

FAILURES

LESSON-05

Welcoming Challenges

Do you ever hesitate to start something new because it seems difficult?

Do you ever feel like giving up when facing unexpected challenges?

Do you become depressed in the face of failure?

When faced with challenges, there are two attitudes we can choose from - run away from the challenges - or welcome them...

Have you heard of the Spartan Race or Tough Mudder? These are some of the toughest endurance races in the world, specifically designed to push the participants' minds and bodies to their limits. These races can include lengths longer than marathons (48+ km) and they often take the participants through rivers, deserts, and icy mountains. Numerous tough obstacles (up to 60) block their path, including a fire jump, barbed wire crawl, rope swing, wall climbing, mud crawling, zig-zag log jump, ice-water swim and many more. Surprisingly, the races have been completed by millions of people worldwide - male and female - young and old - and even by people who are disabled. Why do they put themselves through such hardships? Is it for money, fame, or pride? No, it is simply because they love to be challenged.

Don't believe it?

See it with your own eyes!



This is not just an attitude that you will find at these races, but it is this attitude that can be found in successful lives throughout history...



Comeback Champions

Lincoln, Einstein, Disney, Edison ...



Lincoln

...1848 lost re-nomination to congress, 1854 defeated for senate, 1856 defeated for Vice President, 1858 defeated again for senate, I faced so many challenges before I became President. But as I often say, "I embrace difficulties, they are like gems to me!" 13:18

Einstein

Abraham, I know you like to give your long list of the challenges you've faced, but I have definitely faced worse myself. I couldn't speak until I was 4 years old and wasn't able to read till the age of 7! One of my teachers thought I was "mentally slow" I was expelled from my school and rejected from universities...But I always told myself - "In the midst of difficulty, lies opportunity." 13:19

Disney

You guys are pretty good but the challenges I've faced tops all of yours. I was FIRED by my newspaper editor for "LACKING IMAGINATION" can you believe it? I went bankrupt several times! Disneyland was rejected before being built! But hardships only strengthened me. 13:21

Edison

Okay! But my teachers told me, "You are too stupid to learn anything!" That's pretty bad. I made 10,000 light bulbs that didn't work. But each time I would tell myself, "I have not failed, I've just found 10,000 ways that won't work." 13:25

Lincoln

Yeah, yeah... But Thomas, remember the challenges you've faced were all private whereas all of mine were all public disasters! Just look at my list!!! Everything PUBLIC! 13:29

Einstein

Awwwww not the list again, Lincoln! It's as tall as your hat. 13:31

Disney

I guess there is no sure way of knowing who faced the most challenges or who overcame them best! 13:33

Edison

The only thing we know for sure is that our challenges pushed us to work harder and become more successful. 13:36

Lincoln

I agree! 13:36

Disney

Me too! 13:39



Helen Keller is a great example of someone who had faced many challenges in life. By escaping self-pity, and finding workable solutions, she was able to achieve great success throughout her life.

Dear Friends,

After I was born, I suffered from an illness that took away my ability to see and hear. From a young age, I had felt trapped and lonely because I could not express myself.

When I was aged 6, my teacher, Miss Sullivan helped me communicate with my parents through hand gestures. I learnt to identify people by the vibrations of their footsteps. My teacher would read my school books out loud and I would feel her lips to understand what she was saying. In this way, I completed a Bachelor of Arts degree at Harvard University. I took speech therapy classes so that I could learn how to speak effectively to a crowd. I also learnt to share my ideas through writing and I successfully published 12 books. Through this process, I realised that I could overcome my limitations by expressing myself in other ways. I realized that I was not alone in my disabilities, so I dedicated my life to travelling around the world to fundraise and bring awareness to help other people like me. I found my purpose in my life was in helping others. Always remember, that no matter what challenges you have, you can always overcome them.

Yours Sincerely,

Helen Keller

FACING



FAILURES

LESSON 07



FAILURES are not **ALWAYS BAD!**



MEDICAL PRESCRIPTION FORM

Patient Name: _____ Age: _____

R_X

Diagnosis: *Atychiphobia*

Symptoms:

- ☐ Possessed by a fear of what others think about you.
- ☐ Inability to pursue the future you desire.
- ☐ Fear that you are not smart enough or capable enough.
- ☐ Worried about disappointing people whose opinion you value.
- ☐ You set expectations for yourself low because you don't expect to succeed.

Sign:

Do you have any of these symptoms?

If you have any of the symptoms listed in the prescription, you may have **atychiphobia!**

Don't worry, most people in the world have this phobia to some greater or lesser extent.

What is Atychiphobia?

It is a **fear of failure!**

Most of us think that failure is the thing that is stopping us from succeeding. However, we need to adjust our thinking on that.

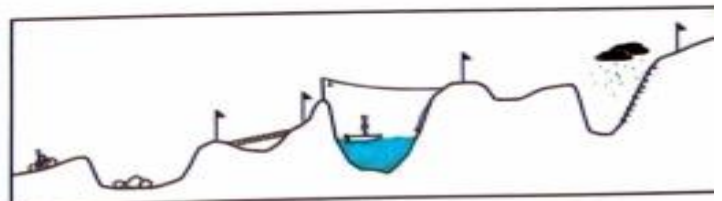
It is not failure that holds us back from success, rather, it is the fear of failure that stops us from achieving our goals!

Once we overcome our fear of failure, we are on our way to success.

How can we overcome our fear of failure? Let's explore this topic together!



What people think success is...



What success actually is...

Lesson 07



TIME TO REDEFINE FAILURE

The first, and perhaps the most important factor that is holding us back from success is how we define failure. How do we think about failure?



Unsurprisingly, these negative thoughts do not only hold us back from achieving success, they are completely incorrect!



Cold x Hot

Light x Dark

Up x Down

Success x _____

Did you put Failure? That's what we thought.

We look at failure as the opposite of success! In actuality, failure is the first step to success! It is a necessary part of achieving anything.

What does this mean? It means that everyone who has ever achieved success has had to face failure.

“ It is impossible to live without failing at something, unless you live so cautiously that you might as well not have lived at all, in which case you have failed by default. ”

- J.K. Rowling

“ The difference between average people and achieving people is their perception of and response to failure. ”

- John C. Maxwell

FAILURES

LESSON 06

SIGNIFICANCE OF **FAILURES...**



Failure
Online



I know, we have been together for a long time since childhood. But now, I am done. I can't bear you anymore. ✓

In fact, I hate you! Would you please leave me? ✓

Ok. Fine. I know you hate me and love success. But the reality is, by moving away from me, you are moving away from success.

Please try to understand the reality. You must accept me to achieve success. The key to success is failure.

„Ups and downs in life are very important to keep us going,

because a straight line even in an ECG means we are not alive.“¹

~ Ratan Tata



FACTORS AFFECTING FAILURE

NEGATIVE ATTITUDE

LACK OF SELF-ESTEEM

MAKING EXCUSES

FEAR OF FAILURE

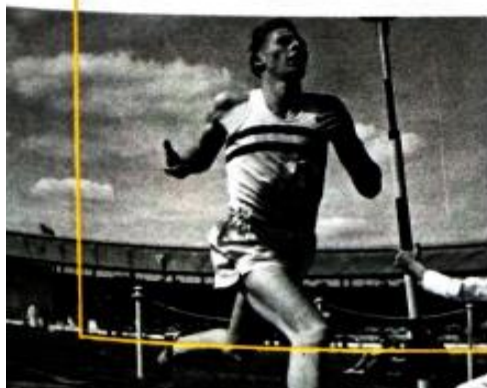
LACK OF PERSISTENCE

FEAR OF BEING FIRST

BUT...

There is no such law that the people who fail will always fail, and those who succeed will always succeed. Successful people have faced failures like others! Then what makes them stand apart? Nothing but their attitude towards failure. Successful people look at failure from a different perspective – they embrace failure. They get rid of negative thoughts. They accept failure and use its learning to make a stepping stone to achieve success in life.

FEAR OF BEING FIRST



Sir Roger Bannister was the first man to run one mile within 4 minutes! Doctors and scientists of that time believed that running one mile in 4 minutes was impossible. But Bannister decided to make the impossible possible. In 1954, against all odds, Roger ran one mile in 3:59.4 minutes, breaking the world record! 46 days later, another runner broke Bannister's record! Over the next few years, more and more people began to break the record of running one mile in 4 minutes. To date, 1,400 athletes have broken the 4-minute barrier! Once Bannister, being the first person to run one mile in 4 minutes, proved that the impossible things can be made possible by believing in our own ability. He reinforced confidence in others, and suddenly many people could do it!

Everyone has to pass through a tough time today or tomorrow. Let us look at the success stories of some highly successful people. Each one has tasted a failure, the bitter part of life, before enjoying the sweetness of success.

He is one of the all-time greatest players in the history of basketball.
5 times winner of National Basketball Association's (NBA) Most Valuable Player (MVP) award.
Had won the NBA championship 6 times.²

*"I've missed more than 9000 shots in my career. I've lost almost 300 games. 26 times, I've been trusted to take the game-winning shot and missed them. I've failed over and over and over again in my life. And that is why I succeed."*³

- MICHAEL JORDAN

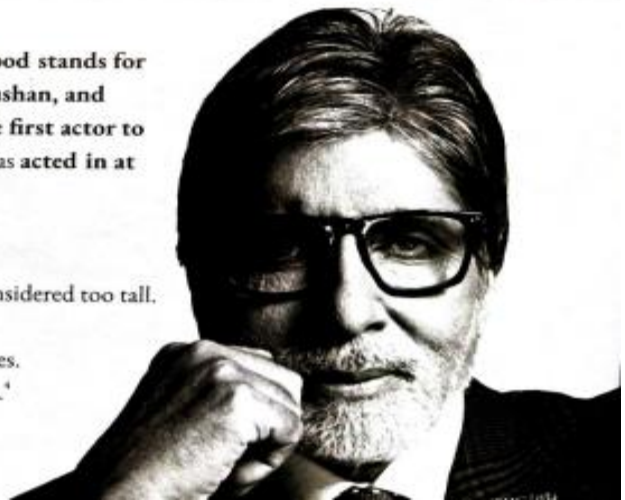


Does Big B even need any introduction? The 'B' in Bollywood stands for **Bachchan**. He has been awarded **Padma Shri, Padma Bhushan, and Padma Vibhushan** by the Government of India. He was **the first actor to receive the Filmfare Lifetime Achievement Award**. He has acted in at **least 163 films**.

Now go through another list in his credentials.

- Rejected by All India Radio before he got into Bollywood.
- Rejected initially during several auditions because he was considered too tall.
- **His first 12 movies flopped!**
- Had to stop working in 1994 after 4 years of box office failures.
- Became bankrupt due to a new venture into film production.⁴

- AMITABH BACHCHAN



Well-known international personality for writing the best-selling mega-hit book series **"Harry Potter"**!

Having worldwide sales of more than 500 million copies! But do you know the success journey of this book? You won't believe it, but Harry Potter was rejected 12 times before being published.¹ In 2008, J.K. Rowling was asked to address the Harvard Commencement: *"What I feared the most for myself at your age was not poverty, but failure... I had failed on an epic scale. An exceptionally short-lived marriage had imploded, and I was a jobless, alone parent, and as poor, as it is possible to be in modern Britain, without being homeless... by every usual standard, be in modern Britain, without being homeless... by every usual standard, I was the biggest failure I knew."*²

- J.K. ROWLING

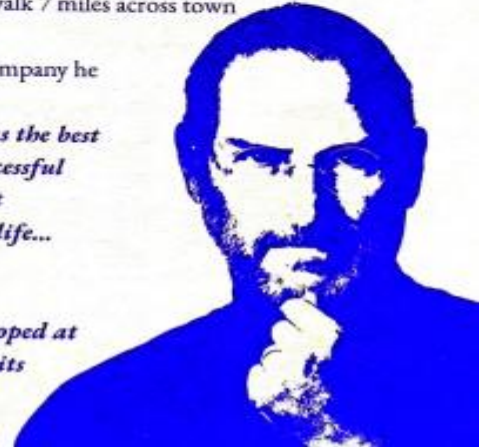


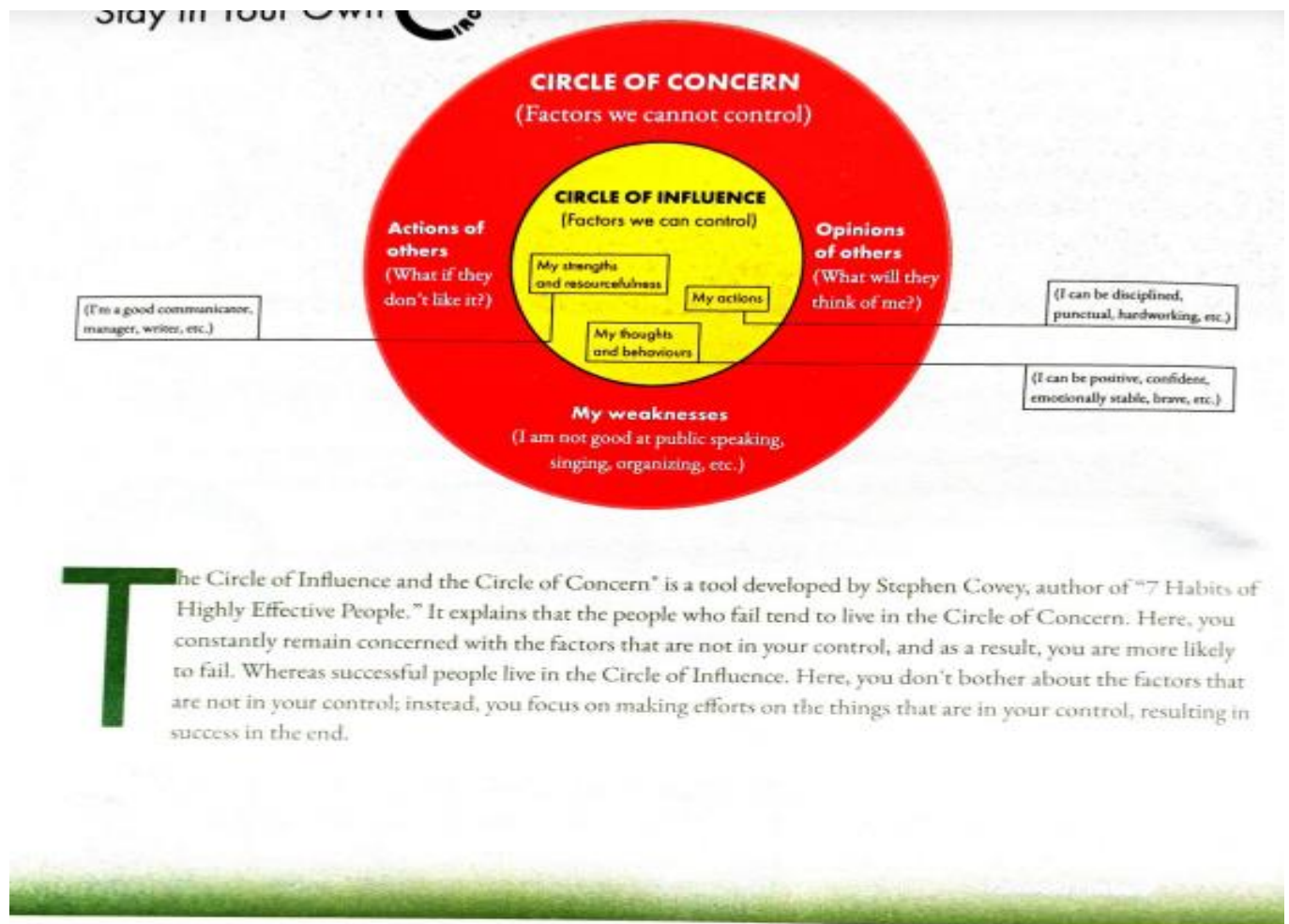
CEO and Co-founder of Apple Inc., the visionary for revolutionary products such as iPod, iPhone, iPad, Macbook, and many more. 141 of Steve Jobs' inventions and designs have been patented.³ Steve Jobs had worth 10.2 billion dollars⁴ before passing away in 2011.

- Dropped out of college and had to sleep on the floor of his friend's room. He hadn't enough money to purchase food, so he used to deposit Coca-Cola bottles for 5 cents to get the money. Had to walk 7 miles across town to receive one good meal every Sunday night.
- At the age of 30, though being the CEO of Apple, he was kicked out of the company he founded!

*"I didn't see it then, but it turned out that getting fired from Apple was the best thing that could have ever happened to me. The heaviness of being successful was replaced by the lightness of being a beginner again, less sure about everything. It freed me to enter one of the most creative periods of my life... During the next five years, I started a company named NeXT, another company named Pixar... In a remarkable turn of events, Apple bought NeXT, I returned to Apple, and the technology we developed at NeXT is at the heart of Apple's current renaissance... Sometimes life hits you in the head with a brick. Don't lose faith."*⁵

- STEVE JOBS





The Circle of Influence and the Circle of Concern* is a tool developed by Stephen Covey, author of "7 Habits of Highly Effective People." It explains that the people who fail tend to live in the Circle of Concern. Here, you constantly remain concerned with the factors that are not in your control, and as a result, you are more likely to fail. Whereas successful people live in the Circle of Influence. Here, you don't bother about the factors that are not in your control; instead, you focus on making efforts on the things that are in your control, resulting in success in the end.

Get out of the Circle of Concern!



"Hababa..."

By hearing the sound of loud laughter, you are looking back. You see a group of students sitting a few tables away from your table at the café. The group is of the coolest students of the university. They look very modern and smart with fancy clothes and branded accessories. All are enjoying food bought from the café. A few are chatting on their iPhones, and the others are talking to each other in fluent English.

After looking at those students, you start thinking about yourself – "I am sitting alone as I have no such kind of friends as I am looking very mediocre wearing simple clothes. I am eating snacks brought from home as food from the café is too expensive, and I cannot afford it." You got impressed with the fluent English of those students and started to regret studying in a Gujarati-medium school. But you know that the fees of English-medium schools were beyond your parent's reach. Looking at your present condition, you get worried - **"How will I ever be able to compete with these students? They have everything! I'll never be able to out-perform them. They will get the better jobs and the better life..."**