

CHAPTER 2: SUCCESS AND FAILURE



success

INTRODUCTION

What makes a person successful? How do we recognize success?

- To some people, success might mean wealth.
- To others, it is recognition, good health, good family, happiness, satisfaction, and peace of mind.
- What this really tells us is that success is subjective. It can mean different things to different people.
- The best definition for success is “Success is the progressive realization of a worthy goal”

Let's look at these definitions carefully.

"PROGRESSIVE" means that success is a journey, not a destination. We never arrive. After we reach one goal, we go on to the next and the next and the next.

"REALIZATION" means it is an experience. I have to feel it within myself. It is internal not external.

"WORTHY" refers to our value system. Which way are we heading? Positive or negative? Worthiness determines the quality of the journey. That is what gives meaning and fulfilment. Success without fulfilment is empty.

"GOALS" are important. Because they give us a sense of direction.

GOALS

- Most People fear failure. Failure hurts, but it is often necessary to experience failure in order to achieve the greatest success. People are often afraid that if they are unsuccessful at achieving a goal, others will be critical of them.
- When you frame goals in the positive, your mind focuses on achieving them rather than just avoiding something. It creates a more motivating and empowering mindset. For example:

 I don't want to fail my exams

 I am a successful student who understands my subjects well.

 I don't want to procrastinate

 I am productive and take action immediately.

This simple shift can make a big difference in how we approach our goals!

FACTORS RESPONSIBLE FOR SUCCESS

- 1. DESIRE.** The motivation to success comes from the burning desire to achieve a purpose. A burning desire is the starting point of all accomplishment.
- 2. COMMITMENT.** Integrity and wisdom are the two pillars on which to build and keep commitments. Prosperity and success are the result of our thoughts and decisions. Success is not an accident.
- 3. RESPONSIBILITY.** A duty which becomes a desire will ultimately become a delight (George Gritter). People make decisions and determine their own destiny in life. Accepting responsibilities involves taking risks and being accountable which is sometimes uncomfortable.

4. HARDWORK. Success is not something that you run into by accident. It takes a lot of preparation and character. It takes sacrifice and self-discipline. There is no substitute for hard work. Henry Ford said, "The harder you work, the luckier you get."

5. CHARACTER. Character is the sum total of a person's values, beliefs and personality. It is reflected in our behavior, in our actions. Whenever a person rises above average, there will always be someone trying to rip him apart. Don't let criticism distract you from reaching your goal. The more you accomplish, the more you risk being criticized.

6. POSITIVE BELIEVING. Having a positive attitude and being motivated is a choice we make every morning. Living a positive life is not easy; but then neither is negative living. Given a choice, I would go for positive living. Positive believing is a lot more than positive thinking.

7. GIVE MORE THAN YOU GET. The advantages of doing more than you get paid for are:

- You make yourself more valuable, regardless of what you do and where you work.
- It gives you more confidence.
- People start looking at you as a leader.
- Others start trusting you.
- Superiors start respecting you.
- It breeds loyalty from both your subordinates and your superiors.
- It generates cooperation.

8. THE POWER OF PERSISTENCE. Persistence means commitment and determination.

Commitment and persistence is a decision. Athletes put in years of practice for a few seconds or minutes of performance. It is a commitment to finish what you start.

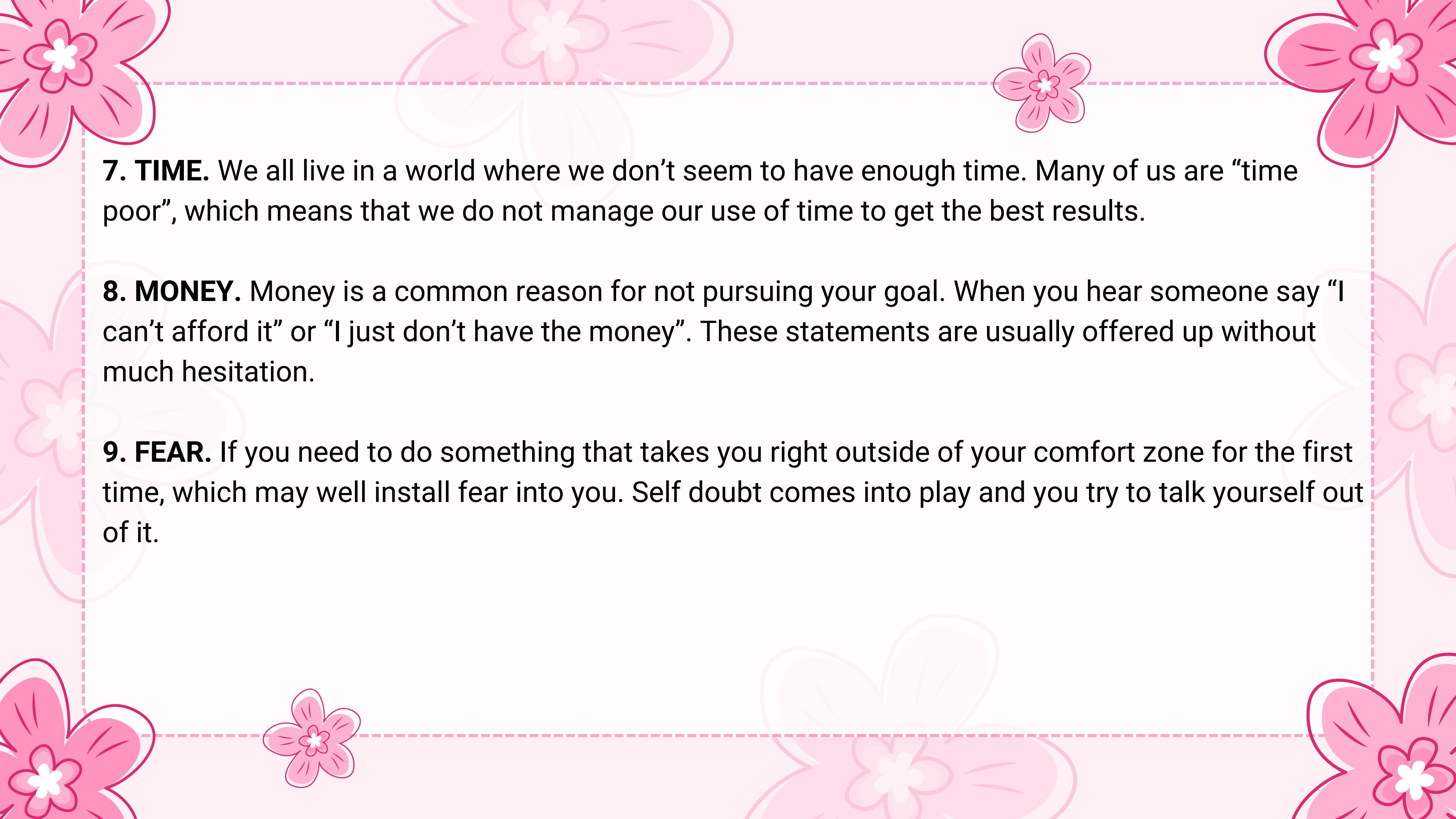
HURDLES IN ACHIEVING SUCCESS

- 1. LACK OF INFORMATION.** With too little information you are not able to put things into perspective, or look at the bigger picture. Identifying where you have gaps in your knowledge, and including this as part of your goal will move you closer to achieving it.
- 2. LACK OF SKILL.** As part of your goal setting, understanding what skills you need to acquire, and how you will acquire them will form steps of your plan. Other alternatives such as on-line study, planned reading, shadowing a colleague in the workplace, or seeking advice from a friend can also help you obtain the skills you need.
- 3. LIMITING BELIEFS.** We all have a set of beliefs by which we live our lives. Sometimes these beliefs can hold you back and limit your ability to achieve your goals.

4. WELL-BEING. Despite your best efforts, there may be times when you are simply not able to pursue your goals. A sudden illness or injury can put set you back. Beating yourself up will not help, nor simply giving up. Also consider how else your goal can be pursued, and who can help you during these times.

5. OTHER PEOPLE. Quite often the people that are closest to us fear us achieving our goals. If the people you share your time with for example family, friends, colleagues do not understand and support your goals, there is a chance that you may be influenced by this. If these people are adverse to change then they may well sabotage your plans.

6. OWN MOTIVATION. In this case the goal needs to be reassessed. If it requires modification because circumstances have changed, then change it. If it no longer serves you, then don't waste your energy following up on something just because you started it.

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- 7. TIME.** We all live in a world where we don't seem to have enough time. Many of us are "time poor", which means that we do not manage our use of time to get the best results.
 - 8. MONEY.** Money is a common reason for not pursuing your goal. When you hear someone say "I can't afford it" or "I just don't have the money". These statements are usually offered up without much hesitation.
 - 9. FEAR.** If you need to do something that takes you right outside of your comfort zone for the first time, which may well install fear into you. Self doubt comes into play and you try to talk yourself out of it.



FAILURE

FAILURE

Failure can be defined as the state or condition of not achieving a desirable or intended objective; it can be considered the opposite of success. You are a failure only if you think that you failed.

Look at the following failures and come to a conclusion yourself:

1. Only 400 Cokes were sold in its first year of production.
2. Albert Einstein's Ph.D dissertation was rejected.
3. Henry Ford had two bankruptcies before his famous success.
4. Thomas Alva Edison, the inventor of the electric bulb failed no less than 10000 times before succeeding. But he said "I have not failed. I have just found 10000 ways that won't work.

CAUSES OF FAILURE

- 1. LACK OF PERSISTENCE.** Persistence is important, but repeating the same actions over and over again, hoping that this time you'll succeed. Look at your previous unsuccessful efforts and decide what to change. Keep making adjustments and mid-course corrections, using your experience as a guide.
- 2. LACK OF CONVICTION.** People without conviction go along to get along because they lack confidence and courage. Decide what is important to you. If something is worth doing, it's worth doing right and doing well.
- 3. RATIONALIZATION.** Losers rationalize and have a book full of excuses to tell you why they couldn't succeed. Change your perspective. Don't think of every unsuccessful attempt as a failure. Do your best to learn everything you can about what happened and why.

4. DISMISSAL OF PAST MISTAKES. Define the problem better. Analyze the situation—what you want to achieve, what your strategy is, why it didn't work. Are you really viewing the problem correctly? Think about what you're really trying to do.

5. LACK OF DISCIPLINE. Anyone who has accomplished anything worthwhile has never done it without discipline. Discipline takes self-control, sacrifice and avoiding distractions and temptations. It means staying focused.

6. POOR SELF-ESTEEM. Poor self-esteem is a lack of self-respect and self-worth. People with low self-confidence are constantly trying to find themselves rather than creating the person they want to be.

7. FANTALISTIC ATTITUDE. A fatalistic attitude prevents people from accepting responsibility for their position in life. They resign themselves to their fate, regardless of their efforts, that whatever has to happen will happen anyway.

SWOT ANALYSIS

SWOT ANALYSIS

SWOT stands for: **S**trength, **W**eakness, **O**pportunity and **T**hreat. A SWOT analysis guides you to identify your organization's strengths and weaknesses (**S-W**), as well as broader opportunities and threats (**O-T**).

THE ADVANTAGES OF CONDUCTING A PERSONAL SWOT ANALYSIS

The main purpose of a SWOT is to promote the identified strengths, reduce weaknesses, exploiting the opportunities and having contingency plans to minimize threats.

Some of the most common benefits of conducting a personal SWOT analysis have been mentioned below.

- Helps to develops strategies to attain your goals.
- You can be better than your friends and colleagues.
- Shows where you currently stand on the path of success.
- Boosts your career, life and personality.
- Helps to better understand who you really are as a person.
- Maximizes your strengths and diminishes your weaknesses.
- Focuses on your attitudes, abilities, skills, capabilities and capacities.

USING THE SWOT ANALYSIS TOOL

STRENGTHS

These are the traits or skills that set you apart from others. Questions to ask include

- What are you better at than anyone else?
- What personal resources do you have access to?
- What do other people see as your strengths?
- Which achievements are you most proud of?
- What values do you believe in that others fail to show?
- Are you part of a network no one else is involved in?
- What connections do you have with powerful people?

USING THE SWOT ANALYSIS TOOL

WEAKNESSES

This part examines the areas in which you need to improve and the things that will set you back in your career. Questions to consider include:

- What work do you usually avoid because of lack of confidence?
- What do people think your weaknesses are?
- Are you happy with your education and skills training?
- Do you have any negative work habits?
- Which of your personality traits hold you back?

USING THE SWOT ANALYSIS TOOL

OPPORTUNITIES

For the opportunities section, look at the external factors you can take advantage of to pursue a promotion, find a new job or determine a career direction.

- What new technology can assist you?
- Can you take advantage of the market in its present state?
- Do you have a network of strategic contacts to offer good advice or help you?
- Is any of your competitors failing to do something important? Can you take advantage of it?
- Is there a need in your company which no one is filling?
- Could you create an opportunity by offering solutions to problems?

USING THE SWOT ANALYSIS TOOL

THREATS

This part takes into account the external factors that could hurt your chances to attain your goals. The factors to take into account include:

- What hindrances do you currently face at work?
- Is any of your co-workers competing with you for projects or roles?
- Is your job changing?
- Can technological changes threaten your position?
- Could any of your weaknesses lead to threats?

EXAMPLE OF SWOT ANALYSIS

SWOT tool used by a small independent book store

STRENGTHS (HELPFUL)

- Our workers are well educated students who love books
- The space is attractive and inviting
- Customers are supportive of small book store
- Popular cafe makes it easy for customers to linger and find something to buy.

EXAMPLE OF SWOT ANALYSIS

SWOT tool used by a small independent book store

WEAKNESSES (HARMFUL)

- Space is tight
- Bank gave us a limited loan
- Business is slower during summer vacation

EXAMPLE OF SWOT ANALYSIS

SWOT tool used by a small independent book store

OPPORTUNITIES (STRENGTHS)

- We can have local authors give lectures and book signings
- We can make personalized recommendations to long term customers
- We can deliver the same day to mobility impaired customers
- We can feature things that appeal to summer tourists
- We can start a frequent buyer program

EXAMPLE OF SWOT ANALYSIS

SWOT tool used by a small independent book store

THREATS (HARMFUL)

- Large chains have more buying power
- E-books and e-book readers
- Younger generations don't read as much
- Nearby public library reopened after two years.

**THANK YOU FOR
LISTENING!**

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