for meaning*
- (2) *the hunger for intimacy*
- (3) *the hunger for self*

Coverstory

Such hunger translates into purpose, which appears in proportion to the passion of the energies we expend, rather than to our degree of expertness in any particular field of endeavour. 'Aliveness' can only be self-measured, individually, but is sparked off through symbiosis. In order to resurrect ourselves continuously we should strive to let our rec-

Each of us is born with a natural built-in reason for being. Yet many of us struggle for coherence in our lives. How can we discover our calling, our embedded destiny?

reation time re-create us.

In our quest for the best, we embark on a journey from stress to stability, stability to success, success to significance, significance to spirituality. We have a responsibility to contribute towards the enhancement of dignity in every life we encounter. The world can be transformed for the better. Yet, isn't it interesting that the people who truly change the world often have no armies to help them?

We need 'nutritious people' in our lives, One day, perhaps, this is what our collective consciousness will do: interlink all of life's beauty into a joyous unity. This is the overarching mandate for CEO, Me Inc.

The Ingredients of Success, for Me Inc. consist of six Cs:

Composure: We need to feel a sense of calm, an enduring peace of mind that forms a foundation for realising our visions.

Cardiovascular Fitness: We must be physically fit and full of energy. Mens sana in corpore sano - a healthy mind in a healthy body!

Coupling Closeness: We should feel constantly nurtured by loving relationships. They energise us and give us a sense of security. Our visions stay in focus.

Cash: This is a necessary function for survival on our commercial planet. We must have enough financial freedom to release us from nagging concerns over monetary shortage.

Clarity: We must have a clear perception of our visions and goals. Aim to extract clarity from the clutter that constantly assaults us. If you keep focused on your vision, your purpose will remain clear. Uncontaminated aspirations keep you impassioned about life.

Conquest: Self-realisation and self-actualisation inevitably attract success. This step integrates the preceding five stages on your path towards accomplishment.

Dilip Mukerjea is a visionary thought leader, innovation strategist, and designer of learning ecosystems & innovation landscapes for nations, communities, organisations, and institutions. He is also an interactive and versatile keynote speaker, accomplished author, corporate consultant, and success coach to people in all walks of life. Dilip's consultancy competencies are singularly designed to perpetrate 'creative destruction' upon status quos that have become irrelevant....Read More

Workplace Humor

A young executive was leaving the office at 6 PM when he found the CEO standing in front of a shredder with a piece of paper in his hand.

"Listen," said the CEO, "this is a very sensitive and important document and my secretary has left. Can you make this thing work?"

"Certainly, Sir" said the young executive. He turned the machine on, inserted the paper, and pressed the start button.

"Excellent, excellent!" said the CEO as his paper disappeared inside the machine. "I just need one copy."

Moral Of The Story:
Never ever assume that your BOSS knows everything.



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Scott W. Ventrella

Welcome to the Me, Inc. process: *How to Master the Business of Being You.*

If you were the CEO of a mediocre company, what would you do? Well, you know what? Whether you like it or not, you are the CEO of Me, Inc. The key question is, are you leading the life you want to be leading—an exceptional life, and not just an average one? Chances are, you're not leading the best possible life you could be living. And no one sets out to live a mediocre life. It just happens to us along the way. I think people are always living in one of three zones: the **Complacency Zone**, the **Crisis Zone**, or the **Purpose Zone**.

People living in the Complacency Zone are stuck in the status-quo—even though they're not happy about it. When you're in the Complacency Zone, it's as though you're aimlessly drifting along a river, letting the currents take you where they may. You could make an effort to set and reach goals, but you aren't motivated to do so. The Complacency Zone is a dangerous place to be. Like the Free Parking space in Monopoly, it feels safe, but hanging out there for too long means that you're missing the game.

People in the Crisis Zone are hemorrhaging but often don't know what to fix first. Maybe they've spent too much time in the Complacency Zone, not paying attention. Or maybe they've just hit a particularly rough patch in the road. If you're in the Crisis Zone, you frequently feel lost and overwhelmed. You don't

Milestone 1 - The Burning Platform: Making a Case for Change

have enough time or energy to plan for the future because you're too busy just trying to make it through the current crisis.

You want to be living in the Purpose Zone. If you're in the Purpose Zone, as many of the people I have coached over the years are now that they've completed the Me, Inc. program, you've already mapped out your course. You're actively guiding your life toward your desired destination. If problems do arise, you know how to fix them. What zone are you in? Sometimes the answer is difficult to determine. Use this tool, the **Quality of Life Index**, to figure out where you stand:

Quality of Life Index

For each of the following items, please rate yourself on a scale of 1 to 5 (1= not at all satisfied, 3= neutral, 5= very satisfied).

1. My overall quality of life _____
2. How I manage my time _____
3. My daily stress level _____
4. My productivity level _____
5. My physical health _____
6. My sense of purpose/direction in life _____
7. How well I am fulfilling my various roles (e.g., mother/father/husband/wife/son/daughter/employee) _____
8. How successfully I am attaining my career goals _____
9. How well I am adding value to my community _____

10. How much effort I devote to self-improvement _____

So, you may now be realizing that you need to make some adjustments in your life. Change is a difficult process for both businesses and individuals. There's something safe and reassuring with what we already know... it feels good. But there is always room for improvement to live a happier, more productive and better-balanced life. Find the cause that rallies you to kick-start the challenging yet rewarding process of self-improvement, also known as your Burning Platform. Imagine yourself standing on a 20-foot tall wooden platform that has caught on fire. In order to survive, you must decide quickly whether you will try and put out the fire, call for help or jump.

Regardless of which course of action you choose to take, the fire makes you feel the urgent need to take action. That's what makes it such a crucial first step in your journey to self-enhancement.

Scott W. Ventrella is Principal of *Positive Dynamics*, a management consulting firm specializing in the development and delivery of programs designed to help companies achieve unprecedented levels of performance by leveraging the inherent potential in people... [Read More](#)



Tribute to Ziglar

"You can have anything in life you want, if you'll just help enough other people get what they want."

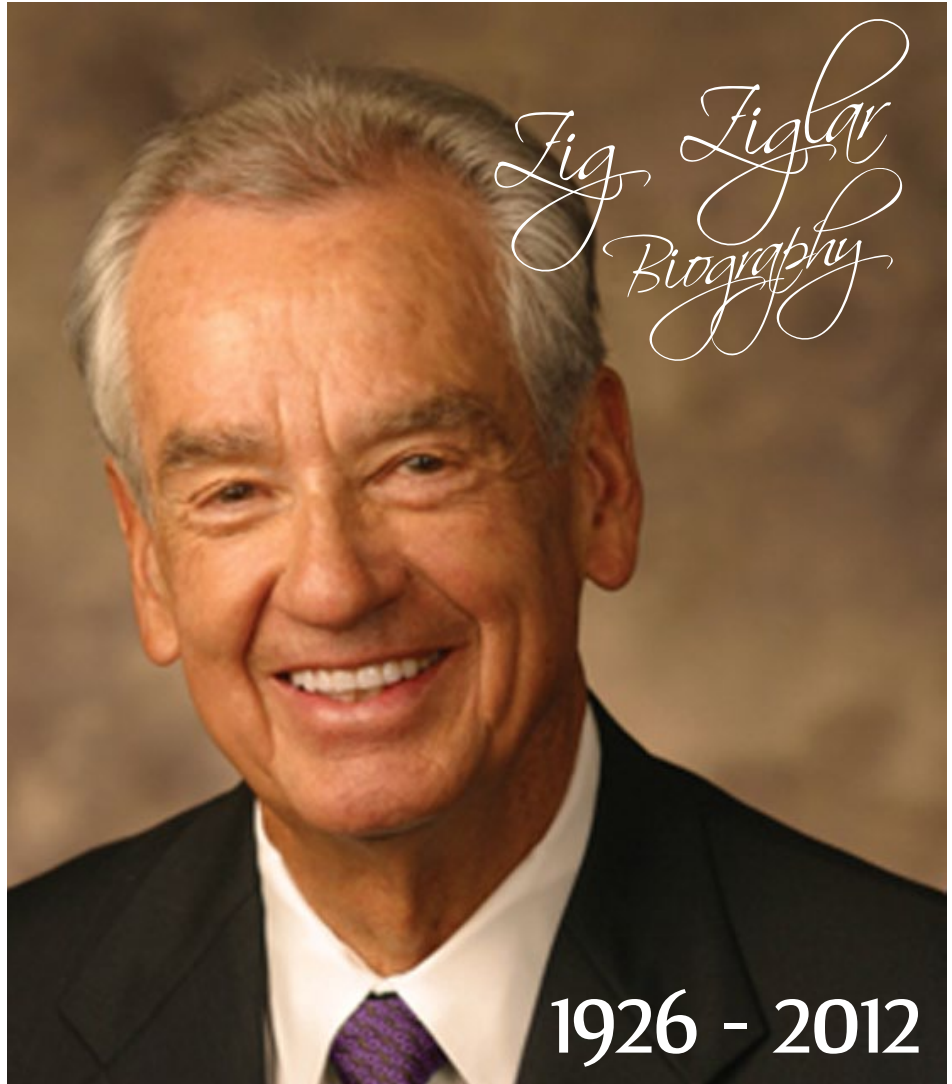
-Zig Ziglar

Zig Ziglar is the world's foremost authority on motivation. An internationally renowned speaker and authority on high-level performance, His I CAN course is taught in more than 3,000 schools; and hundreds of companies and businesses utilize his CDs, books, and video training programs to motivate and train their employees effectively.

As a sales trainer, he has lifted the careers of many thousands with effective strategies to not just make a sale, but to create a sales professional. "Selling is not something you do for someone, it is something you do for someone." Zig's Secrets of Closing the Sale audio training program is a must-have for anyone involved in the world of selling.

Zig Ziglar has taught his values-based principles for becoming a more effective persuader and person to sales organizations, church groups, schools, and businesses. And he has reached thousands more through numerous television and radio appearances and through his popular audio and video training programs. For many years, his Sunday school class held at First Baptist Church, Dallas, was broadcast each Sunday morning, via satellite.

Years ago, Zig Ziglar walked away from a record-setting sales career to help other people become more successful in their personal and professional lives. His background in successful direct sales has made Zig one of the world's foremost Sales Trainers. His name is synonymous with confidence, motivation and success. A master at motivational speaking, Mr. Ziglar has been featured in The New York Times, The Washington Post, The Dallas Morning News, Fortune, Success and Esquire



magazines, and has appeared on the Today show, 20/20, 60 minutes and The Phil Donohue show.

Zig Ziglar's unique brand of logic and enthusiasm are overwhelming. Just a brief exposure to Zig makes a fan of anyone. He has that rare ability to make audiences comfortable and relaxed, yet completely attentive. As an author, he has produced dozens of successful books, audio CDs, and video programs, including his flagship product, How to Stay Motivated.

As a concerned citizen, Mr. Ziglar has been recognized in the Congressional Record of the United States for his many contributions to the American way of life.

Over the last 30 years presenting

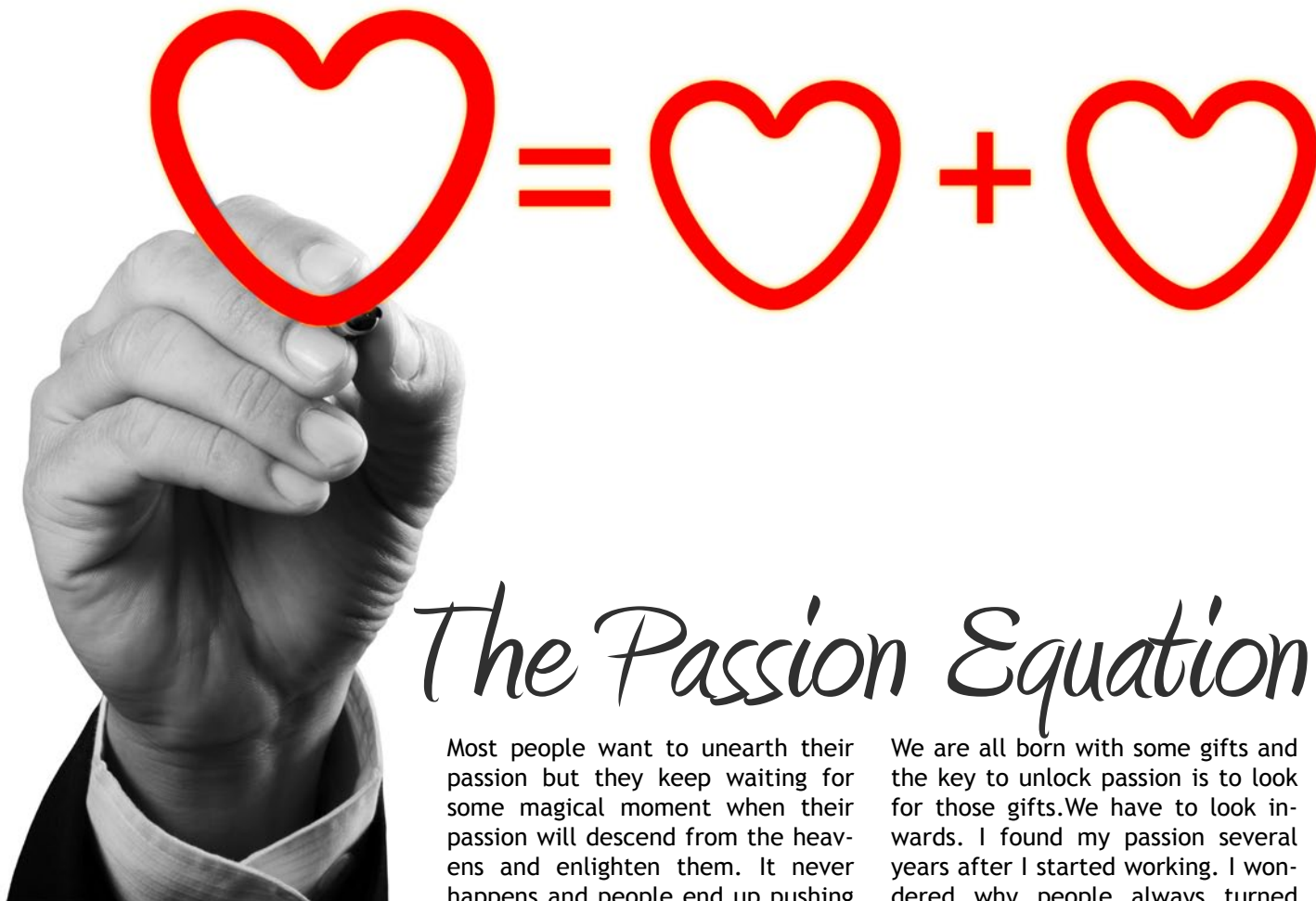
himself and his motivational ideas, he has developed a national following. He has grown from a one-man show to chairman of the Zig Ziglar Corporation, headquartered in Dallas, with a staff of more than 60 employees — an organization which is committed to helping people more fully utilize their physical, mental, and spiritual resources. Zig has traveled more than 3 million miles throughout the world as a speaker and lecturer.

Let top motivator and sales trainer, Zig Ziglar, help you be a winner in every area of your life.

- Bill Mansell, President
MindPerk, Inc.

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Passion & Purpose



The Passion Equation

Most people want to unearth their passion but they keep waiting for some magical moment when their passion will descend from the heavens and enlighten them. It never happens and people end up pushing themselves to work each morning, follow the instructions and stay disillusioned about where they are heading in their life and career.

Our work can mean different things to us. For some, it is just a means to getting a paycheck. For others, it is a way to express their inherent abilities. What your work means to you makes a big difference in the journey of your life. But one thing is clear: brands are never created without passion. Apple is a reflection of Steve Jobs' passion about design. Infosys is a reflection of a passion to build a global enterprise. The key question is: How does one find passion? I wish I knew the answer, but here are a few clues based on my own experience.

We are all born with some gifts and the key to unlock passion is to look for those gifts. We have to look inwards. I found my passion several years after I started working. I wondered why people always turned to me when they wanted to write something. I soon realized that I love words, how they come together and create a meaning that changes us. This realization helped me read more, write more and grow with my passion.

To explore your passion, you have to let go the fear of failure. That's because our fear of failure keeps us from trying things. Fear paralyzes us and pushes us to stay in our comfort zone. Exploring passion means you have to do stuff. The essence is in the action, in failing often and learning from those failures. As Seth Godin brilliantly puts it, "If you're short on passion, it might be because your goals are too small or the fear is too big." Passion does not hit us like a light-



Tanmay Vora

Ideas to express yourself fully through your passion.

As a CEO of a business that is you, identifying what you are passionate about is the first step towards success and fulfillment. The reason is simple: Passion is at the core of greatness as a professional and as a human being. Passion is a fuel, a motive force that drives us forward. Passion makes us come alive and contributes to our happiness.

Passion & Purpose

ning bolt, it evolves with time. It is entirely possible that our passion may change with our progression in life. What's important is to remain open to the possibilities our passion brings to us. In my case, I grew passionate about the concept of quality after one of my mentors described it wonderfully to me. I started gathering knowledge about various aspects of quality and along the way, I found opportunities to practice the knowledge I gathered. Eventually, I got into quality or gravitated I must say. Change is the only constant in our lives and sometimes, change can trigger a new spark within us and take us in new directions.

“Your profession is not what brings home your paycheck. Your profession is what you were put on earth to do with such passion and such intensity that it becomes spiritual in calling.”
-Vincent VanGogh

Passion shines when it meets the purpose. Some people are too passionate about an activity (e.g. writing) without knowing the purpose (e.g. making a positive difference in a reader's life). Passion without purpose will not take you very far.

When passion meets a purpose, wonders happen. Soon after I got into quality, I realized that I am married to the concept of quality - the idea of delivering the best in whatever I do. It is an overarching goal that stays constant in whatever I do - be it writing a book, delivering a talk or managing a complex project. The purpose is quality.

I recently had a very interesting experience with a roadside soda vendor. He sells flavored soda and is popularly known as “Dr. Soda”. He loves his work so much that his visiting card introduces him as “a Ph.D. in Soda”. During my interaction with him, he revealed that making soda (activity) is a medium to entertain people (purpose). Seeing him make a glass of flavored soda is a treat. He juggles soda bottles, makes a soda blindfold, jets soda into the glass from a distance, speaks three languages, entertains kids, initiates conversations, smiles a lot and offers a distinct experience - all for just 10 bucks. Each soda is his opportunity to build a connection and deliver his art. For me, he is passion personified.

Exploring a passion requires committed effort, discipline and persistence. When you start acting on things you like, you will fail. You may keep trying for long and improve slowly. Enjoy the process without getting anxious about results. The key is to never give up. If you constantly keep looking for instant external rewards, you are corrupting your passion and you will invariably end up responding to external priorities. This is a sure way to get disillusioned. So, if you love photography, you need to find time to travel places and practice your art regularly.

Passion is sometimes a result of our interests in different areas. At times, it is a combination of one of more passions. I am passionate about

writing, about quality and about people. At work, I help others deliver their best. On my blog, I write at the intersection of quality and people. Various interests come together to create a unique differentiation.

When exploring passion, ask right questions. What is it that interests me? Can I do this even if no one ever paid me to do it? Can I do it without looking at the clock? Is this work allowing me to express myself fully and tell the world who I am? Does it utilize my inherent abilities to the fullest?

Our life is a wonderful opportunity to express ourselves fully and through our skills, make this world a better place. Living a life of passion is about making the most of this opportunity. Passionate people fill the room with a different kind of excitement and the world of work needs more people who are passionate. The world definitely needs you!

Tanmay Vora is a blogger, author and quality improvement consultant who is passionate about excellence, leadership and people. In 2012, Tanmay was recognized by Society of Human Resources Management (SHRM), India as one of the “Top 20 Indian HR Influencers on Social Media” He speaks/consults on quality, improvement.... [Read More](#)



Passion & Purpose



Rob Westervelt

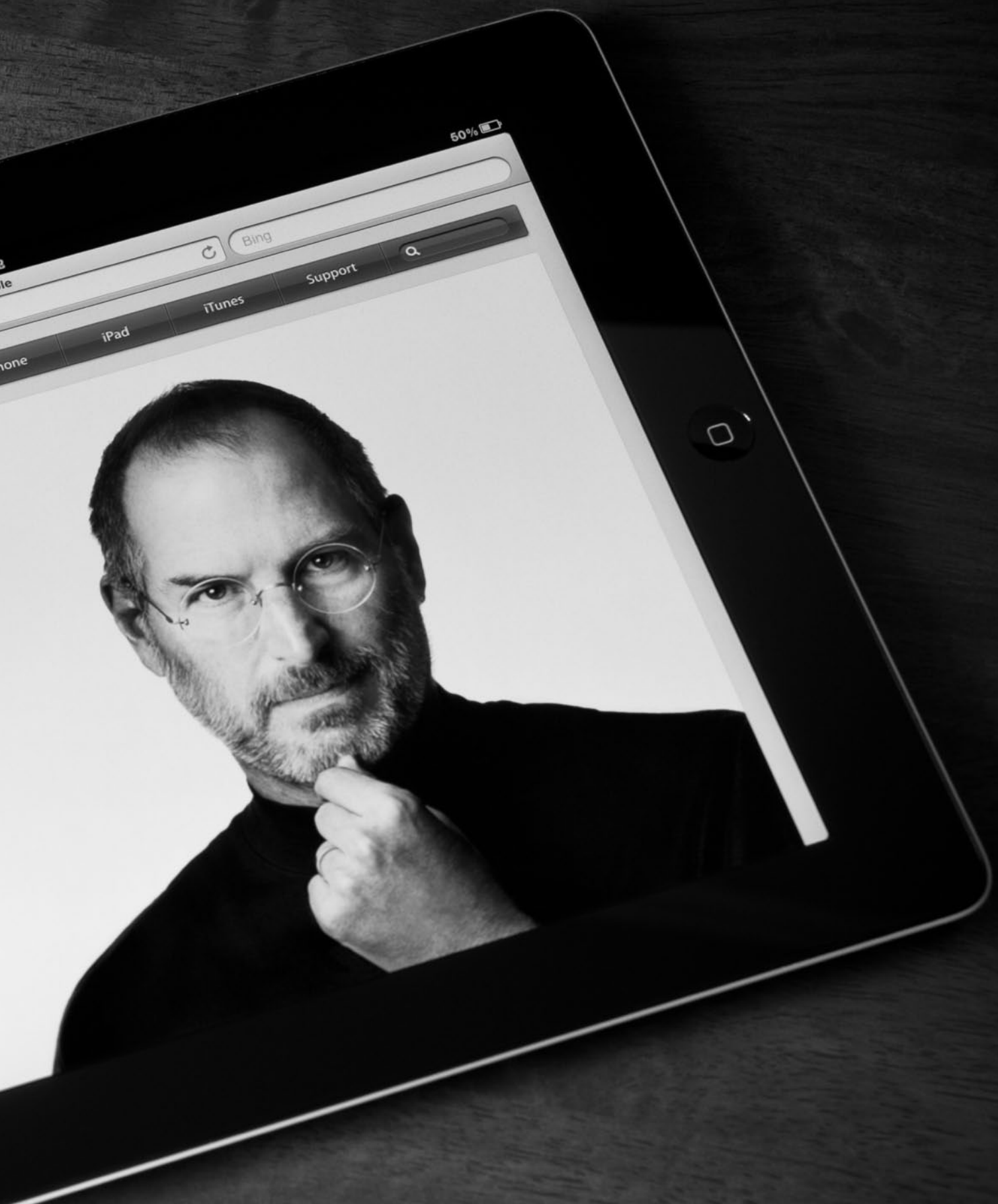
Steve Jobs has been listed as the most innovative business leaders on numerous lists. By his untimely death in 2011, his company had more cash than the U.S. Government \$76 billion. His accolades are many. He led the personal computer revolution in the 70s, launched the mouse and graphical user interface in the 80s, revolutionized computer animation in the 90s (Pixar), changed the music and mobile phone industries in the 00s, and just before he passed away in 2011, mainstreamed the tablet PC. Many have attempted to crack the formula for Steve's success. In my opinion, Simon Sinek came closest with his "Golden Circle" diagram that posits, "People don't buy what you do. They buy why you do it."

To quickly summarize Sinek's idea, when describing their businesses, most companies start with "what" they do and then go on to explain "how" they do it. He says that nearly 100 percent of employees can tell you "what" the company does. Some know "how" they do it. But very few, if any, can explain "why" they do it. And this is why they aren't Apple.

Sinek explains that if Apple were a typical company their message might sound like this:
What: We make great computers.
How: They are beautifully designed and user friendly.
Want to buy one?

Instead, Apple starts with the why.





HOW STEVE JOBS BECAME THE
MOST POWERFUL MAN IN BUSINESS

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And it goes something like this:
Why: Every thing we do, we believe is challenging the status quo. We believe in thinking differently.
How: The way we challenge the status quo is by making our products beautifully designed and user friendly.
What: We just happen to make great computers. Want to buy one? Sinek says the goal isn't just to sell to people what you have. The goal is to sell to people who believe what you believe.

What do you believe? Answering this

When you know your why, you get focused. And when you get focused, you get clarity. And clarity is power!

question is at the heart of a meaningful life and a successful business. To help you answer this question, I'm going to take Sinek's insight a step further and tell you more about Steve's "why" and what you can do emulate it in your own life and business. Berkshire Hathaway's Charles Munger once said, to be successful, take an idea and take it seriously.

The idea behind Steve's why was simple. He believed in creating the world's most beautifully designed, user-friendly products that made everyday people's lives better. And he was obsessed with his why. He didn't care if someone had already come up with an idea, like the tablet PC. He was going to make the most beautiful, user friendly tablet PC in the world. He was going to "Think Different." And he wasn't going to be afraid of perfecting a product that had previously failed, like the

Tablet PC. In fact, in the early days of Apple, the company flew a pirate flag over their headquarters. They were going to steal every great idea and make it work. The mouse, the MacIntosh, the iPod, the iPhone, and the iPad were all based on someone else's ideas. Steve perfected them - made them beautiful and user-friendly - and took them to the masses. And people loved him for it. Sinek argues that the reason people are willing to wait in line for hours to buy a new Apple product instead of waiting two weeks to avoid the lines is because they buy into the company's "why." They believe what Steve believes. That if Apple makes a new product, no matter what it is, it will be the most beautiful, user friendly product of its kind in the world. And they want to be among the first to own a piece of that belief.

Now, here's the takeaway: When you know your why, you get focused. And when you get focused, you get clarity. And clarity is power! That's how Steve became the most powerful man in business. He had clarity when his competitors did not. As I've written in other places, because of his clarity and focus, he knew what to say no to. We often think of all the things he said yes to, like the products he developed. But as John Sculley, the last person to manage Jobs said in an interview:

"What makes Steve's methodology different from everyone else's is that he always believed the most important decisions you make are not the things you do, but the things you decide not to do."

And when you have clarity, saying no is much easier. One of the most exciting things about our times is that with all of our technological innovations out there (thanks to Steve and others) there are so many incredible opportunities. But, if you do not have clarity, if you don't know your why, then

you will most likely say yes to many things when you should have said, no. I believe this is a significant part of Steve's success. He knew what he believed. And because of that he knew his why. And with his why he developed focus and gained clarity. This brings us to the final benefit we can derive from Steve's success. When you have clarity you gain confidence. And when you have confidence your belief is strengthened. When you have a strong belief it becomes compelling. And that's what makes for a trusted brand. So whether it's your personal brand or your company's brand, it all starts with your why.

Today, people ask "Who will be the Steve Jobs of [fill in the industry]." That man left a mark. He accomplished his mission to "make a dent in the universe." What is your why? What do you believe? The answers will begin to unlock the potential that's hiding behind the doors of your company or your personal brand. Steve would have been 58 this year. I think each year, we should reflect on his life and his achievement. So I'm marking Feb. 24, his birthday, as The Month of Clarity. So take some time and ask yourself, what is my why? And ask yourself that question each time you make a big decision in life and in business.

Rob Westervelt is executive vice president for enrollment and marketing at George Fox University, where he has served since May 2008. Rob leads the admissions strategies for George Fox's 41 undergraduate majors and 19 graduate programs, and is responsible for recruiting over 1,300 new students each year. He also leads the integrated marketing efforts for the university. His areas of expertise include business integrated marketing....[Read More](#)

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Passion & Purpose

Your Brand's Hero's Journey



These are the worst of times and the best of times. The question is are individuals, organizations and media willing to shed light on what's truly not working. As we step into 2013 I got thinking about how a brand continuously lives a Hero's Journey (a.k.a. the brilliant work of Joseph Campbell).

First a primer on the Hero's Journey: it is the foundation of every single classic story/film from Star Wars, The Matrix, and Harry Potter. They all follow these 3 core steps: Separation, Initiation and Return. This process is true for individuals—be it your career, your relationships, or aspirations in life. It plays out with brands just as powerfully from the launch and rebirth of a product—it's all the same stuff.

Here's my take on a brand's Hero's Journey, with The Matrix as our classic story example and Xbox as our brand story:

SEPARATION: Market conditions dictate breaking out of the old and into new paradigms. Some see the horizon (and few over the horizon) faster than others. From disintermediation of so many categories lately (e.g. travel agents to online travel booking) there is constant separation occurring. Let's call this a battle to shake the old/current way of doing things and being open to new ways of tackling human problems and aspirations.

In The Matrix, Neo was numb. He was less than happy at work and didn't have anything he was truly excited about. Then he receives a phone call that leads to meeting with Morpheus. During the meeting Neo has the epic moment to choose between the red and blue pill. To refresh your memory (or if you haven't seen the movie), the red and blue pill are symbols representing the choice between the blissful ignorance of illusion (blue) and embracing the sometimes painful truth of reality (red). He chose the red pill. Naturally, Neo chooses the red pill.

For brands, the blue pill translates to staying ignorant to change, refusing to recognize the shift occurring and its impact on your brand. The red pill for a brand would be choosing to step out into the likely unknown territory, to explore, learn and grow into new frontiers.

Xbox is one of many classic stories of this separation. Microsoft's strength is B2B with amazing successes in enterprise selling. Xbox was the first true big-bet into a consumer offering. It took the conviction of Steve Ballmer to say "Yes" to venture into this new territory with formidable opponents (particularly one—Nintendo). That was the separation. Ask yourself, as stewards of a brand (and I contend we are all stewards of the brand we represent), are you willing to recognize the true cycle (beyond buzz word "life cycle") of your brand? Is it time to shake things up? As Seth Godin says, is it time to "Poke the Box?"

INITIATION: The next phase is initiation, (assuming you listen to the call) is to move into change, to poke beyond your comfort zone. In the beginning it's painful and full of strong

emotions. Yet once you are in the midst of the "battle" (almost always internal), there is no turning back. Neo could not go back once he chose the red pill. Neither can a brand once you've put a strategy in motion. It's not just about the financial and other investment of resources but it's about seeing it through. It's human nature to not quit even when the going is tough.

Xbox's initiation was long and continuous for five plus years. They asked to be left alone to create a unique culture needed to innovate in a totally new space. They definitely failed many times before scoring the big win. They were a big financial drain on Microsoft. While they were busy inventing (pre-launch), competitors were busy launching new versions of their gaming consoles. The list is endless and I'm simply pointing to a few of the publically known challenges along the path. The point is, every brand goes through it's challenges—it's initiation toward maturing, toward growing up to be the best it can be.

Now think of your biggest challenge for your brand and your team? What needs to happen for you to step through that challenge? I bet a dose of courage and confidence would help in most cases. Do you have a leader who's set a clear vision and course toward a North Star? Is the leader bringing the team along on the journey, reminding them that there will be many hurdles along the path? Does the leader relentlessly believe in the vision to stand up against all opponents and protect the team?

RETURN: Assuming you make it through separation and initiation, now comes the true Gift, or as it's known in the Hero's Journey model,

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have great contributions to make. It's about personal (internal) excellence, not externally imposed or accepted excellence. This is truly about breaking out of the norm into completely new paradigms. This is about doing the impossible and in many times it can be simple, though not easy.

For Neo, there were many moments of the recognition of his role in the story. My favorite moment is his meeting the Oracle. She is a mysterious but powerful figure, incongruously depicted as a cheerful old lady who smokes cigarettes and bakes cookies. She possesses the power of foresight, which she uses to advise and guide the humans attempting to fight the Matrix. Later, she is revealed to be a sapient program who is integral to the very nature of the Matrix itself. In this recognition is also the implied reality of our individual power in our own matrix, the world we live in.

that we all expect in a story) there is always a completion of the cycle. Hopefully there is always a community, a team that is willing and able to receive you back into the fold.

In closing, for those brand stewards that believe in and are striving toward "winning the heart and minds of customers" ask yourself: are you clear about your brand's Hero's Journey? Are you intimately clear about your customer's current stage in their Hero's Journey? Have you invited your internal and external stakeholder along, honestly, on your Hero's Journey?

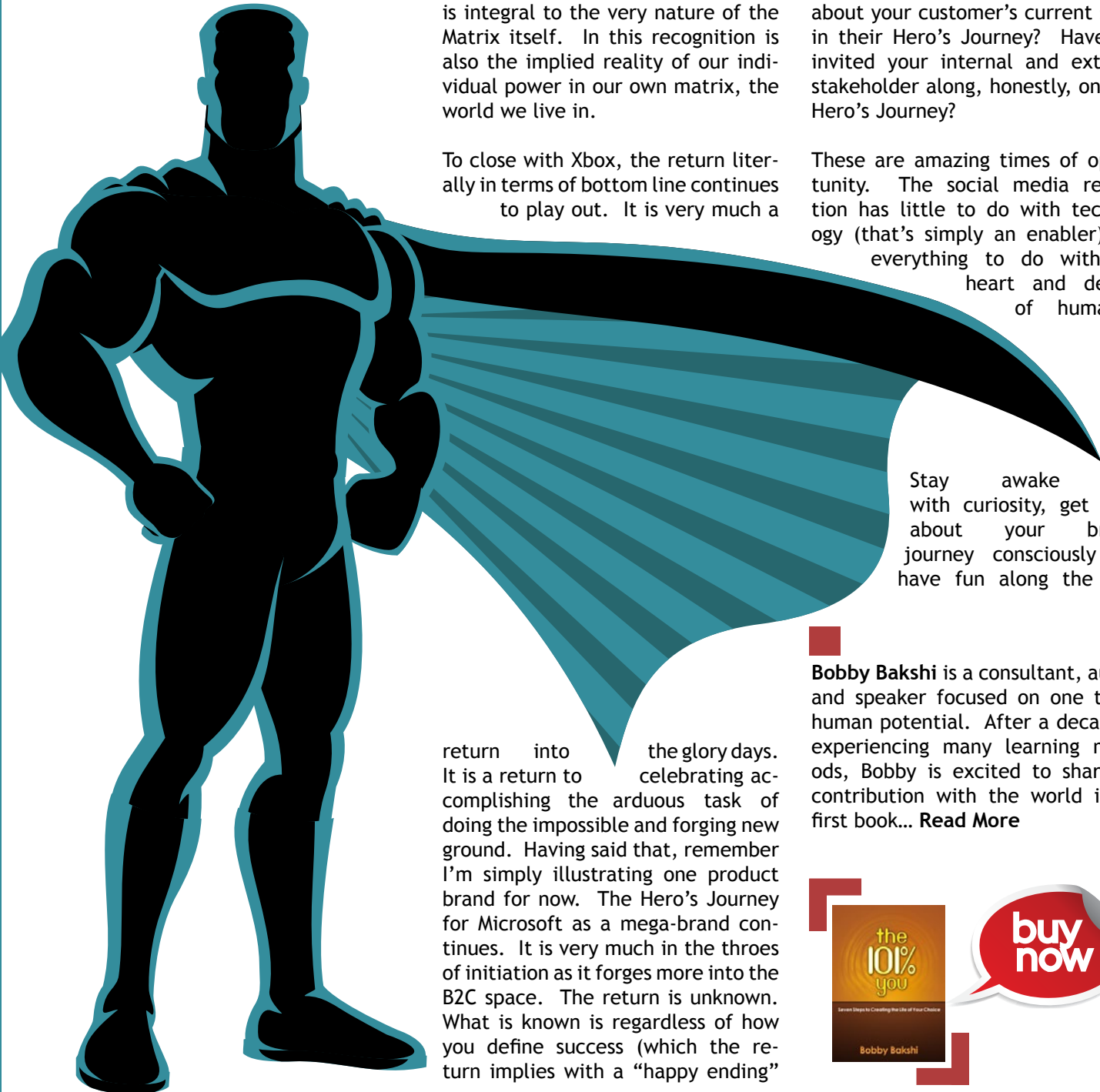
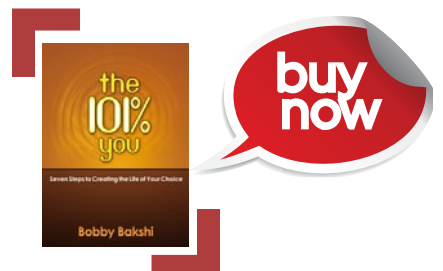
To close with Xbox, the return literally in terms of bottom line continues to play out. It is very much a

These are amazing times of opportunity. The social media revolution has little to do with technology (that's simply an enabler) and everything to do with the heart and desires of humanity.

Stay awake with curiosity, get clear about your brand's journey consciously and have fun along the way.

return into the glory days. It is a return to celebrating accomplishing the arduous task of doing the impossible and forging new ground. Having said that, remember I'm simply illustrating one product brand for now. The Hero's Journey for Microsoft as a mega-brand continues. It is very much in the throes of initiation as it forges more into the B2C space. The return is unknown. What is known is regardless of how you define success (which the return implies with a "happy ending"

Bobby Bakshi is a consultant, author and speaker focused on one thing: human potential. After a decade of experiencing many learning methods, Bobby is excited to share his contribution with the world in his first book... [Read More](#)



HOW MODERN LEADERSHIP IS ABOUT CREATING AN IDEA CYCLE



Anna Farmery

Ideas are the lifeblood for any business. In a recent executive survey, 94% of people thought creativity as a business skill was critical, and yet only 35% of those surveyed believed that they had the skill sets to deliver true creativity. Why do so many people see that ideas as vital and yet do not have the skillset to find, refine and sell ideas?

The simple answer is that the creation of ideas is not easy however this means that if you can develop a successful system of exploration, flow, refinement, action and market feedback, then you can turn it into a profitable business model. Before looking at the specifics and using the Oil industry as an analogy, there are some values that modern leaders need to cherish in order for it to be successful.

- Firstly, ideas can come from anywhere...they can even come from mistakes (e.g. Post It Note). It is not about how the ideas come; it is about the ability to look for them.
- Secondly, an open culture is vital for ideas to breathe. It is not about who came up with the idea, it is about the full team recognizing it and finding a way of making it 'live'.
- Thirdly, organizations need a mix of talent. Some people are great at actioning ideas; others are thinkers

about the future. Successful global businesses understand that diversity of talent is core to innovation. It was Steve Jobs of Apple who said "Real artists, ship" and this is an important concept. Ideas remain ideas unless you make them happen, so you need

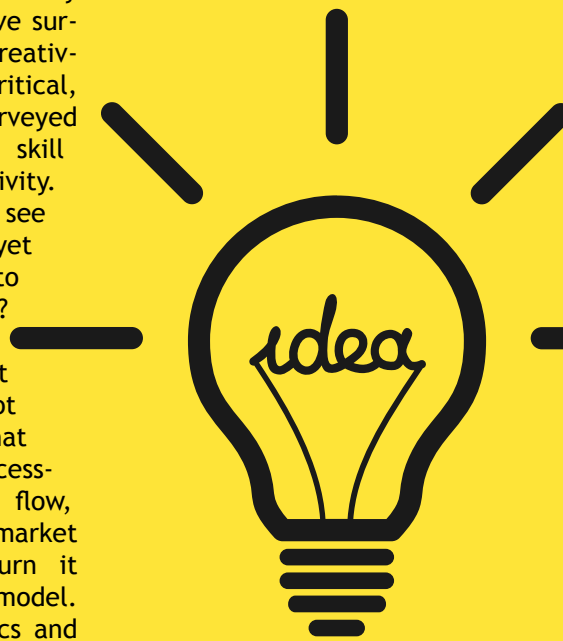
forward with them, no matter what their role is within the company. Just like an oil platform people need to feel that they are supported. Support comes from realizing that fear of risk or fear of failure will prevent ideas from being offered. Leaders should reward ideas and even to a certain extent failure. Taking a risk is not failure; not learning from mistakes in the future is failure. All aspects of business have risks, it is not about eliminating it, it is about mitigating it.

To do this your brand platform should be built on four strong and consistent pillars; values, ethics, delivery and being customer focused.

2) From that strong platform you can drill down and find the reserve of ideas. The four pillars provide the culture which respects that an idea can come from any part of the organization, that all ideas should be explored and that ideas are only judged through the eyes of the customer. Leadership is not about having all the right answers; it is about asking the right questions that will uncover those value-creating ideas.

3) Oil companies need a pipeline to pump the raw material to shore and companies need a flow of ideas in this global, networked world. Competition in the past came from your local neighbor's, now we live in a global village with technology connecting people around the world to your offering. For you to stand out from the crowd, it is not about just one offering it is about constantly delighting the customer.

One way of keeping a strong flow is to allow people to spend a proportion of their time on the future, on ideas. Simply it is about adopting a



talent that can both create and act on ideas.

Many business books talk about having an idea pipeline, the concept that ideas need to keep flowing into the organization. This is true however it is not the full answer. To explain the cycle an analogy will be made to the oil industry.

1) Just like oil, ideas need to be found. You need an idea platform, which supports people to find explore ideas that will create value for your business. The idea platform creates a culture of being open to ideas, encouraging people to come

desire to keep looking, keep reading, keep learning, and keep sharing. Just like the Internet, modern leaders constantly connect people to ideas.

We need organization to deliver great ideas to the market, but we need a disorganized mindset in terms of thinking freely. It doesn't matter what the organization chart says - ideas can come from anywhere - the cleaner, the customer, a supplier, reading a book etc. It is not about who has it, it is about who recognizes it.

Leaders should reward ideas and even to a certain extent failure. Taking a risk is not failure; not learning from mistakes in the future is failure.

4) Why do oil companies have refineries? It is to turn the raw product into marketable consumer products.

Some people talk about a pipeline of ideas as critical, actually I see it slightly differently with the need for the refining of ideas as the critical part of the idea cycle. When ideas are being created, it is really important to choose the right ones for your company.

Modern leaders must have the ability to openly discuss the ideas without favor, having the ability to recognize the one that commercially will help you grow and will help deliver that brand promise to delight the customer.

Too many companies filter ideas by the wrong means. They ignore them because they didn't think of it, dis-

miss them because they haven't worked in the past.

Modern leaders however take each idea and judge it for what it could bring to the market, rather than what problem's they would have delivering it. Think about iTunes, the leaders at Apple didn't focus on the copyright issues with the music industry which would prevent it from working, instead they focused on how they could make it work, realizing that this was a product that would wow the customer.

There is a phrase often used in business meetings called playing 'devil's advocate' which means seeing the problems, encourage the opposite to inspire creativity - the angels advocate and think about how you could make an idea work.

5) Remember once you have picked the ideas that will 'wow' the customer; it is then critical that you make it happen. Slow to market means giving the competition the chance to get there first. The modern world takes a different view to production - do everything in your power to get it to market as soon as possible, knowing that you can always improve it later. It is not about creating perfection, as perfection is an impossible goal. Instead, focus on getting the idea to market with as much attention to detail as possible, but not allowing that detail to delay your progress.

It is a balancing act recognizing what are the critical elements that need to be right versus the elements that can be delivered later as line extensions or improvements.

6) Once in the consumer's hands your role in innovation shouldn't stop there. Great leaders work with their customers to openly embrace feedback. They move from watching the products being made, to watching how the customer's choose or

use your product. You need to learn from the launch what people like and don't like. Feedback is not a reflection on you personally, it is a pipeline of future ideas.

leaders have no excuses these days to be short on ideas. In a networked economy, we have access to our consumers, our competitors, and ideas in a way that we never had before. Ideas can be as small as thinking of a different way of answering the phone, of how you package, of how you take payment. Indeed often the best are often not new, they are just an existing idea made better or an existing idea adopted for a different scenario.

The idea cycle is continuous and as a modern leader you create the energy to power that cycle.

Anna Farmery has over 25 years of business experience. She spent 20 years as a International Director for various high profiled global brands before setting up her own company, *The Engaging Brand*. She describes herself as a Social Business Architect helping companies create stronger financial returns through social engagement strategies. She has a First Class Honours degree in Law, is a qualified Chartered Accountant and has been nominated at both the European and North American World Business Podcast Awards for her internet show ...[Read More](#)



Personal Branding

The Four P's of Your PERSONAL BRAND:



D.J. Bagwell

#1 - Becoming the Hottest Item on the Shelf

Oprah, Gisele, Jordan, and Bono. No, I'm not naming a random list of the super rich and famous; I'm proving a point. The point is this: personal brands are powerful! I gave you one name and you most likely were able to associate that name with a mental picture of the person, their attributes, and skill set. Now that's a powerful personal brand! Disclaimer: Dropping your last name is NOT the key to personal branding and will NOT make you rich and famous. However, if someone were to

say your name in an office, business meeting, or party - what skill set and attributes would come to mind? When is the last time someone had a problem and they specifically sought out your help and advice? Your personal brand should be an engine generating opportunity and social currency when you're both present and away. Personal branding could be the difference between getting your next big job, promotion, key client, or being fired, or rejected at your next interview.

So now I hope you're starting to believe me (if you didn't already) that personal branding is a key life skill to be continually developed and is highly important to both your personal and professional future. You are unique, skillful, and the most valuable asset you will ever have access to. But, is your personal brand gaining interest and increasing in value or becoming rusty and losing potential earning opportunities?

As a very brief introduction, your personal brand is nothing more than an "identity". This identity, or brand, is a shorthand way for people to make quick decisions about a "product" (a product can be a person, place or thing). If you want more of the basics of personal branding, feel free to pick up my book "The Brand New You!" or search the internet and you'll find thousands of great articles. But for the purpose of this series of articles, we'll focus on how to develop the "Four P's of Your Personal Brand".

If you've taken any "Introduction to Marketing" courses in school you should remember the 4 P's of the Marketing Mix: Product, Price, Place, and Promotion. Well, just like business brands, your personal brand should also adhere to the 4 P's. This first article will cover "your product". Your "product" is your unique set of skills and attributes. For example, Coca-Cola's product is

Personal Branding

made up of a specific list of ingredients that make up its attributes and unique flavor. Just like Coca-Cola, Lionel Messi has a product to sell - which are his skills in the athletic arena.

Step 1 - Identify Your Product.

Effective personal branding begins with understanding the nature of your brand's product. Ask yourself, "What exactly is my product?" What unique skills do you possess? In what industry or arena are you considered an expert? Don't worry if you can't think of your specific product yet - that's why you're reading this article! Often, people's product is something that they've always done or been naturally good at. For others, it's something they love to do. Since I was in the 10th grade, I've loved marketing and branding. It came natural to me, and today I'm

and become an expert in a specific industry or skill set. Now ask yourself, "Whom would I like to buy my product?" And yes, you are selling yourself everyday to people. If you're going for a job, you're selling yourself to the employer you're hoping to impress. If you're a manager within a corporation, you're selling your product to your team and co-workers. If you're an entrepreneur, your target market is the client you're hoping to serve.

Once you understand what your specific skills and attributes you can better identify the needs of others and help provide a solution. My skills or product is personal branding. Colleges and university students are often in need of personal branding techniques before they enter the job market. Consequentially, I'm often asked to speak and deliver

ing is to become "the hottest item on the shelf". How do you do that? Constantly and consistently seek out ways to improve your skills and attributes (or your product).

Here's a quick list of ways you can improve and increase the value of your product:

- Take a class at a local school to improve your skills (become a better graphic designer by taking Adobe CS classes.)
- Find a mentor to help guide and instruct you on valuable learning opportunities (become a better salesperson by finding a more successful sales person within your company/industry, ask for their help and take notes!)
- Volunteer your skills and services (To improve our product as a marketing firm, I often volunteered the services of my company to nonprofit groups. The nonprofit groups enjoyed free marketing and we had another opportunity to improve our product.)

Personal branding could be the difference between getting your next big job, promotion, key client, or being fired, or rejected at your next interview.

still constantly developing myself into an expert in the area of marketing and personal branding. The goal is to identify what your personal brand can produce as a valuable commodity.

Step 2 - Identify Your Target Market.

Every product needs a market. More specifically a particular market that your product is best suited for. You can't be everything to everyone, so it's best in both business and personal branding to find your niche. Could you imagine if Oprah tried to become a professional soccer player, or if Richard Branson tried to come a hip-hop star? We're usually most effective when we can specialize

my product at universities. The door of opportunity will often be opened for you when you understand how to maximize and promote (which we'll discuss in a later article) your personal brand. Remember, your personal brand should always be generating social currency and opportunities.

Step 3 - Identify Ways to Improve Your Product.

I love gadgets; my latest toy is the iPad Mini. It's not by accident that Apple products are always a popular choice for consumers. Apple works effortlessly to make sure their products are continually improving and thus in high demand. Your goal in personal brand-

D.J. Bagwell is a successful author, speaker, and entrepreneur (DJBagwell.com). He brings experience managing sales and marketing for Fortune 500 companies, small businesses, nonprofit groups, and government organizations...[Read More](#)



GET AUT



Joshua Rozario

A personal image is not a personal brand

All of us have a personal image. It's a collection of qualities people identify with you: your sense of humor, your hairstyle, your clothing, your favorite food, your physical characteristics, your sense of dressing, your mannerism etc and so on. But Personal Branding is not just about how you look nor is it some Social Media Gimmick, it's about your unique combination of rational and emotional attributes - your strengths, skills, values and passions - and using these attributes to stand out and make an indelible mark on the organization & people you wish to influence.

A personal brand is what people 'Think - Feel - Perceive' about you.

The process of personal branding is not an ego trip, it's what you stand for - your uniqueness, values, abilities and actions that others associate with you.

There are three important component parts to a person's personal brand that we must bear in mind if we hope to create our own compelling personal brands.

First, your personal brand is your personal identity.

Second, it must stimulate a meaningful emotional response.

Third, your personal brands must be the embodiment of the specific unique value and quality for which you stand.

So What is Personal Branding?

Tom Peter's the Guru of Personal Branding (also credited for having coined this term) says, "Big companies understand the importance of brands. Today, in the Age of the Individual, you have to be your own brand."

A personal brand is your promise to the marketplace and the world. In this era of ubiquitous social media, everyone has a personal brand whether they acknowledge it or not, we are consciously or sub-consciously building and communicating our brand. Personal Branding is like an extension to Corporate Brand and since familiarity breeds indifference, we cannot afford to do nothing about our brands. Everyone makes a promise to the world, one does not have a choice of having or not having a personal brand. The real question

is whether someone's personal brand is powerful enough to be meaningful to the person and the marketplace. Like traditional corporate and product branding, you now have a choice in whether you wish to influence how the market views you, your experience, core competencies etc.

Personal Branding is all about Discovering your Uniqueness, your True Key Strengths, Crafting your Positioning Strategy and Communicating or Marketing it to the world. And since you already have a brand, if you do not brand yourself effectively, somebody else will do it for you.

An individual's Personal Brand is his/her living truth and discovering this unchanging idea (your living truth) is a daunting task, since it requires painstaking introspection. Once this is done the idea has to be interpreted in your brand's visual identity since communication is equally important. Therefore it becomes all the more critical for you to invest in yourselves and market yourselves effectively.

Also we have to look toward crafting an Authentic Personal Brand for ourselves since Transparency is an important element of personal

THE FINGERPRINT! AUTHENTIC!

branding. The most trusted mode of communication today is word of mouth and that makes authenticity all the more crucial. People are talking about you or your company behind your back and pretending you can't hear them does nothing except make the criticism more strident and the laughter more condescending. There is only one way out: engage them in conversation by building a powerful authentic personal brand.

In simple words Personal Branding connects your passions, attributes and strengths with your value proposition, in a clear message that creates a singular recognizable identity that differentiates your unique promise of value and resonates with your target audience.

Like Corporate Branding, Personal Branding is an Ongoing Process. This is a very important (and often overlooked) aspect of your personal brand, that it's NOT permanent. It's not something that you can get and keep for life. You have to work hard to get a powerful personal brand. But that's only the first step. You have to continue to work hard to keep that powerful personal brand and grow it. Today it's more about how you differentiate, rather than whether you differentiate. How you brand, rather than whether you brand. Therefore we all need to consciously and carefully work and build on our individual Personal Brands and not fall for all the trash that is being sold in the name of Personal Branding.

Like Tom Peters puts it, 'the main chance is becoming a free agent in an economy of free agents', we should constantly be looking to have the best season we can imagine in our field, looking to do our best work and chalk up a remarkable track record, and look to establish our own micro equivalent of the Nike swoosh!

■ *Joshua Rozario is dubbed as a Leadership Branding Expert by the media and clients alike, he is a sought after speaker and consultant on the Topics of Personal Branding, Consultative Selling & Personal Development. He is the Founder of Me Inc. Media Group, the publisher of Me Inc. Magazine...Read More*



Personal Branding

YOUR OUTER BRAND IS A REFLECTION



Malcolm Levene

Malcolm Levene teaches people how they can significantly improve their life-skills, business skills and their businesses by developing their very own Personal Brand... [Read More](#)

There's been a lot of media attention being paid to the new wave of being 'nice'. In fact, The Sunday Times Style section has told us "It's Cool To Be Kind Right Now." You may be asking 'what's that got to do with my Brand?' Well, just about everything.

When I read that former Spice Girl, Victoria Beckham has done "charity work in Kentucky", I realised that, like the New Black is Colour and 50 is the New 40, All About Us is the New All About Me. Hooray! It's fashionable to be kind, generous and nice. I like that. And one part of me is delighted that common decency, thoughtfulness and kindness is now considered fashionable. However, having spent years in the fashion business, I'm wondering how enduring this new trend will be.

Following the hottest trends can be mildly addictive. I know, because, when I was in the fashion business, much to my chagrin, I fell into that trap on more than one occasion. After pitching up at a handful of fashion shows, ranging from New York to Barcelona, one can get carried away with the fashion cognoscenti swooning over a designer's, often un-wearable collection. Think Christian Lacroix's failed, loss-making, couture-fashion business.

The top fashion buyers bought it and loved it. However, that was it, customers didn't. Sadly, his brand didn't have any commercial recognition or appeal. In part, that's because it was hugely expensive, beyond exclusive and out of reach for mere mortals. In addition, the brand was too ephemeral.

Any brand, even a personal brand, cannot afford to be known as ephemeral. And in order for your Personal Brand to be strong, impactful and lasting, it has to be able to tell and sell a good story. Here, I'm referring to the 'inside story', or your Inner Brand. An Inner Brand that tells a good story needs to be congruent, authentic and credible. And achieving that will largely depend on who you are on the inside: what your Inner Brand stands for. Think about it, the people we most admire or warm to, aren't always the most beautiful on the outside. Think Mother Teresa, Susan Boyle, Ugly Betty, the character of the title, Vera Lynne. What about Madeleine Albright, the first woman to become a United States Secretary of State?

So, in order to create a Personal Brand that's authentic, congruent, impactful and sustainable, follow these 9 Tips:

Personal Branding

OF YOUR INNER BRAND

To create a Personal Brand that's Authentic, Congruent, Impactful and Sustainable

1. Reject quick fixes and replace them with patience

2. Be generous to others, both in word and deed

3. Think positive thoughts, even when you feel less than positive

4. Be grateful for what you have, rather than focusing on what you don't have

5. Be prepared to make sacrifices in order to have the life you want

6. Remove prejudices and replace them with openness & learning

7. Offer unconditional compassion and empathy to others

8. Be a good listener

9. Remember, giving is the new getting

As Dr Robert Holden, Director/ Founder of The Happiness Project, said recently in The Sunday Times: "I think of kindness like an antidepressant"

SOCIAL MEDIA TO MARKET BRAND 'YOU'



Khushbu Pandya

Social media presents a platform with varied websites that helps you project your identity and your true self. It truly helps to project a 'CEO of Me Inc.' to the world.

Brand building is itself a difficult process. Moreover, when it comes to a personal brand, it becomes lot more difficult because it requires a deep understanding of one's own passions

and expertise. But with the evolution of social media, the process of building a Brand YOU has a new dimension. Social media exposes your personality to the whole world. What you say, how you say it, your timings, reverts, comments, posts, connections, everything reflects your personality. It shows what you are and attracts other people to start a related conversation with you. It totally depends on you, how you want to get reflected and how you want to position yourself on the medium. Hence, it makes very much essential to plan your social space and then plunge into the ocean of conversations. Social media is very much vast.

It is not limited to few social networking sites like Facebook, Twitter and LinkedIn. It is much wider and deeper than these websites. Believe it or not, social media is here to stay and will keep you on your toes to own and protect your social space. So what are the essential things that will help you build a brand 'YOU'?

1. Own Your Social Space:

Here are the three key points:

It is very important to claim your name on each of the social media sites for creating a successful Brand YOU. It reflects your consistency, which is very much important so that your customers/clients can trust you. Be consistent with your name everywhere, even with the headline that you choose for yourself, for e.g. Entrepreneur or Banker or

show your care through sharing the stuff you know. The generous sharing of information makes meaningful connections. Connecting with people, sharing of information, collaborating and co-creating ideas or products or services etc is the new mantra for every business and individuals. The consumer of today is very much informed and aware about everything, hence it is essential to converse with them rather than imposing your products or services on them. Don't be afraid of your competitors, just share freely what you know. Once it is there on social sites with your name, it is your copyright. People always value the authentic content. If you do not share it, world will never know who you are and what are you capable of. Companies are hiring through social media now, searching and screening candidates.



Professional etc. This consistency enables you to connect with your clients easily and makes you recognizable.

2. Protect Your Identity:

Get your name URL. Social media has a very good facility of claiming your own personalised URL. The default URL usually comes ready with your name in it but it also includes some abstract numbers and alphabets, which I am sure you would not like to carry with you. So make changes, edit the default settings.

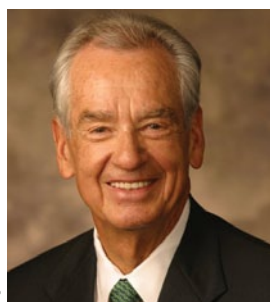
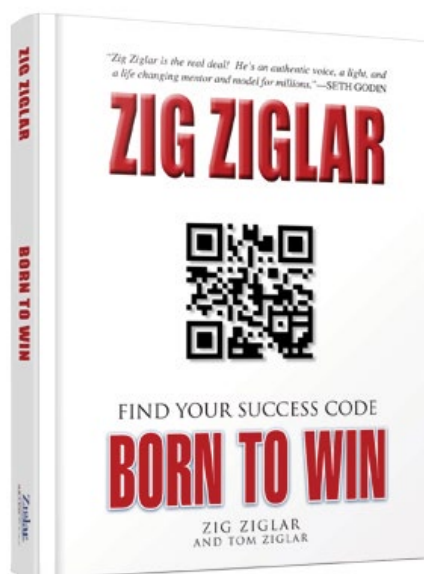
3. Share Your Expertise Generously:

Social media has taught the world to

If you make right connections and share your knowledge, you may even end up on getting a desired profile

So what are you waiting for? Dive into the social media ocean and stay there until you achieve your desired Brand You. Be Social, be Responsible, and be a CEO of Me Inc.

■
Khushbu Pandya Soon after finishing M.B.A., at the start of her career with an MNC, she got the chance to study relationships between consumers and the Brand....Read More



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DOWNLOAD  chapter one of Born To Win

 LISTEN TO chapter one of Born To Win



Tom Hopkins

As a public speaker and sales trainer, I have taught millions of career professionals how to effectively sell their products and services. But, more importantly, I have helped them understand that they must sell themselves first. Everyone is in sales.

Understanding that can mean the difference between spending the rest of your life living in mediocrity or living the successful life of your dreams.

You start selling the moment you open your eyes in the morning. That's what *self-motivation* really is. You sell yourself on getting out of bed on time. Completing just that one simple activity can make or break your day.

You sell yourself on saving money, exercising, eating properly and doing all those things that you know will make you a better you. The most important sale you will ever make is the one you make to the person you see in the mirror. Once you believe in yourself, anything is possible.

Before you go out to sell yourself to others you have to do what every professional salesperson does — *prepare*. The amount of care you give to grooming and dressing will impact your attitude for the day. If you don't believe me, think about how much mental damage a noticeable shaving nick, badly broken nail or even a bad hair day

can make on your attitude. Realizing part way into your day that you have a stain on your shirt or un-shined shoes doesn't do much for your confidence, does it? It negatively impacts your ability and desire to sell yourself.

I'm not saying that a broken nail by itself will ruin your day, though for some people it could. What I'm saying is that the cumulative effect of inattention to the simple details that could make your day great, might keep you from being successful at selling your-

Every person on the staff of a business is in sales. Even if you work in the warehouse, packing boxes for shipment, the quality of your work makes an impact on the client on the receiving end. You may never meet them in person, but you are selling them on the company's ability to serve their needs well. The people who answer the phones for a business are in sales. They are the initial point of contact between the business and the client. If they represent the company well with a cheerful voice, professional

Everyone is in Sales
YOU MUST SELL YOURSELF FIRST!

self to the world. If you're not having much success in getting what you want out of life, take a glance in the mirror. Would you buy whatever it is you're selling from that person? If not, give serious consideration to making some changes in how you present yourself to others. If you are in business, you may also sell a product or service. At the very least, you sell your company's clients on how professional and competent your entire team is.

demeanor and do their job correctly, the client's perception of the company increases. If they answer gruffly or as if they're distracted, how important does that customer feel?

When your title is business owner, sales associate or customer service person, it's your direct responsibility to serve the needs of the people who will trade their money for your goods. However, before anyone gets to enjoy the benefits of your skill at

selling the product, they need to buy you. **You have to sell yourself first.**

If you represent a product or service that requires the client to purchase repeatedly, they have to like you. They are not just looking at the advantages of your product. They are wondering if they want to have you in their lives every week, month, six months or whatever. It's not uncommon for long term clients to contact companies asking for a different representative to serve their account when they don't like the person, but love the product. The company then

business? They'll think you'll forget details, that there may be errors in the paperwork and so on. If they are concerned about your ability to serve their needs, it may not matter how good your product or service is. Your lack of organization just created a wall of sales resistance that you may never be able to break through.

Selling isn't about you. You are just the matchmaker putting ideas and products together with people. You are opening up the minds and hearts of people to the benefits of what you or your product has to offer them.

the outcome in your favor. Even if it's just where to have dinner tonight, it's a selling situation. Rather than approach it reflexively, give the situation a bit of thought, prepare, and sell the other parties on agreeing with you. Once you realize how easy it is to succeed in sales—with some thought and preparation—you'll think differently about every presentation and handle it in such a manner as to achieve greater success.

Tom Hopkins is world-renowned as *The Builder of Sales Champions*. He teaches practical, how-to selling skills - exactly what to do and say to hold people's interest, determine if they're qualified for your opportunity and close sales. His strategies and tactics have been proven-effective in both up and down economies, in many countries and cultures around the world, and with both tangible and intangible[Read More](#)

The most important sale you will ever make is the one you make to the person you see in the mirror. Once you believe in yourself, anything is possible.

has to choose between keeping that salesperson on the account or keeping the account. The decision will most likely be made in favor of the bottom line.

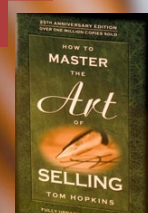
Being likeable is critical to selling. If people don't like you, they won't want anything from you not even your opinion on the weather. To be likeable, you must be comfortable smiling, greeting others with warmth and exuding empathy for them while putting yourself forth as a positive image for your company. Not only must you represent your company well by sight, but so should whatever you bring with you to meetings with clients. This includes your computer, brief case or tote, and any visual aids. Your materials must be clean, neat and well-organized.

If you lack organization during your presentations, what will clients think about how you'll handle their

You are helping them to discover if they have a need for those benefits and then to rationalize making a commitment of their time or their money (in some cases both).

People who are very good at selling never push with facts. They pull by asking questions. Those questions are crafted specifically to capture the interest of the potential buyer and build their curiosity to know more. Rather than stating that your product is the best that ever was, you would be wise to ask the other party what they thought of a product that was the best. Ask about their experience with products such as yours. Ask what they liked, disliked or would change about that product. If you ask the right questions, they'll tell you exactly where their interests lie.

Think about the next situation where you hope to persuade or influence



Gadgets & Apps

Swipe Telecom's 'F1 Fablet'

The Dual SIM Fablet is priced at a stunning Rs. 9490/-

Swipe Telecom - a California headquartered technology company, launched their F1 Fablet earlier this month. With this launch Swipe has also forayed into the Fablet segment of the smartphone market in India. The F1 Fablet is the latest addition to the line of revolutionary products launched by Swipe Telecom in the country.

The F1 Fablet offers the best in technology in its price segment available at a stunning price of Rs. 9490/-. The F1 Fablet is set to add a new dimension to the fablet pc market in India.

The F1 Fablet supports Dual SIM and boasts of a powerful 1 GHz, MTK 6575 processor coupled with 512 MB RAM. F1 Fablet comes with enhanced GPS features with voice navigation which enables an easy experience for users. Running on Android 4.0, the device has a 5 inch capacitive touch screen with 5-point Multi-Touch display. The device packs Dual shooters with 5.0MP Camera with flash complimented by a 0.3MP front camera. It also has 4 GB in-built memory, expandable to 32 GB.

It comes packed with other features like Bluetooth, Wi-Fi 802.11 b/g/n, USB 2.0 and FM radio. The F1 Fablet has a 2500mAh marathon battery, Business Navigator worth Rs.1999/- (Back shell with flap) and high qual-

ity headsets. The device weighs 120gms.

The tablet is available on all top on-line portals as well as at Swipe Telecom's website:

www.swipetelecom.com/store or call 1800-1-038-038 to book it.



Pebble

Portronics, a leader in portable and digital devices, has launched a portable touch control based Bluetooth Music System- Pebble.

Pebble is a little magical device that can play music through Bluetooth up-to 10 metres from any Bluetooth enabled device like mobile phone, laptops etc. The added feature of Pebble is that it has an in-built mic through which one can receive calls. The quality of voice goes beyond its tiny size. The Output of the speaker is good enough for a large living room or the Conference room in an office. The quality of the output completely puts it in a different league of portable sound devices.

Pebble has a classy touch panel for controls and the glowing red LED digital display on its black body makes it even more stylish. With the hands-free communication facility in the Pebble, you can just sit-back and manage the controls.

The small size and light weight of Pebble makes it very handy. It weighs just 137g and you can carry it in your hand, put it in your pocket or toss it in your handbag.



Evernote

Evernote is an easy-to-use, multi-platform, freemium (free + premium) app that helps you remember everything from your official notes to your marriage shopping list to the planning of the surprise birthday party of your best friend.

- It lets you take notes, capture photos, create to-do lists, record voice notes--and makes these notes completely searchable.

- Supports a number of operating system platforms (including Microsoft Windows, Mac OS X, Chrome OS, Android, iOS and WebOS)

- Offers online synchronization and backup services.

- As of now, Evernote has 45 million users worldwide and close to 700,000 users in India from all verticals.

- The app gives you freedom from having to remember everything mentally and carrying business cards, receipts, etc. everywhere you go.



Store everything interesting that happens to you using your computer, phone, camera, scanner etc.



Sync everything to the cloud and other devices for fast & reliable access



Quickly find any memory from any device

Success

So, you want to succeed? I start by making the assumption you want to 'succeed' at something since your obviously reading this article. My question for you is do you really have the personality to succeed? And maybe a more significant question would be how well do you really know yourself?

The majority of people go through life 'thinking' they know themselves, but, the reality is that most people are so busy and programmed that they actually know very little about their own personality. One of the things I ask my self when I meet Entrepreneurs is does that person have the personality to succeed?



Beejal Parmar

There seems to be a missing link in the success achievement formula, in that some people have the personality to succeed for the path they have chosen, and others clearly don't!

I have been in and around the personal development industry for over 20 years. I have found the field fascinating, and at times frustrating. Allow me to explain. I believe there is NO lack of knowledge out there, I was just reading some material by W. Clement Stone and Napoleon Hill's 'Think And Grow Rich, and it reminded me how the material and training coming out today is still very similar. Despite this vast amount of training, people are still struggling to achieve success.

Having met and worked with a variety of clients, I have come to a simple, yet what I believe to be a profound observation summed up by, 'The better you know yourself, the faster you will succeed'. I believe

that 'personality' is one of the major determiners of your success in life. I am sure you have heard phrases such as 'common personality traits of successful people?'. This is why you need to discover your real personality traits in order to make it to the list of successful people.

The Attributes of Personality

Your personality is the sum total of who you really are and would include your strengths, weaknesses and innate characteristics. Your personality is what controls most of the things you do in life and would determine your success or failure in life. The major attributes of personality are explained below;

Character

Your character is the real you. It is who you really are when there are no prying eyes. As Abraham Lincoln would put it, "Character is the tree, reputation is the shadow". According to a dictionary definition, "Character is the stable and distinctive qualities built into an individual's life, which determine the person's response regardless of circumstances". Some

Do You Have The Personality To Succeed?

character traits tend to be inborn, while some are imbibed overtime in the course of growing up and relating with the environment. Character consists of both the positive and negative sides. The list of positive character traits includes honesty, integrity, truthfulness, loyalty, dependability, dishonesty, untruthfulness, cowardice and more.

Attitude

Your attitude is simply the way you view things, which would usually manifest through your actions or spoken words. Your attitude is your perception of things and how you act or vocalize such perception. Your attitude speaks louder than your skills. This is why you may have heard people say things such as “Her attitude is sickening, although she has great skills.”

Behavior

The range of mannerisms and actions exhibited by an individual is known as his or her behavior, especially when such mannerisms and actions are consistent and identifiable with the person. In the simplest term,

behavior is the most basic action of any human. An individual’s behavior can be positive or negative.

Mindset

In decision theory, mindset refers to a set of methods, assumptions or views held by an individual or group of individuals, which ultimately form a pattern of behavior, response or actions. Mindset can be positive or negative. Mindset plays a great role in achieving success or plunging into failure in life.

Common Traits of Successful People

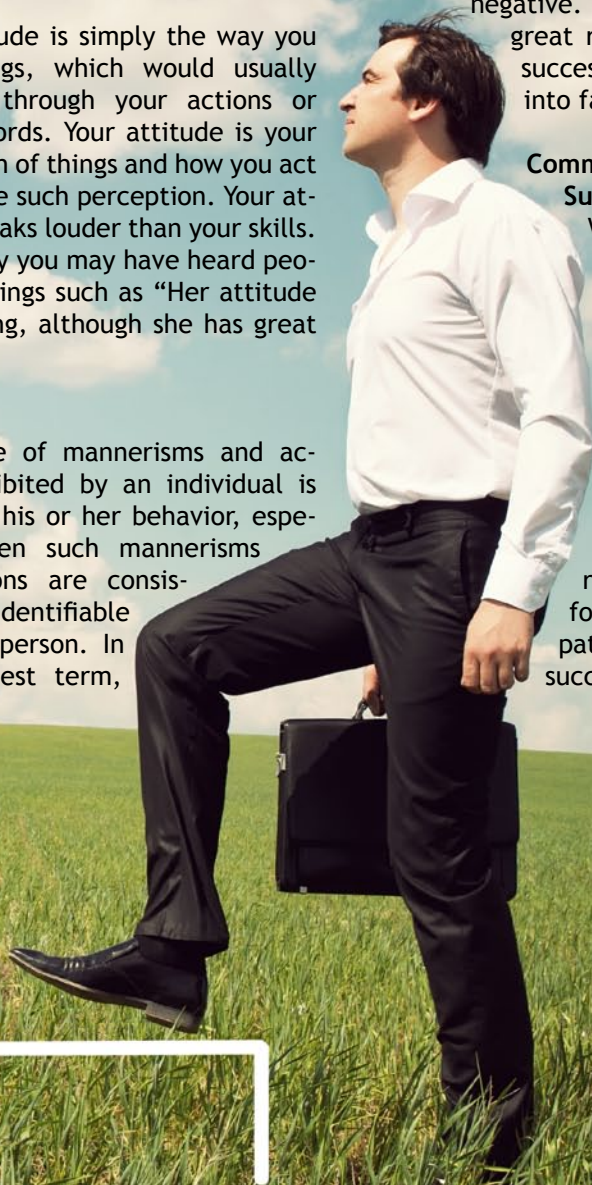
While there are definitely key traits shared by successful people, there is no one size fits all. On the contrary, more important that a ‘success profile’ is having the right personality for the right career path. One can be successful as an em-

ployee as well as an entrepreneur, IF there is alignment between ones personality and the chosen career path.

In addition, the more aware you are of your ‘personality traits’, ‘behavior’, ‘characteristics’, the more tuning and appropriate transformation work you can do to modify how you work towards success.

However, since our minds like definitive answers, here are 12 traits of successful people:

- 1) **Passion:** *they are passionate about what they are working on*
- 2) **Motivated:** *they are motivated by what their career provides*
- 3) **Ideas:** *they are creative and think outside the box*
- 4) **Plan:** *they plan and follow their plan*
- 5) **Ability:** *they are very good in their role*
- 6) **Focus:** *concentrate on the task at hand*
- 7) **Serve:** *they provide something of value to serve others needs*
- 8) **Belief:** *they have belief in what they are doing*
- 9) **Action:** *they take are willing to work hard and smart*



Success

10) **Push:** *they push themselves to go beyond their limits, and they allow themselves to be pushed*

11) **Persistence:** *they don't give up, and they are willing to change direction if needed*

12) **Solutions:** *they are solution orientated*

It is important to realize that these are 12 common traits, and by no means the ONLY traits needed. More importantly, does your current personality align with these 12 traits?

Gifted Students Share Common Personality Traits

As mentioned above, certain personality traits are associated with academic excellence and success. A recent study on certain high-school students in Israeli revealed that students marked as 'Gifted Students' showed high level of certain personality traits such as openness and very low level of anxiety, compared to the students not listed in the 'Gifted Students' group. These traits were determined through personality assessments.

Traits of People who Succeed in their Careers

People who are successful in their careers and at workplace have also been identified with certain personality traits through an effective personality test. One of such traits common with people who succeed in

their careers and at workplace is conscientiousness, alongside other common traits. Many companies will use personality tests in conjunction with aptitude tests to identify key candidates.

It is essential that Entrepreneurs know themselves to make better business and career decisions. Knowing what business or career path to follow can shortcut ones path to success.

Sometimes, some of the personality traits to succeed may be lying dormant and unexplored because an individual may not even know that he or she has such potential. This is why personality assessment is extremely needful.

The Role of Personality Assessments

Personality assessments or personality tests are tools used in measuring different aspects of an individual's psychological traits. These tests will measure areas which include an individual's pattern of thoughts, behavior and feelings. In today's workplaces, personality assessments have become essential aspect of human resource management. Thus, these tests are used to assess potential employees' skills, integrity and intelligence, including the identification of other aspects. Also, such tests help to identify an existing workforce's motivating factors in order to improve their performance and productivity.

They are also relevant and essential tests in educational settings, counseling sessions, and individual personal development programs.

Do They Really Work?

Obviously, personality assessments are highly effective as shown in the few scenarios above. The big names in the corporate world today are increasingly using personality tests to improve their employees' performance and productivity, and to make human resource management a lot easier.

Why Perform A Personality Assessment?

From the foregoing, it is obvious that personality assessment is necessary for success in virtually every sphere of life - education, career, profession, workplace, relationship and more.

Which Personality Test is Right For Me?

There are several noted and widely used Personality Assessments used by Fortune 100 companies and entrepreneurs all over the world. The question we are often asked is 'which test should I take?'. There is no such thing as one size fits all, different test, will give you different insights.

We have developed a simple free process to help you determine which personality tests might be appropriate for you.

Beejal Parmar tells his audience and clients that he has over 20 years of experience in the personal development industr... 'learning how to overcome failure and trying to figuring out what he should do!'. Today, Beejal is founder and senior partner of True AIM Solutions ... [Read More](#)



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HOW TO GET YOUR IDEAS NOTICED



Being an “entrepreneur” has never been more trendy. In fact, it’s so popular that our fascination with all things entrepreneurial sometimes allow it to overcome major criticism. For instance, just recently, when Chick-fil-A CEO Dan Cathy spoke out in defense of traditional marriage, the backlash from the gay community became national news. But in the weeks that followed, even the most ardent supporters of gay marriage went on local news programs acknowledging the remarkable company built by entrepreneur and founder Truett Cathy. On “Chick-fil-A Appreciation Day,” it was even reported at the Hollywood restaurant that a few protesters were eating chicken.

In a culture that is infatuated with entrepreneurial drive, it’s often assumed that these “masters of start ups” must be brilliant at a wide variety of skills. After all, when launching a new business, the owner often has to be on top of investor relationships, sales, marketing, management, leadership, finances, and more.

But in researching and writing my book “One Big Thing: Discovering What You Were Born to Do,” I learned quite the opposite. The truth is, to get noticed in today’s hyper-competitive, cluttered, and disrupted culture, you simply can’t be average in many things. To get on the radar today, you have to be extraordinary at one big thing.

Your Great Idea Doesn’t Matter

“Lose the audience, and it really doesn’t matter how great your story is.”—Ryan Mathews and Watts Wacker, authors of *What’s Your Story? Storytelling to Move Markets, Audiences, People, and Brands*

In a cluttered and distracted world, it doesn’t matter how great your idea is because if

It doesn’t matter that you’re producing the next Hollywood blockbuster, because you can’t get anyone in the industry to read the screenplay.

It doesn’t matter that you’ve written a potential New York Times best seller, because you can’t interest a publisher.

It doesn’t matter that you have the next killer app if it just lingers in the app store with a billion



no one’s listening, you’ve failed. It doesn’t matter that you have a brilliant strategy to solve your company’s problems, because no one has the time to look at it or hear your plan.

competitors. It doesn’t matter if your idea can change the world if the world isn’t paying attention.

So what’s the answer? How do you break through? How do you or your ideas get noticed? I’ve spent my career working with both for-profit as well as non-profit organizations.

CEO IN A CLUTTERED MARKETPLACE

Finding customers for a business is tough enough, but I've found it even more challenging with non-profit organizations. Non-profits are usually selling what the customer doesn't want. It's not about selling something sexy, trendy, or cool. It's about selling a need—or perhaps more important, the solution to a need. The goal is for a potential donor to support a great cause—to help alleviate suffering, hunger, or poverty.

**People don't pay for OK
— they pay for great.**

The question is, what's in it for the donor? Everyone gives for a reason. It might be a good reason—they want to make a difference, feel good, or change the world—or a little more selfish reason—they want their name on a building, to secure a tax deduction, or get recognized in the local paper.

Marketing and donor development strategies for both for-profits and non-profits are extensive, but there's one thing I've discovered that it takes to get noticed: brilliant execution. In other words, they do One Big Thing extraordinarily well.

In today's hypercompetitive, distracted, cluttered, ADD culture, the best way to get noticed is to be incredible at one thing.

It may be building water wells in Africa, rescuing young girls from sex trafficking, helping the homeless, or pregnancy counseling. It may be selling the next big thing. It might be a million different organizations doing a million different projects—but each one gets on the radar of the public by being extraordinary at one thing.

After thirty years helping entrepreneurial thinkers who lead these

organizations accomplish their missions, I've found that the most effective and successful way to cut through the clutter of competition from other competition is to simply be remarkable at One Big Thing.

In a distracted, hypercompetitive world, you can't just be decent at a number of different tasks. Too many people are pretty good, and that doesn't get you on the radar.

People don't pay for OK — they pay for great.

It's important to keep in mind that once you're successful—once you've made it to the top—you can do anything you want. The Salvation Army, for instance, is a global organization that features programs and outreaches to the homeless, disaster relief, human trafficking, poverty, the elderly, those struggling with pornography, youth camps, and much more. It reaches into every corner of need and is making a remarkable impact around the world.

But when William Booth began his ministerial career in 1852, he focused on one thing: reaching the outcasts. Thieves, prostitutes, gamblers, and drunkards were among his first converts to Christianity. As the Salvation Army website says: "To congregations who were desperately poor, he preached hope and salvation. His aim was to lead people to Christ and link them to a church for further spiritual guidance."

William Booth started with one noble cause and was remarkable in his commitment.

For *Don Stephens*, it was building a

floating hospital that became a global organization called Mercy Ships. For *Jackson Pollock*, it was discovering how splatter could transform his art career.

For *Steve Jobs*, it was combining design elegance into a computer interface.

For *Truett Cathy*, it was creating the perfect chicken sandwich.

For *Dean Koontz*, it was writing thrillers.

For *Jeff Bezos*, it was selling books online.

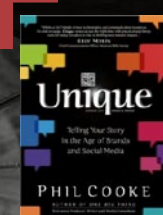
For *Guy Kawasaki*, it was empowering people.

For *Allison Krauss*, it was bluegrass music.

Once they became successful, they could do anything they want. But to get noticed, they focused on One Big Thing.

The question is, what's that one big thing for you?

Phil Cooke is changing the way business, church, and non-profit leaders influence and engage the culture. A writer, speaker, & filmmaker, Christianity Today magazine calls him a "media guru." His media company, Cooke Pictures, advises many of the largest and most effective churches & non-profit organizations in the world, and his books and online blog at philcooke.com are changing the way they tell their story. His newest book "One Big Thing: Discovering What You Were Born to Do"....Read More

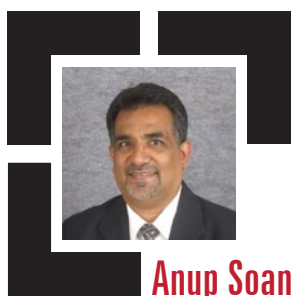


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The 3 Ss(Aces) of Success



Seed, Soil and Seasons



Anup Soans

Adapted from the Wisdom of King David and his son, King Solomon - *The Wisest and the Greatest Jewish Kings to Rule Ancient Israel*

The Jews are one of the oldest surviving people with a 5,750-year history. Jews are a minority in the world, yet their influence and impact is unparalleled. Like the Parsees who are a minority, but have made significant contributions to industry and education in India.

The Jewish population is estimated at 13.4 million or less than 0.2% of the world population. Although Jews are only 0.2% of the world's population, over 20% of Nobel Prize laureates are Jews, with multiple winners in each field. They form the wealthiest ethnic group even in America. Jews have made very significant contributions in a wide range of human endeavors, from sciences to arts, politics, and business all over the world. Their influence and impact is disproportionate to their small numbers.

Malcolm Gladwell, the celebrity author of books like *Tipping Point* and *Blink* chronicles the extraordinary success of Jews in America in his book *Outliers*. What makes the Jews so successful?

The Ss (3 Aces) of Success explores the three pillars of success as seen among the Jewish people. It is adapted from the wisdom of King David and his son King Solomon, two of the wisest Jewish kings to rule Israel in ancient times.

According to the Hebrews, another name for Jews, everything begins with faith, which according to them is the ability to envision the future before anything concrete is visible. The best example of faith is a little mustard seed, which is very tiny, but grows into a huge tree. The mustard Seed remains a Seed until it is put in the right kind of Soil and nurtured by Seasons of the Sun.

Seed - everything begins with a seed. Unless the seed is of good quality, no matter how good the soil is and

how well the seasons turn out, the result will never be optimum. Success too depends on the quality of our thoughts. We are thinking all the time and some of these thoughts are good and many are negative reactions and it affects our actions just as soil affects the seed.

Soil - left to itself, Seed is just a potential and remains so till it is put into good Soil and nurtured. While the quality of Seed is very important, the quality of Soil is even more

Learning, unlearning and relearning is an ongoing process that enables us to meet the challenges of a dynamic and ever-changing world.

important. If the Soil is not good, the Seed will not yield its fullest potential. The farmer knows this, so he carefully selects and prepares the Soil before putting the Seed to sprout.

Seasons -While thoughts like Seed must be of good quality, it also needs good actions like good Soil to nurture it and turn it into something wonderful at the right Season or Opportunity. Once we spend time in gaining adequate knowledge (Seed) and skills (Soil and Toil) we have to be on the lookout for right Opportunities where our knowledge and skills are needed. Patience is a quality that is natural to the farmer and sometimes he has to endure a drought when the rains fail. We might have to work in unfavorable conditions at times, but we must use that time to sharpen our knowledge and skills, which is in our control rather than allow the circumstances to demotivate us.

Seed, Soil and Seasons compare to Thoughts, Actions and Opportunity. Just as good Seeds sowed in good

Soil transform the Seed into a sapling that bears fruit at the right Season, our Thoughts when nurtured by Actions will at the right Opportunity turn into Success. The level of Success depends on the quality of our THOUGHTS and the consistency of our ACTIONS till we get the right OPPORTUNITY.

We might have moved from the agricultural era to the industrial era and now into the electronic/digital era, but the ancient principles of Jewish

people who succeeded in all these eras have valuable success lessons hidden in them.

Let us study the significance of THOUGHTS, ACTIONS and OPPORTUNITY, like farmer examines the quality of Seeds and Soil before setting out to sow them and wait for the right Seasons to give him a rich harvest.

The best way to illustrate the significance of Thoughts is this verse that has always inspired me to think rightly.

“Watch your Thoughts, for they become Words.

Watch your Words, for they become Actions.

Watch your Actions, for they become Habits.

Watch your Habits, for they become Character.

Watch your Character, for it becomes your Destiny.”

Whether you get Success or Defeat as your Destiny, it all begins with your Thoughts. Like the Seed, which con-

tains the substance of a fruit bearing tree your thoughts have the power to shape your destiny. Without the Seed there is no Tree and without Thoughts there is no Destiny. Thoughts alone are not sufficient, you must supplement them with Actions that nurture your Thoughts just as the good Soil nurtures the Seed. Actions must be in line with your Thoughts, and when you begin to act out your Thoughts, no matter how hard it is in the beginning, it will eventually give way and create Opportunities for Success. But if you get opportunities for which you are not prepared, you will fail and will need to go back to the thoughts and actions again.

The principle of Success is Simply this - Choose your Thoughts carefully each day, meditate on good things, then take Actions that will cause your Thoughts to take Shape and look for Opportunities that are right for you.

The farmer returns every year with the best Seeds and prepares the Soil and waits patiently for Seasons to change from the harsh Sun to the comfort of cool wind and rains. Nourished by the good Soil and Seasons, the Seed will bring forth fruit manifold, giving the farmer a wonderful return on his investment, efforts and patience. So too, we must make time regularly to examine our thoughts, plan our actions and create opportunities for our talents. Learning, unlearning and relearning is an ongoing process that enables us to meet the challenges of a dynamic and ever-changing world.

Anup Soans' passion for developing people became a profession when he began work with Crestcom International as a Facilitator of their globally recognized MDP and LDP programs. Prior to that he began his career as a Medical Rep, Oncology Product Specialist and Front-line Manager in Pharma and Devices....[Read More](#)

In A Digital Age You Master The “Digital Stage”



David Perry

As the CEO of ME Inc., your first responsibility is revenue AND that requires individual ownership of the means of employment!

Faced with stiffer competition and tougher hiring requirements, companies are single-minded about productivity and bottom-line performance. Consequently, competition for work is increasing as management seeks out and hires only those people who appear to have the most potential to boost the company's profits.

Employees are viewed as a variable cost—hence the term Human Capital—to remain “on the books” only as long as they continue to produce value. All jobs are temporary in the new economy. Henceforth you need to always be looking for your next opportunities AND the market has changed - no one advertises anymore.

Work is in a revolutionary new era one defined by digital employer searches. Employers are using radical new search techniques to find talent and if you don't know how to show up on their radar, you risk commoditization.

As a professional recruiter, I know that all employers have a salary range for each position, because once the best candidate is found, it's my job to negotiate a deal that's acceptable for both parties. In nearly every case, the difference between the bottom and the upper end 'will range from \$20k - \$50k.

Can Employers Find You?

Being great at your job is not enough. You must control your brand and manage its visibility.

Employers have to know you are one of the best AND that if they hire you for this job you really want it - not just kind of want it - really want it. As technology continues to shrink trade barriers and competition increases, employers have more options, and there are likely to be many other candidates whose qualifications look like yours.

The last recession raised the bar for job-hunters. Indeed, many companies will opt to make no decision rather than risk making a poor hire. In fact, you likely won't even get an interview unless you are branded as someone who is 'tops' in your field. You won't see even 1/100th of the opportunities you might like UNLESS you control your visibility.

Position yourself to leapfrog competitors by consistently showcasing what employers are looking for across a tightly controlled spectrum of new media properties including your blog or personal web site, ZoomInfo.com, LinkedIn.com and Google+.

How far that little candle throws its beams! So shines a good deed in a naughty world - William Shakespeare

Old school is in again as employers return to the basics:

The Top 5 Qualities which are most in demand around the world are:

- Leadership skills
- Communication skills
- A bias toward action
- Passion
- Cultural compatibility

- Leadership Skills

At every level of an organization, employers hire leaders who can galvanize people toward ambitious goals and motivate them to succeed. Employers today don't need

another team player. Employers have learned the hard way that, self-proclaimed “Team Players” are often afraid to voice their opinions. Who wants another hanger-on? Every company is battling the clock to stay in business, increase market share, and meet the demands of their shareholders. In this environment, you must convince an employer that you will have a positive influence on their ability to win - that you are an integral part of their solution.

Communication Skills

Your ability to communicate a clear vision for your group must be far above average. Unclear writing and lumbering speaking skills rarely indicate sharp thinking, whereas clarity and concise expression are favorable signs. Slang expressions may work well on the factory floor but they will not impress customers or your prospective boss. Employers hire articulate candidates before all others. No one has the time to interpret what they think you said. More and more, companies are requesting that candidates prepare and deliver presentations to a team of peers.

A Bias toward Action

Because companies are hiring fewer but better qualified people, they are pushing decision-making authority down the chain of command. Today, a manager may need to make a decision that a few years ago might have been approved by a management committee. So no matter what level of employment you are seeking, do not be afraid to ask the hard questions and make tough decisions. You must demonstrate your ability to take action with limited or imperfect information.

Passion

Clients often ask me to find someone with “fire in their belly”. That is employer speak for passion. Employers know that many employees coast through life preferring to

be safe rather than sorry in their career. They challenge others to stretch and open their minds to new possibilities. Passionate workers envision what is possible, not just what is. They have a zest for life and a sense of urgency that infects everyone around them. Show an employer that you have that spark and they may hire you over more experienced candidate!

Cultural Compatibility

In the 1930s, the cumulative codified knowledge base of the world doubled every 30 years - by 1970 it doubled every 7 years - and in 2010 it began doubling every 11 hours! Shelf life for knowledge is the same as that for a banana. What you go to bed knowing at night will be outdated by daybreak. To succeed today, an organization's employees must share knowledge freely, a concept that is foreign to most organizations, where people hoard knowledge to safeguard their jobs. The winning companies are the ones whose players play for the good of the whole.

The paradox is that those who play this way end up with the fattest bottom line personally. Apple faces a virtual armada of competitors. For nearly every one of its platform products you can buy better but not more expensive. Apple vigorously promotes its brand every day. You are Apple too - but your long-term sustainability will be only be realized when you can control why you are FOUND. Without Apple's cash you need to invest time in promoting your brand: in the digital age master the digital stage.



David Perry,
A well-known name in executive search circles, David has personally closed more than 1000+ searches with a 99.7% success rate, and negotiated in excess of \$200M in salaries. His creative recruiting principles lead to him being nicknamed the 'Rogue Recruiter' by The Wall Street Journal...
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WHEN YOU RING YOUR BELL, SOMEONE WILL COME



Joshua Waldman

Sometimes it doesn't feel right to mention your accomplishments. Or you know someone who brags and it bugs you. You need to find a happy medium to get ahead.

It's 2006, I just graduated with my MBA and started my first big corporate job. I have my little cubicle and a handful of important sales accounts to manage. In many ways, I feel like the small fish in a big pond, so I mostly keep to myself. But pretty soon, I land a few big deals. Actually, for someone who'd just started, I am doing rather well.

One day, my boss calls me into his office. I open the door dread what is going to happen. I sit down on the hardwood chair and hold my breath. What he says to me has stuck with me ever since. He says, *"There are over 50,000 people working at this company. You've been rather successful. But you won't go anywhere hiding under your desk. From now on, I want to hear you talking about your wins with the team. Ring your bell. Is that clear?"*

Since that conversation, I've moved to several jobs and even started a few of my own businesses. Each time, I hear his voice telling me not to ring my bell. Let people know what I am capable of and how my skills can help them.

But I'm sure you have the friend who does nothing else but talk about themselves. I do. They don't stay friends for long though. So I'm not telling you to brag. I'm not telling you to be self-obsessed. But when the opportunity comes to

speak honestly about yourself, take it. Otherwise, how else are potential employers going to know what makes you unique?

How to ring your bell on LinkedIn

On LinkedIn, there are three key areas, your photo, your headline and your summary. Many people leave their summary blank because writing about yourself can be too difficult. Or, some people write these long biographies in their summary.

The Ladders, a popular US based job board did a study and found that recruiters spend about eight seconds on average on each online profile. They look at the image to see if it's professional. They look at the headline to

see if it matches any of the jobs they are recruiting for. And the remaining five seconds are spent on the summary. The summary is where you can ring your bell. After all, personal branding is about what makes you uniquely qualified for the position you want. In your summary, answer the question,



What Makes You the Best at What You Do? For many, this can be an impossible question. We're conditioned from an early age to not

brag. If we bragged as kids, our parents told us to stop. Or maybe we held back in fear of alienating our friends. For me, I had friends who bragged and I vowed to not be as annoying as them. But remember that there is a difference between bragging and telling someone honestly what makes you so good. I recall my grandmother's words to me, since I was such a quiet kid, *"Honey, you're not good enough to be so modest"*. Here is an exercise to follow if you find yourself stuck.

Think of a time in your career that you were the most successful.



It could be any time, at a job, in life, with friends, etc. Recall what happened as vividly as possible. Then ask yourself, *"What did I do to make this a success?"* What role did I play in the event's successful outcome? Here's an example.

My client Stef couldn't articulate what she is the best at. So she recalled a time when she helped a local chapter of a charity she belongs to go from ranking 150 to 15 in the country, for charitable donations. I asked her what role she played in this. And her answer became the center of her personal brand. She said, "I had a

goal of taking my chapter to number 1. I know we had the resources but lacked the organization. So I put together a plan and delegated the right people to execute the right parts of it. I held weekly status calls to keep them accountable, since they were just volunteers. Pretty soon, all of them were making their own decisions, without me. I was very proud.” She took a failing volunteer organization and through sharing her vision and plan, turned

what you are looking for, something you accomplished or something nice someone else said about you.

Some guidelines for bell ringers

If you noticed from Stef’s story, it wasn’t really about her. It was about what she accomplished with her unique skills.

it around completely. I would say that this is a skill many organizations would love to have. Bell ringing on Twitter and Facebook, unlike LinkedIn, focus more on posts than on profiles, mirroring an actual networking situation. If you rang your bell on every post, people would feel that you are indeed bragging.

Consider the 80|10|10 rule for online postings.

80% of your posts should be conversational, including questions, observations, photos, quotes, and other original content.

10% of your posts should be reactions to other people, including comments, retweets, likes and interruptions.

10% of your posts can be self-promotional, including personal branding statements, statements about

The difference between bragging and telling someone what makes you the best is focus.

Here are some guidelines you can use to avoid bragging and do more bell ringing:

1. Focus on how your skills accomplished something greater than yourself
2. Have a story to back up your claims of greatness
3. Be just as willing to talk about what other people did to help when asked.
4. Know when to ring your bell and when to stop
5. Bell ringing is always about a promise of how you can do something similar for someone else, it adds value

Joshua Waldman is an Author, Speaker and Trainer specializing in helping people re-gain control of their careers in today’s economic and technology climate. As the author of “Job Searching With Social Media For Dummies”, he enjoys presenting keynotes and workshops on personal branding, online reputation and advanced LinkedIn strategy. Joshua has been featured on ABC News, CBS, Forbes, Mashable, and International Business Times...Read More



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How to?

Happy New Year or Just Another Year?



Michael York

By now the champagne and glasses are all put away and chances are good that most people who set resolutions have already broken them, if not forgotten them altogether.

*How about you?
Happy New Year?
Or, Same Old YOU?*

Why is it that year after year December seems to bring this reflection of times past or how fast another year has flown by and the realization that you haven't done what you would have liked or how you thought you would be farther along or some other wistful thinking?

And then comes January!

This year's going to be different or better or bigger... And then, BOOM! You're 30 days into the same old same old and nothing much has changed.

And the reality is nothing much will, if YOU DON'T CHANGE FIRST.

Busy?

Of course you are. Everyone you know is busy, me too. That's the NUMBER ONE reason people give for why they don't do what they know they should do or what they wish they could do or what they tell others they really want to do. "I'm just too busy."

Busy is BORING. This Marketplace is moving FAST beneath our feet. How will you keep up? Busy is a cop-out. It's not the badge of honor some try to make it out to be.

It's an excuse that's gotten common and old, and what's worse; it's a THIEF!

Robbing you of your time, greater profits, better ideas, recreation, family vacations, and more, all in the name of work?

*What to do?
Glad you asked.*

As we roll the calendar over into a brand new year, how will you write your new script?

What's your vision or mission or passion or purpose for 2013?

What's your GOAL? What's on your LIST OF GOALS?

What will you commit to? Not just a resolution, but a commitment.

There's a big difference. As a student of personal development across four decades now,

What I've found is that before you can commit, to anyone or anything, you must BELIEVE.

You must believe in something, or there is little or no foundation to build upon.

Walt Disney once said of making dreams come true, "*When you believe in a thing, believe in it all the way, implicitly and unquestionably.*"

I have my own list of things that I believe in. Do you have one? If not (or even if it's not written down), I encourage you to make a list. *Making a list is a powerful thing that can begin a process.*

What if there really were a process that could lead you to greater achievements and incredible accomplishments, in life and in your work? And best of all, what if it were easy to do? It really is, easy to do. The problem is that it is EASIER NOT TO DO, and that is the option that most people will choose. Don't let that be YOU!

One of the great myths of top performance and big success is that it's all about motivation.

It's motivational speakers and motivating people and blah, blah, blah.

News flash: Motivation is temporary. Success in anything demands the constant of commitment...Yours.

Commitments are a big part of personal development; and life and work and relationships and getting the most from each. It's just another reason why personal development is so...well, personal.

Commitment means you resolve to do what it takes on a consistent basis, even when you don't feel very motivated. Like today. Or maybe tomorrow. What have you committed to that means no matter how you "feel" you're keeping on?

Your marriage? Parenting? Your work? Selling? Reading? Listening? Writing? Teaching?

What have you committed to?

The clues of success are yesterday's wisdom and today's revelation all rolled into one. They are historic clues and visionary thinking. But the reason YOU absolutely must be something or see something or become something — is personal.

You Choose!

How to?

2013 Goals

And it requires a commitment on your part to arrive at your desired destination.

Several years ago at the urging of someone I respected greatly, I wrote and published a short book on COMMITMENT. A list of areas that I had seen in the lives of others (and my own) that had delivered success and happiness and profitability over and over again; I called the book *THE 10 COMMITMENTS*. That book has taken me around the world and across the U.S. speaking to hundreds of live audiences and interacting with thousands of readers and students over the years. It was well worth it to me just for what it made of me in the process of writing it. That's a powerful benefit of any COMMITMENT, what you BECOME in the process of seeing it through.

The very first commitment is the commitment to BECOMING. Becoming is the process of BEING. Many people say I want to BE this or that, doctor or writer or speaker or successful; if only we could arrive at that place fully developed and ready to cash the checks and take on the challenges and make the big decisions needed in that role. But in real life each of us must go through the process of BECOMING to BE anything. And that too requires commitment.

So what are The 10 Commitments? Each one ends in 'ING' because each is ONGOING, meaning we are still

engaged in the process.

Here's the list:

1. *Becoming*
2. *Thinking*
3. *Understanding*
4. *Beginning*
5. *Striving*
6. *Loving*
7. *Living*
8. *Leading*
9. *Giving*
10. *Winning*

All these areas of commitment give you and me the ability, and availability, to change most anything we choose in this NEW YEAR and for years to come.

Michael York wrote the book on BECOMING UNCOMMON (2003). He is also the author of The 10 Commitments (2005) along with over a dozen E books on Personal and Professional development, Improving Human Performance and coaching organizations on Winning in the NOW Economy... [Read More](#)



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Diane Windingland

Win the Inner Game of Captivating, Convincing Communication

How well do you represent your personal brand when you have the opportunity to give a presentation?

Do you persuade people to buy your product, your services or your ideas in ways that captivate and convince?

Or, do you feel nervous and sometimes get shaky hands, a red face, a dry mouth, a trembling voice or worse?

What can you do to find your voice and speak with increasing confidence?

First, realize you are not alone. The fear of public speaking is famously widespread. And it can occur at all levels of speaking, from beginner to professional. Recently, I sat in the front row during a well-paid professional speaker's presentation and noticed that his hands shook as he spoke. Nobody really seemed to care.

Second, realize there are actions that you can take to manage the fear. Action is the antidote to fear. There is both an inner game and an outer game in a winning presentation. Did you catch on to the sports metaphor? If you are sports-minded, you can apply many of the same performance techniques to giving a speech. You might even consider "Cross training" your fear by becoming involved in a sport (or a creative endeavor) that has a performance component.

For several years, I was involved in karate. As part of the class we occasionally had to practice our forms "tournament style" in which we simulated tournament competition. We would introduce ourselves to the group and perform our forms individually. At first I dreaded it. My heart would race and my breathing would quicken just before it was my turn. And then, I would hold my breath during the form. My face would turn as red as a baboon's bottom! I was afraid of making a mistake and looking stupid. I knew that even my best performance was a far cry from perfection. Over time it became easier. After a few months, I was hardly nervous at all. Part of the reason was repetition—of being regularly exposed to that which caused fear. The other part was the inner and outer games I played with myself to manage that fear. Many of the same techniques can be applied to managing the fear of public speaking.

The most important action you can take to manage the fear of public speaking is the unseen mental preparation, the inner game.

The Inner Game

1. Know Your Audience

If you are not familiar with your audience, you will need to do a little research on your audience (your boss, your customers or your clients). What do they value? What fears or challenges do they have? What experiences have shaped them?

2. Mentally Focus on Giving the Audience a Gift

Changing my focus from me to them was what made the biggest difference in managing my fear. I began to see my presentations as a gift I was giving to the audience. I was giving them a gift that could help them change for the positive what they might think, feel or do. My fear started to turn to excitement. Like a mother who can't wait for her child-

7 Ways To Manage

The Fear Of Public Speaking



dren to open their birthday gifts that she had carefully selected just for them, I couldn't wait for my audience to receive the gift of my presentation.

3. Know Your Material

This is standard advice and still very important! You must know your material and I don't mean that you must memorize it. Don't memorize. Internalize. Be so familiar with your material that you can talk with friends about it easily. Also, know more than you would ever tell in a presentation. That way if you happen to forget something (and you will) you have extra material to access. Plus, remember that your audience doesn't know if you forgot something. As far as they know, the way you give a speech is how you intended to give it.

4. Accept the Fear

I call this radical acceptance. Don't condemn or berate yourself for having fear or having visible nervous symptoms. Allow it to just be. And allow yourself to be aware of the fear as you are speaking—it's there, but it doesn't have to paralyze you. You have the power to choose how to deal with it.

5. Give up Perfectionism.

Striving for perfection is healthy and admirable. Expecting achievement of perfection as the only acceptable outcome ensures that every performance will be a failure. The unreasonable and unrealistic expectation of perfection creates the kind of tension that causes people to "choke." To err is definitely human and in fact, our imperfections are what make us authentic and relatable.

6. Ask yourself—"What's the Worst That Can Happen?"

Sometimes fear can grow out of proportion to actual consequences. If you know what you are afraid of, ask yourself, "What's the worst that can

happen?" And then, mentally plan with how you will deal with it. Let's say you are afraid your hands are going to shake when you speak—what's the worst that can happen? People might think you are nervous? You might drop your notes? Whatever "the worst" is for you, address it. So what if people think you are nervous, is that so bad? If you drop your notes, what will you do? Will you have them numbered so that they will be easy to reorder?

7. Visualize Success

What you focus on will be what you get. Think about what you want, not about what you don't want. I've noticed that in my son's soccer games that all too often when a player is trying to make a goal, they seem to kick the ball right at the goalie. They should kick where the goalie isn't, but instead focus on the goalie. Similarly don't focus on all the negative that might happen, because you will be programming yourself negatively. Visualize how you will move and look as the speaker you want to be. Create communication confidence from the inside out and captivate and convince as the CEO of Me Inc!

Diane Windingland *Communications expert and author of Small Talk, BIG Results: Chit Chat Your Way to Success!, Perfect Phrases for Icebreakers, and Cat Got Your Tongue?, Diane Windingland speaks for organizations that want to help their people have better, more profitable communication....Read More*



How to?



Preeja Sreedhar

The competitive era of “Knowledge economy” certainly believes in the rule of thumb called the “IQ.”

However, more importance is attached to the following:

EQ- Emotional Quotient
RQ- Relationship Quotient and
SQ- Spiritual Quotient

So there is always a need for individuals for self-awareness meaning to “*Know thyself or know oneself*”

The question is how many of us assume that we know ourselves well and can handle different situations. When the word “assumed” is used here the connotation and denotation is “you are making an ASS of YOU and ME” jokes apart, this is the fact of the matter, individuals feel that they know themselves very well which may not be true. There is also a belief that “I know myself better than anyone” hence I am successful. There are many inventories and tools used to analyze one’s behavioral competencies. The Research has indicated a battery of assessments like “*Behavioral Pattern Anal-*

ysis” by B.F.Skinner, *People Performance Competency* by Boyatziz & Schordes, *Mirroring Techniques*, *FIRO-B*, *MBTI* to name a few.

However a simple and good tool to understand oneself is certainly the SWOT Technique. It is a self- introspective tool which portrays the key areas of individuals under the window panes called Strengths, Weakness, Threats and Opportunities.

The first window pane referring to the strength area depicts to the key Result area of the individuals. His/her competencies, potential to drive the results etc. It is measure in terms of one’s productivity. This area is predominantly felt by the individuals because it is a time tested one. Here the individuals feel their competency. Strengths always inflates the ego, it creates a sound understanding of one’s skill sets.

The second area refers to the weakness of an individual. There is a fear element lurking in this arena. Many a times people tend to discard this slot because of their inferiority complex. This area is a very critical one because lot of interventions has to be applied here to convert the weakness into strength. Like the two faces of the coin all of us tend to have both the positives and the negatives however the importance is to work on the short coming rather than simply avoiding it. This pane deflates the ego. However it also throws light on the room for improvement.

The third quadrant is of course the Opportunities and how one handles it. This gives a chance for introspection or self-analysis as to how he or she will handle an opportunity. Will they shy away from it or embrace it or grab it. When working on this tool Individuals start realizing the way they dealt with a specific situation. Opportunity comes in a garb of “Change” it can be a mild irritant. How people deal with a sudden change is the question.

The final pane is the threat element. When encountered by an issue/problem will individuals sulk, indulge in defense mechanism, denial, escapism or simply bog down under the weight. Once again it depends on the personality attributes of the individuals and certainly this tool helps in capturing and collating the information which is ultimately a self-awareness inventory.

In conclusion if the SWOT technique is applied unbiased it can give a clear-cut picture of an individual. To some extent this can be used as a personal inventory sheet to take any decision pertaining to personal and professional lives.

Preeja Sreedhar started her career as a journalist and a copy writer. She is a prolific writer and keen researcher. Her publication includes several research papers, articles in the area of human resource management, organizational behavior and communication... [Read More](#)

SWOT

STRENGTHS

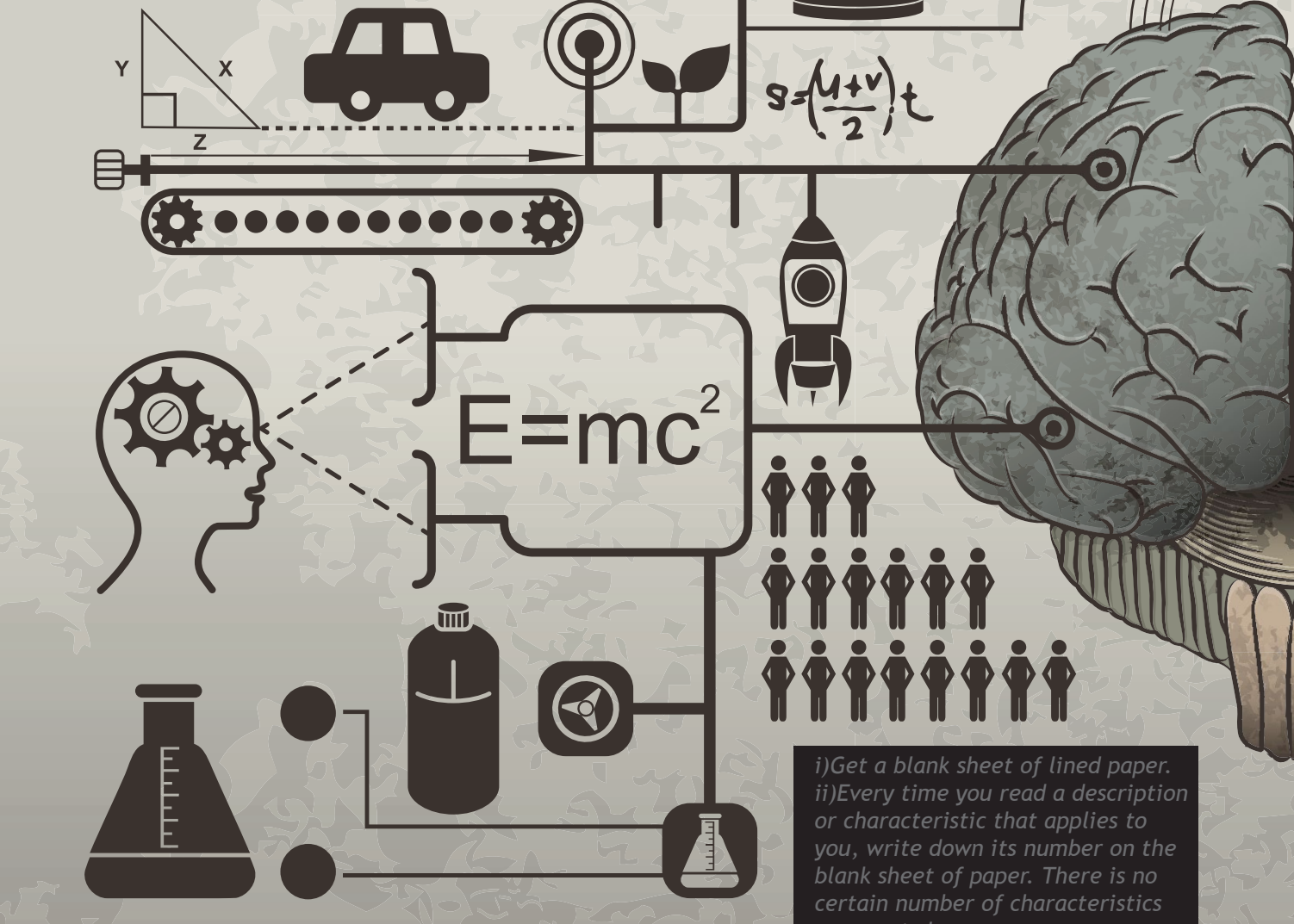
WEAKNESS

OPPORTUNITIES

THREATS

How to?

Left Brain vs Right Brain



i) Get a blank sheet of lined paper.
 ii) Every time you read a description or characteristic that applies to you, write down its number on the blank sheet of paper. There is no certain number of characteristics you must choose.

- 1) I constantly look at a clock or wear a watch
- 2) I keep a journal or diary of my thoughts
- 3) I believe there is either a right and wrong way to do everything
- 4) I find it hard to follow directions precisely
- 5) The expression "Life is just a bowl of cherries" makes no sense to me

- 6) I frequently change my plans and find that sticking to a schedule is boring
- 7) I think it's easier to draw a map than tell someone how to get somewhere
- 8) To find a lost item, I try to picture it in my head where I last saw it
- 9) I frequently let my emotions guide me
- 10) I learn math with ease

- 11) I'd read the directions before assembling something
- 12) People tell me I am always late getting places
- 13) People have told me that I'm psychic
- 14) I need to set goals for myself to keep me on track
- 15) When somebody asks me a question, I turn my head to the left
- 16) If I have a tough decision to make, I write down the pros and the cons

How to?

Left Brain

When a person develops dominance toward one side of their brain, they tend to have certain characteristics and areas of interest in common. The left side of the brain is often thought of as the logical, thinking side. Above are just some things associated with the left cerebral hemisphere of the brain. People who are left brain dominant are usually good with these things. Here are some more characteristics of a left-brained person.

Right Brain

When a person is Right Brain Dominant, they are thought of as the dreamers, the artists, and the musicians of the world. They do have similar characteristics. Above are just a few things associated with the right cerebral hemisphere of the brain. People who are right brain dominant are usually good with these things. Here are some more characteristics of a right-brained person.

iii) Next to every number on your paper, write whether it was an L or an R.

iv) Count up the number of L's and R's.

a) Whichever number is higher represents your dominance.

b) If the numbers are close, that means you use both sides of your brain equally.

v) Below are 2 links: [Left Brain Characteristics](#) and [Right Brain Characteristics](#).

a) If you had more L's click the [Left Brain Characteristics](#) to find characteristics and info of left brain individuals.

b) If you had more R's click the [Right Brain Characteristics](#) to find characteristics and info of right brain individuals.

c) Print off the characteristics and highlight the ones that apply to you the most

- . Your Left-Brain controls the right side of your body
- . Prefer things like instructions to be done verbally
- . Good at math
- . Like to read
- . Very Logical
- . Usually remember things only specifically studied
- . Need total quiet to read or study
- . Like to read realistic stories
- . Like to write non-fiction
- . Enjoy copying or tracing pictures and filling in details
- . Usually rational
- . Usually do things in a planned orderly way
- . Can remember verbal material
- . Like to tell stories but not act them out
- . Like to be a music critic
- . Attentive during long verbal explanations
- . Prefer well structured assignments over open ended ones
- . Read for specific details and facts
- . Skilled at sequencing ideas
- . Likes to be Organized

- . Right brain controls left side of body
- . Prefer visual instructions with examples
- . Good at sports
- . Good at art
- . Like to read fantasy and mystery stories
- . Can listen to music or TV while studying
- . Like to write fiction
- . Fun to dream about things
- . Enjoy making up own drawings and images
- . Like organizing things to show relation
- . Like to act out stories
- . Enjoy interacting affectively with others
- . Become restless during long verbal explanations
- . Enjoy creative storytelling
- . Prefer to learn through free exploration
- . Good at recalling spatial imagery
- . Read for main details
- . Skilled in showing relationships between ideas
- . Preference for summarizing over outlining
- . Very Spontaneous and unpredictable
- . Dreamer

The Left Brain

The left brain is associated with verbal, logical, and analytical thinking. It excels in naming and categorizing things, symbolic abstraction, speech, reading, writing, arithmetic. The left brain is very linear: it places things in sequential order -- first things first and then second things second, etc. If you reflect back upon our own educational training, we have been traditionally taught to master the 3 R's: reading, writing and arithmetic -- the domain and strength of the left brain.

Words

(verbal)

Logical
Black & White
Numbers
Sequence
Analysis
Lists
Critical Thinking

Images

(non-verbal)

Intuitive
Colour
Rhythm
Imagination
Daydreaming
Dimension
Creative Thinking

The Right Brain

The right brain functions in a non-verbal manner and excels in visual, spatial, perceptual, and intuitive information. The right brain processes information differently than the left brain. For the right brain, processing happens very quickly and the style of processing is nonlinear and non-sequential. The right brain looks at the whole picture and quickly seeks to determine the spatial relationships of all the parts as they relate to the whole. This component of the brain is not concerned with things falling into patterns because of prescribed rules. On the contrary, the right brain seems to flourish dealing with complexity, ambiguity and paradox. At times, right brain thinking is difficult to put into words because of its complexity, its ability to process information quickly and its non-verbal nature. The right brain has been associated with the realm of creativity.

Source: <http://chatt.hdsb.ca>

Must Read

What is the image that comes to your mind when you read this title? Of course, a blue ball! And this is exactly what happens when we try to control our thoughts by saying things like, “Don’t stress” or “Don’t panic” or “Don’t think of a cigarette” when you are trying to quit smoking. By thinking about what you don’t want, you create that reality for yourself. So instead, by focusing on what you want and by visualising yourself as already having it, the Universe will respond to your positive vibrations and conspire to make it happen. ‘Don’t Think of a Blue Ball’ - this catchy and intriguing title caught the eye of many including international Authors and speakers.

The book was born from Malti’s own life experiences and the experiences of others she came across in her practice as a life coach.

You were born to win, but to be the winner you were born to be you must plan to win and prepare to win! Then, and only then, can you legitimately expect to win.

ZigZiglar

This book is dedicated to all who understand that they were made not with a spirit of timidity, but with a spirit of power and self-discipline.

They are, in fact, born to win!

Do you sometimes feel less than a winner?

Have you gotten off track?

Let Zig’s wisdom help you get back on track and back to winning!

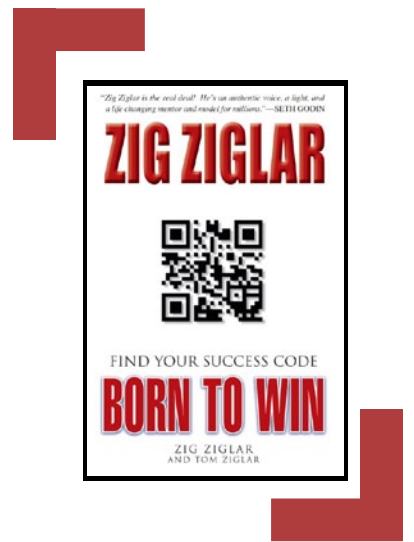
What has drawn people to the book is the sincerity of the words that stem from personal experience. Its twelve chapters take you through a journey of self-discovery and urge you to action, not just to read and forget. Each chapter ends with an exercise that takes you closer to achieving your goals. “How many times do we promise ourselves to change our life for the better, which may be inspired by a book or what someone says? But the most common mistake we make is to procrastinate.

When it is followed by action, you give yourself a better chance of making your dreams come true,” says Malti. Interspersed with quotes from the scriptures, philosophers, other writers, scientific explanations and personal insights, the book neatly provides a practical pathway to the change we all desire.

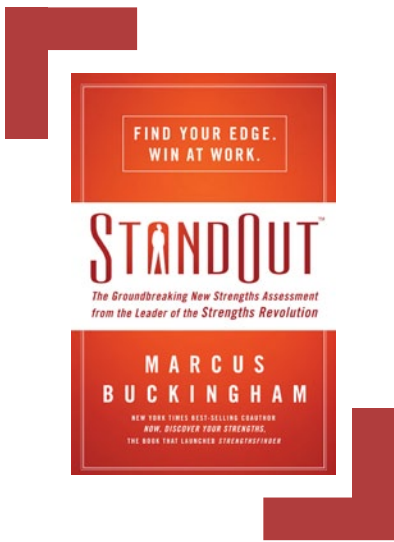
The Born to Win philosophy is both “profoundly simple” and “simply profound.” The concept that you have to plan to win and prepare to win before you can expect to win is simple, but simple doesn’t mean it’s necessarily easy, and when you dig a little deeper, you understand just how profound it really is. YOU really are born to win! Find out how you can prepare yourself for success and change your world!



Don’t Think of a Blue Ball
Malti Bhojwani



Born To Win
Zig Ziglar & Tom Ziglar



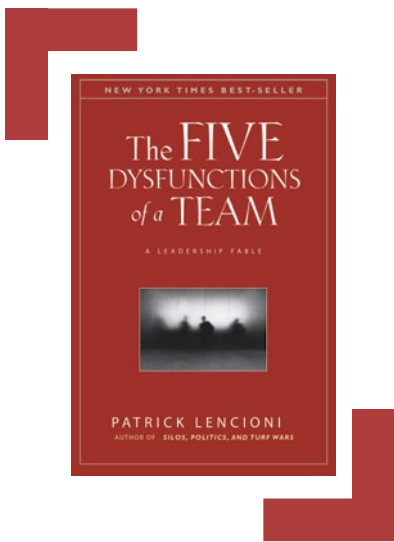
Standout
Marcus Buckingham

The result of extensive research focused on the world's top performers, StandOut is a revolutionary book and productivity tool. Marcus Buckingham, author of *First, Break All the Rules* and *Now, Discover Your Strengths* (which launched the StrengthsFinder assessment), helps people understand their top strength Roles — those areas in which they have a natural comparative advantage that can be developed and leveraged to win at work. Identifying nine different strength Roles — Advisor, Connector, Creator, Equalizer, Influencer, Pioneer, Provider, Stimulator, and Teacher — StandOut describes the ways in which a strength Role influences how someone shows up in the workplace. The strengths assessment that accompanies the book helps people isolate their top 2 strength Roles, and uses those as the basis for practical strategies that will help someone with those

Roles excel. These strategies, based on best practices culled from top performers around the world, scale innovation effectively by targeting techniques at people with the same strength Roles.

Where most assessments stop at discovery and affirmation, StandOut provides detailed advice on where you will be at your most powerful, how to describe yourself based on your top 2 strength Roles, how to make an immediate impact in your work and then take your performance to the next level, and how to apply your natural advantages to leadership, management, sales, and client service. It also provides guidance on avoiding the pitfalls that come with each strength Role.

StandOut is a comprehensive, action-oriented tool that represents a quantum leap in identifying and applying personal strengths.



The Five Dysfunctions of a Team
Patrick Lencioni

In *The Five Dysfunctions of a Team* Patrick Lencioni once again offers a leadership fable that is as enthralling and instructive as his first two best-selling books, *The Five Temptations of a CEO* and *The Four Obsessions of an Extraordinary Executive*. This time, he turns his keen intellect and storytelling power to the fascinating, complex world of teams.

Kathryn Petersen, Decision Tech's CEO, faces the ultimate leadership crisis: Uniting a team in such disarray that it threatens to bring down the entire company. Will she succeed? Will she be fired? Will the company fail? Lencioni's utterly gripping tale serves as a timeless reminder that leadership requires as much courage as it does insight.

Throughout the story, Lencioni reveals the five dysfunctions which go

to the very heart of why teams even the best ones often struggle. He outlines a powerful model and actionable steps that can be used to overcome these common hurdles and build a cohesive, effective team. Just as with his other books, Lencioni has written a compelling fable with a powerful yet deceptively simple message for all those who strive to be exceptional team leaders.

The Five Dysfunctions include:

Dysfunction #1: Absence of Trust

Dysfunction #2: Fear of Conflict

Dysfunction #3: Lack of Commitment

Dysfunction #4: Avoidance of Accountability

Dysfunction #5: Inattention to Results

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LISTEN TO
chapter one of Don't Think of a BLUE BALL

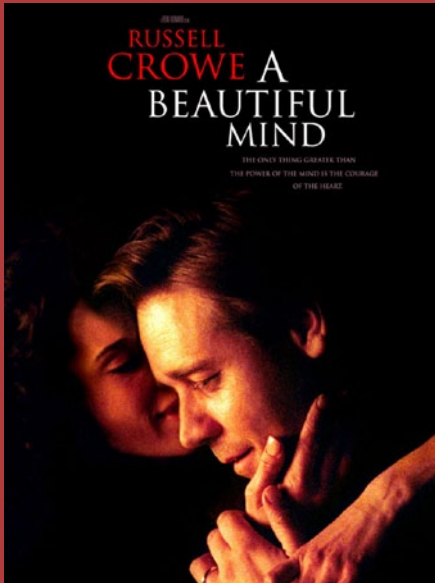
Malti
BHOJWANI

www.maltibhojwani.com



Don't
Think
of a
**BLUE
BALL**





A Beautiful Mind

Directed by : *Ron Howard*

Produced by : *Ron Howard, Brian Grazer*

Starring : *Russell Crowe, Jennifer Connelly, Ed Harris, Paul Bettany*

Based on : *A Beautiful Mind by Sylvia Nasar*

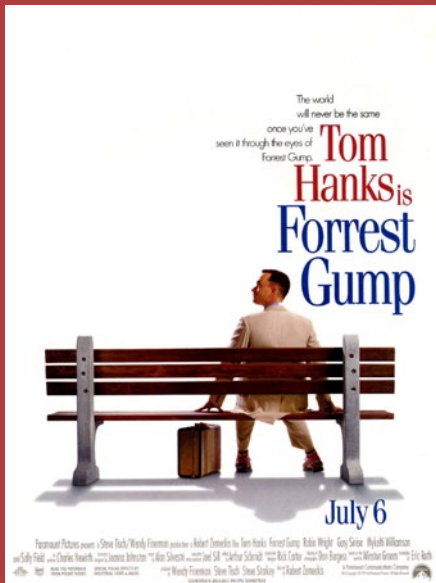
Okay, I admit Denzel Washington was menacing as a rowdy cop in 'Training Day' (2001); but Russell Crowe as John Forbes Nash the brilliant Nobel prize winning mathematician was one of the greatest portrayals of all time.

Right from the beginning we are an audience to his genius...being inundated with a barrage of mathematical equations thrown at us at breakneck speed. The film's most engaging scene is when a schizophrenic Nash gets the shock treatment. It always brings a tear to my eye. This scene bears a resemblance to Milos Forman's classic 'One Flew Over the Cuckoo's Nest (1975)' Another disturbing sequence was paid as a tribute in the Kajol, starrer (U, Me aur Hum) when a distracted Nash leaves his new born child at the mercy of water.

Jennifer Connelly (looking smoking hot as usual) looks stunning even in her old age. In continuation with her superb performance from 'Requiem for a Dream' delivers the goods once again as Nash's wife and winning the Oscar along the way proving the theory that 'behind every successful man there is a woman'. It is adapted from Sylvia Nasar's

Pulitzer Prize nominated novel. Many felt there are many differences from the novel when the movie was released. The best adage suited for this movie is that 'where there is a will there is a way'. If we try our best we can do anything we want to do. One very interesting scene is when Nash uses mathematics to explain the theory of dating. An illness can happen to anyone, but only those with a steely grit can recover from it

Embellished with a towering and unforgettable performance from Crowe and marvelous dialogues, heart breaking scenes, fine direction from veteran Ron Howard ('Apollo 13'). The triumphant climax (the pen sequence) and how can one forget the sequence when Nash pays tribute to his wife during the speech ceremony! He survived everything because of the wonderful support from his wife and no one else. This one is a keeper!!!
-Varghese Eapen



Forrest Gump

Directed by : *Robert Zemeckis*

Produced by : *Wendy Finerman, Steve Tisch, Charles Newirth*

Starring : *Tom Hanks, Robin Wright, Gary Sinise, Mykelti Williamson, Sally Field*

Based on : *Forrest Gump by Winston Groom*

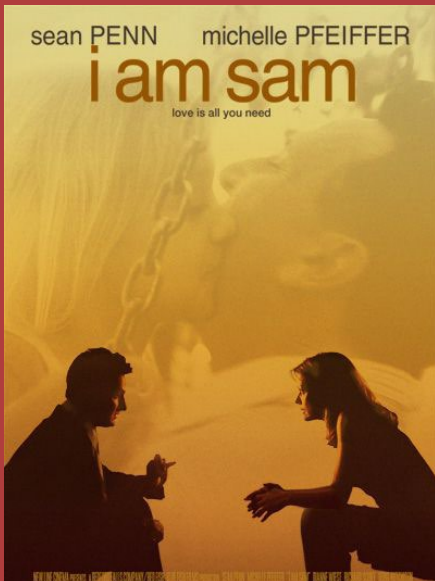
Why is there a common notion that only rich or intelligent people can be successful in their personal lives? Shouldn't others also be given opportunities to succeed?

Forrest Gump is a tale adapted from the novel of the same name by Winston Groom, published in 1986, told through the innocent eyes of Forrest (Tom Hanks) who recalls his journey through life. The movie is literally a triumph of the human spirit. My favorite scene is when Jenny asks Forrest about his experiences in Vietnam. One of the few movies I really cried my heart out was especially when Jenny dies in the end. Robert Zemeckis (credits include 'Back to the Future', 'Cast Away' & 'What Lies Beneath') has employed a smart move by incorporating real life individuals into the reel like - Lennon, Nixon & Kennedy. Another noteworthy and romantic scene I can never forget, is when Jenny wades through the water in order to meet Forrest who has just returned from the war to attend a ceremony to commemorate the brave soldiers. Even the leaf at the end signifies life which goes through ups and downs.

Is it really possible for one indi-

vidual to achieve so much in a lifetime? Why not??? One of cinema's most unforgettable characters, Tom Hanks became only the second actor in movie history (since Spencer Tracy who won back to back Oscars in 1938). He is a delight who emotes his expressions through his eyes. Hank's Performance is said to be inspired from that of the legendary Peter Sellers in 'Being There' released in 1979. This is one movie which will make you cry and laugh at the same time. Another interesting aspect is the usage of the timeless Byrds track (Turn, Turn, Turn) in the movie's soundtrack video, especially the shot of Forrest staring at the panoramic sunset and great one liners too like ("Run Forrest, Run"; "Life is like a box of chocolates, you never know what you are going to get")

Released in 1994, I was unhappy that 'The Shawshank Redemption' lost out on the major Oscars to this movie. Nevertheless Forrest Gump is a great movie in its own right. Actually John Travolta was first approached to play Forrest. Thank god he declined!!! Not only one of the best movies of all time, but also one movie that can be watched repeatedly.
-Varghese Eapen



I am Sam

Directed by : *Jessie Nelson*

Produced by : *Jessie Nelson, Marshall Herskovitz, Edward Zwick, Richard Solomon*

Starring : *Sean Penn, Michelle Pfeiffer, Dakota Fanning, Dianne Wiest, Loretta Devine, Richard Schiff, Laura Dern, Brad Silverman, Joe Rosenberg*

To be mentally challenged is not a crime...we have to accept people who are mentally challenged as they are and not discriminate them... we are all equal in the eyes of the society...I am sometimes amazed that people who are not well endowed like us, are more hard-working than us in diverse fields...

Sam Dawson (Sean Penn in an Oscar nominated performance simply lives and breathes the role. Now I understand why he is one of the most versatile actors of the current generation) has the mentality of a seven year old...in fact his daughter Lucy (adorable looking Dakota Fanning) is more smarter than him as years goes by...but when he loses custody of his daughter, he enlists the help of Rita (Michelle Pfeiffer stunning as always) to help him fight his case.

We see the entire world through the main protagonist's eyes...his innocence...his unending love and devotion for his daughter...The scene when Sam loses custody rights in the courtroom is sure to bring a tear to anyone's eyes. We see his desire to be a perfectionist in whatever he undertakes. By the climax I realized that a daughter needs her

father the most, because she will never be able to love her foster parents that much. Bollywood tried its best to replicate this movie (Main Aisa hi hoon) with Ajay Devgan as Sam, but was not up to the mark.

The relationship between father and daughter is beautifully portrayed especially when Sam is with Lucy on a swing. It is so beautiful and poignant. Go watch this movie with your loved ones!!!
-Varghese Eapen

Creating an
experience where
people &
productivity
meet

- Auditorium
- Seminar Halls
- A/c Rooms
- Rooftop Gardens
- Exhibition Hall
- Coffee Shop
- Multi Cuisine Menu
- Business Centre
- Outdoor Spaces

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Are Entrepreneurs Really Risk Takers?

Pavan Soni Pg76

VOL 1 ISSUE 1

Smartups!

Are ENTREPRENEURS really RISK TAKERS?

Entrepreneurs are perceived as risk takers, but are they really so? The article articulates essentials of entrepreneurship, and offers insights on risk management by successful entrepreneurs.

Often entrepreneurs are caricatured as individuals taking risk, including financial, reputational, psychological and even physical. Our media, case studies, and urban legends strengthen the belief even further that entrepreneurship isn't for the faint hearted, and maybe that's why entrepreneurship as a discipline isn't equally visible across industries and countries. While I agree that there is an element of risk taking involved in entrepreneurship, but one must also acknowledge the extent of undertaking when one sets to drive everyday morning, especially in Bangalore's traffic! So have we overstated the role of risk in an entrepreneurial venture? I believe so. Drawing insights from academic research, my personal experiences, and from several conversations I have had with entrepreneurs, I reckon that the role of risk has to be reassessed.

What is it like being an entrepreneur? Is every self-employed person an entrepreneur? Or does entrepreneurship requires one to be different? I would argue that 'innovation', or doing different things and doing things differently, sets an entrepreneur apart from a regular self-employed businessman. This innovation mindset brings about growth orientation, and if there was a hallmark of entrepreneurship, it would be this 'growth orientation'. So an innovative mindset and a disposition towards growth identify an entrepreneur. But how about taking risk? On the risk dimension, if greatest entrepreneurs were the ones with highest risk taking appetite, won't the gamblers then be the greatest of the entrepreneurs, for who takes a greater risk than them? But's fortunately

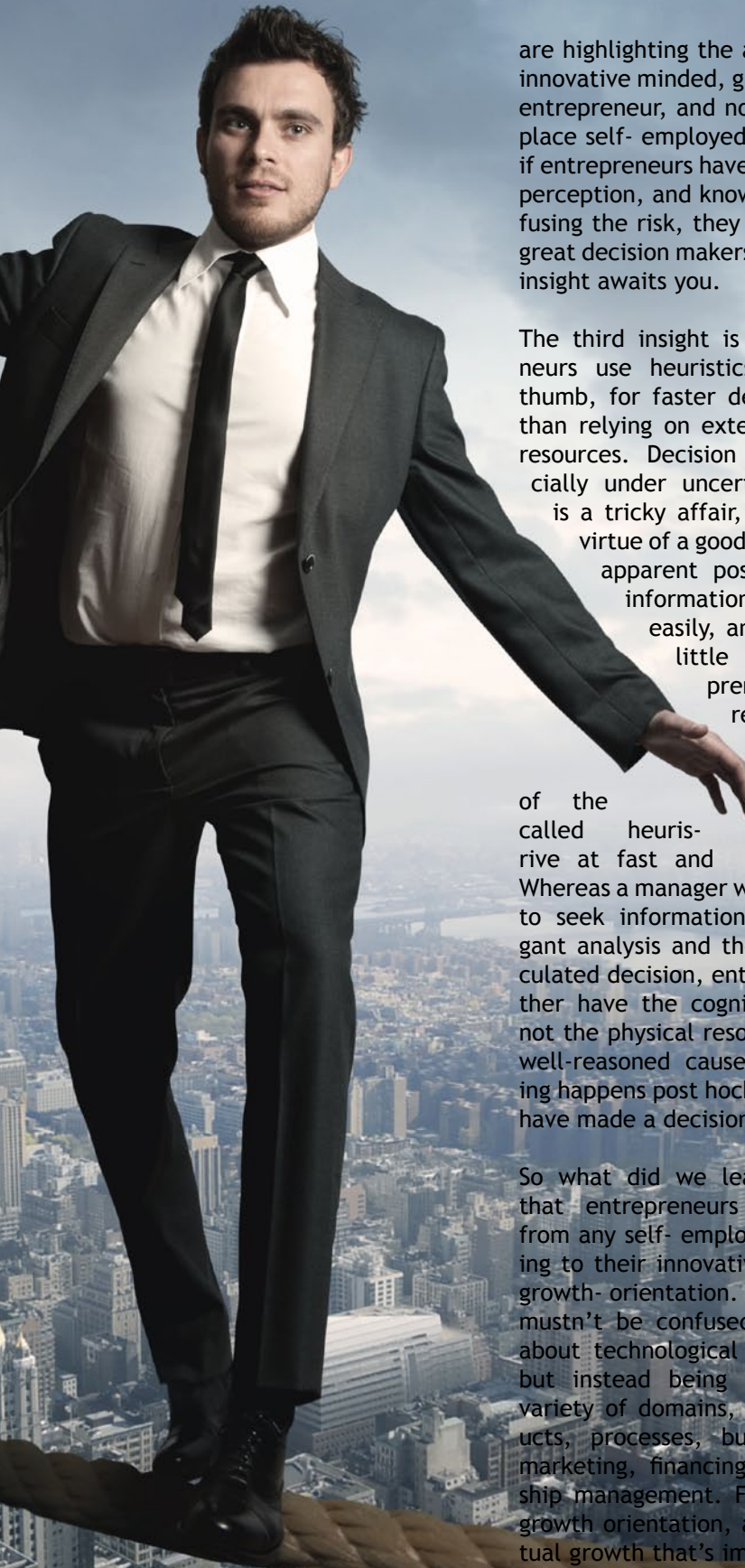
that's not the case! Our understanding of risk has to be more nuanced than clichéd.

When it comes to entrepreneurship and risk, there are two virtues worth observing. Firstly, the risk percept of entrepreneurs is very different from ordinary mortals. Ask a sky diver or a bungee jumper about risk, and most likely she would brush aside your fears, as for most it's an adventure. In research, we call this as actor-observer bias. As an actor, the entrepreneur doesn't perceive most actions as risky, but an observer, such as us, would tend to believe the otherwise. Their threshold of when some activities qualifies as risky is relatively higher than most, and hence it would be inappropriate to use our yardstick to gauge the risk that the entrepreneur exposes herself to. For whatever risk the entrepreneur is consciously being exposed to, there is another interesting insight.

The second and perhaps the most useful insights is that most entrepreneurs pass the risk to others. This skill is the definitive feature of an entrepreneur. Earlier we talked about the financial and reputational risk of starting on own, but faced with that the entrepreneur wisely passes on these risks to investors, shareholder and stakeholder, and the greater this risk offloading, higher are prospects of growth. If the entrepreneur were to limit the taking of chances to one's own war-chest, growth would be strangled, as seen in several cases. Those who show comprehensive growth, understand the virtue of offloading the risk very early on. Enrolling people into a cause through a grand vision, and personal charisma is but one of the several ways of offloading risk. Remember, were



Pavan Soni



are highlighting the attributes of an innovative minded, growth-oriented entrepreneur, and not the commonplace self-employed individual. But if entrepreneurs have a different risk perception, and know the art of diffusing the risk, they must be rather great decision makers? Here again an insight awaits you.

The third insight is that entrepreneurs use heuristics, or rules of thumb, for faster decision making, than relying on extensive cognitive resources. Decision making, especially under uncertain situations, is a tricky affair, for mostly the virtue of a good decision is only apparent post facto. When information isn't available easily, and waiting is of little resort, entrepreneurs have to rely on their gut feel and apply some rules of the thumb, also called heuristics, to arrive at fast and frugal means. Whereas a manager would be trained to seek information, perform elegant analysis and then make a calculated decision, entrepreneurs neither have the cognitive resources, not the physical resources to take a well-reasoned cause. Most reasoning happens post hock, and one must have made a decision by then.

So what did we learn? We learnt that entrepreneurs are different from any self-employed mortal owing to their innovative mindset and growth-orientation. Innovation here mustn't be confused with bringing about technological breakthroughs, but instead being ingenious in a variety of domains, including products, processes, business models, marketing, financing, and relationship management. Further, it's the growth orientation, and not the actual growth that's important. Actual growth might be a resultant of sev-

eral factors, outside the control of an entrepreneur, such as economic environment, but growth orientation is a behavioral aspect, that can very well be cultivated. On the subject of risk, we got to learn that entrepreneurs have a different threshold of calling something as 'risky' than most around and further they have the art of enrolling people into the cause to diffuse the riskiness of the endeavor even further. They rely on their hard earned intuition while calling the shots in the face of uncertainty and high stakes. One last thing- can entrepreneurship be learnt?

There exist this billion dollar industry right here in India that coaches executives on building entrepreneurial skills, and students on becoming entrepreneurs, with this belief that entrepreneurship is a method that can be taught. What do I think about it? I think that there is certainly a merit in coaching people on entrepreneurship, as some of the traits of entrepreneurship that we just discussed are cognitive, and can be shaped up through external stimuli. And in very essence the aim of this piece is also to influence my readers' cognition in a way that they understand entrepreneurship better, and don't fear the endeavor all that much.

Pavan Soni *An Innovation Evangelist by Profession and a Teacher by Passion, Pavan is a scholar for life. Not many things interest him, but if any, it doesn't interest many. Call it contemporary science, advanced management concepts, societal economics or simply innovation, all this interests him a ton!... Read More*

How To Build An Enchanting Personal Brand

An excerpt from APE



Guy Kawasaki

If I am not for myself, then who will be for me? And if I am only for myself, then what am I? And if not now, when?

-Rabbi Hillel, Pirkei Avot

The Brand Called You

This chapter explains how to create an enchanting personal brand. In the next chapter, we'll examine the tools to spread your brand. The goal of these two steps is to build a "platform" for your book.

"Platform" is marketing-speak for the sum total of people you know and people who know you, including:

- Friends and followers on social-media services
- People in your e-mail address book
- Readers of your blog
- Readers of your previous books
- Bloggers
- Reviewers
- Other authors
- People who have seen you speak

In the old days, authors used the platforms of their publishers. Indeed, this remains one of the reasons to seek a traditional publisher, although I've never come across an author who was happy with the marketing efforts of his publisher. Many experienced authors consider self-publishing once they have established their own platform beyond their publisher's. However, as a novice self-publisher, you may experience no marketing instead of insufficient marketing unless you build your own platform.

The process of building a platform takes six to twelve months—the same amount of time it takes to finish a book—but you cannot start the

process after your book is done. If you don't have a platform yet, you need to build one as you are writing your book.

Step 1: Trustworthiness

Call me idealistic, but your platform is only as good as your reality. If you suck as a person, your platform will suck too. The three pillars of a personal brand are trustworthiness, likeability, and competence: TLC. Trustworthiness means that people can depend on you because you are honest, forthright, and effective. Here are four ways to build trustworthiness:

- Trust others first. If you want people to trust you, you have to trust them first. This isn't a chicken-or-egg issue—the sequence is definite: you trust, and then you're trusted. Give people the benefit of the doubt and assume that they are good until proven bad. Then give them another chance.

- Underpromise and overdeliver. Do what you say you're going to

do, early and under budget. People should be able to depend on you. If you achieve this goal 75 percent of the time, you're better than most people.

- **Deliver bad news early.** If you can't deliver, then tell people as soon as you know there's a problem. Waiting until the last minute in hopes of a miracle doesn't build trust. You should communicate the problem as soon as possible to increase the opportunities for fixing the problem.

- **Bake a bigger pie.** There are two kinds of people: eaters and bakers. Eaters think the world is a zero-sum game: what someone else eats, they cannot eat. Bakers do not believe that the world is a zero-sum game because they can bake more and bigger pies. Everyone can eat more. People trust bakers and not eaters.

- **Tell people what you don't know.** No one knows everything. There's nothing wrong with this. You can build trust by explaining what you don't know. Then people will believe you when you say you do know something. Acting like you're omniscient reduces trustworthiness.

- **Figure out what you don't know.** To take trust to the next level, figure out what you don't know and then provide the answer. For example, you may have never visited Hawaii, but if you see someone ask what the best shaved-ice store is in Honolulu, you can still figure this out with Google or Yelp. This shows your ability to do research and to follow through—both powerful components of trustworthiness.

- **Disclose your interests.** There's nothing wrong with making a living.

What's wrong is not disclosing conflicts of interest. For example, when I shared three posts about Microsoft Office templates for raising venture capital, I added the text "Promotional consideration paid by Microsoft." I took some heat for doing a promotion, but not for trying to hide it.



Step 2: Likeability

Likeability is the second pillar of a personal brand. Jerks seldom build great brands. A great book can overcome an unlikeable author, but why increase the challenge? Likeable people bring a smile to the face of others. They radiate energy—they don't suck it up. Folks look forward to dealing with likeable people—even going out of their way to encounter them. Here are five ways to build likeability:

- **Accept others.** If you want people to like you, you have to like them first. This means accepting people no matter their race, creed, net worth, religion, gender, politics, sexual orientation, or your perception of their level of intelligence. It means not imposing your values on others. (Yes, this even means accepting people who choose a different computing or mobile-phone platform from you.) It's even better if you delight in people who are different from you, because they add diversity to your life. Many people impede their likeability by rejecting people who don't share the same sensibilities. If you want only your clones to buy your book, you're not going to sell many copies.

- **Add value.** People like people who add value to the world. You don't need to be a Mother Teresa because making the world better can take many forms—for example, technical assistance and pointing out online resources are often enough. Give without expectation of return and, ironically, you'll probably increase the returns that you reap.

- **Default to "Yes."** When you meet people, always be thinking, "How can I help this person?" If they don't make a request, ask them how you can help them anyway. The upside of such a positive attitude far outweighs the downside of people trying to take advantage of you.

- **Stay positive.** If you want a likeable reputation, don't attack folks or denigrate their efforts. Stay positive. Stay uplifting. Or stay silent. Like my mother used to say, "If you don't have anything good to say, shut up."

- **Share your passions.** By sharing your passions, you provide fertile ground to begin conversations and to explore commonalities. My pas-

Smartups!

sions are hockey and photography. I've seldom met people who shared these passions and not liked them.

Step 3: Competence

Competence is the third pillar of a platform. The goal is to establish yourself as a trusted source of information, insight, and assistance. When you achieve this status, people will read your book because of

- Let go of niches you can't/don't own. Owning a niche takes lots of energy. Owning every niche takes infinite energy. You don't have infinite energy. If you want to own a niche, then give up the ones that you can't own or don't care about. Then, to repeat the lesson in the trustworthiness section above, disclose what you don't know.

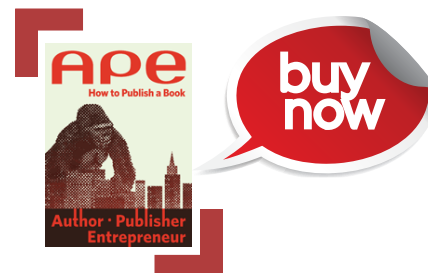
Few people seem willing or able to do this – for example, millions of people watched Steve Jobs introduce new products, and yet they still suck at the process.

- Eat like a hummingbird, poop like an elephant. Read voraciously outside your area of expertise. Attend conferences and tradeshows that have (ostensibly) nothing to do with your niche. Think of ways to apply other niches to yours. And then spread your knowledge—don't keep it to yourself.

Wondering about the bird and elephant? If humans had the metabolic rate of a hummingbird, we'd ingest 150,000 calories per day, and elephants poop 150 pounds per day. That's how much information you should consume and pass along.

- Try new methods. If you want to remain competent, you need to push the edge of knowledge by trying new methods. You'll experience failure, but failure can teach competence as long as you don't give up. It is part of the process of paying your dues. What separates competent from incompetent people is the willingness to try new methods and to learn from failure.

Guy Kawasaki is the co-founder of *Alltop.com*, an "online magazine rack" of popular topics on the web, and a founding partner at *Garage Technology Ventures*. Previously, he was the chief evangelist of *Apple*.
...**Read More**



Read voraciously outside your area of expertise. Attend conferences and tradeshows that have (ostensibly) nothing to do with your niche. Think of ways to apply other niches to yours.

your credibility. Competence is usually associated with nonfiction authors, but it applies to novelists as well. For example, Ray Bradbury achieved competence in science fiction, Patricia Cornwell in forensics, and John Grisham in law. Here's how to develop and demonstrate competence:

- Own a niche. Pick a niche that you love and focus on it. The National Living Treasures of Japan provide good examples. The Japanese Ministry of Education has designated these people as artistic and cultural treasures because they have mastered skills such as papermaking, ceramics, and metalworking. Watch the YouTube video of swordmaker Gassan Sadaichi to appreciate what it means to own a niche.

- Pay your dues. When people ask how long it takes to write a book, my answer is "thirty years" because that's how long ago I started my career. While it may take six to twelve months of work at the keyboard to type in a book, the accumulation of knowledge and understanding is the harder and more time-consuming part. This is why I throw up a little when a twenty-five-year-old tells me that he believes he should write a book about "all he's learned" by starting his \$1 million consulting company.

- Watch and learn. You can learn a skill by watching and copying someone who's good at it. This takes the humility to admit that you can learn from others and the open-mindedness to embrace their techniques.

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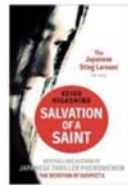
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The Thin Line Between Focussing on Problems and Focussing on Solutions



Srikanth Acharya

At my office, we have a few systems which are connected to the network wirelessly and some through cables. Recently we had an issue with some systems in a particular part of the office that were just losing connection randomly. Only an intervention from the system administrator would solve the issue and the solution involved resetting the servers, implying a certain amount of downtime for the entire office. The problem persisted for almost a week. The network administrator brought to my notice that the issue was that the wireless setup was having some kind of an IP(internet protocol) conflict among the systems which were facing that issue. He was not sure why that was happening. He tried hard to find out the reason why this problem was occurring on online forums and among his peers in other companies, but just couldn't arrive at the solution. Fed up, I asked him what would happen if we could just wire those systems through the LAN cable; that would do away with the wi-fi and the IP conflict right? For a few minutes he did not know what

to say, because the solution seemed too simple to him. But it did work. It took a couple of hours to lay the cable and it's been over a year now and we haven't heard of that problem at all.

This in my view is a typical case of people focussing hard on the problem, overlooking the solution that is needed. They get so lost in the problem that they forget what solution they are seeking. In this case, getting the systems connected to the network was the solution we were looking for, while our man was trying to resolve the wi-fi/IP conflict. If you try to look, you will find numerous situations everyday where we are focussing so hard on the problem that we ignore the solution that is staring at us in the eye.

I would like to share another instance. I regularly attend a series of workshops conducted by a trainer Sathya Narayana from Consumax. In one of the workshops, he asked for about 10 volunteers to enter the room without landing their feet on the floor. There were all kinds of entrants. Somebody did a long jump, somebody crawled on four with the feet bent high, somebody rolled in, somebody slid on their rear, somebody did a somersault, etc. Some of the more innovative entries were one person carrying the other, somebody wore shoes, a guy placed a chair and stepped on it and came in, another

found a chair that had wheels and came in sliding in it. Still, only 10% of the crowd even tried something. The rest of them just couldn't think of ways to get in without landing their feet on the floor. In my view all those who set the objective of getting into the room, the only constraint being that they couldn't put their feet down could think of ways around it. And there were so many solutions. But those who focussed on how they could keep their feet off the ground were stuck in a box.

A problem is mostly just a constraint. By focussing on the constraints we can only end up getting overwhelmed by it. Then, we put in all our energy to bend or break that constraint. We get so intertwined with resolving that constraint, that we think that solving the constraint is going to solve the problem. While that may be true, it need not be the best way. Instead, if we just try to focus on what exactly is the solution we are looking for,



try to define the exact outcome required, we will find other ways to get there.

I love the scene in the Mani Ratnam movie Guru, where the Junior Contractor tells Guru Bhai that he will give him the trading license if he manages to put the golf ball into the hole. Guru doesn't ask the Contractor which golf club he should use, he doesn't bother about the turf or the striking angle or anything to do with the game of golf. He is clearly focussed on just putting the ball into the hole. Since the contractor never mentioned about having to use a golf club, he just picks the ball with his hand and drops it into the hole. *How's that for focussing on the solution and not the problem?*

Here are my three simple cues that we can follow to ensure we are solution oriented:

1. Whenever you are in a situation that demands some kind of a resolution, first understand the problem and clearly define the solution. If you focus too hard on the problem at hand, you may get deeply entangled with the "constraint" that you may end up becoming the doctor who cures the symptom instead of the disease.

2. Resist the temptation to take short cuts. Solutions could be short term or long term. Always stick to the latter. I remember, one of our neighbours

had a wall that was damp all the time and one day it just collapsed. Upon investigation, they found out that there was a leaky pipe that the resident would just to glue or do a quick remedy everytime it started to leak by using some sealants, instead of changing the pipe itself.

3. Some of the most amazing solutions are unbelievably simple. Do not underestimate the power of simplicity under any circumstances and whatever the scale of the problem, do not refuse to believe that a simple solution can exist. We've all heard of the story of NASA spending huge money to design a pen that would work under zero gravity in space and the Russians used a pencil. I've read a few articles that suggest that the story is just made. Nonetheless, it is a clear indication to what I mean here.

In life, you always get what you focus on. What are you focussing on? The problem or the solution?

Srikanth Acharya is a very passionate Entrepreneur, who believes that tomorrow clearly belongs to Entrepreneurs. As he is earning his tomorrow, he loves to play a part in empowering Entrepreneurs to become Business Leaders. Follow him on his blog www.srikanthacharya.com for fresh perspectives on Entrepreneurship...Read More

Innovative Startups

Innoz, India's Fastest Growing Mobile Innovation Company Touches 1 Billion Mark On SMS Queries

---Announces 120 Million Active Users---

Innoz, India's youngest and fastest growing mobile and wireless innovation company announced that it has touched the one billion queries mark on their flagship product 55444. With the support of 120 million active users, 55444 have managed to reach the billion mark in a span of just 18 months. The company had received its last round of funding from Venture firm Seedfund Advisors in May 2012.

Innoz's flagship product 55444 also known as SMSGyan is an offline search engine that allows its users to search the web by sending an SMS. Users will receive a specific answer of 480 characters within seconds with an option of retrieving further information on the query, if required. Consumers can choose to get charged a rupee an SMS or an avid user may opt for a monthly or daily subscription.

Speaking about the reason behind the rapid growth of Innoz, Deepak Ravindran, CEO says, "India has over 900 million mobile phone users making it the second largest in the world. Though being the second largest,

India has a dearth of users having access to the internet via mobile phones. Innoz identified this huge gap and has successfully addressed it by bringing the web to everyone. In short, we make all phones think smart."

The queries predominantly come in from the South zone which accounts for 40% followed by the West zone at 25% with 20% and 15% from the East and North zone respectively.

inn^oz

The percentage of users from Tier 1 cities are 19%, Tier 2 cities are 25%, Tier 3 cities are 29% and Tier 4 cities are 27%. These are mostly in Hinglish, Kannada, Tamil and other regional variations.

A majority of the queries come from the south, especially Andhra Pradesh. Location based queries such as location of ATMs, restaurants, petrol bunks etc. topped the list of most searched on 55444, movie reviews and movie timings came in a close second followed by search on music information and lyrics. Other than these, some of the typical queries received were for local search, directions, dictionary for meanings of

words, health, sex and even chemical formulae. There were also some unusual queries such as "I am bored, what to do". Dictionary is among the most widely used features in the tier 3 cities. Among the students, the platform is also largely used as a calculator for solving problems varying from complex mathematical problems to love compatibility responding to questions such as "What is love compatibility between Ajay and Priya". Some of the other popular questions are "How to tackle girlfriends", "How to get big biceps" and "How to pass an exam". Deepak further added, "This milestone puts to rest all doubts and proves yet again that SMS is definitely not a dying tool of communication. In a country, which can be considered as SMS crazy, there are millions who are using our service to search for instant answers. We can confidently say that SMS is still very much alive and there is so much more we can still do with it."

One billion and counting, Innoz is rapidly growing with constant plans of expansion. Extending their services globally, Innoz recently launched its services in Dubai, U.A.E through the Du Network and is currently in talks with operators in the United States, Sri Lanka, Indonesia and Africa.



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HOW I DID IT Eren Bali

Eren Bali
CEO & Co-founder, Udemy

1. You recently started a new company, what is it about?

We like to say that Udemy is about democratizing education. It is an online education marketplace that makes high-quality learning available to anyone, anywhere.

2. Why the name Udemy? How did you come up with the idea for it?

Udemy stands for "the academy of you." We wanted to convey that the site is a place of learning and teaching for anyone.

3. What sets Udemy apart from other online learning portals?

We have people internally who are devoted full-time to working with instructors and evaluating content to make sure that the courses we

feature on the site are top quality.

While most courses on Udemy are free, about 30 percent charge a fee between \$20 and \$200; Udemy keeps 30% of the fee with the instructor keeping the remaining 70%. Popular courses routinely see 500 students, a handful have more than 5,000.

4. What are the advantages and limitations of taking up a course online than in a classroom?

We feel the advantages far outweigh the limitations. First and foremost, you can take a Udemy course anywhere, anytime and at your own pace. For a student living somewhere remote with no real-world access to a school, this is life-changing.

5. What are the most difficult challenges you had to overcome when starting Udemy? How did you manage them?

Getting experts to start creating online courses was the most difficult challenge in the beginning. Especially when you don't have a lot of users which attracts them. Most people didn't have online teaching experience.

We solved this by working with them one by one, convincing them and doing a lot of heavily lifting in the beginning. We also focused heavily on making it super easy to create a new course on Udemy. This dramatically reduced the friction.

6. How would you describe your journey from the idea stage to realisation of the idea in the form of your first customer/student?

I grew up in a small village in Turkey where I didn't have access to a quality education. Later on, I started using internet to teach myself different skills like Math and programming which changed my whole life.

I was observing how millions of people needed new ways to learn new skills. However the experience of bringing content and community from different places was difficult. I believed that was why most people wouldn't consider online learning as an option. There had to be a better way to teach large numbers of people regardless of their location and financial status, and that's where the idea for building a place online came from. I came to the US in 2008



to turn the idea into reality.

7. What was most difficult? Finding an idea? Making the first steps to transform the idea in a real business? Getting your first customer/student?

I had tried to launch an online learning website in Turkey in the mid-2000s but the timing and the location wasn't right. I don't think the world was quite ready then for the possibilities of using the web to take classes and the technology we use on Udemy wasn't there yet either. The failure of the site was extremely hard for me.

8. Do people have reservation about an online learning system? How did you combat their doubts?

Yes, definitely. Education is an area where people are very conservative. However as people realize what can be achieved using the connectivity and availability of on-demand learning, the reservation goes away.

9. How was the response when you approached experts to conduct their courses on Udemy?

Instructors have been totally enthusiastic about teaching on Udemy. Our staff works closely with them to help develop their courses, answer their questions and make the courses the best they can be, and our instructors invariably mention this is a huge help to them. They're excited to be able to

10. Would you like to mention some of the top experts conducting courses on Udemy?

We have experts in a wide range of areas teaching or planning to teach on Udemy, including social media guru Ben Parr on how startups can work with the press and Eric Ries, author of the popular entrepreneurship blog Startup Lessons Learned and previously named by BusinessWeek as one of the Best Young Entrepreneurs of Tech, on how to apply the "Lean Startup" method that is transforming how new products are built and launched. We're excited that we'll have many more well-known instructors to announce in the coming weeks and months.

11. You struggled in raising funds for the idea. How did that feel? Did you feel like giving up?

Of course that was hard and disheartening at times. But education is a huge unsolved problem in this world. I knew from the beginning

that if what we're doing is successful, we can change the lives of millions of people. This is something everyone is interested in and can benefit from, and the power of that has always kept me going.

12. Back in the days when you started Udemy, did you think it would become what it is today?

Of course I always hoped it would be successful, but if you told me then that we'd have enrolled over 7,000 students in more than 6,000 courses, I wouldn't have believed it. Many instructors are even quitting their so-called day jobs and are now teaching full-time on Udemy - with some earning \$100,000 or more.

13. Any success stories you would like to mention?

Art and design student Sonya Eick was struggling post-graduation to find a job in her field. Between jobs as a waitress and a barista she took a Udemy course in Python, a programming language. With the confidence and new skills from the Udemy course, she's moved from Detroit to San Francisco to attend a 10-week fellowship to polish her programming skills and land a developer job in Silicon Valley. "I never would have had the confidence to apply if I hadn't taken that Udemy class," she said.

14. What are your plans for the future of Udemy?

We will open up Udemy to a broader market both in the US and international markets.