



TRANSFORM YOUR CAREER

The science of creativity in your
job and business

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Foreword (2025)

In 2016, I wrote *Transform Your Career* while exploring ideas around motivation, learning, and creative action. The book connected with many readers... but I used it as a lead magnet for something completely unrelated.

That mismatch between **message and product** became one of my most important lessons. It showed me that even the best content fails if the positioning isn't clear.

I've kept this book exactly as it was written. It represents a phase when I was focused on **personal transformation**... before I discovered my deeper obsession with **marketing transformation**.

If you're building something today, use this book as fuel for movement... to start, to learn, and to act. The rest you'll figure out along the way.

— Sushant Jain
Founder, [Lessgo.ai](#)
(2025)

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Chapter 1

Introduction

Did you know approximately 90% of the people in their job/business are doing same thing again and again day in and day out for years? They are not growing at all. And that is the precise reason why they do not enjoy their job. You can't enjoy your profession if you do not feel you are growing. You cannot feel fulfilled until you think you are growing. It is a basic human need.

So if you want to transform your career, you need to innovate and renovate. You need to be creative. You need to implement new ideas. You need to try some new methods. It is absolutely necessary to be creative no matter what your career is. In order to grow, you need to innovate and renovate on a continuous basis.

Why people are not being creative in their career? Is it a luxury that only few people can do or it is really a necessity?

In this book, I will guide you exactly how one can be creative in his career.

We make the mistake of assuming that good ideas just happen. Or worse still, we get caught in the mind trap that creativity is an aptitude; some people have it, others don't. Then there is the other self-defeating belief – "I am not intelligent enough to come up with good ideas."

These assumptions are rarely true. Everyone can come up with fresh, radical ideas – you just need to learn to open your mind and think differently.

Chapter 2

The creativity formula

Everyone can be creative. Everyone can think out of the box. It is not a luxury that only few will have. Creativity is not a special gift awarded only to a lucky few. It is for everyone and it is everywhere. Dr. Michael Kirton, a renowned British psychologist, demonstrated through his research that all of us are born creative in our own ways.

A study was performed by the University of Michigan. In the study, researchers tested participants and ranked them from most to least creative. Then they divided them into two groups: those who demonstrated the most creativity in the test, and those who demonstrated the least. They told the most creative group that their members had ranked lowest in terms of creativity and the least creative group that they had ranked highest. Then each group was given the same problem to solve. The results are (and I am sure you've already guessed this) that the group that thought it was the most creative actually generated the most creative ideas.

So the idea is everyone was born creative. However life helps us to un-learn creativity. Now it's time to un-learn un-creativity.

Everyone is born with a natural streak of creativity. Children are the best proof of this. You can see natural curiosity – a key mindset of creativity – in play in just about everything they do.

Furthermore, kids tend to be the last people to allow fresh ideas to be hijacked by negative thinking, fear of being different or needing to appear cool or stylish. These mindsets are absent when they're very young because everyone is born with creativity.

However, as kids grow up, they lose their natural positive spirit and we see them less excited about new ideas. It's a big problem our society faces because through commission and omission, we unintentionally train kids not to be creative.

As a consequence, our workplaces are full of people who have been trained to be un-creative. And when there's an opportunity they ignore it for one or more of many possible reasons.

They may face the attack of negative thinking. Peer pressure may make them feel insecure about their new idea. Or a profound lack of optimism may convince them it can never be translated into something worthwhile.

Sir Ken Robinson in his TedTalk told that creativity is as important in education as literacy and we should teach it with same status. If you are not prepared to be wrong you will never come up with anything original. By the time we become adults we lose this capacity. We are frightened to be wrong.

Picasso once said this, he said that all children are born artists. The problem is to remain an artist as we grow up. I believe this passionately, that we don't grow into creativity, we grow out of it. Or rather, we get educated out of it.

"You've got to be free to say any dumb thing, because a lot of times when you say something stupid, a good idea arises from it." - Thomas Schnauz, Breaking Bad writer

Believe it or not, kids start learning un-creativity at an early age and it is encouraged on by all sorts of things such as unpleasant events they're involved in or attitudes they see in their parents, teachers and other people who are influential in their lives.

I also believe – perhaps controversially – that basic habits children learn at a young age contribute to their energy and desire to nurture their natural creativity. These habits can stem from sleeping, eating and socialization habits they learn from their parents.

These habits don't just affect their energy and desire but their intellectual and physiological ability to generate ideas, critically analyze them and plan them into action.

Sometimes these events result from irresponsible behavior. Simply no-one is at fault. But we all have an impact.

There are many ways that children over the ages have been trained to be uncreative. The creative spirit can be beaten down in school playgrounds by the box mentality of school friends who punish a kid with different view point by making fun of them for their 'differences'. It can be suppressed when teachers suppress fresh ideas that challenge their own perspectives.

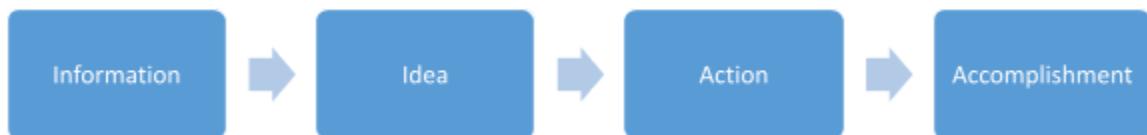
In today's world, you will be left behind unless you are creative enough to adapt and possibly lead that change. The pace of change in every industry and part of life means new ideas are the lifeblood of tomorrow. So at this point of time I want you to acknowledge that there is a need to un-learn un-creativity. There is need to learn the creativity to transform our career no matter what your career is.

What is right for routine work is consistently wrong for creative work. So, in order to be creative in your job or business, you need to learn how to do it. And then later you can implement it.

The first rule to be creative is you need to believe in your abilities. Without the belief, staying focused and creatively productive can be tough! Importantly, you

need to believe in your creativity before anyone else can, so if you're ready to make your mark, start believing in your own creativity today.

I will give you a step by step method using which you can start innovations in your career immediately. This formula will work as a blueprint for you. Stick to it and you will definitely get the breakthrough. I am writing this book using the same formula.



THE CREATIVITY FORMULA

This is a simple formula in which as a first step you gather information about your career. What others are doing differently. What successful people are doing tremendously well? You gather as much information as you can related to your career. You talk to other people, you read books, you watch videos etc... You gather as much information as you can.

Information leads to ideas. Now that's the key. When you will gather new information, you will definitely get new ideas.

Ideas leads to actions. You need to take massive actions to turn your idea into reality.

Actions leads to accomplishment. Consistent effort will lead to accomplishment.

Before, I explain you all these things in detail. I want to let you know few traits that will help you in the entire process.

Be humble. You should admit what you don't know. This is the first step in learning what we need to know. Once, our brain admits that it does not know something, it will do everything to learn that. Do not live in denial. That way you will never learn.

Question the status quo. We should realize that because something is right today, it may not be right tomorrow. We should know that doing things "the way we've always done them" is not good reasoning.

Intellectually curious. We should truly want to learn and find learning fun, interesting and stimulating. We should see life as a journey in which we are continuously learning.

Be willing to try new stuff. We should experiment and see what works. When things work, use them.

Not afraid to fail. We should see failure as an opportunity to learn. Just as we incorporate what works into our collection, we should use failures as stepping stones to other experiments.

Tolerant of ambiguity. Learning creates ambiguity. We should be willing to let go past ways of doing things in order to come up with new ways of doing things in the future. The gap between the past and future can make for an uncomfortable present. We should be prepared for that.

Focus on staying ahead of the crowd. We should be early adopters – of new technology and new ways of thinking. We should realize that knowledge has a short half-life today. We should keep learning to stay ahead.

Failure of Nokia is a big learning in itself. They missed out on learning, they missed out on changing, and thus they lost the opportunity at hand to make it big. Not only did they miss the opportunity to earn big money, they lost their chance of survival.

The message of this story is, if you don't change, you shall be removed from the competition.

It's not wrong if you don't want to learn new things. However, if your thoughts and mindset cannot catch up with time, you will be eliminated.

The advantage you have yesterday, will be replaced by the trends of tomorrow. You don't have to do anything wrong, as long as your competitors catch the wave and do it RIGHT, you can lose out and fail.

To change and improve yourself is giving yourself a second chance. To be forced by others to change, is like being discarded.

Those who refuse to learn & improve, will definitely one day become redundant & not relevant to the industry. They will learn the lesson in a hard & expensive way.

Chapter 3

Gather information

“An investment in knowledge pays the best interest.” ~ Ben Franklin

You know a lot of things, but you don't know what you don't know, and that can be fatal.

One of the best things about life is that we never have to stop learning. There are always new skills to learn and techniques for us to adopt. When you look at the most successful people in the world, they understand this. Warren Buffet spends most of his time reading. The best entrepreneurs in the world don't act like they know everything. They all understand the fact that they have to continuously learn to be successful.

If you settle back and decide that you've learnt everything you need to know about running a business or about succeeding in your job, you'll lose out to competitors who have a passion for learning.

In your personal life, you'll want to keep learning too. That might mean learning how to bring up your kids well. It could involve learning skills that let you maintain your house without having to pay for or rely on outside help. Learning about personal finance and money management – something which we're rarely taught in school – can turn your life around. But anyways, let's keep our focus on transforming our career first.

You need to gather as much information related to your career as you can. For an example, a person doing job in a software industry as a Java developer, he can gather following information:-

- 1) What is my current proficiency level and what is the proficiency level of those people who are doing better than me.
- 2) What are best companies to work with as a java developer?
- 3) What kind of automations other companies/people have done which I am still doing manually.

Or a person having a shop of garments can gather following information:-

- 1) What things a person does differently who is having ten times revenue than me?
- 2) What are best practices of marketing other shopkeepers follow.
- 3) What is my current closing percentage and how can I double it.

Different type of modes to gather information

Reading books

Reading books is a great way to gather information and learn new things. Do some research and find out the top 10 books which are crucial to read for your career success. Buy them or get it from the library. You can also read eBooks. Read them one by one. Prepare notes.

Listening to audio programs/ audio books

If you don't like to read, or do not like the eBook format, you may enjoy audio books. Many books are available in audiobook format nowadays.

Watch videos

If you would like some images to go with your lessons, videos could be of interest to you. Search YouTube and other websites for video related to your career.

Surf the web

Surf the web to gather new information. Read articles. Read online magazines.

Take classes online.

Nowadays, there are many universities which are providing their course online. You can join one of them.

Engage with people who are in same profession

Engage with people who are in similar profession. Ask them how they do certain things. Use social media to approach them. Don't be shy or afraid. This is one of the most useful technique to gather information.

Here are few tips: -

Don't start by making an ask

Your first contact with anyone on social media should be positive and personalized. Yes, it takes more time to send a hand-crafted tweet or message to a new contact but it's worth it.

If someone you don't know contacts you and begins the message by asking for something, how likely are you to listen?

If you want to ask someone tips to do marketing, read their blog/tweets first or at least show that you have taken some kind of interest in them. Doing 30 seconds of research on someone to personalize a message is worth it and will instantly create value in a relationship.

Keep it simple

We live in a 140 character world but that doesn't mean you need to use all of those characters. Make sure your ask is simple to both understand and execute. If it requires more than two steps to execute, you will not get a great response. People are willing to spend a minute helping you, not ten.

Use humor

One of the easiest ways to make an ask seem less aggressive is humor. People engage more with a good joke or an interesting reference.

Be specific

Be polite but not too polite. What you are asking for must be clear. Don't let a joke or something clever distract from what you need them to do.

Follow-up

This is the most important part. Follow- up till you get what you want. Never ever give up.

Thank people. Acknowledge them publicly. Make sure you are always appreciative when they help you. It will make it even easier the next time.

Knowledge is power

When we educate ourselves, we learn new things that we were previously unaware of. This gives us the ability to make better decisions, come up with more

evolved and intelligent thoughts and improve the lives of ourselves and those around us.

If you read a book written by a genius in an area you are passionate about, you will absorb so many things that have the potential to dramatically improve your life.

No matter what happens in your life, knowledge is something that nobody can ever take away from you. Once you learn a new and revolutionary idea that transforms the way you view the world, it is yours forever. And the more you learn, the more insights you can build on top of the things you already know and you realize that the constant pursuit of knowledge gives you your own unique idea.

Chapter 4

Idea

Information will lead to ideas.

You can acquire this skill by consciously practicing techniques that force your mind to forge new connections, break old thought patterns and consider new perspectives.

Here are few tips for it:-

Dedicate at least 15 mins daily preferably in morning to think about new ideas.

It is a cool habit to develop. These 15 minutes you are dedicating to yourself. Just sit at a peaceful place and try to think about new ideas consciously. Always think how I can do this in a better way.

Challenge assumptions

For every situation, you have a set of key assumptions. Challenging these assumptions gives you a whole new spin on possibilities. Challenging assumptions can unlock the creativity needed for innovative solutions.

But how do you challenge assumptions? Are there specific techniques that can help you in identifying and challenging your assumptions?

Dictionary meaning of assumption is *a thing that is accepted as true or as certain to happen, without proof.*

Write Down Your Assumptions

First things first. Before you can challenge your assumptions, you must write them down.

Spend time on this part. Often the mere act of writing down assumptions highlights ways around them.

Work with multiple people and brainstorm to uncover hidden assumptions you may not be aware of. Break down each piece of your problem or solution into parts and ask what assumptions you have about each part.

Let's say I have an assumption that *I am not creative.*

Examine Your Assumptions

Examine your assumptions by using the follow techniques:

1. Redefine Words

Examine the meaning of words in assumptions. An assumption can be inaccurate because it uses words that are too narrowly defined, too broadly defined or interpreted differently by different people.

Terms defined too broadly may mean an assumption that only applies to some situations gets applied to all situations. Conversely, terms defined too narrowly may restrict thinking and hide opportunities. Different people may state the same assumption, but interpret that assumption differently because they use different meanings for the core concepts.

For example:- My assumption was *I am not creative*. But it is too broadly defined. So I will redefine it and I will say *I am not creative when it comes to cooking or singing*.

2. Test Negative Statements

Re-state the assumption in the negative. Does it still make sense? Negative statements can highlight logical myths.

For example: - I will write I am not un-creative. Does is still make sense. Can I think of a scenario where in I really showed creativity? Once you ask this question to your mind, it will look for all things you have done creatively in the past and help you to break the assumption. It is very powerful. It will instantly challenge your assumption.

3. Cross-Validate Your Assumptions

If you have multiple related assumptions, build a model that calculates one assumption from the other and vice versa. When dealing with numbers, a top-down versus bottom-up analysis can cross-validate your assumptions.

4. Imagine without Your Assumption

Do a thought experiment on what would happen if the assumption didn't exist. How would that change your actions and the actions of those around you? What other assumptions wouldn't make sense because they depend on the assumption you're removing?

For example: - If the assumption “I am not creative” didn't exist. I would have been more creative in my work. I could do innovation, I could write books. My life would have changed.

5. Imagine with Different Assumptions

Do another thought experiment, but instead of eliminating the assumption, narrow, broaden or change a parameter of the assumption. What consequences does this have?

For example: - If I narrow down my assumption to *I am not creative when it comes to cooking or singing*. I have many other fields where I can be creative. I could do innovation, I could write books, I could transform my career.

6. Ask Why

Ask why the assumption exists. Uncover the reasoning behind them the assumption and examine that. Can the underlying reason be used to create a more accurate assumption?

For example: - Ask why I have an assumption that *I am not creative*. I could do innovation, I could write books. It's because I failed miserably when I tried to be creative in the past or someone made fun of me when I was describing something with other perspective. Is it because someone told me that you are not creative and I believed him blindly?

7. Drill it down

Iterate on each of these techniques as assumptions uncover further assumptions. Try to get to the root assumptions and validate those. Then derive additional assumptions if appropriate. Use the 5 Whys method to keep drilling into your problem.

For example:-

i. I am not creative.

Ans: - Because I tried to write book in the past but did not complete.

ii. Why I did not complete the book?

Ans: - Because I am lazy.

iii. Why I am lazy?

Ans:- Because I was forced to write a book on a topic which does not interest me.

So we got the answer in three question that changed my assumption from “I am not creative” to “*I do not do things consistently which does not interest me.*” You can further drill down if you want.

Using these techniques you can quickly uncover problems with your assumptions and come up with creative new solutions.

Rephrase the problem: -

The real act of discovery consists not in finding new lands, but in seeing with new eyes. ~ Marcel Proust

Stating the problem differently often leads to different ideas. To reword the problem look at the issue from different angles. "Why do we need to solve the problem?", "What's the roadblock here?", "What will happen if we don't solve the problem?" These questions will give you new insights. You might come up with new ideas to solve your new problem.

Ask relevant question to yourself: -

If I had an hour to solve a problem and my life depended on the solution, I would spend the first 55 minutes determining the proper question to ask. For once I know the proper question, I could solve the problem in less than five minutes ~ Albert Einstein

It is very important to ask relevant questions like: -

- 1) Why is it so?
- 2) What does that mean?
- 3) How can I solve this?
- 4) Where does it happen?
- 5) When does it happen?

Keep an idea journal

Most ideas are born and lost in isolation – Scott Belsky

When you will look for ideas. It is most likely that you will get them throughout your day without even trying. You must keep a journal or notebook to note them down, otherwise you might forget it. Don't trust your memory. Most of the successful people got a common habit of keeping an idea journal with them.

If you don't already use a notebook or a journal to keep track of your ideas, I highly suggest that you start one as soon as you finish reading this book. If you do already keep a notebook or journal, here are some keys that I have found for maximizing its effectiveness.

1. Available When You Need It

The main reason for having an idea journal is to get your ideas on paper before you forget them. Most of us have plenty of ideas, they just don't come at the most convenient times. With an idea journal you can write down your ideas as they come, and then when you have time to write you can refer to the journal for possible ideas. If you just leave your journal next to your computer it will not be very effective.

2. Organized

In just a short amount of time your idea journal can become a mess if there isn't some organization. At that point it becomes a headache to find the right ideas when you go back through the journal. How you organize it is not so important, it just needs to be organized in a way that will work for you. Personally, I like to keep lists of ideas in different categories. I have a list for article-related topics, web design, marketing and social media, and even for Facebook posts. I have found that the categorized list also works well for coming up with more ideas through brainstorming.

3. Write down all ideas

Regardless of what career you are in, you'll probably not want to turn every idea into reality. Despite that, you should write down all ideas that come to you because they may lead to other ideas or they may develop into something more significant with time. Hopefully, your idea journal will lead to a huge number of ideas, then you can choose the best ones and turn them into reality.

4. Ongoing

The idea journal should always be a work in progress. Add new ideas whenever possible. If it sits for a long period of time without any new additions you'll see a lack of fresh ideas and your results will suffer.

5. Free Flowing

With an idea journal you don't want to judge your ideas right away. If you have an idea, even if it doesn't seem that great, write it down. Later you can go back and find the gems that lead to your best innovation, but try to avoid judging ideas too early. Let them flow freely.

6. Personalized

Your idea journal should be your idea journal. Whatever methods work best for you should be used. We all have different ways of learning and working most effectively, so don't try to force someone else's habits on yourself. If some of the points here simply won't work for you, adjust them or replace them with other methods that will work.

7. Prioritized

Some of your ideas will be better than others. Some will be more time-sensitive than others. For these reasons, it's helpful to have some system for prioritizing your ideas.

Choose the ONE

Once you get 4 to 5 ideas, choose the one which you want to implement immediately.

And always remember: -

Do not dismiss your insane idea as IMPOSSIBLE. "For an idea that does not first seem insane, there is no hope. - Albert Einstein

"Say yes to a great idea instead of overlooking why it will not work."

Focus equals power.

If anyone is successful at anything, and not just once in a while but on a consistent basis, they are not lucky, they are focused. They are crystal clear about what they want. The clearer you are about what it is you want, the easier it is to achieve it, because your brain can figure out how to get there. Be very clear about your idea. Choose your idea carefully because once you choose it you will be 100% committed to it. You will be 100% focused to it.

Be stubborn about the idea (vision), but flexible with your plan/approach.

Have you seen how water flows? Indeed, you know. No matter what comes into the path of water, it makes its own way. Be flexible like water. You cannot always choose your life events, but you can always be flexible to change your approach as per your conditions.

When the water of river flows, it encounters barriers such as hills, stones and pebbles along the way. First, it tries to take them away from his path with its power of range. However, if water does not able to throw it away, it does not stop there. It adjusts himself in another direction. This is the flexibility of water.

Flow like water while dealing with difficulties. Do not be so rigid to change your approach. It is good to be definite about your vision but be flexible with your approach. If one path is not getting you there, try another. Keep going and keep flowing.

"Failed plans should not be interpreted as a failed vision. Visions don't change, they are only refined. Plans rarely stay the same, and are scrapped or adjusted as needed. Be stubborn about the vision, but flexible with your plan." ~ John C. Maxwell

Chapter 5

Take massive Action

Action is the bridge between idea and Results.

There is one SKILL above all others that influences the quality of life: the capacity to take an idea of what you want and make it real.

Find out the purpose

I strongly believe that if you are clear with "Why", you will easily get "How".

Ever wonder why some people seem to be able to get more done than others? Or how about the dedication that some people have to their career. It always inspires me to see someone so passionate about something that they are not only willing to do whatever it takes to accomplish their goals, but they are also getting stuff done at a speed that is just mind-boggling.

The secret to their success can be summed up in this little word: WHY

Why they are doing whatever “it” is, is what drives them.

Having a PURPOSE makes you purposeful with every move you make.

Understanding what’s on the line, drives you to care about the end result more than the steps that will get you there.

"In race between Lion and Deer; many times Deer wins. Because Lion runs for food, Deer for life." The purpose is more important than anything else.

The fuel behind getting there is having a compelling purpose and a reason that will move you. Your fuel is what will drive you no matter how difficult the situation is.

Most of the people fall into the trap of initial enthusiasm. They are so enthusiastic about their idea that they directly fall into “How” as soon as they get it. That enthusiasm does not last. They lose the drive and their vision never become the reality. It is so disappointing to see most of the ideas never turn into reality which could have changed the world.

Here are few questions which you can ask yourself to find out the purpose effectively.

- Why am I doing this?
- What's the purpose of this?
- What part does this play in my long-term vision, life goals, etc.?

- Why is this not just a “should,” but a must for me?
- How your lifestyle will improve if you implement this idea.
- What recognition you will get if you implement this idea.
- What pleasure you will get in celebrating the success of implementing this idea with your close ones.
- What all pain you will get if you didn’t implement this idea.

Write them down in your journal and read them twice a day at least. Remember, it is your fuel. Make sure you read them without fail.

Turning idea into reality is your duty

Turning the great idea into reality is not a choice. It is your duty, commitment and responsibility – duty towards yourself, your family and entire humanity. No matter how small or big your idea is. No matter how easy or difficult it is. It is your duty to turn this into reality.

Treating vision as an optional is one of the major reasons why more people does not turn it into reality. If you don’t consider it your duty. If you don’t consider it as an absolute must, then simply you won’t. If it does not become an ethical issue for you then you won’t feel obligated and driven to turn this into reality. You need to approach turning your idea into reality as must-do obligation, do or die mission and approach it with whatever it takes attitude.

I have got many ideas earlier to write a book but they never turned into reality. The precise reason idea of this book is turning into reality is because I considered writing this book as my duty. Duty towards myself, my family, society and entire humanity.

Take massive action

What ACTIONS will you need to take? Where do you go from here? Write it all down. Commit to paper your ideas and the required actions to achieve them. Simply by creating an idea and actions in your mind and putting pen to paper, you've already started your journey with strong foundation.

Now, listen. There are 2 types of actions

- 1) Normal level of action
- 2) Massive action

Most of the people are either doing nothing or taking normal level of action. The fact that you are reading this book right now tell me that you are at least taking normal level of action rather than doing nothing.

But you need to take massive actions to turn your idea into reality. Figure out how much action will it need to achieve it and be prepared for taking ten times actions.

See, people fail to turn their idea into reality because they get disappointed in the process and quit. Now, important question is why they get disappointed? They get disappointed when things fail to live up to their expectations. When we expect that the idea will turn into reality using normal level of action and then apparently when it will not happen then it is quite obvious to get disappointed. Now, how do we get rid of this?

Real problem is not the problem. Real problem is our expectation. We expect at first place that idea will turn into reality using normal level of action. We get disappointed when that is not the case. So, the solution is to expect and be prepared for the 10 times actions what we first thought that will be required to achieve our target.

What is massive action?

It means taking many big and focused action steps at once that can bring you big results in return.

How do you take massive action?

In order to take massive action, you can take the steps below.

1. **Write down your main idea, your goal and its purpose.** If you have not written your idea and purpose till now. Please do it. Do not take this for granted.
2. **Prepare massive action plan.** Once you know the exact result you are committed to achieving, and why you must achieve it, you are now in the state of mind to create the massive action plan to get there. Begin by asking yourself what action steps you must take to achieve this specific result. These steps are the basis for your **Massive Action Plan**.

You need to split your big idea into sub-goals. This way you know your milestones you want to reach and you are able to see if you are making steady progress.

3. **Eliminate and outsource.** One important part is to get rid of tasks that you shouldn't be concerned of. This way, you are reducing the amount of "waste work" and you can focus on the essential tasks in your projects. *You love to write, but graphic design is not your thing. Yet, you realize that you have to pay attention to this aspect in your book too, so you decide to outsource the design work. You also decide to outsource the proofreading part as well.*
4. **Act!** Now it's time to take massive action! This requires raw work. In fact, even in the situations of "work smart, not hard", you still need to put some hours in even if you are focusing on the essential tasks only.
5. **Block some time, get rid of distractions and choose your location.** To get more stuff done with less distraction, you have to figure out the times when to

do the work, where to work and how to be the least distracted as possible. By doing these three things, you have a clear work structure in place and you are making sure that your action is not interrupted by something that could have been avoided with a little planning. *You realize that the best writing times for you are between 06.00 AM and 10.00 AM in the morning and between 5 PM – 9 PM in the evening. You block the time off your calendar and let your spouse and kids know about this. It is quite obvious, that you mute your phone and disconnect from e-mail or instant messaging during the time you are working. In addition, you know that you are at your most productive in your work room during the working hours, so you “isolate” yourself there.*

6. **Review your progress and adjust if needed.** Once you start working, you may become blind to your work. This causes you to miss the bigger picture (your “why”) and you are doing things you shouldn’t be doing. To prevent this, you review your action steps and progress on a consistent basis (once again, block some time off your calendar). If necessary, you take corrective action that put you back on track. *You come to realize that you have been able to produce only 2 pages for your book for a couple of days. You make a careful analysis and realize that you feel tired when you work. You decide to take some power naps but also get your nightly sleeping patterns improved for better alertness and productivity. This action puts you back on track and you feel much better when you do your work.*

Never ever ever ever ever QUIT.

Persistence is an essential factor in the procedure of turning idea into reality. It is probably one of the most admirable characters a person can possess. It's the ability to be determined to do or achieve something regardless of any setbacks.

The majority of people are ready to throw their aims, ideas, vision and purposes overboard and give up at the first sign of opposition or failure. A few carry on despite all opposition, until they attain their goal.

"No great achievement is possible without persistent work. – Bertrand Russell"

Many has the capacity to set goals and plans toward success, yet only few succeeds, because only few stick to work on their goals and plans until it is accomplished.

Majority stops before they even start or they quit in the middle of their journey. Oftentimes, the reason for quitting is hardships, discomfort and uncertainty. They let their fears and doubts paralyze them from moving persistently toward their goals. Or perhaps, their motivation isn't firm enough to drive them to work on it.

Quick exercise:

When was a time in your life when you were taking massive action and winning?

What is your purpose and massive action plan?

Chapter 6

Accomplishment

Great people are just ordinary people with an extraordinary amount of determination. ~ Robert Schuller

Your massive action will lead to accomplishment. Be result oriented. Be focused. Believe that you will achieve it.

It may not be easy but it will be worth it.

It will not be easy. Obstacles will come. But you need to stick to it. You must turn your idea into reality.

You might face innumerable challenges and problems. You might get apples when you were expecting oranges. It might present us with seemingly awful surprises that we weren't expecting.

Despite all this, it is not so much what happens to us that actually makes a difference, it is rather what we do with what happens to us that determines where we will end up, what we will have, and whether our idea will be a reality.

This chapter digs into the details of the problems and obstacles that we might face, providing us with a means to get through the lowest moments of our lives when everything seems to be falling on top of our heads.

Throughout this chapter we will first identify the different faces of the obstacles, problems and challenges that we might face. After which we will take a look at the reasons behind these obstacles and what they really mean. Thirdly, we will work on developing a strong mindset that will help us push through any challenges that will be present us with. And finally, we will discuss how to create unstoppable momentum that will guide you towards the attainment of your idea.

It is very easy to go all-out towards the accomplishment of our ideas when everything goes smooth. However, if we are not mentally prepared the moment something begins to stir the waters and rock the boat from side-to-side, we begin to panic and struggle to deal with our circumstances. We see these problems and challenges as larger than life and way beyond our capabilities and means.

These events may very well end up overwhelming us and causing great disappointment and suffering. As a result we may end up quitting and throwing in the towel of defeat, all because our resolve wasn't strong enough to handle the burden associated with our journey towards the accomplishment of our idea.

Within this section we will take a look at the possible obstacles that may stand in our way as we progress along the path towards accomplishment of our idea. These obstacles essentially come in four distinct forms:

- From within ourselves
- Extending from our decisions and actions
- Directed from other people
- Originating within circumstance

Obstacles within Ourselves

Probably the toughest and most challenging obstacles that we face come from within ourselves. These obstacles are extremely challenging to overcome because in many instances we are simply blinded to their existence.

Your first objective is to identify these obstacles and endeavor to understand how they are affecting your life and perception of reality. Secondly, you must learn to deal with them in an effective and resourceful way that will once again help move you in the right direction.

Let's now take a closer look at each of these obstacles in a little more detail.

Lack of Desire

A lack of desire means that you simply do not have enough emotion behind your actions. It means that the idea that you are working towards are not yet emotionally important enough. As a result, when obstacles come your way, you will not have the emotional strength available to successfully deal with these challenges, and you will therefore likely surrender to your difficulty without putting up a fight.

Lack of Self-Belief

When belief is lacking, you have very little hope of achieving anything of significance in your life.

The very moment an obstacle comes racing across your path, your lack of belief will manifest in two ways.

First, it will manifest as a lack of belief in yourself. Basically you do not believe that you are good enough or worthy enough to turn your idea into reality.

Secondly, your weak belief systems result from not having enough confidence in your personal ability to successfully get through an obstacle in your path. As a result you lack the will-power to persist when things get a little tough and somewhat unfamiliar.

Lack of Commitment

A lack of commitment is somewhat related to a lack of desire. However, when it comes to commitment it pretty much stems from your inability to manufacture enough *why* reasons to move you through the obstacles that stand in your way.

If you are unable to generate enough reasons to get you through an obstacle, then you will likely quit when the going gets tough.

It is also important to realize that your commitment levels are directly connected to the expectations that you initially formed when you began your journey towards the accomplishment of your idea. If along your journey you are not meeting your expectations, then your commitment will waver and you will be more likely to quit in the face of difficulty.

Asking too Many negative WHY Questions

Negative 'Why' questions are self-sabotaging programming tools that focus you on your shortfalls and weaknesses.

When things start to get a little challenging, and externally it begins to appear as though you are fighting against a losing cause, then negative 'why' questions will put the finishing touches on a journey filled with regret and unfulfilled objectives.

The moment you start asking yourself...

Why does this always happen to me...?

Why do I always fail...?

Why is this always so difficult...?

Why is life always against me...?

You are losing the battle.

These questions will put you in a state of regret and emotional weakness. Avoid them at all costs.

Focusing on What ‘Don’t Want’

Whenever you are focusing on your problems, obstacles, and uncontrollable circumstances then you are at that moment focusing on things you don’t want in your life.

It is said that whatever you focus on will expand and envelop you in a new reality. Therefore if you continue to focus on the things that **you do not want**, this will effectively expand the things **you do not want** within your reality.

All your thoughts, actions, behaviors and decisions will create an unresourceful state of weak-thinking that will likewise continue to sabotage your progress towards the attainment of your goals and objectives.

Being Riddled with Negative Emotions

A negative emotion is basically an emotion that puts you into an unresourceful state, which discourages action and effective decision making.

The emotions of worry, anxiety, doubt, overwhelm, anger, and guilt all work together to create a powerful self-sabotaging cocktail that will hypnotize you into a state of self-pity, that will likewise prevent you from achieving your goals and objectives.

Being Riddled with Fears

Over time, our negative emotions usually turn into uncontrollable fears that direct and dictate our daily decisions and actions. These fears will rob you of your life essence and desire to successfully move past the obstacles that stand in your way.

The fears of rejection, responsibility, success and failure will leach and drain your energy of the life essence you need to attain your goals and objectives.

Being Riddled with Excuses

All the above mentioned self-sabotaging forces naturally feed the excuses that we build up within ourselves over time.

There would be no reason to make excuses if the above mentioned forces weren't directing our behavior. Yet, it is important to understand that in some ways our excuses are blessings in disguise, as they provide us with an insight into the self-sabotaging forces that are dominating our current reality and process of thinking.

Pay attention to the excuses you continuously make, and identify where exactly they originate from. Identification is the first step that will set you on course towards taking control of your emotional responses.

Ask yourself:

Do my excuses come from a lack of desire?

Do they come from a lack of self-belief?

Do they manifest as simply a lack of commitment on my part?

Am I making excuses because I'm asking too many '*why*' questions?

Do my excuses come from the fact that I'm focusing on what I don't want?

Or do they simply come from my negative emotions that are manifesting as fears?

Obstacles Manifested through Our Actions

There is another set of obstacles that naturally manifest through our daily decisions and actions. These aren't so much obstacles that come from within

ourselves, but rather obstacles that come from a lack of judgment, understanding, insight and experience.

The first step is to identify these obstacles, while the second step is to incorporate strategies that will allow you to correct your course-of-action and set you on track towards the achievement of your idea.

Rushing Decisions

In many instances we damage our success and create unnecessary obstacles along our path simply because we rush our decision making process.

We rush our decisions because of a lack of time or as a result of external pressures or circumstances. And the consequences of such inefficient decision making can sometimes cost us more than the process of refraining from making the decision in the first place.

Making Incorrect Decisions

Other times we simply make incorrect decisions due to a lack of understanding about a situation, or due to a lack of experience or resources.

In this instance we actually take the time to carefully consider our decision making process, and we come up with conclusions that we feel will best assist us to move forward along our journey towards the attainment of our objectives. Yet, a lack of judgment on our part can lead to the creation of unnecessary obstacles that could've been avoided if we had taken a slightly different approach.

Harming Habits

Our habits are in essence the daily decisions we make, and the actions we take that manifest in the outcomes we experience within our lives.

Action related self-sabotaging habits such as laziness and procrastination, are ongoing obstacles that many of us fight against on a daily basis. Some of these habits are so deeply ingrained into our psyche, that it is difficult for us to understand how to overcome them successfully.

Obstacles Created by Other People

At times we are confronted by obstacles that are brought about by the decisions and actions of other people.

It is not so much other people that are to blame for creating the obstacles within our lives, it is rather our approach and how we deal with others that manifests the reality we experience. However, for this discussion let's ignore that fact, and just take a look at how others influence and create interpersonal obstacles along our journey towards accomplishing our idea.

People Not Cooperating

When people do not cooperate, or do not see things from your perspective, this can cause arguments and unresourceful time being spent on trying to convince others that your ideas and strategies are worthwhile and should be implemented.

If you want to succeed in life, you must obtain the cooperation of other people who can assist you along your journey. You must in essence become a person of influence.

People Sabotaging Your Progress

Sometimes people may purposefully try to sabotage your progress by doing things that will throw you off course in order to serve their own personal interests. This is a difficult obstacle to manage successfully if you have little experience in understanding the psychological tendencies of human behavior.

People Incorrectly Influencing Your Decisions and Actions

Even though some people may have the very best intentions for you and your future, this does not mean that their suggestions will be of greatest benefit for your future endeavors.

Other people simply may not have the right perspective, or insight into a situation that would make them effective mentors when it comes to influencing your decision making process. You must therefore be wary of the advice that people give you. By taking the wrong advice on board, you may end up creating more obstacles than you can handle.

Obstacles Springing from Circumstance

Finally, let's take a quick look at the possible obstacles that could crop-up out of the changing circumstances within your life.

It is important to remember here that it is not what happens to us that makes a difference, it is rather how we respond to what happens that determines how successfully we overcome the challenges within our lives.

When Things Just Don't Go As Planned

In this scenario you have meticulously planned out every detail along the path towards achieving your goals and objectives. However, for one reason or another something unexpected happens and our plans are thrown off course and into another unforeseen direction that brings great stress and pain.

When Problems and Uncertainty Expand

In this scenario you successfully managed to handle the problems and obstacles that stood in your way. However, every time you manage to put an obstacle to rest, another problem pops up creating an even greater sense of uncertainty. It seems that the more problems you successfully deal with the deeper you dig yourself into further problems and challenges that appear to have no end.

When Circumstances Lead to the Appearance of Defeat

The above two scenarios of unending problems and uncertainty may in essence lead you to believe that defeat is only moments away. However, the reality of the situation may be somewhat different than what you might imagine.

Within the next section we will discuss this in greater detail.

Reasons behind the Obstacles We Face

Obstacles are often only temporary roadblocks along our journey. For the most part, they are nothing more than interpretations that we make about people, events, ourselves and circumstances. Moreover, obstacles are there to teach us great lessons and help us to better understand our situation, others, ourselves, and the world around us.

Did you know that every obstacle that you face has an underlying reason for appearing within your reality?

Within this section will take a closer look at some of these reasons and identify what they really mean to our life.

Life is a Magnificent Journey

Life itself is a journey of self-discovery, and not just a mere combination of small destinations. It is a never-ending journey that has many unexpected turns, twists and surprises that make it worthwhile and fun.

When you are facing obstacles and challenges in your life, it is important to understand that you are on a journey, and that no *one* event or circumstance determines how your journey will pan-out over the course of a week, month, year or longer.

Let's take a look at the journey of life in a little more detail.

Uncertainty is required to Build Strength of Character

Life presents us with constant challenges in order to build strength of character.

Reflect on your past for a moment, and identify the challenges that you successfully faced and the adversity that you overcame. Ask yourself:

How did these events change me as a person?

How have they developed and shaped my character?

Would I be the same person I am today without having gone through these experiences?

How have my current decisions and actions changed as a result of these life events?

Life Moves through Cycles of Changes like the Seasons

The natural world experiences cycles of change that we call *seasons*. We all acknowledge the fact that summer must end, just as much as we acknowledge the fact the winter will not last forever.

Using this metaphor, it is important to understand that the road towards the accomplishment of your idea also moves through periods of seasons.

You have your springs which give birth to new and creative ideas. The summers grow and expand those ideas in ways that allow you to reap unsurpassed rewards. Then there are your autumns, which bring with them new obstacles and challenges that encourage a transformation of ideas, character and circumstances. And finally, we have our winters that allow us to enter into long periods of hibernation and deep self-reflection into our life circumstances, future goals and objectives. When our winter is over we once again move into the season of spring, which brings with it new ideas that were cultivated during our winter hibernation stage.

The seasonal cycles of life won't always move in this particular combination or order, however at any moment in time be aware that you are indeed moving through a cycle. And no matter what that cycle is, be rest assured that this particular season will not last forever, and that no matter how grim your current difficulty may be — as long as you persist — there will always be a light waiting for you at the end of the tunnel.

Life is a Journey of Wonders Hiding around Every Corner

When it comes to life, we simply just never really know what's hiding around the corner.

Our obstacles may currently be overwhelming our perceptions, however our perceptions do not make up our reality. What appears to be an overwhelming amount of problems may only be quite temporary. In fact, if you persist just a little longer, you may find that great opportunities and wonders are waiting for you just around the corner. You just never know.

Life is a Journey of Opportunities Disguised as Problems

The funny thing about life is that it sometimes has a habit of presenting us with a countless opportunities presenting themselves to us as unimaginable problems.

Remember, what you focus on becomes your reality. If you are constantly searching for problems and focusing on the things that you do not want, then that is all you will perceive within your reality. However, on the other hand, if all you are searching for are answers, solutions and opportunities, then you will always be getting them.

You must effectively teach yourself to search for the seeds of opportunity in every apparent problem that crosses your path. By undertaking this deductive process, you will create a powerful habit that will allow you to spot what others simply fail to notice.

Life Requires New Learnings and Experiences

We do not exist just for the sake of existing. Instead we exist because we are here to learn, to experience and to mature as productive and intelligent human beings.

Every problem or obstacle we face has been presented to us for the purpose of teaching life lessons that will allow us greater clarity of thought as we progress forward along our journey towards the accomplishment of our idea. Therefore, don't look down and frown upon the problems that you face, instead turn your frown upside-down and take time to learn from your challenges in ways that will expand your thinking and improve your predicament.

Other People Are Relying On You. You can never give up and never quit because if you really think about it, there is a mass of other people who are relying on you to excel and succeed with attaining your idea. Remember, turning this idea into reality is your duty.

Think about your kids, parents, siblings, family, spouse, colleagues, friends, the people you care about most, etc. How much are each of them relying on you to succeed in this field of endeavor? If you do not do this for yourself, then at least succeed for them.

Obstacles Allow for Personal Growth

Did you know that you will never achieve the goals you are working towards if you are incapable of learning from the problems (lessons) that life throws your way? In fact, you will never even get close to achieving your objectives if every time a problem arises you decide to look the other way or quit.

Life is a journey of learning and personal growth that guides you along the path towards your next stepping stone. Yes, this guidance is riddled with obstacles and problems, however these challenges are there to test our resolve, and to help us to *deserve experiencing* the goals we are striving for.

From this moment on, only view problems as opportunities for growth, and you will move forward towards your goals and objectives with accelerated speed and precision.

Few characteristics which will keep you going

High Desire to Succeed

People who never give up cultivate within their heart a burning desire to succeed no matter how terrible their circumstances may seem. Their desire to succeed is

so strong that at times they may even become unreasonable when working their way through obstacles.

These people's desire to succeed is strong because they have found effective ways to keep themselves motivated when the odds are down.

Wholehearted Commitment

People who never give up have an unwavering commitment to their goals and objectives.

Commitment naturally stems from an empowering set of beliefs that keep their gaze locked on their target until it is finally achieved.

To create unwavering commitment one needs to become crystal clear about the goals that they are working towards.

Unstoppable Determination

People who never give up cultivate a mindset of unstoppable determination. These people simply don't take *no* for an answer. They see opportunities where others only perceive problems; they make the most use of every situation and keep moving forward no matter how the circumstances appear to be on the outside and despite other people's pessimism and objections.

Self-Reliance

People who never give up are self-sufficient and self-reliant individuals. Even though they continue to build their support network of contacts, they are in essence responsible only to themselves and their most sought after goals and objectives.

These people take responsibility for their losses as well as their gains wholeheartedly, without making excuses.

Because they are self-reliant, this makes them much more resourceful than other individuals. They always know where and how to find the resources, tools, strategies, techniques and skills they need to assist them to move through each

and every obstacle they confront. Self-reliance is built upon the foundations of confidence.

Unwavering Optimism

People who never give up have an optimistic outlook that naturally breaks through barriers and obstacles standing in other people's way. However, don't mistake their optimism for stupidity in the face of overwhelming evidence to the contrary. If it was only optimism that drove their behavior, then it would be easy to make this assumption. However, optimism coupled together with all the other qualities listed here, manifests a finely tuned biological machine who sees a vivid reality of each and every situation as it appears from a multitude of perspectives — all the while maintaining flexibility of thought that will take them over (or under) the obstacles that lie in their wake.

Optimism is a projection of confidence that stems from a deep desire and self-belief.

Patience through Thought and Action

People who never give up are extremely patient even though this might not be very evident to an outsider.

They need to be patient because achieving one's goals and objectives takes time. One needs time to acquire new skills, tools, support, strategies, techniques, resources, and insight in order to develop a plan that will successfully guide them towards the accomplishment of their idea.

Quick exercise:-

What was the last time you faced obstacles and how you overcame them.

Chapter 7

Take action now

You don't have to be great to start, but you have to start to be great. -- Zig Ziglar

Truly decide today that you will transform your career. Listen, it's your career. Only you are responsible to transform it. Only YOU can transform it.

Take action now. Now means now – not a single second from now. Act now and then keep acting with the knowledge that enough actions taken now will transform you career.

Don't be tempted to wait. You know it does not work to delay. Think of yourself like being a car stuck in the mud; you need just enough traction to move an inch, and then you can begin to get out. It may require that you get dirty – but it's certainly better than being stuck.

Excuses are everywhere. Get rid of them.

One of the biggest mistakes I believe people make when trying to improve their lives is one of the simplest. They just don't take action based on what they learn from books. I don't want you to be one of them. Hence, please start it now. Stop reading this book. Enough you have learnt. Go and apply these principles.
TRANSFROM YOUR CAREER.

About Author (2017 — Original Text, Preserved)

Sushant Jain is a renowned Life and business strategist, peak performance coach and consultant.

It is Sushant' s mission to provide the tools and strategies that everyone needs to exceed beyond their limiting fears and beliefs, accomplish their goals and realize their true potentials.

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Sushant Jain is the founder of **Lessgo.ai**, a B2B SaaS startup he's building in public. He has spent 14 years in technology — 7 years as a developer and 7 years in B2B sales, where he closed over **€600M** in enterprise deals.

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