

# THE JOURNEY TO SUCCESS



DANIEL HAGENIMANA

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**“Success is a journey, not a destination. The doing is often more important than the outcome” ARTHUR ASHE**

## **DEDICATION**

To the youth around the world, especially in Africa, we are the future presidents, governors, ministers, and investors—the true architects of our nation’s destiny. The only investment we possess is our health, time, and choices. I am writing this book out of love for Africa’s tomorrow, and I urge you to take care of your health by avoiding excessive use of alcohol and other harmful substances and habits. Let’s use our limited time for profitable pursuits, remembering that success hinges on our choices. Our present lives depend on our past choices. May Eden soon grace Africa through our collective work.

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## PREFACE

Embarking on the journey toward success is not solely about obtaining material rewards or reaching certain milestones. It's an evolution of the self, a transformation that occurs along the way. This book doesn't attempt to define success or establish its true meaning. Instead, it challenges our perceptions of what we believe truly matters while pursuing success.

Have you ever observed individuals attending identical courses at reputable institutions, yet their lives diverge significantly? They possess the same skills on paper, but their outcomes differ vastly. This book encapsulates the elusive essence of success—the often-overlooked skills, habits, and discipline that wield the greatest influence on one's journey to triumph.

It's not a comprehensive manual with all the answers; rather, it's a guide for you to explore both the commonly known and lesser-known factors of personal success. Once you decide to stand up and take charge, this book aims not to dictate every step but to equip you with the tools to navigate your unique path, acknowledging that the journey is not merely linear but multidimensional.

This book has five chapters on crucial ideas and each chapter will be accompanied by five questions to help you reflect. May this book serve as a compass, steering you through uncharted territories and empowering you with insights that transcend the conventional definitions of success. Embrace the challenge, embody the lessons, and discover the metamorphosis that occurs when you strive not just for what you'll gain but for the person you'll become along the way.



## CHAP I: KNOW YOURSELF

Alex is a twenty-two-year-old highschool graduate. He just finished his studies in Mathematics, Physics and Computer Science. He comes from a middle-class family on the outskirts of Kigali. He has always believed that he was very good at basketball, but just as a hobby he pursued it after class. He has a lot of friends and his family supports him. However, being out of high school and waiting to be enrolled into university, he doesn't know what he should choose to pursue. It feels as if this is a question he has never asked himself. What do I really want to be in this life? He wonders. Who am I to begin with?

In a world filled with desires, the way of genuineness regularly appears like an overwhelming journey. It's enticing to follow a well-trodden street, to have life neatly planned out for us. However, within the calm intelligence of antiquated reasoning, we discover the words of Socrates resounding through time: "To know thyself is the beginning of wisdom."

If you've ever pondered whether the interest of genuineness is worth the exertion, the unequivocal reply is "yes." This chapter is your direct to understanding the significant significance of knowing yourself.

The ancient Greeks held a deep respect for the inscription at the temple Apollo in Delphi; "know thyself." These simple yet profound words serve as a timeless reminder of the value of self-awareness and self-discovery.

Let's investigate the importance of this timeless wisdom, and how it can engage you to lead a more fulfilling and authentic life. Within the pages that follow, we'll explore the waters of self-awareness and dig into the commonsense steps that empower you to uncover your genuine self. The extreme objective? To celebrate the unique, bona fide life that's yours to live.

## **What Does It Mean To Know Yourself?**

Knowing yourself could be a significant journey of self-discovery. It's about understanding the inner workings of your being and investigating the unique aspects that make you who you are.

It implies learning your likes and dislikes—those inconspicuous inclinations that shape your choices and bring you delight. It's about uncovering your convictions and values—the directing standards that light up your way through life. It entails knowing your values, tolerating your characteristics, and grasping the peculiarities and qualities that define your character.

Knowing yourself is almost getting to be a much better, higher, and improved team player. It helps to understand and foster harmonious connections. It offers a clear way into your proficient life, directing you toward a work that aligns with your true self.

Recognizing your center's values gets to be a compass for your journey, whereas expanding your capacity for self-compassion supports benevolence and understanding towards yourself. This too leads to a clearer sense of your life's reason, the one-of-a-kind commitment you make to the world.

In this journey of self-discovery, you learn what it takes to be self-motivated, igniting your inward drive and flexibility. It allows you to end up more versatile, preparing you to navigate life's ever-evolving streams.

As you investigate each one of your features, you'll discover that knowing yourself could be a mosaic of bits of knowledge, driving you to a life that's more satisfying and bona fide.

## **Why Should You Know Yourself First?**

The primary step towards an authentic and satisfying life is bearing witness to your inward truth. Once you grasp self-discovery, you disclose a wealth of experiences that shape your journey.

By becoming honest with yourself, you cultivate a more profound association with your wants and inspirations. You reveal the sources of your bliss and reveal your objectives, those interests, and endowments that characterize your reason. In this voyage of self-awareness, you identify the kind of people who motivate and complement your special qualities.

This journey isn't void of characteristics, blemishes, or uncertainties, but inside them, you uncover the craftsmanship of self-love and acknowledgement. Self-improvement gets to be conceivable as you handle identity blemishes and enhance your shortcomings.

Additionally, enthusiastic insights blooms, giving an imperative key to understanding others. Certainty prospers, established within the firm ground of self-awareness. Your foundation ceases to be a mystery, directing your choices

and activities.

Knowing yourself reduces the weight of push as you observe what really aligns together with your core, and through this handle, your worth gets to be evident. The journey of self-discovery, set out upon with openness and genuineness, maybe a guide lighting up the way to a life that's interesting, significant, and delightful.

## How Can You Know Yourself?

Just like Alex, who has always been a person with family support, with lots of friends, with hobbies, in our day-by-day lives, we regularly think we know ourselves beautifully well. It's when life tosses challenges at us that we realize there's much we do not know about ourselves. You might ponder why connections go south, why you feel moo, or why certain longings overwhelm your considerations.

Understanding yourself isn't a fair one-time errand; it's an iterative process. The reality is that we're always advancing, molded by each encounter we experience. There's no endpoint to self-discovery. It's not something you are doing once and call it a day. Our lives are regularly centered on knowing others, however, we neglect the foremost pivotal person

*ourselves.*

The key to living a more satisfying and bona fide life is knowing yourself. It's about steadily rearranging your presence and recognizing the control you hold over your fate. Let's look at some of the things that one can do to know oneself:

- Ask yourself questions
- Investigate your interests and try new things
- Explore your abilities and capacities
- Know your core values
- Keep track of your life with a journal
- Ask for help when you're overwhelmed

The way to self-discovery is different for each of us. It includes attempting unused things, keeping a diary, or looking for a mental well-being booster. It all begins with asking yourself some vital questions: What do you really need from life? Where do you see yourself in the future? What fills you with pride, and what do you lament?

Investigating your interests and attempting new things can shed light on yourself. Interests provide life with reason and meaning. Whether it's a career alter or a straightforward side interest, the things that energize you will be able to direct you toward a more satisfying presence.

Sometimes you need to explore your one-of-a-kind abilities and capacities. Whether arranging parties, advertising planting tips, or anything else, sharpening these gifts can boost your self-confidence, energize and encourage self-discovery.

Understanding your core values is essential. These standards shape your thought and action process as well as how you anticipate others to act. Core personal values can include: authenticity, empathy, integrity, boldness and others, and those can uncover much about your nature.



Here are some questions one can ask for self-discovery: What spurs you? What drives your choices? What do you think is your purpose in life? Reflect on the consequences of your choices and adjust them along with your life's course.

Never stop learning. Learning looks different depending on what interests you; it can be through books, courses, or apps, extending your information bank enhances your life and broadens your skylines.

Consider keeping a diary to reflect on your dreams and feelings. It can assist you in identifying unhelpful designs in your life, directing you toward a positive altar.

In case self-discovery feels overpowering, do not hesitate to ask for help. Mentors, academic advisors, life coaches, therapists, friends and family are all people who might support you in the journey of self-discovery. This can assist you in clarifying your objectives and exploring personality questions.

The method of self-discovery changes from individual to individual, and it's not something that happens overnight. Keep in mind that you're in control of this trip. As you investigate, you'll reveal covered-up angles of yourself, driving to a life that's more bona fide and satisfying.

## Reflection

Please take a moment to reflect on these questions, where necessary you can opt to write down your answers in a journal- digital or physical - whatever works well for you:

1. What aspects of your personality or values do you believe contribute most to your day to day success?
2. How has self-reflection played a role in your personal and professional development?
3. In what situations do you find it most challenging to stay true to yourself, and how do you navigate those moments?
4. Can you identify specific experiences or challenges that have shaped your understanding of who you are?



## CHAP II: TALENT

Talent encompasses a natural aptitude or ability to perform tasks exceptionally well. It could range from specific skills, such as communication or problem-solving, to broader capabilities like creativity or leadership. Essentially, it reflects an individual's innate or developed capacity to excel in various endeavors. The term "talent" has evolved from historical references to a unit of value to now signify innate or acquired abilities that contribute to personal growth and success in tasks or roles.

"For everyone who has will be given more, and he will have an abundance. Whoever does not have, even what he has will be taken from him." Matthew 25:29 (NIV)

This line from the Parable of the Talents in the Book of Matthew highlights the importance of utilizing one's abilities or resources responsibly and actively to achieve growth and improvement. This story emphasizes the significance of using one's talents effectively rather than merely preserving or hoarding them, suggesting a sense of responsibility and proactive engagement with one's capabilities for personal development and progress.

There are multitudes of examples of talents that could include that friend of yours who sings or dances really well, someone who learns languages or instruments really fast, some others who may be natural at giving speeches and networking, the list goes on and differs from individual to individual.

Talent has definitely been a captivating puzzler that has charmed and mystified humankind throughout the ages. It's a concept that's synonymous with brilliance, however, it

remains an ever-evolving perplexing, uncovering modern layers of understanding as time propels.

## **The Multifaceted Nature of Talent**

Talent isn't a one-size-fits-all wonder. It's as different as the individuals who have it. Whereas a few abilities are promptly clear, such as the virtuoso's able fingers moving on a piano, others are subtler, lying underneath the surface, holding up to be revealed.

Consider the competitor who easily floats over the ball court, the painter who changes a clear canvas into an orchestra of colors, or the mathematician who easily deciphers complex conditions. These are all signs of talent, each interesting in its expression.

Talent isn't kept to a solitary domain; it spans a range of human capacities. It can show within the expressions, sports, sciences, and incalculable other spaces. A skilled specialist spares lives with accuracy, fair as a skilled chef makes perfect works of art on a plate.

### ***1. Nature vs. Sustain***

The address of whether talent is intrinsic or developed has a long-fueled debate. A few contend that talent is an inborn blessing, an unteachable quality that sets people apart from the rest. Others accept that talent is sustained through commitment, practice, and a tenacious interest in fabulousness.

In truth, talent frequently combines components of both nature and sustain. A few people may have an intrinsic inclination, but it's through energetic hone and adoration

for their make that they sharpen their capacities to flawlessness. It's a combination of crude potential and immovable devotion that gives rise to remarkable talent.

Here we can use the example from the previous chapter. Alex has a talent for playing basketball as a sport, but he has never taken it seriously to grow it further. His success in the field would not only depend on whether he inherently has the talent; he would need to pursue further training and routines to become a famous player.

## ***2. Talent as a Deep-rooted Journey***

Talent isn't a static gift but a journey. It's a commitment to consistent development, an ever-evolving interest of brilliance. The foremost skilled people are not material with their current capacities; they push the boundaries of their talents and investigate strange regions.

Let's use this analogy: think of talent as that language that you spoke during your childhood; for example, if you were to move away to another place, and learn other languages, the primary language may fade away as time goes by. It's necessary to stay in touch with people whom you can speak to; this way you learn the upcoming slang in the language or learn how the language is evolving

In the same way, you need to always be in touch with your talent. Talent is nurtured in a persistent manner to bear exciting results.

## ***3. Developing and Celebrating Talents***

Supporting talents could be a communal endeavor. Talent flourishes in an environment where bolster and support

are inexhaustible. Schools, coaches, and communities play crucial parts in recognizing and cultivating talents. Recognizing talent is as it were the starting; supporting it and giving openings for development is similarly vital.

There are some people such as JK Rowling, the author of the Harry Potter Series, who succeeded despite not being supported by those around her; however, it shouldn't be when one has achieved success that they should be shown support. As much as we would like to

be supported in our endeavors and talents; we should also extend the same towards people around us. There are our friends, family members or colleagues whose talents are evident, but lack support from those around them. It's vital to showcase an understanding of the journey.

Developing talent for yourself can mean that you search and share opportunities that would give space to grow, surround yourself with growth-oriented individuals, and celebrate both small and big wins you encounter as you go.

#### ***4. The Boundless Potential of Talent***

Talent, in all its multifaceted eminence, reminds us of the boundless potential that dwells inside each person. It reminds us that excellence can be accomplished in incalculable ways, and each individual has a special combination of capacities holding up to be investigated and celebrated.

Using the same analogy of languages, some of the things, one never forgets, talent is boundless in the sense that it's rare that it completely vanishes. Sooner or later, once you fortify it, it works out for you. Talent is timeless.

We can look at the example of Colonel Harland Sanders, the founder of Kentucky Fried Chicken (KFC). It wasn't until he was in his sixties that he franchised the KFC concept that is now known in most parts of the globe, starting from a small roadside restaurant in 1930. He is a good example that talent has no age, sometimes you just have to start from the small steps that lead to your success.

## **5. *Enthusiasm***

Enthusiasm is the catalyst that fires up talent. It's the faithful dedication to a make that powers the drive to exceed expectations. talent alone may be torpid, holding up for that start of energy to set it on fire. Whether it's an artist's adoration for the canvas, a musician's profound association with the notes, or a scientist's ravenous interest, enthusiasm is the driving force behind talent's brilliance.

## **Skills VS Talents**

Skills and talents differ in their fundamental nature and development. Talents are inherent, natural abilities that individuals may possess from birth, often requiring less deliberate effort to emerge. They're perceived as difficult to teach or learn, often needing specific guidance or exposure for recognition and cultivation. On the other hand, skills are acquired through deliberate learning, practice, and experience. They are developed over time, and honed through conscious effort and dedication. While talents are broader and innate, spanning various areas, skills are more specific, job-oriented, and adaptable. Talents are

often seen as fixed, while skills can be improved upon and refined through training, making them directly applicable to particular tasks or fields.



Some skills are transferable; this means that they can be crucial for most types of jobs. Examples include leadership, communication, basic computer operations, teamwork and others that can be applicable to different career paths.

## **Connection Between Passion, Ability, And Talent**

Within the complicated embroidered artwork of human potential, three crucial strings weave together to shape our capabilities and accomplishments: talent, ability, and passion. Each of these components plays a one-of-a-kind part in the grand symphony of our lives. Here, we'll investigate the contrasts between ability, passion, and talent and how they are connected to impact our ways, reason, and individual development.

### ***1. The essence of talent***

Talent, frequently respected as a common blessing, could be a special characteristic that a few people appear to have from an early age. It can show in different shapes, such as musical prowess, athletic talent, or creative imagination. Talent is the start that touches off the fire of potential. Here are a few key characteristics that recognize ability:

**Innate Aptitude:** Ability is an intrinsic capacity that a few people are born with. It's regularly recognized at a youthful age and may be watched as early as childhood.

**Effortless Mastery:** Those with ability frequently exceed expectations in their chosen field with less exertion compared to others. They appear to "urge it" actually and are fast learners.

**Consistency:** Ability remains a steady characteristic over time. Even if not sustained, it doesn't lessen altogether, although it can be refined with a hone.

## ***2. The Power of Passion***

Passion could be a driving drive that fills our activities and propels us to seek after our interface with immovable commitment. It could be a profound passionate association to a specific action or subject matter. Here are the key traits of passion:

**Emotional Connection:** Enthusiasm is profoundly passionate. It's the strong craving and cherishing for something that regularly rises above rationality.

**Persistence:** Energy is the motor that keeps us going, indeed in the face of challenges and mishaps. It gives the stamina required to pursue long-term goals.

**Versatility:** Energy can alter and advance over time. What you're enthusiastic about at one point in life may not be the same as what drives you in the future.

## ***3. Nurturing Ability***

Ability, not at all like talent, could be a skill or capacity that can be created and refined through instruction, hone, and encounter. It's the natural product of difficult work and assurance. Key angles of ability incorporate:

**Acquired Skills:** Ability is something you pick up through learning and honing. It isn't subordinate to inborn talent but can be developed over time.

**Growth Potential:** Abilities are not inactive; they can be

progressed with exertion. The more you work on sharpening your ability, the way better you end up at a specific errand.

**Wider Applicability:** The ability can be connected to different spaces, making them versatile and flexible. They can be valuable in different settings.

#### ***4. The Complex Interaction***

Talent, passion, and ability are not confined components but interconnected viewpoints of human potential. Here's how they associated:

**Talent as a Beginning Point:** Talent can serve as a solid establishment for creating abilities. After you have a natural inclination for something, you'll find obtaining related skills easier.

**Passion as a Driving Force:** Passion regularly plays a crucial part in the advancement of abilities. Once you are profoundly passionate about something, you're more likely to contribute the time and exertion required to refine your skills.

**Cultivating the Trio:** By adjusting your talents, passions, and abilities, you'll be able to open your genuine potential. Recognizing and sustaining these components can lead to a more satisfying and purpose-driven life.

Abilities, passions, and talents are particular but interconnected angles of human potential. Whereas talent is an intrinsic blessing, passion is the emotional fuel that drives us, and ability is the result of difficult work and honing. Understanding the differences and exchanges between these components can empower us to reach our full potential and set out on a journey of self-discovery

and development. By recognizing our talents, fueling our passion, and developing our abilities, we will create a life that's wealthy with meaning and reason.

## **How to Develop Your Talent**

We all have special abilities and talents that, when supported and created, can lead to individual fulfillment and success. Whether it's a passion for music, craftsmanship, sports, composing, or any other aptitude, developing your talents could be a journey of self-discovery and growth. Here, we are going to explore the ten steps to assist you in opening your potential and becoming the leading adaptation of yourself:

### ***1. Self-reflection and mindfulness:***

The primary step in talent development is self-reflection. Take the time to get to your interface, interests, and what genuinely excites you. What activity makes you lose track of time? What are you great at? Self-awareness is the establishment upon which talent development is built.

One of the ways to do this is by conducting a personal SWOT analysis. SWOT analysis is a popular technique used in business. It stands for Strengths, Weaknesses, Opportunities and Threats. While it is a business-oriented technique, it can also help in self-awareness. Personal strengths can include your talents and skills, weaknesses can include some of the personal traits such as procrastination that might hinder you from achieving your success. Opportunities include programs that are available for you to nurture your talent or hone certain skills while threats are external factors that might hinder your progress, these might include economic or political instabilities.

It's important to keep in mind that strengths and weaknesses are usually internal or dependent on you as a person while opportunities and threats are external factors.

## ***2. Set clear goals:***

Once you've recognized your strengths and weaknesses, set clear and achievable goals. Goals might include working on your current weaknesses or honing your strengths to achieve success. Characterize what you need to attain together with your talent and break your goals down into smaller, reasonable steps. Having particular targets will keep you propelled and centered. The opportunities and threats observed in self-reflection can also help you to establish clear action steps to take to achieve your goals.

## ***3. Persistent learning:***

Never halt learning. If you need to develop your talents, contribute to instruction and preparation. This may include taking classes, workshops, or finding a coach who can give direction and ability in your chosen field. Learning is a long-life activity. The reason for this is that the world evolves, and so should your knowledge. For example, writing back in the day was all about knowing how to use for example a typewriter, an aspiring author would have sought after one and learned to use one; however, we're now in a digital era with features piling up every single day. It's necessary to always learn more.

## ***4. Practice, practice, practice***

Practice is the key to sharpening your talent. Devote time each day or week to practice and refine your skills. Reliable

practice not only moves forward your capacities but also builds teaching and versatility. Practice can also teach you how to adapt your skills and talent in different spaces.

### ***5. Look for input:***

Do not be afraid to solicit criticism from others, particularly from those who are more experienced in your region of talent. Constructive criticism can assist you in recognizing zones for enhancement and giving important experiences. Openness to feedback is key to growth.

However, it can also be tricky. For many people, it's hard to distinguish discouragement and constructive feedback. It's all about understanding your desired outcome. Once you understand what you desire to achieve, you can sift through the criticism and know what is useful to your journey and what is not.

### ***6. Grasp disappointment:***

Everything does not go as planned. Sometimes the support you expect from people will never come, sometimes you'll be rejected for the opportunities you apply for. However, you must understand that disappointment may be a common portion of talent development. Do not be disheartened by mishaps; instead, use them as openings to memorize and develop. Each disappointment may be a venturing stone to victory.

### ***7. Investigate distinctive styles and methods:***

Whereas you'll have a common slant for a particular approach or fashion, it's useful to investigate diverse styles and strategies inside your chosen ability. This will grow

your talent set and open unused inventive roads. One of the popular sayings is that ‘nothing is new under the sun.’

This is where innovation comes from. Sometimes you need to explore the ways that you had never thought of using, perhaps there lies your success. Do not feel like you’re stuck doing something in a particular way. From different experiments, great results were born. You can set up time for you to experiment with your talent.

### ***8. Construct a healthy network:***

Encompass yourself with like-minded people who share your passion and goals. Join clubs, gatherings, or communities related to your talents. A steady network can provide inspiration, collaboration openings, and a sense of having a place. For example, if you would

like to be a business owner, it’s necessary to surround yourself with people who have achieved success with their own ventures, people who’re on the same path as yours or people who are skilled in marketing. Essentially, a healthy network can propel you towards success.

It’s important to note that a healthy network is not just people in your field of choice, but other people like supporting friends and family who show appreciation for your work but are also not afraid to voice their inputs that can help you to improve.

### ***9. Stay inspired:***

Keep your passion alive and lively by remaining inspired. Take after the work of others in your field, go to occasions, and uncover yourself to modern thoughts. Motivation

frequently fills your inventiveness and spurs you to proceed with developing your talents. Inspiration may come from different things, sometimes it's taking a pause to examine your work so far and what needs amelioration, and sometimes it's taking a rest and revamping yourself too.

### ***10. Share Your Talent:***

Sharing your talent with others, whether through exhibitions, shows, composing, or any other medium, maybe a fulfilling involvement. These days there are a number of social media platforms that one can use to share their journey to those in their network. It allows individual development and association with others who appreciate your talent. Moreover, it opens doors for others to know what you're able to do, and how they can support your journey by orienting you to the opportunities aligned with your field.

Keep in mind that creating your abilities could be an individual journey, and it may take time. Stay committed, be understanding, and believe in your abilities. Your unique talents have the potential to bring delight and fulfillment to your life while having a positive effect on those around you. Grasp your journey of self-discovery and watch your talents flourish.



## Reflection

Please take a moment to reflect on these questions, where necessary you can opt to write down your answers in a journal- digital or physical - whatever works well for you:

1. What are your talents or things that you've been told you're good at?
2. In what ways have you leveraged your talents to achieve success or overcome obstacles? [Write down any specific scenarios that you remember.]
3. Are there talents you believe are untapped or underutilized in your current pursuits?
4. What is your plan to develop your talents and use them for either personal or professional success?

## CHAP III: MAKING DECISION

Have you ever been at a crossroads where you don't know what to choose? Imagine you have recently graduated with your undergraduate degree. However, you need to choose whether you should pursue further education or dive into the job market to seek employment.

Navigating decisions regarding your career, education, or life path stands as one of life's most pivotal and daunting endeavors. These choices wield the power to mold your future trajectory, happiness, and overall fulfillment. While possessing and honing talent is undeniably valuable, it's the decisions you make after identifying your skills and aspirations that truly define your journey. The crucial step lies not just in recognizing your abilities but in actively choosing a path that's well-aligned with your true desires and values. The decision-making process transcends the importance of talent and its development; it signifies a conscious commitment to a chosen direction. Ultimately, the choices you make - the deliberate decisions about your life's course - hold greater significance in shaping the narrative of your existence than the possession or refinement of talent alone.

Here, we'll explore how to form informed choices by considering your abilities, passion, and talent.

### Understanding Your Talents

As we have discussed earlier in the book, your talents are your intrinsic strength and abilities. They're the things that are inherent to you and set you apart from others. Here's how to distinguish and use your talents:

**1. Self-Reflection:** Take time to reflect on activities or skills that merely exceed expectations without intemperate exertion. What activities make you lose track of time? These are frequent markers of your talents.

**2. Criticism:** Look for input from companions, family, and mentors. They can give important bits of knowledge about what they see as your strengths and talents.

In this case, let's reflect on the concept of Johari Window developed by psychologists Joseph Luft and Harrington Ingham in 1955. It consists of four quadrants:

- Open area: This quadrant includes known to both themselves and others.
- Blind spot: This is information that you don't know but others know about you.
- Hidden area: This quadrant is information you have about yourself, but others don't.
- Unknown area: This is the type of information that neither you nor others know about you.

Let's focus on the blind spot which is the information that other people have about you that you may not have. People around us know much about our daily behaviors such as our reactions when we're happy or sad or irritated; this means that other people can also have information about what we can improve on.

**3. Passion alignment:** Recognize talents that adjust along with your passion. Combining what you're great at with what you adore can lead to a satisfying way. When passion is aligned with your talents, it helps to maximize one's

potential.

4. Cultivate: Once you've distinguished your talents, contribute to them. Sharpen your aptitudes and information to maximize your potential. For example, the fact you may know how to sing is not enough, it's necessary to learn techniques to ameliorate the talent and amplify the results.

## Exploring Your Passion

Passions are what you profoundly care about, the activities that light a fire inside you. Passion can be detected by asking yourself some of the questions like: What are the world's challenges that you gravitate towards addressing? What are the activities you'd want to do even when there is no compensation? What are your values that you consider as your principles? These questions can help you to look inward and discover your passion.

### *Here's how to reveal and support your passion:*

- Attempt new things: Be open to new experiences and experiment with different activities and hobbies to discover what truly excites you.
- Reflect on values: Think about your values and what genuinely matters to you. Your passion is often closely tied to your core values.
- Converse with others: Lock in discussions with individuals who share a comparative interface. They can assist you in picking up a more profound understanding of your passion.
- Combine passion: Do not hesitate to combine different interests to build a one-of-a-kind career or life.

## *Assessing Your Abilities*

Your abilities are the aptitudes you've obtained through instruction, preparation, and honing. They are practical tools that you can utilize to achieve your goals. The following are some of the ways to realize what you are really capable of.

- **Skills Inventory:** A skills inventory is a compilation of skills you possess as a person. Pick up a journal-physical or digital-and list your skills and aptitudes. After this, depending on your goals, recognize regions where you fulfill and/or exceed needed expectations and those that will require enhancement.
- **Education and Training:** Consider further education or training to improve your abilities, particularly on the off chance that they are well aligned with your talents and passions. In the modern world, there are multiple ways to access education. You can enroll in traditional institutions or look for courses online from credible learning platforms such as Coursera, Udemy and others. One other interesting way is to apply for fellowships and workshops that can help you to learn by practicing different skills.
- **Experience:** Pick up viable involvement in your chosen field. The more involvement you have, the more sure and capable you are. It's hard to assure anyone that you can do something if your past does not clearly state where you have utilized your skills before. With the unemployment rates escalating in different parts, especially in Africa, it's necessary to be proactive in terms of searching for experience. You can attempt volunteering, part-time occupations, helping with family or friends' businesses, or even freelancing on online platforms where applicable.

- **Feedback and Self-Assessment:** Persistently seek feedback from others and take time to self-assess your abilities in a consistent and frequent manner. You can opt to assess your progress on a monthly or quarterly basis. It's important to celebrate the development achieved and areas of improvement. Not only do you need to assess these areas, but you need to also learn about the impact of your strengths and weaknesses on the achievement of your goals. Self-improvement is an iterative process rather than a static linear one.

## Balancing Talent, Passion, and Ability

To make informed decisions, it's necessary to consider a balance of talent, passion and abilities. What are you inherently good at and you can do effortlessly? What are the topics or challenges that excite you? What are your capabilities?

Here is how you discover the intersection or balance of the three:

- **Assess the crossing point:** Seek the crossing point of your talent, passion, and abilities typically where you'll discover the sweet spot for your choices.

- **Prioritize:** Consider which component is most critical to you. Some of the time, passion may exceed talent or ability in your decision-making. It's important to

understand your priorities to manage your time well while setting and working on your future short and long-term goals.

- **Be flexible:** Be open-minded enough to adjust your

decisions as you develop and alter. What you esteem may change over time, leading to a need for flexibility. Moreover, while we can make decisions and choices, there are things that we don't have a direct influence on, such as the economy and politics which are delicate matters. Therefore, we need to always be flexible enough to change our approaches as time goes by.

- **Set Goals:** Set up clear objectives that are well harmonized with your vision. These objectives can direct your way and help you to measure your success. One crucial point to note is that we always need to define what success means to us. Does success look like earning a certain amount of money or does it look like having some type of assets on your name? How does success look and feel for you?

Making decisions by including talent, passion, and ability is a progressing journey. It's approximately self-discovery, growth, and adjustment. Be beyond any doubt that no decision is set in stone, and you have the control to reshape your way as you learn more about yourself and the world around you. Grasp this handle as an opportunity for individual and proficient improvement. Your choices are your claim, and they are a reflection of your special journey through life.

## **Setting Goals And Working On Them**

Goal setting could be a powerful tool that can assist you in characterizing your dreams and turning them into a reality. Dreams without a plan are just wishful thinking. Whether you're looking for individual development, career headway, or upgrading any other area of your life, setting clear and achievable goals is the primary step on your way to victory.

Let's investigate the craftsmanship of setting important objectives and the strategies for working towards them.

## ***1. Recognizing your needs***

To set your goals, it's basic to recognize your priorities. Genuinely consider the most important things to you and what you need to attain completely different ranges of your life such as:

- Individual Development: Objectives related to self-improvement, learning, and well-being.
- Career and Proficient Advancement: Objectives that relate to your work, career way, and aptitudes upgrade.
- Wellbeing and Wellness: Objectives centered on physical and mental well-being.
- Connections: Goals related to family, fellowships, and social networks.
- Financial stability: Goals including investment funds, speculations, or obligation decrease.

## ***2. Setting Goals***

One of the popular methods for goal setting is having SMART goals. SMART is an acronym for Specific, Measurable, Attainable, Relevant and Time-bound. Let's explore what these mean while setting goals.

- **Particular:** Characterize what you need to realize. What is it exactly that you're looking forward to? When you answer this question, it will help you to maintain a strategic distance from unclear or equivocal targets.



- **Quantifiable:** Set up criteria for measuring your advance and victory. This is closely linked to a point discussed above, what does success look like for you? Consider this exact thing you want to achieve as a destination. For example, when you're on a journey to a place, there are multiple places that you ask, to know whether you're near your destination or not. The criteria will help you to know your progress in achieving your goals.

- **Achievable:** Guarantee that your objectives are reasonable and achievable. Consider your assets, time, and capabilities. It's good to dream and not limit yourself in terms of what you can do; however, goals must be something that you can attain given your current state.

- **Relevant:** Your goals ought to be aligned with your values, goals, and long-term journey. While setting goals, they must be like steps that will lead you to achieving the success you desire. For example, if you'd like to be a renowned surgeon, setting goals to finish medical school would be relevant to the desired success.

- **Time-bound:** Set a due date or time outline for accomplishing your objectives. This includes direness and structure. The time frame for short-term goals is usually less than a year while it's from a year to several years. Depending on the available resources and time, you should have a timeframe for your goals.

### ***3. Breaking Down Long-Term Objectives***

Long-term goals can feel overwhelming every now and then. Breaking them down into smaller objectives helps to break through. This approach does the following to your journey:

- Keeps you inspired: Accomplishing smaller breakthroughs keeps you propelled and provides a sense of achievement.
- Provides clarity: Breaking down complex goals into smaller steps makes them clearer and more significant.
- Facilitates monitoring: You'll track your progress smoothly after you have smaller objectives to work on.

## 4. Arranging your activities

Once you've set your keen goals and broken them down into sensible steps, it's time to arrange activities, and this is how you can do that:

- **Prioritize tasks:** Decide the arrangement in which you may handle each errand or breakthrough. Let's talk about a time management matrix that can help you to arrange your tasks. This matrix which is also a productivity tool consists of four quadrants:
- **Urgent and Important:** Emergencies, deadlines, etc.
- **Not Urgent but Important:** Building relationships, long-term planning, etc.
- **Urgent but Not Important:** Unnecessary meetings, phone calls, emails, etc.
- **Not Urgent and Not Important:** Excessive use of social media, hangouts, etc.

If you can manage to classify your tasks within these four quadrants, it can help you to know what you should prioritize or not.

- **Designate resources:** Identify the assets you'll require, such as time, cash, and human resources such as mentors, or even boosters. It's not only necessary to list the resources needed, but also to clarify which ones you currently have and which ones you should search for.
- **Set due dates:** Set up due dates for each errand, keeping in mind the general goal's time outline.
- **Versatility:** Be open to altering your plans as required. Life can often send us unanticipated circumstances, and adaptability is the only way that we can stay afloat.

## 5. Monitor results and alter objectives

It's not unheard of for humans to be caught up in the daily frenzy of trying to survive and trying to achieve our goals. It can be easy to feel overwhelmed by our lives that we forget

to assess ourselves. We need to frequently survey our progress and make alterations as necessary:

- **Appraise:** Assess your accomplishments and the challenges you've encountered.
- **Celebrate triumphs:** Celebrate your victories and utilize them as inspiration to proceed working on your goals.
- **Adjust as required:** If circumstances or needs change, do not falter to alter your goals.

Setting goals and working on them may be an energetic handle that requires devotion, persistence, and flexibility. The journey to accomplishing your objectives can be as fulfilling as achieving the goal itself. Keep in mind that each step you take toward your objectives brings you closer to a

more satisfying and successful life. Grasp the method and remain well centered.

## Decision-Making Process

To wrap up this chapter, let's look at the decision-making process. The decisions we make, both big and small, can impact our lives in different ways. For example, decisions that may seem small such as making meals can affect our health and mental well-being in the long run. This is why understanding this process can help us choose wisely for ourselves.

Here are the steps of the decision-making process:

- **Identify the problem/decision:** You need to clearly state what it is that you need to address. For example, are you trying to decide which school to go to or which career to pursue?
- **Define your objectives:** By defining your objectives, you discover the reason why this decision is important to you. You answer the why of the problem or decision to be made.
- **Gather information:** Making uninformed decisions is one misstep to avoid at all costs. If you want to go to school for a certain major, do your research first. What kind of environment do you want? What are the best schools and their requirements?
- **List and evaluate your alternatives:** With the previous example of searching for a school, you may list for example multiple schools that you'd like to get into or different majors that interest you. After listing them, research further on them to evaluate which one would be best in

helping you achieve your dreams.

- **Rank alternatives and choose:** After evaluating your alternatives in making a decision, it's necessary to rank them according to what satisfies the objectives. However, the reason for the ranking is to be able to have multiple choices. For example, you might be choosing one school, but it's necessary to have a backup plan for when you can't get in.
- **Monitor, evaluate and learn from the process:** The decision-making process doesn't end with making the choice; it's important to follow up on the impact of your decision towards solving the identified problem. It's necessary to keep a learning attitude throughout so that you can grow even further.

Briefly, decision-making is a prominent activity for any kind of growth. We rely on our will and ability to make choices to be able to improve or degrade our lives. Throughout the chapter, we explored talents, passion and abilities how to balance them, and how we should set our goals and work on them. However, it's our decision-making process that ensures that we can achieve our goals. Briefly, decision-making is a prominent activity for any kind of growth. We rely on our will and ability to make choices to be able to improve or degrade our lives. Throughout the chapter, we explored our talents, passions, and abilities, how to balance them, and how we should set our goals and work on them. However, it's our decision-making process that ensures that we can achieve our goals.

## Reflection

Please take a moment to reflect on these questions, where necessary you can opt to write down your answers in a journal- digital or physical - whatever works well for you:

1. How do you make decisions currently, both personal and professional? How will you approach decision-making differently after reading this chapter?
2. How do you handle situations where there's uncertainty or a lack of information in the decision-making process?
3. Reflect on a decision that didn't go as planned - what did you learn from that experience?
4. In what ways do your values and priorities influence your decision-making process?



## CHAP IV: HABIT

A habit is a routine behavior or action that becomes ingrained through repetition, often performed subconsciously or automatically. It's a regular practice or tendency that occurs consistently, shaping one's actions, thoughts, and behaviors, often without requiring conscious effort or deliberate decision-making.

### Habit Formation

Habit formation is the creation of seemingly automated behaviors achieved through repetition. These habits are crucial for attaining goals and simplifying daily life. However, building new habits requires determination, discipline, and persistence. The psychology behind habit formation involves habitual behavior through consistent repetition, creating neural pathways for effortless performance.

Many people consider that it takes 21 days to form a habit; this notion was popularized by a self-help book, *Psycho-cybernetics*, by Dr. Maxwell Maltz who was a plastic surgeon turned psychologist. However, many other studies have refuted this fact. The general consensus has been that building habits differ because of behavior complexity and individual differences.

Several factors influence habit formation, including motivation, task difficulty, and immediate rewards. High motivation and easy-to-perform actions tend to increase sustained engagement in a behavior.

The process of habit formation involves creating behaviors that eventually become routine in our lives. These habits play a significant role in achieving our goals and simplifying our



lives. However, developing new habits can be challenging, requiring motivation, discipline, and perseverance.

In this chapter, we'll delve into the psychology behind habit formation and provide strategies for building these new behaviors.

## **Psychology of Habit Formation**

Habits form through repeated behavior until they become automatic—an adaptation process known as habituation. Consistent performance of a behaviour establishes neural pathways, enabling its effortless execution. Let's take the example of coffee consumers; different people consume coffee to the extent that they can't start their days until after they have had it. This shows the power of consistent action that soon becomes part of our lives.

### **Factors Influencing Habit Formation:**

Several factors impact habit formation, including motivation level, difficulty degree, and potential rewards. High motivation towards a goal or a behavior's ease and immediate rewards enhance the likelihood of sustained engagement.

While these are examples that might impact habit formation, it's necessary to conduct a self-assessment because we all are different, and the time and methods to frame our habits depend on what works for us.

### **Tips for Establishing New Habits**

- Start with small steps: Begin with achievable goals, gradually progressing to more challenging behaviors.

This incremental approach builds momentum and boosts confidence. For example, if you'd like to start exercising regularly, you don't have to start by working out for a whole hour at a gym. You can start as small as a 15-minute workout until you have gained the desired pace.

- **Incorporate it into the routine:** Integrate the behavior into your daily schedule. Set a specific time and place for the activity to ensure consistency.
- **Track progress:** Monitoring your advancements—through journaling, habit-tracking apps, or simple checklists—keeps you motivated and on course. Not only does tracking show your progress, it can also serve as a reminder for you.
- **Celebrate achievements:** Recognize and reward even minor successes. Acknowledging progress reinforces the new habit and enhances motivation.
- **Maintain persistence:** Habit formation requires time and effort, and setbacks are normal. Persistence is key—learn from setbacks, adjust your approach, and keep working toward your goal.

Habit formation is a multifaceted process, demanding dedication, consistency, and resilience. By adopting small beginnings, embedding behaviors into routines, monitoring progress, celebrating successes, and persistently striving toward objectives, one can cultivate new habits that lead to goal achievement and a better quality of life.

## **Impact Of Habits On Human Beings**

Habits have a significant impact on human beings, influencing various aspects of life, behavior, and well-being:

- Routine and eNciency: Habits help in establishing routines, making certain actions automatic and efficient. Positive habits contribute to productivity and effectiveness in daily tasks.

- Behavior and actions: Habits shape behavior, as they often become ingrained and influence actions without conscious thought. They can be both beneficial (e.g., regular exercise) and detrimental (e.g., smoking).

- Mental and Emotional Health: Habits play a role in mental and emotional well-being. Positive habits like meditation or journaling can enhance mental clarity and emotional stability, while negative habits can contribute to stress and anxiety.

- Physical health: Habits significantly impact physical health. Healthy habits such as a balanced diet and regular exercise contribute to overall well-being, while unhealthy habits like poor nutrition or sedentary lifestyles can lead to health issues.

- Self-discipline and willpower: Developing and maintaining habits requires self-discipline and willpower. Cultivating positive habits strengthens these traits, aiding in achieving personal goals.

- Impact on relationships: Habits affect interpersonal relationships. Positive habits like active listening and empathy enhance relationships, while negative habits like procrastination or neglect can strain them.

- Personal development: Habits influence personal growth and development. Developing constructive habits, such as continuous learning or goal-setting, fosters personal

improvement and success.

- Long-term impact: Over time, habits accumulate into lifestyle patterns. Consistently practising positive habits contributes to long-term happiness and success, while persistent negative habits can lead to challenges and setbacks.

Understanding the influence of habits empowers individuals to consciously develop positive habits and eliminate or manage detrimental ones, thereby shaping a healthier, more fulfilling life.

## **Habits To Avoid From**

### **12 Years To 17 Years Old**

As adolescents journey through the regularly violent long time between 12 and 17, it's fundamental for them to create great propensities and avoid certain behaviours that can prevent their individual development and well-being. In this part, I'll explore a few of the significant propensities to avoid amid this transformative period of life.

1. Over-the-top Screen Time: In this digital era, it's enticing for teenagers the same as adults to spend incalculable hours before screens, whether it's smartphones, computers, or video games for amusement and comfort. Whereas innovation can be

an important apparatus, intemperate screen time can prevent social advancement, physical well-being, and scholarly execution. Energize a sound adjustment between screen time and real-world intelligence.

2. Substance abuse: The young teenager's age is a time of experimentation, but it's vital to maintain a strategic distance from falling into the trap of substance abuse. Drugs and alcohol can have an inconvenient effect on physical well-being, mental well-being, and by and large life prospects. Instruction about the dangers and open communication with guardians can help to hinder such behaviors.

3. Unhealthy eating habits: As bodies experience noteworthy changes amid puberty, appropriate nourishment is important. Avoid the propensity of over-the-top unhealthy nourishment and eating habits because they can lead to obesity and other health complications. It's important to consume balanced meals which are not just fast foods that may entice individuals in the said age range.

4. Lack of physical activity: An inactive way of life can have extreme results on physical and mental well-being. Empower youngsters to lock in customary physical movement, whether through sports, workouts, or other pastimes that keep them moving. Maintain a strategic distance from the trap of dormancy and the charm of an online presence.

5. Unhealthy sleeping routine: Young people regularly discover themselves juggling school, extracurricular activities, and social lives. It's critical to resist the habit of sacrificing sleep. A need for satisfactory rest can contrarily affect scholastic execution, disposition, and general well-being. Set a sleep schedule and prioritize a healthy sleeping schedule.

6. Negative peer pressure: Young people are exceedingly vulnerable to peer pressure. It's crucial to avoid the habit of making choices exclusively to fit in with a specific

bunch. Especially in modern-day exposure, it's easy for young people to get involved in group thinking rather than independent thinking. Children should be encouraged to create and uphold personal values and make choices that adjust to their convictions and goals.

7. **Avoidance Communication:** Teenagers may sometimes withdraw into their shells, avoiding open communication with guardians and trusted grown-ups. This habit can prevent the improvement of solid connections and emotional development. Our lives are heavily influenced by our childhoods; therefore it's crucial to create an environment where young people feel secure and empowered to talk about their sentiments and concerns.

8. **Procrastination:** As the duties of puberty develop, it's common for high schoolers to create a habit of procrastination. Encourage them to oversee their time viably and complete assignments in an opportune way. This attitude will serve them well in both scholastic and individual interests.

9. **Bullying and cyberbullying:** It's fundamental to avoid engaging or tolerating bullying, whether in individual or online. Teach teens about the impact of their words and actions on others and the importance of kindness and empathy.

In these formative years, avoiding these habits can essentially contribute to a solid and fruitful move to adulthood. Whereas making mistakes and learning from them is part of developing, giving direction and backup as parents, teachers, and mentors are crucial in making a difference in teenagers exploring these crucial years.

## Habits to Avoid in Your 18-20 Years

As you move from youth to youthful adulthood, the age between 18 and 20 speaks to a basic point in your life. It's a time of recently discovered flexibility and duty, but it comes with its own set of challenges. In this chapter, we'll explore the habits of maintaining a strategic distance from these significant people for a long time as you continue to grow and mature.

1. Financial negligence: With more financial independence and conceivably the beginning of your to begin with work or college, it's essential to avoid reckless spending and financial neglect. Developing responsible money management habits, like budgeting, saving, and understanding credit, is crucial for a stable financial future. Some other ways to prepare for financial stability include taking classes on financial literacy to learn about crucial concepts like personal emergency funds.

2. Drug abuse: Whereas experimentation with substances may have begun amid your prior teenagers, it's significant to proceed to avoid the trap of substance mishandling. The dangers related to drugs and alcohol are real; making informed choices and upholding your core principles is key.

3. Stalling and indecisiveness: As obligations increase, time management becomes more vital than usual. Avoid the habits of lingering and disorganization. Setting clear objectives, overseeing your time successfully, and keeping up a plan will assist you in remaining on track.

4. Ignoring mental well-being: The weight of youthful adulthood can take a toll on your mental well-being. Dodge the propensity of dismissing your mental well-being.

Look back when required, prioritize self-care, and construct flexibility to manage the stress that will come your way before it turns into a mental illness that is likely to cost you time and money to heal in the long run.

5. Pointless connections: As you enter into more complex social and sentimental connections, it's crucial to avoid unfortunate flow. Recognize the signs of poisonous connections, set solid boundaries, and prioritize your passionate well-being. It's necessary to understand what kind of people you'd like to network with and those to be close to.

6. Dismissing physical well-being: It's easy to neglect physical well-being when you're swamped with work, school, and other personal duties. It's necessary to keep momentum of activities that can help you preserve your body. Proceed to work out, eat healthy, and get regular check-ups to preserve your physical well-being. Another thing to keep in mind is to keep health insurance at all times since our bodies are fragile and can succumb to ailments at any time.

7. Reckless use of social media: Social media can be a capable instrument for remaining associated, but it can also be a source of stretch and distraction. Avoid untrustworthy social media utilization, which incorporates oversharing of individual data and other information that can tarnish your personal image online. Information online never ages, in the future, some people might find them and use them against you. Therefore utilize social media astutely and mindfully.

8. Neglecting legitimate duties: As you come of age, you'll have legitimate duties. Maintain a strategic distance from unlawful exercises or ignore vital lawful commitments such as charges, jury obligation, or complying with policies and



laws in your country of residence. However, understanding the laws governing where you reside and knowing what rights and obligations you have as a citizen is also crucial.

9. Disregarding scholastic and career objectives: In case you're seeking higher instruction or beginning a career, it's vital to be proactive in making your own decisions that are aligned with your desired future. Remain centered, set targets, and work towards accomplishing your goals.

10. Fear to ask for help: The move to adulthood can be challenging, and it's okay to look for assistance and direction. Avoid the habit of hyper-independence, and use the help when it's accessible. Whether it's from coaches, counselors, or family, reach out when you have a concern. While not everyone will be able to help, the first step to finding who can help is to try. Moreover, as you are ready to ask for help, you should be able to extend the same to those in need.

Exploring your late teenagehood may be a time of self-discovery, independence, and growth. By maintaining a strategic distance from these propensities, you will be way better prepared to handle the challenges of early adulthood, make mindful choices, and clear the way for an effective future.

## **Habits To Avoid In Your 20-25 Years**

Between the ages of 20 and 25, there are several habits worth avoiding to pave the way for personal growth and a fulfilling future. This is the early adulthood where one can be considered mature enough to take decisions on their own, and start paving their own paths. The following are the notable habits to avoid during this stage:

1. Procrastination: The habit of delaying important tasks or decisions can hinder progress and create unnecessary stress.

2. Overcommitting: Sometimes we can be tempted to chew more than we can swallow, wanting to gobble up all opportunities coming our way. It's necessary to consider personal limits to avoid burnout or mental and physical complications.

3. Neglecting health: Once a person is an adult, they often have autonomy over many decisions such as time spent outside or at home, who to spend the time with and where. Neglecting good small decisions can lead to poor sleeping habits, unhealthy eating patterns, and constant tiredness. It's important to be on the lookout for those to avoid long-term consequences.

4. Excessive screen time or overindulgence in social media: This can detract a person from real-life experiences and personal connections. Moreover, it can also lead to other consequences such as low self-esteem due to constant exposure to what other people are achieving. Many young adults may end up feeling as if their lives are not progressing as much as others' leading to depression

and low self-esteem. It's important to keep in mind that our journeys are different.

5. Avoiding self-reflection or failing to invest time in learning and developing skills can stunt personal and professional growth during these crucial formative years.

There is no blueprint as to how we can avoid the discussed habits that might negatively impact our lives. However,

once at least we are aware of the bad habits, it's the first step towards overcoming them. Sometimes building habits entails breaking some other habits. For example, if you'd like to build a habit of timeliness, you must break others such as procrastination and overuse of social media.

It's all about understanding what you'd like to achieve, abolish the habits that threaten your success and establish those that can serve as stepping stones to achieve your goals.

## Reflection

Please take a moment to reflect on these questions, where necessary you can opt to write down your answers in a journal- digital or physical - whatever works well for you:

1. What are your daily habits that have contributed to your overall well-being and success?
2. Are there any habits you'd like to intentionally cultivate or break to enhance specific aspects of your life?
3. Reflect on a habit you've successfully changed - what strategies did you use to make that change, are there any strategies from the chapter that you will use?
4. How do your habits align with your long-term goals, and are there any adjustments you'd like to make?



## CHAP V: BUSINESS

Business is the relentless pursuit of value. It's the art of changing ideas and thoughts into unmistakable results that fulfil needs, wants, or issues. It's the tenacious exchange of goods, services, or skills with the extreme objective of generating benefit. At its center, the business may be a down-to-earth endeavor, a precise move between chance and compensation, where entrepreneurs explore instability, make choices, and stay versatile to keep up with the ever-changing scene. It's a battleground where development clashes with tradition, and victory pivots on the capacity to get its markets, optimize operations, and cultivate important connections. Stripped of language and complexities, the business arena is crude and tough- where survival is for those who can strategize, execute, and advance within the interest of feasible creation.

### How Can You Start A Business?

Starting a business is one bold jump into the obscure, a journey stamped by break even with parts aspiration and vulnerability. It starts with an idea. It's all about the idea that addresses an issue, meets a need, or comes with an invention or innovation. The primary step is to solidify that idea into a coherent vision, a blueprint for the venture. To be in a business requires carefully exploring the market, potential competitors, and the target group of consumers. At this point, a business plan is your guide that shows the business demonstration, income streams, and operational complexities. For different types of businesses, one needs resources such as funding, talent and partnerships. From exploring legalities to establishing a brand identity, in this chapter, we disentangle the basic steps, obstacles, and

methodologies that clear the way for a yearning entrepreneur to set out on the invigorating however impressive journey of starting a business.

## **Can You Start A Business Without Money?**

Not really, but yes, you can. Starting a business without capital is a challenge that requires creativity, strength, and a strategic approach to overcome. The first step is to leverage individual skills and resources, transforming them into assets that can help you establish yourself in business.

Networking and collaboration is a strategy to balance monetary challenges. Unlike the popular opinion that you need to have all the money by yourself. From grasping incline commerce models to leveraging computerized stages for marketing and deals, we reveal the viable strategies that permit entrepreneurs to create each penny count. Additionally, we examine alternative funding sources such as crowdfunding and grants, offering a lifeline for those with more time and effort than capital. In a world where creativity and resourcefulness often triumph over deep pockets, this chapter provides a roadmap for aspiring entrepreneurs to turn limitations into opportunities to launch a successful

business without the traditional influx of capital and learn a better way of profiting from infrastructures.

## **How To Develop A Business**

Achieving your first sales marks a significant milestone in your business journey. As you establish a consistent stream of clients, shift your focus towards fostering growth. Implementing effective growth strategies becomes crucial,

guiding you to expand your company's horizons. Craft a meticulous plan that not only helps in setting achievable objectives but also plays a vital role in elevating your bottom line.

Small business growth strategies pave the way for sustained progress, enabling you to navigate the path towards new success heights. Through vital planning and execution, businesses can leverage opportunities to evolve and thrive in their respective industries, cementing their presence and impact within the market. While business strategy may seem overwhelming, it doesn't have to be. In the online course "Business Strategy," Harvard Business School professor Felix Oberholzer-Gee simplifies the concept by sharing the secret to doing this: "Focus value creation for your business."

"Strategy regularly sounds like a grand concept that as it were the foremost senior executives can develop," Oberholzer-Gee says. "But really, anybody can think and act strategically. It doesn't need to be difficult; all you need is a proven framework."

Here's a breakdown of why business strategy is vital, the essentials of value-based strategy, and six steps for developing your possession.

### ***Why do you need a growth strategy?***

The answer is simple: a business needs to have outstanding activities to earn a competitive edge within the market. Its centrality lies in giving a clear path to reach organizational goals and guaranteeing maintained survival and growth.

Bridges Business Consultancy conducted studies that reveal



staggering statistics: 48 per cent of organizations fall flat to meet half of their strategic targets, and 85 per cent can't accomplish two-thirds of their goals. These statistics underscore the critical importance of dedicated attention to the business strategy process.

Inside the domain of business strategy lies the value-based strategy. This strategy streamlines the method by utilizing the esteem adhere system, which spins around leveraging the interesting advantage your business offers. By centering on this advantage,

the value-based strategy streamlines decision-making and actions, adjusting them to the central qualities of your business.

### ***Value-based strategy***

Value-based strategy, also known as value-based pricing, is a method where an organization sets costs based on the perceived value of its items or services. This approach decides on estimating structures and resource allocation by considering the value customers place on the offerings.

The value stick framework serves as a visualization device to understand how distinctive components are associated and impact each other, guiding decisions about which initiatives to pursue for improving esteem for all included parties.

This strategy is used by some popular and wealthy companies such as Louis Vuitton, Apple, Starbucks and more. Therefore, it works best for products that are unique or luxurious.

The opposite of this is cost-based pricing where prices are formed by calculating the cost associated with producing

the item.

***The value stick comprises four critical factors:***

Let's discuss the factors that influence the value-based strategy:

- **Willingness to pay (WTP):** This indicates the greatest cost a client is willing to pay for an item or service, demonstrating its perceived value. As discussed, this strategy is all about pricing items depending on how you think the customers feel about it.
- **Price:** This is the actual amount customers will actually pay for goods or services.
- **Cost:** This refers to the entirety of the expenses incurred in producing goods and/or delivering services.
- **Willingness to sell (WTS):** It shows the lowest cost at which you'd be to offer the materials required to deliver products or services.

These four are codependent, and if you adjust one, it affects the others. For instance, lessening the cost might increase client satisfaction. If their satisfaction is not meant, it can affect how your customers perceive your products/services.

Teacher Oberholzer-Gee emphasizes three questions for strategists:

- How can the business create value for customers?
- How can it generate value for employees? How can it create value through collaboration with suppliers?

To ensure a good business strategy, it's necessary to answer these questions, with a focus on creating value across three key measurements to drive success and competitiveness.

## **Types of Business Growth Strategies**

Small business owners are constantly seeking methods for expansion and development. By exploring various strategies, entrepreneurs can steer their businesses toward growth and increased profitability. Here, we will delve into several effective business growth strategies tailored for small enterprises.

### ***1. Maximizing sales from existing customers:***

One potent strategy for business growth involves maximizing sales to your existing customer base. Through targeted marketing initiatives and customer engagement, businesses can uncover additional needs or problems their customers face. This is called customer retention. It can be done by offering tailored solutions or complementary products/services. This way businesses can boost sales of existing customers without incurring hefty acquisition expenses. Reflect on the businesses that you buy from occasionally, what makes you keep going? Sometimes it's good customer care, unique products, or complimentary delivery when you buy from them.

### ***2. Expansion of customer base:***

Another approach involves expanding the customer pool. Conducting market research and analysis can help to identify and understand local consumer segments to gain valuable insights for devising effective marketing strategies. Leveraging various communication channels

such as social media, websites, and signage can help in reaching and engaging with potential customers. Offering special incentives or perks to both first-time customers and existing customers who refer others can drive new sales opportunities. Moreover, it's important to note that satisfying existing customers can help to reach new ones via referrals, reviews and word of mouth.

### ***3. Introducing new offerings:***

Businesses can achieve growth by diversifying their product or service offerings. Identifying gaps in the market and addressing unmet consumer needs through new offerings can significantly contribute to business expansion. By introducing complementary products or services that align with the existing niche, businesses can attract new customers and encourage repeat purchases. For example, you might be running a restaurant in a place where no one conducts fast deliveries. By adding the delivery service, customers would feel cared for as they would be able to order their food from different locations without necessarily being physically present.

### ***4. Market expansion:***

Exploring new markets is another avenue for business growth. Small enterprises can seek additional niches that align with their current offerings. For instance, a hair salon may consider diversifying into nail-related services to cater to a broader clientele. Alternatively, establishing a new business location in an untapped area can help in expanding the market reach.

Implementing effective business growth strategies is pivotal for the sustained success of small enterprises.

By strategically selling to existing customers, expanding the customer base, introducing innovative offerings, and exploring new markets, small business owners can drive growth, increase market share, and create lasting competitive advantages in their respective industries

## **How To Develop A Business Strategy**

To grow your business, you need a business growth strategy. Let's look at some recommendations for creating a robust business strategy:

### ***1. Define your ideal customer***

You need to define the characteristics of who you'd like to target with your business. One of the things that can also help you is to create a persona. For example, you own a coffee shop, define who you'd like to target. Let's assume that a persona for this business can be a corporate employee whose work day starts at 8 am.

Discover everything you'll about your ideal customer. What is their interface? What issues require tended to? How much are they willing to spend? Utilize this data to market to target clients.

Your target market might not stay constant over time. This is because your services or products might change as you learn what works or what doesn't in your business. Take a look at your current clients to get subtle elements that appeal to your market. As you adjust, the ideal customer might also change. Some of the adjustment that leads to growth might include trying new ventures that you might have not thought about at first.

## ***2. Define your business's value***

You need to persuade customers to purchase from your business to grow. You can do this by appealing to clients with your company's value. Ask yourself, What do you offer that sets you apart from competitors? Your potential business growth strategies ought to stem from your unique selling proposition.

The thing that makes your business one of a kind drives deals. Why would customers select your business over your competition? For example, if you are retailing phones, why should people come to your shop rather than your competitors?

How do you know what your clients appreciate about your business? As a rule, clients like their opinions to be solicited, so ask them. Talk with your clients; in person or conduct a survey. Did they find what they were looking for? How satisfied are they with your products and services? What changes would they like to see next time they come? Moreover, you can encourage clients to review your products and your services on your website to gain more insights.

One downside of this strategy is that negative reviews on social media and websites can tarnish your reputation when it's not managed well. Make sure to monitor reviews, respond strategically and make sure to release information when you have incorporated the customers' feedback.

## ***3. Review customer engagement strategies***

Client engagement empowers customers to be interested in purchasing from your business. You create experiences that cultivate connections with clients. Numerous thoughts for

business growth strategies start with developing a base of steadfast clients.

From the moment a prospect hears about your business, they frame their opinions. You would like to supply a positive encounter beginning at the primary contact through your sales pipeline.

Show customers you care by creating user-friendly forms and tuning in to them. Utilize social media to keep in contact with clients and address issues. Show that you're willing to settle issues and answer questions. And create content that's interesting and supportive to your market.

#### ***4. Cut costs***

You need money when developing your business. Diminishing current costs gives you more capital to spend on growth opportunities.

As you operate your business, you learn how to do things more effectively. See in case you'll be able to decrease the business costs you currently make. You may be able to arrange less of an item or find a less expensive alternative. For example, would there be a machine that would increase productivity while cutting costs on labor needed? Or are there costs that are being incurred without resulting in real outcomes?

Shape long-term connections with your vendors. The more your vendors need to work with you, the way better your instalments will be. The same thought goes for lenders. Utilize one bank for business banking and take advantage of the services offered.

## **5. Creative objectives**

One of the foremost fundamental parts of your small business growth strategy is a set of goals. You need to create some key objectives to work towards. Come up with a specific period for accomplishing objectives. Monitor the progress at the end of a certain period of time.

For example, you can be operating a business and set quarterly goals to increase goals by 10% and gain a 20% increase in exposure of your brand; after the quarter, you can check whether you have met those milestones.

## **Business Exit Strategy**

A business exit strategy refers to a comprehensive blueprint crafted by a business owner to show the process of selling their entire company or a portion of it to external investors or other companies. This strategic plan typically incorporates methodologies such as Initial Public Offerings (IPOs), targeted acquisitions, or facilitating management takeovers. When the business is thriving, an exit strategy enables the owner to reduce their involvement or completely divest from the enterprise, thereby securing profitable returns. Conversely, in times of business adversity, implementing an exit strategy, often termed an “exit plan,” serves as a mechanism for entrepreneurs to curtail and mitigate losses effectively.

### ***Let's understand these terms:***

- **Initial Public Offerings (IPOs):** An Initial Public Offering (IPO) is the process where a private company becomes publicly traded by offering shares to the public for the first time, thereby raising capital and becoming listed on a stock



exchange.

- **Strategic acquisition:** Strategic Acquisitions involve one company purchasing another with a specific purpose or strategic goal in mind, often to enhance market position, gain new technologies, or achieve synergies.
- **A Management Buyout (MBO):** This is a transaction where a company's existing management team acquires a significant ownership stake or complete ownership, typically with the support of external investors, separating the company from its current ownership structure.

An entrepreneur ideally devises an exit strategy within their initial business plan, which significantly influences decisions throughout business development. Common exit strategies encompass Initial Public Offerings (IPOs), strategic acquisitions, and management buyouts (MBOs). The choice of exit plan depends on multiple factors like the entrepreneur's desired level of control or involvement in the business post-exit, their preference for the company's continuity or potential transformation after departure, and their willingness to embrace change if compensated sufficiently.

For instance, a strategic acquisition frees the founder from ownership responsibilities but entails relinquishing control. Initial Public Offerings are often regarded as the pinnacle of

exit strategies due to their prestige and potential for substantial financial gain. Conversely, bankruptcy is viewed as the least favorable means of exiting a business.

A crucial element of an exit strategy involves assessing a

business's value, often aided by specialists who analyze its financials to determine a fair worth. Additionally, transition managers play a role in aiding sellers with their exit plans.

Various exit strategies offer differing levels of liquidity to business owners. For instance, selling ownership through a strategic acquisition can provide substantial liquidity in a short timeframe, contingent upon the acquisition structure. Market conditions also influence the attractiveness of certain exit strategies; during a recession, an IPO might not be optimal, and high-interest rates may detract from the appeal of a management buyout.

While an IPO often represents a lucrative prospect for founders and initial investors, these shares can be volatile and risky for ordinary investors buying from early investors.

Determining the best exit strategy depends on factors such as the business's type, size, and ownership structure. For instance, a partner in a medical office might find selling to an existing partner advantageous, whereas a sole proprietor might aim to maximize profits and close the business. In cases involving multiple founders or significant shareholders, their interests also impact the choice of an exit strategy.

An exit signifies an owner's decision to conclude involvement with a business, often accompanied by selling their stake, though not always. Circumstances surrounding the exit can result in either profit or loss for the shareholder. This overview explores available exit types for entrepreneurs and advises on when to consider them.

## ***Business exit strategy and reasons***

It's important to plan an exit business strategy early in the lifecycle of the business. It's necessary to premeditate whether as owner, you'd choose exiting through IPO, quick acquisition, or passing the business to family. This proactive approach helps founders align their businesses towards their desired outcomes.

The exit strategy significantly impacts various business aspects: legal structure, revenue models, investment tradeoffs, investor preferences, etc. Even if exiting due to burnout, business failure, or disinterest, advanced planning maximizes returns on investment and effort.

Early exit strategy planning serves three primary purposes: facilitating realistic calculations for investors regarding timelines and returns, enhancing chances of attracting angel investors or venture capitalists (VCs), and structuring the business for optimized returns in case of an exit.

Equity investments by angel investors and VCs often depend on successful business exits. Therefore, including exit strategies in pitches and business plans is crucial. Researching how similar companies in analogous markets exit, usually through acquisition or occasionally IPOs, enables entrepreneurs to convey potential returns to investors.

Boosting attractiveness to large corporations during acquisition involves strategies like being a pioneer in a field and dominating a niche. To minimize resistance from minority investors during acquisition, ensuring alignment with the exit plan is vital. Simplicity in business ownership structure, working with one or two large investors over many

smaller ones, enhances attractiveness as an acquisition target.

For exit plans involving stepping back from day-to-day operations and making the business self-sustaining, establishing a less founder-dependent model becomes crucial.

### ***Scenarios prompting business exits include:***

Let's look at the circumstances that can lead business owners to exit business:

- **IPO readiness:** Achieving rapid growth with widespread success may signal readiness for public investors through an IPO, typically needing a large user base, stellar team, growing revenues, and profitable financials.
- **Market uncertainty:** Changing market dynamics due to financial crises, regulatory shifts, or new competitors threatening the business \* might prompt pre-emptive exits.
- **Business failure:** Continued losses despite multiple attempts to stabilize the business might prompt consideration of an exit. This is in case the company can't afford the operational costs such as purchase of resources, paying salaries and others.
- **Boredom with routine:** Entrepreneurs seeking novelty might exit when the business becomes mundane, craving excitement in new fields.

One of the most unspoken facts is that entrepreneurs often face mental health challenges due to financial uncertainties, changing business ecosystems, and feelings of isolation. Stress contributes to common mental health

issues, leading some entrepreneurs to exit their companies to avoid complete burnout.

Lifestyle changes can also drive business exits, such as a desire for more family time, pursuing new hobbies, or seeking a balance between work and personal life.

Five primary exit strategies for entrepreneurs include:

Let's discuss in a bit more detail some of the ways that entrepreneurs use to exit business:

**IPO (Initial Public Offering):** Issuing shares to the public through stock exchange listing enables institutional investors to see increased equity values. However, IPOs demand substantial success and are expensive, subjecting businesses to public scrutiny and potential share price volatility.

**Merger or acquisition:** Merger when two brands join forces while acquisition is when one company buys the other completely- the other ceases to exist at all. However, focusing solely on a specific buyer might limit potential opportunities. It's necessary to keep the options open.

**Sale to family and friends:** Passing the business to trusted individuals like friends, family, or involved employees minimizes due diligence but carries risks of legal disputes or undervalued sales.

**Retire without selling:** Entrusting management while remaining a shareholder allows for continued dividends without active involvement, provided the business operates with trustworthy teams and standardized systems.

**Liquidation:** This involves closing the business, selling

assets, and distributing proceeds among shareholders offers a quick exit but often results in the market value of assets, potentially leaving valuable intangibles behind.

Entrepreneurs often hesitate to sell their businesses due to feeling unprepared or invincible, but the reality is, that readiness for exits is crucial. Exits can be unforeseen and occur unexpectedly, highlighting the significance of having a well-thought-out business exit strategy. Being unprepared for selling or exiting a business can turn into a nightmare for entrepreneurs.

To navigate this, entrepreneurs should consider various factors, such as retirement plans, health concerns, market timing, and external opportunities. These factors can influence the decision and timing of a business exit strategy. Preparing for a successful transition requires thoughtful consideration of these reasons to ensure a smooth exit process.

### ***Factors to consider for a successful transition***

- ***Retirement through selling the business:***

At some point, many successful entrepreneurs contemplate retiring to relish life away from the business world. Whether it's due to burnout, exhaustion, or a desire for a significant life change, the prospect of selling their business and embracing retirement is alluring.

However, for a smooth transition to prospective buyers, it's crucial to have a well-formulated business exit strategy in place. It proved very important during especially COVID-19 when many people recognized that they needed to shift their mindsets toward enjoying their lives instead of pouring

all their time and effort into the business. A business exit strategy consultant can aid in determining if selling the business and retiring aligns with one's goals and assist in crafting a seamless exit strategy.

- ***Health-driven business exit:***

Often overlooked, health issues can significantly impact a business. Unexpected health concerns affecting the founder or key team members can severely disrupt operations. The pandemic highlighted the need for preparedness in such situations. Implementing a business exit strategy can safeguard assets, family, employees, and customers from potential disruptions caused by health emergencies. Whether it involves a succession plan funded by insurance coverage or an exit sale strategy, having a well-defined exit plan in place can protect the business's value in the event of health-related challenges.

- ***Market-driven business exit:***

The market's unpredictable nature, particularly in the wake of the pandemic, has offered both challenges and opportunities for businesses. Being in tune with market dynamics and staying connected with financial advisors and legal experts is essential. Evaluating the market for potential exit opportunities is crucial. A well-prepared business exit strategy, particularly in favorable market conditions, ensures readiness to capitalize on selling opportunities. Conversely, when market indicators turn unfavorable, having an exit plan ready can aid in realizing the company's full value before conditions deteriorate.

- ***Pursuing new opportunities through business exit:***

Entrepreneurs, often involved in multiple ventures, may encounter attractive opportunities that necessitate a shift in focus and resources. Opting to invest in or acquire a new business can be enticing if it aligns with their goals. In such cases, executing a business exit strategy can be critical for the success of each business. This could involve appointing a manager for day-to-day operations, a complete business sale, or a partial sale while retaining a minority stake. Establishing a comprehensive business exit strategy ensures seizing new opportunities while safeguarding the current business's interests.

While this list doesn't cover all potential reasons for exiting a business, if any of these factors strike a chord with your circumstances, it might be a signal to contemplate how to implement your business exit plan.

Irrespective of the motive, having a well-thought-out business exit strategy holds immense importance for any business. Seeking guidance from a business sales lawyer or advisor can assist in devising a tailored strategy that meets your specific requirements and enables you to seize opportunities as they emerge. Entrepreneurs should steer clear of finding

themselves in a position where a last-minute sale decision arises due to inadequate preparation - a path no business owner wouldn't want.

Regardless of your current status, it's strongly recommended to schedule a consultation with a business or corporate attorney specializing in commercial property transactions.



This step will help evaluate your current standing and initiate the process of crafting a business exit strategy suitable for both you and your company.

## **Why Now Is A Good Time To Start A Business?**

Starting a business at this juncture offers immense opportunities owing to various favorable factors. The economy's resurgence presents a fertile ground for growth, especially in burgeoning sectors like technology, healthcare, retail, food and beverage, and eCommerce, all poised for significant expansion in the foreseeable future. With an abundance of online resources and a supportive community of entrepreneurs, starting a business has become more accessible than ever before. Additionally, the reduced startup costs, attributed to the availability of numerous free online tools and platforms, further facilitate entry into the business world.

Investors are actively seeking new ventures amidst low interest rates and market volatility, creating an advantageous environment for aspiring entrepreneurs. The current technological landscape has significantly diminished the barriers to starting a business, enabling entrepreneurs to establish and market their ventures inexpensively, often from the comfort of their homes. This interconnected world, coupled with ample online resources, a burgeoning global economy, technological advancements, and diminished startup expenses, collectively makes this era the prime moment to transform entrepreneurial dreams into reality.

## Why Do New Businesses Fail?

Regardless of the size of the business that you conduct, financial literacy is an important skill. Starting a business requires thorough planning to avoid potential pitfalls. Financial considerations play a critical role, with many businesses failing due to inadequate start-up capital and unrealistic income expectations in the initial years. Understanding and overseeing financial matters, even with an accountant, is crucial to track revenues, manage expenses, anticipating cash flow fluctuations, and ensure compliance with tax obligations.

Additionally, lacking a comprehensive understanding of the market and its dynamics is detrimental. Business is heavily dependent on the market because they're the main source of profitability of the business. Conducting market research is vital to address customer needs effectively, identify competition, and tailor products or services accordingly. Insufficient resources, including staffing and infrastructure, can also hinder success. Skimping on resources often leads to subpar quality and affects brand perception.

Incompetence, both personally and within the business, is detrimental. Lack of skills, poor management, and an inability to provide differentiated products or services contribute to failures. Moreover, over-reliance on a small customer base or a handful of clients poses significant risks.

Planning, knowledge acquisition, product/service differentiation, effective management, customer understanding, access to capital, a clear exit strategy, suitable partnerships, online presence, marketing, adaptation to market changes, and cybersecurity awareness are crucial aspects to consider when starting a business.

Addressing these factors can mitigate risks and contribute to a business's long-term success.

## **Why Are People Afraid To Start Businesses?**

Initiating a new business is often tumultuous due to the absence of guaranteed success. Every day, businesses fail, leaving many entrepreneurs with nothing despite months or years of dedicated effort. The idea of forsaking a stable salary for an uncertain payoff generates considerable anxiety among aspiring business owners.

Several prevailing concerns deter people from venturing into entrepreneurship:

- **Economic uncertainty:** Worrying about the economy being unfavorable can dissuade potential entrepreneurs. When the economy deteriorates, there's a belief that it's not the right time to start. However, the economy isn't a singular entity but a complex network of transactions. While certain sectors may struggle, others might thrive.
- **Ambiguity:** Indecision about the type of business to pursue is a common fear. People keen on self-employment may lack clarity on the suitable field. Transitioning from a stable career to entrepreneurship requires confidence, expertise, and a viable business idea.
- **Financial obligations:** Existing debt, such as student loans or credit card bills, presents a significant hurdle to starting a business. Clearing debts before venturing into entrepreneurship is a sensible approach.
- **Family commitments:** Balancing the demands of a new business and family life can be challenging. The time-

intensive nature of launching a business often leads to concerns about inadequate family time.

- Loss of benefits: Fear of losing employer-provided benefits like health insurance and retirement contributions also deters potential entrepreneurs. However,

alternative options like self-funded retirement accounts and group health insurance schemes exist for self-employed individuals.

These fears collectively contribute to the apprehensions surrounding the initiation of a new business venture. It's necessary to weigh your options before choosing to venture into business or seek employment. Not all fears are unfounded, and it's best to move into business with a clear plan to avoid regret. It's a good idea to network with other business owners and seek a mentor to support your journey.

## **Business Sustainability**

Sustaining a business demands a robust foundation built upon several key aspects, ensuring long-term success rather than immediate gains. Leaders must navigate challenges such as talent acquisition, operational efficiencies, client prospecting, sound decision-making, great leadership, and a growth-oriented mindset. Let's look at some of the factors that can help businesses achieve sustainability:

- **Top talent:** A company's growth depends on the right people. Refreshing the talent pool to align with business needs and client demands is crucial. Assessing the team's ability to identify opportunities and drive growth is vital. However, to attract the right people, as a business there should be an environment that can attract them. The top

talent can be mostly attracted by competitive compensation and a good organizational culture.

- **Operational efficiencies:** A culture that prioritizes efficiency fosters cost-consciousness and alignment with business needs. Establishing workplace cultures designed to drive operational efficiency is essential. One of the necessary elements for a good organizational culture is effective communication. Are there clear communication channels and norms to be adhered to? Is there open communication amongst different people or departments that allows everyone to feel heard?

- **Prospecting the right clients:** Embracing an entrepreneurial attitude in client prospecting ensures sustainable growth. Identifying mutually beneficial client relationships that align with the business model is crucial. Earlier in the book we discussed the importance of defining the target customers of your business. Doing research on the market dynamics can help to define the right clients for your business.

- **Sound decision-making:** Leaders must minimize problems by being proactive and resilient. Establishing protocols and procedures for decision-making allows anticipation of unexpected circumstances. Indecisiveness can cripple businesses quite easily because success lies in making the right decisions.

- **Great leadership:** Visionary leaders drive growth by seeing opportunities and remaining optimistic. They sustain momentum even in challenging situations. It's necessary to learn more about different leadership styles and apply the one that is most suitable for your business and your team.

- **Embracing Growth:** Risk-taking and idea-sharing shouldn't

just be for the owner or the superior management; it should be encouraged among employees as well. A diverse and collaborative environment fosters unique thinking and sustains growth. Ensuring productive meetings further aids in maintaining business productivity. Adam Grant's principle of convening meetings only for decisive, learning, bonding, or action purposes guides effective meetings. This necessitates meeting with the right people, setting clear goals, fostering meaningful connections, encouraging diverse perspectives, maintaining focus, and steering clear of monotonous, unproductive sessions.

By adhering to these principles and maintaining productive meetings, businesses can enhance productivity, foster employee engagement, and sustain growth in the long run.

To wrap up this chapter, it's important to understand that this chapter alone can't be all the knowledge that you need to succeed in business. It's necessary to stay open-minded as an aspiring entrepreneur- one who's willing to learn from others and tenaciously drive their own forward.

## Reflection

Please take a moment to reflect on these questions, where necessary you can opt to write down your answers in a journal- digital or physical - whatever works well for you:

1. Is there a problem around you that you'd like to solve with a business venture- what is it? What are the resources you need to gather to start?
2. If you're currently doing business, how do you approach risk-taking in your business decisions, and what factors influence your risk tolerance?

3. Reflect on a significant challenge in your business journey - what did you learn and how did it shape your approach moving forward?
4. In what ways do you prioritize innovation and adaptability in the ever-changing landscape of business?

## Final Remarks

Life can be seen as a battlefield where one must navigate as their commander, regardless of background. Whether one is born into a favorable or challenging family- circumstance isn't a choice, but how one fare in those situations is a personal decision.

Family, in this life, isn't evenly balanced. Being born into a good or bad family is a chance given, and in the shelter of a good family lies an opportunity to pave the way for a bright future. This period at home is crucial for preparing oneself for life after leaving. Seeking advice from teachers and parents, understanding self-reliance, and avoiding distractions like social media, TV, and radio can help shape a promising future.

For those born into aNuent families, it's essential to comprehend the efforts and sacrifices made by their parents to provide. In this life, nothing comes without effort, and the privilege of being born into a wealthy family serves as a foundation, but success requires diligence. Origin or resources alone do not ensure success; they demand personal action and dedication.

On the other hand, being born into poverty already presents a challenge. Discipline becomes the cornerstone in surviving such circumstances. Recognizing the need for discipline and understanding the value of every opportunity, seeking guidance from parents, teachers, and motivational speakers, and being proactive in learning becomes crucial.

For those from less fortunate backgrounds, realizing the need to start from scratch is paramount. Utilizing government investments like education, infrastructure,



and healthcare becomes essential. Failure shouldn't be considered a prerequisite for success; success can also be obtained from the outset. Starting from nothing means gathering the stones of every opportunity that crosses one's path to build a foundation.

During the school years, it's important to avoid negative influences. An individual must focus on self-discipline and personal growth. Maximizing efforts, being diligent, and not taking anything for granted are good mantras for progress.

Moreover, thinking about a personal future and success should take precedence over everything else. There's a spark within, and you have the power to attain what you set your mind to do!

## **ABOUT THE AUTHOR**

Daniel Hagenimana is a Rwandan entrepreneur. He is the CEO of UHDSS education agency, Universal Certification, Top Skills World, and Universal Brokers. Born on 23rd October 1998 in Nyanza, southern Rwanda, he serves as a business advisor and consultant specializing in business development, strategic change management, and market analysis. He enjoys attending youth business forums and possesses experience in project management and initiating businesses from the ground up, particularly in the field of education. He is expected to complete his Doctorate in Business Management by 2025

Embark on a deep quest beyond the accustomed understanding of success. This book does not lead its readers to material gains or well-defined achievements; it seeks instead the path of self-evolution and transformation toward victory.

This book provides insightS into the mystery of success in which the same abilities often result randomly different consequences. It reveals the neglected talents, methods and discipline that command unrivalled authority to shift our lenses on what is actually essential when pursuing victory.

This guide differs from a complete manual since it encourages you to discover widely recognized and also less commonly cited factors that determine personal success. It does not tell you every step but provides tools to navigate your particular, multi-dimensional journey when you decide to get up and take charge.



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