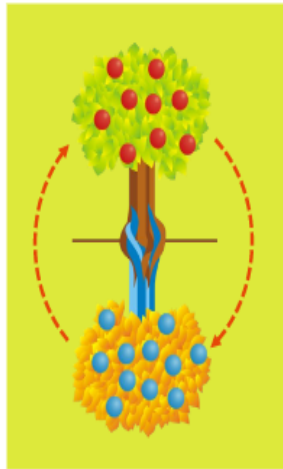


01

Measure of success

SUCCESS

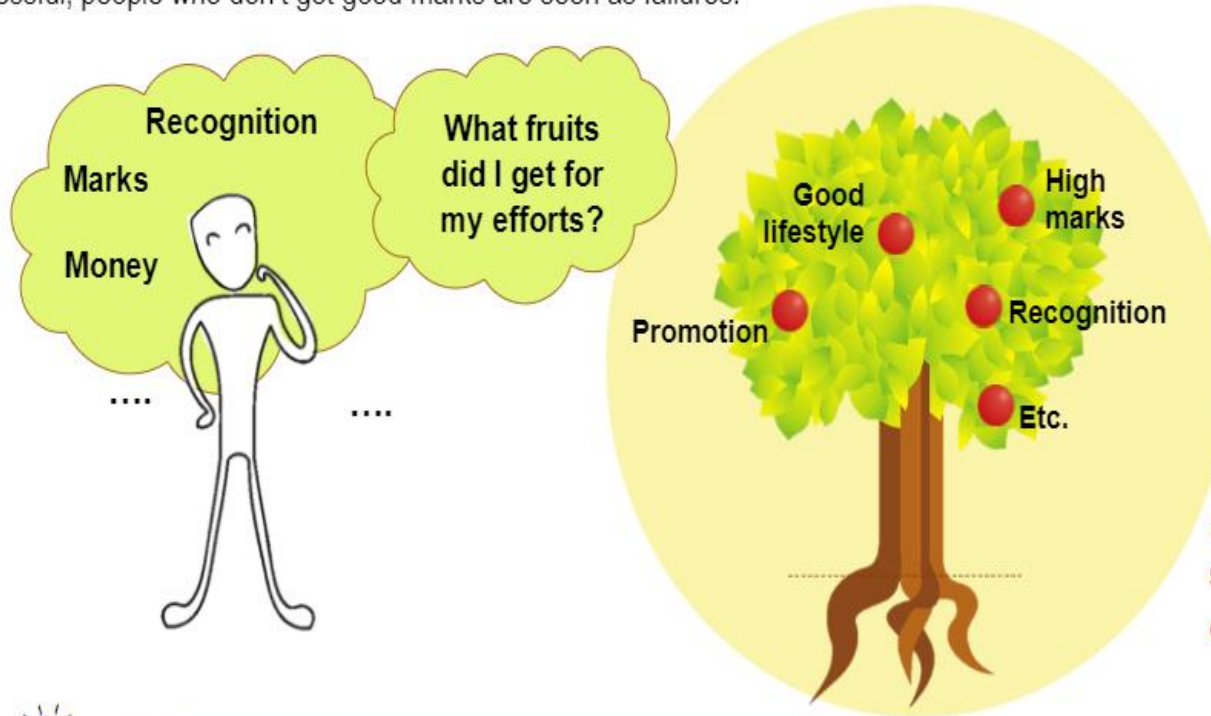


Achieving Sustainable Success

Steady success in an uncertain world

People measure success & failure in different ways, but most people recognize only one type of “fruit” of effort i.e. outer fruits...

For example: Sometimes we use “marks” to measure success of people – people who get top marks all the time are seen by us as successful; people who don’t get good marks are seen as failures.

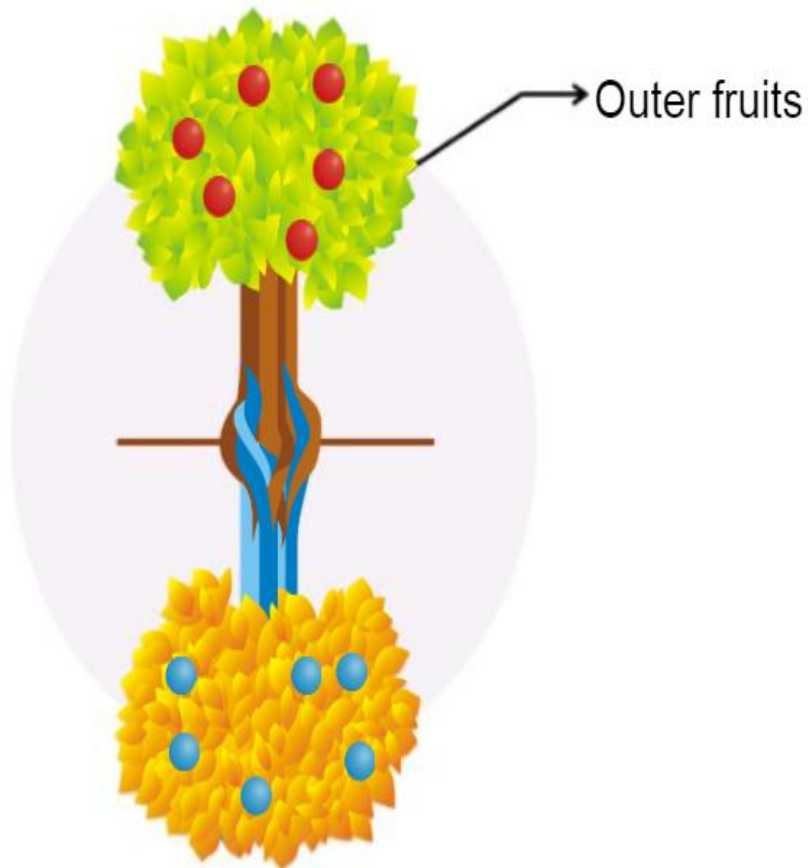


...so they measure success in life in terms of outer fruits alone.



How do you measure success & failure?

Outer fruits are the fruits that we get in the world outside.
They are visible and tangible.

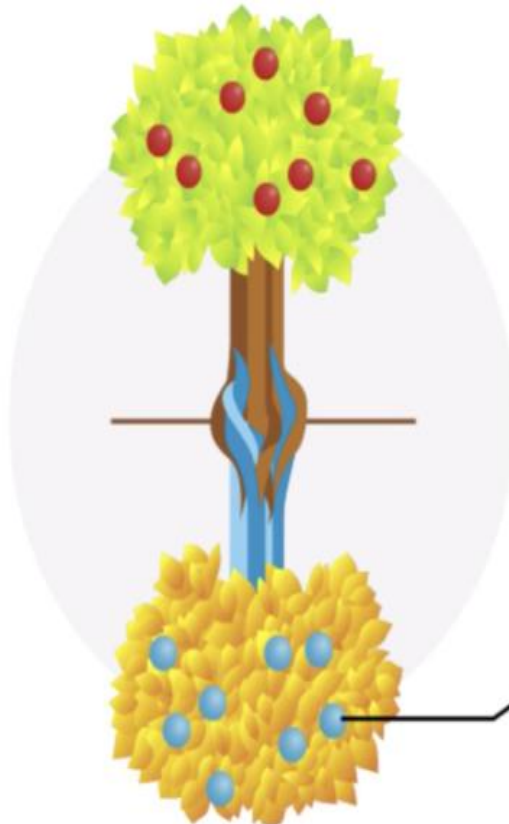


For example:



There is one more type of fruit called 'Inner Fruit'.
Inner fruits are fruits that grow inside us.

For example:



Inner fruits



Increased self-confidence



"I can take on more responsibility in this project..."



Growth in capacity & expertise



"My command over this subject is much more because of this project"

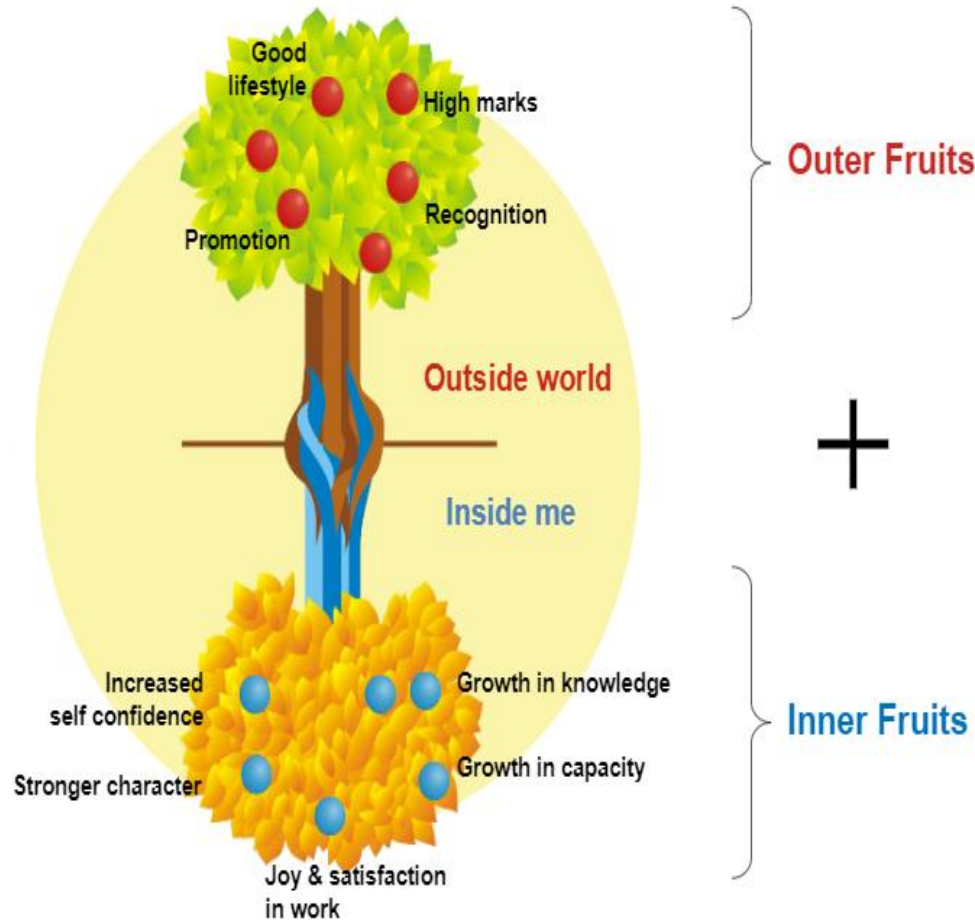


Developing character qualities



Developing an attitude of excellence

**Contributors have a wider way in which they measure success in life –
in terms of both outer fruits + inner fruits**



**Outer fruits are what the world
gives us.**

**Inner fruits leads to the overall
development of our personality and
help us manifest our potential.**



**We can use the Tree of Fulfillment as a
tool to measure success & fulfillment in
our life & career.**

02

Importance of inner fruits as a measure of success

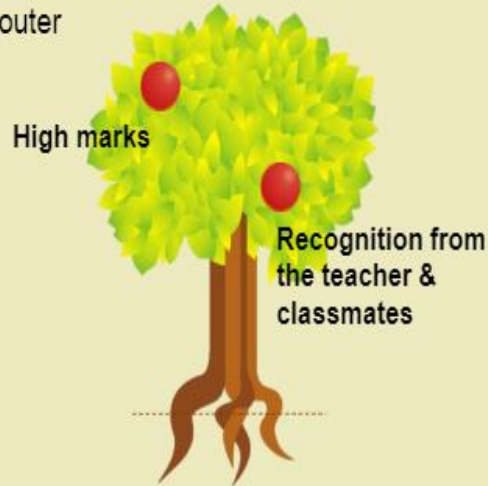
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The 'measures of success' we choose affects our priorities, choices, and approach to any activity/ work

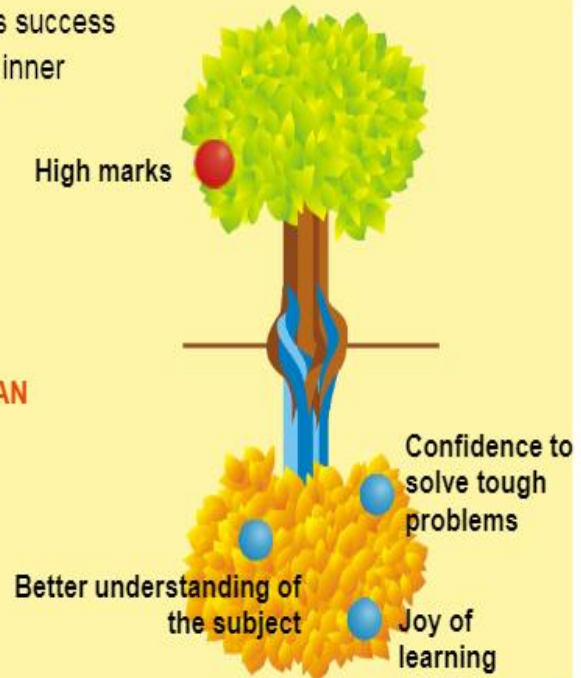
Let's explore 2 examples →

Example 1: This is how Raj & Rohan measure their success in academics –

Raj measures the success in the studies by his outer fruits.



Rohan measures his success in academics by his inner fruits.



Because of this, Raj's approach is:

He focuses on studies only to achieve high marks, he **does not develop a good understanding** of the subject and takes shortcuts because of **which his success is short-termed.**

Raj does not gain any additional fruits due to his approach

Because of this, Rohan's approach is:

He focuses on studies to get a deeper understanding of the subject which helps him **build self-discipline and self-confidence** in the subject; because of **which his success is long termed.**

Rohan may additionally get outer fruits because of this, like :

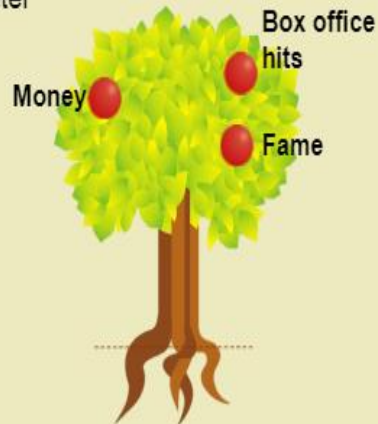
● Good results ● Admiration ● Approachability

Example 2: This is how Shalini & Karim measure their success as film-makers –

Shalini measures the success in film-making by her outer fruits.



SHALINI



Because of this, Shalini's approach is:

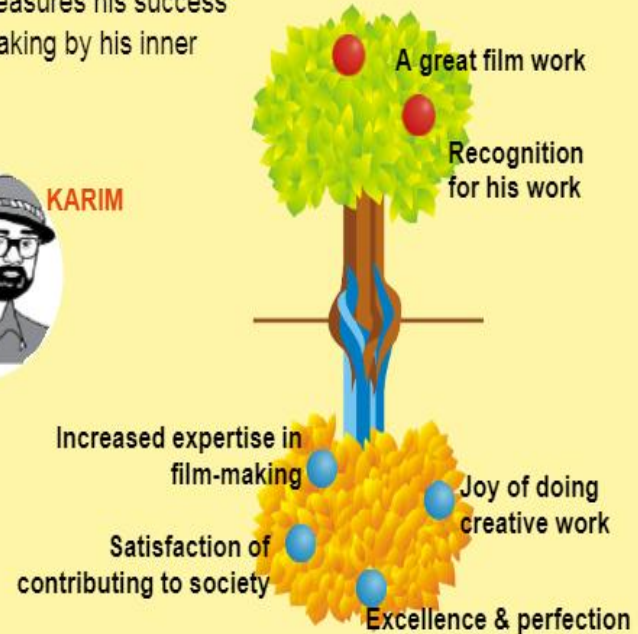
Shalini sees money and fame as the measure of success and therefore is **not ready to take risks** and try out a different path for making exceptional films.

Shalini does not gain any additional fruits due to her approach.

Karim measures his success in film-making by his inner fruits.



KARIM




Because of this, Karim's approach is:

He makes films that are much more significant for the society and **leaves an impact** towards a change. He **attains satisfaction** in the process and an **increased expertise**.

Karim may additionally get outer fruits because of this, like :

● Recognition ● Admiration ● Awards



Importance of recognizing the value of inner fruits & using them as a measure of our success

Let's examine some real-life case stories →

Let us consider this real-life career story

Marion Jones: Former world champion, track and field athlete

Marion Jones was a US track and field athlete who went on to dominate the world stage in the late 90s and early 2000s. She was one of the most loved athletes and a role model for thousands of Afro-Americans.

Some of her records -

1997: Marion wins the 100m sprint at World Championships, Greece

1998: Won gold in World Cup, South Africa

1999: Won 4 titles at World Championship, Spain

2000: Won 3 gold and 2 bronze at Olympics, Sydney

Then...

In October 2007, she admitted to taking performance enhancing drugs as far back as 2000 Olympics. She admitted to lying to investigation authorities earlier on the doping issue. It was a very public fall from grace for 31-year-old Jones, who just 7 years ago in 2000 had amazed sports fans across the world with her extremely difficult goal of winning 5 medals at the Sydney Olympics.

Jones had to give up all medals that she won 2000 onwards. Her fans felt betrayed.



Marion measured her success only by outer fruits (even though she may have got several inner fruits too, she didn't value them as success).



What happened because of this?

Marion was a great athlete and she was trusted and loved by people for her achievements. But, outer fruits were much more important for her than inner fruits. That made her take shortcuts and unethical ways to achieve success by taking drugs. This shook her foundation and trust by the people.

Though she achieved success, it couldn't sustain in the long run as her focus was short lived. If she would've focused more on growing gradually and improving on the inside, her success could've been more prolonged.

Let us look at a contrasting real-life career story



Dr. APJ Abdul Kalam

Aerospace engineer; Professor and chancellor of the IIST; 11th President of India; Popularly known as "People's President".

Incident 1:

At the end of third year at MIT, Abdul Kalam was given a project to design a low-level attack aircraft. Kalam took up the responsibility of preparing and drawing its aerodynamic design. Kalam's professor reviewed the project and declared Kalam's work to be gloomy and disappointing. Kalam asked for one month's time to improve and complete the task, but was given only three days by his professor. Kalam stayed up whole nights and completed the project successfully. The professor said in Kalam's praise, *"I knew I was putting you under immense pressure by asking you to meet an impossible deadline. I never expected you to perform so well."*

Incident 2:

April 20, 1989 was scheduled to be the Agni (missile) launch date under Kalam's leadership. Due to safety reasons Kalam had to cancel the missile launch. The media took up the chance to create much controversy around this. The missile launch was cancelled once again when it was scheduled to launch on May 1, 1989. While addressing an assembly of 2000 persons on May 8, 1989, Kalam said: *"I promise you, we will be back after successfully launching Agni before the end of this month."* Finally it took off at 7:10 hrs on May 22. It was a perfect launch.

In his words...

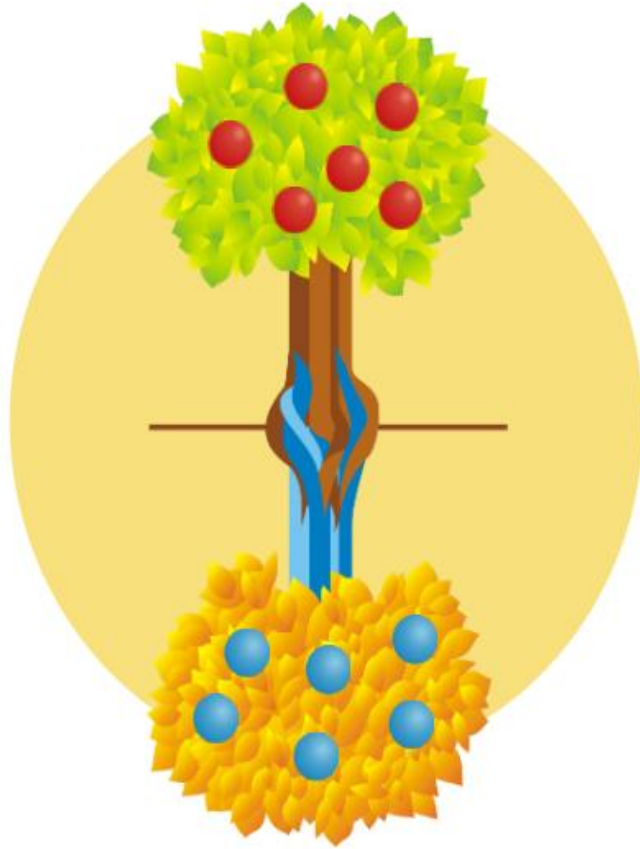
"Three things are important for success – design capability, goal setting and realisation, and the strength to withstand the setbacks."

"To succeed in your mission, you must have single-minded devotion to your goal."



How is this example different from the previous one?

Kalam is driven by his inner fruits, so, he persistently works towards them, even after much rejections and failure. His resilience and hard work and drive to keep growing his inner fruits makes him capable to achieve outer fruits. He achieved success, and could sustain in the long run as his focus was long-term. He focused more on growing gradually and improving on the inside, therefore he was able to achieve success in the long run.



These examples bring us to the understanding of
‘SUSTAINABLE SUCCESS’

Sustainable success comes when both inner
and outer fruits grow.

Striving for growing inner fruits may not
immediately lead to growth of outer fruits, but in
the long run, outer fruits may eventually show up.



Why is chasing only outer fruits for success, ‘non sustainable’?

03

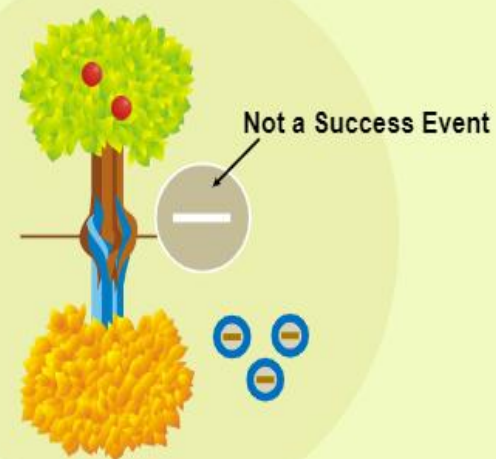
Building our engine of Sustainable Success

How to build Sustainable Success?

Sustainable Success is built event by event, by making every situation into a 'Success Event'.

What is a Success Event?

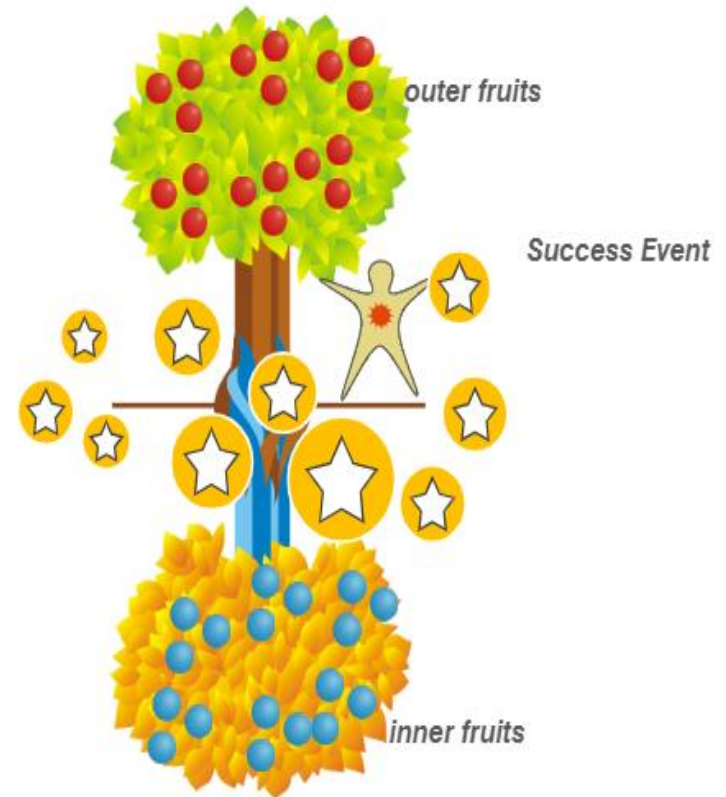
A 'Success Event' takes place, when in the event you invest yourself into building lots of Inner Fruits, then automatically the approach in the event transforms and the event becomes a success event.



Every event is an opportunity for creating a **Success Event** by investing into building our inner fruits.

So **Sustainable Success** is built by creating **Success Events** everyday.

Tree of Fulfillment



Let's understand how this works, through a case story →

**Meet Anil & Sunil during their college years.
Both are students in the same college.**

Anil goes through college
life with no awareness of
inner fruits.



Anil

Sunil



Sunil tries to create
Success Events in
every situation.

Discover what happens to them over the years.

When they are choosing a topic for a college project –

Anil

Like most of his classmates, Anil decides to do a project on a topic that most students in their college take up year after year.



I can make my project by using & modifying what seniors have submitted earlier... that way good marks are ensured...

Anil is able to submit a project that gets him high marks.

Sunil chooses to make this into a **Success Event**



Sunil takes up a tough topic that will challenge his thinking & force him to 'stretch' beyond current abilities

Why not take up a topic in this new area.... It's gaining importance in the world...

I don't know much in this area. So there is a lot I will have to figure out on my own. And even the faculty or seniors may not be able to help much – but then there is a lot I can learn... And it may even open up new future opportunities.



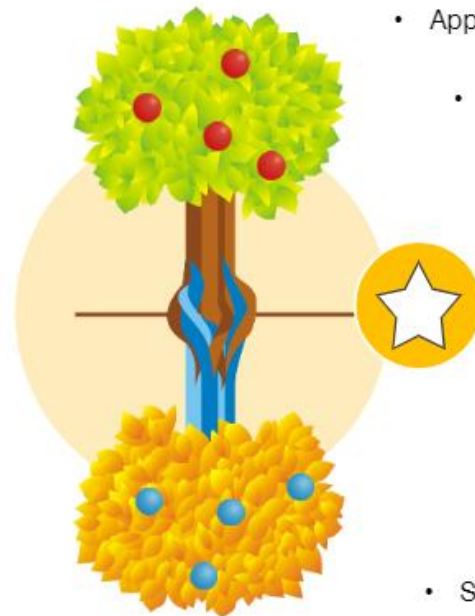
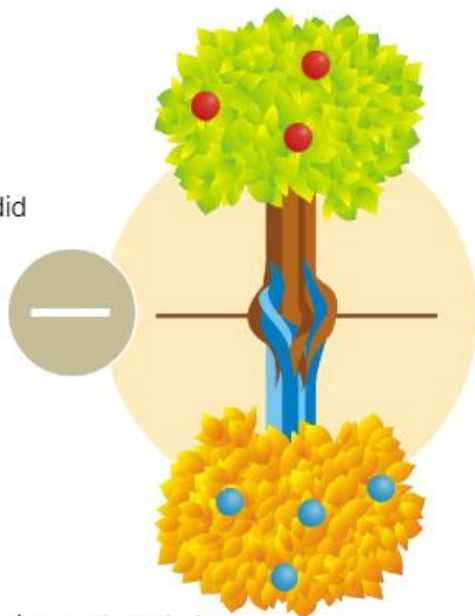
Sunil submits a project to the best of his abilities, but there are some gaps. He gets good marks, though not amongst the top.



What inner fruits & outer fruits would this result in?

Anil's tree of fulfilment

Sunil's tree of fulfilment



Outer fruits gained:

- High marks
- Goal accomplishment



Outer fruits lost:

- No recognition
- Lack of appreciation as did repetitive work



Inner fruits gained:

- Stress-free experience
- Reassured of doing well



Inner fruits lost:

- Lost the opportunity to gain new knowledge
- Ability to rise up and take on tough challenges
- Self-confidence of doing project by himself/ from scratch



Outer fruits gained:

- Appreciation & recognition for doing breakthrough/ unique project
- Role model for his classmates
- Steady growth in academics



Outer fruits lost:

- More time



Inner fruits gained:

- Better understanding
- Developed new skill sets
- Knowledge of a new field
- Increased confidence
- Satisfaction of doing something different



Inner fruits lost:

- None

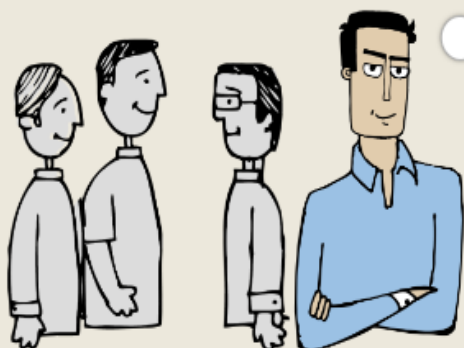
Similarly, compare their approach in different situations and identify what fruits they will gain.

Event
2

During a competitive event –

Anil

Anil wants to be in the limelight...



This is the chance for me to show that I'm the best... better than all my team members... I must win, no matter what it takes.

When they win, Anil tries to take all the credit.

Sunil chooses to make this into a **Success Event**

Sunil learns to work with the team and bring out the best in everyone...

Do you think this approach will enable us to put our best foot forward and win this as a team?



Let me step back here... Karan is new & should get a chance too... but I can back him up..

Irrespective of whether the team wins or loses, it is a victory for Sunil because he stands with his team.

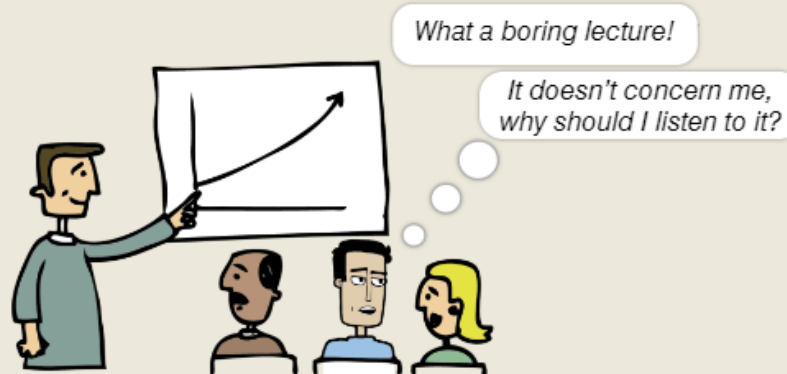


What inner fruits & outer fruits would this result in?

During a seminar when attending several talks –

Anil

Anil is disengaged...



Anil enjoys with his friends and has a fun experience.

Sunil chooses to make this into a **Success Event**



Sunil shows curiosity & is interested to listen carefully...



Sunil broadens his knowledge & gains exposure in new areas.
He has fun learning new things.



What inner fruits & outer fruits would this result in?

Event
4

When a family function is being organized –

Anil

Anil doesn't bother to help out...

Why can't someone else do it?

Hey Anil, can you please help me out?



So people treat Anil like a kid who is unable to take responsibility or do anything on his own.

Sunil chooses to make this into a **Success Event**



Sunil shares in the responsibilities and takes initiative in getting things done...

We need help!

I can also take up some work and share the load.

I'm here to help...

What needs to get done here? Let me try doing it this way to save costs & make it look better...



So people start turning to Sunil for help & feel they can rely on him to get things done properly.



What inner fruits & outer fruits would this result in?

With an area of talent or interest –

Anil

Anil has a talent in painting, but he rarely does anything with it...



This much seems enough. I don't feel like spending more time on it

Anil remains an average painter. In fact while he keeps trying different things, he gets bored soon & doesn't build commitment in any area.

Sunil chooses to make this into a **Success Event**

Sunil spends hours practicing painting, each time trying to improve himself over the previous...

I want to improve my technique & skill as a painter.. I must give more time for it...

I don't have anyone to teach me formally... but I can learn from great artists around the world via the internet...



Sunil develops to a high level of excellence in painting. Moreover he brings the same level of commitment, concentration, and practice to any area he works on.



What inner fruits & outer fruits would this result in?

Event
6

When they get negative feedback –

Anil

Anil gets upset...

*This faculty keeps finding fault with whatever I do...
No point listening to him...*

What if I'm not good enough? Better to take up another area where I won't be criticized..



Anil does nothing to improve & gives up on the subject.

Sunil chooses to make this into a Success Event



Sunil is also upset initially. But he takes positive action...

*No matter if I've done badly this time,
next time I must prepare better...*

I can approach the faculty or take help of seniors for guidance on where I can improve... I will learn from my mistakes to do better next time.



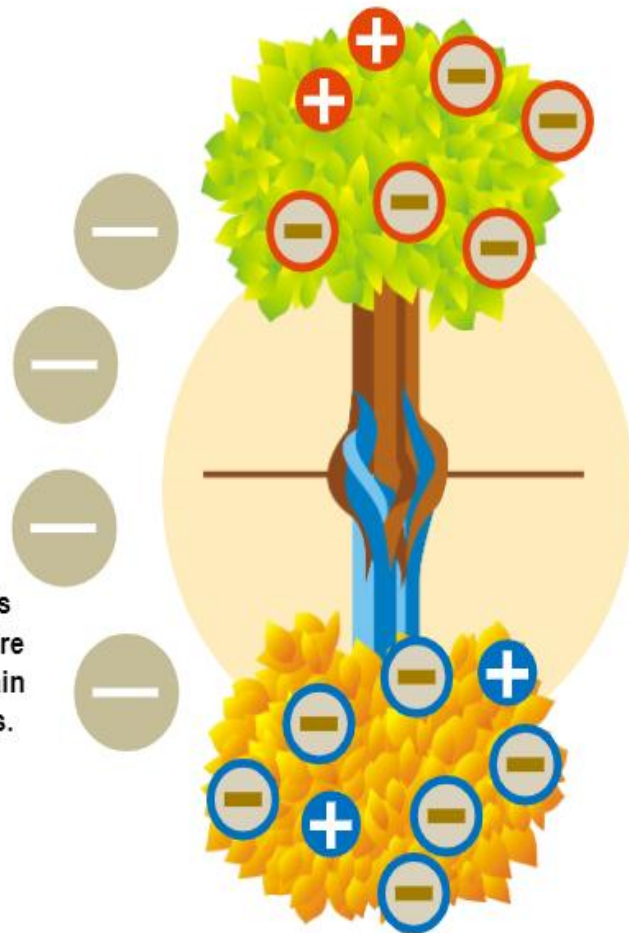
Sunil learns from the experience and changes himself to improve.



What inner fruits & outer fruits would this result in?

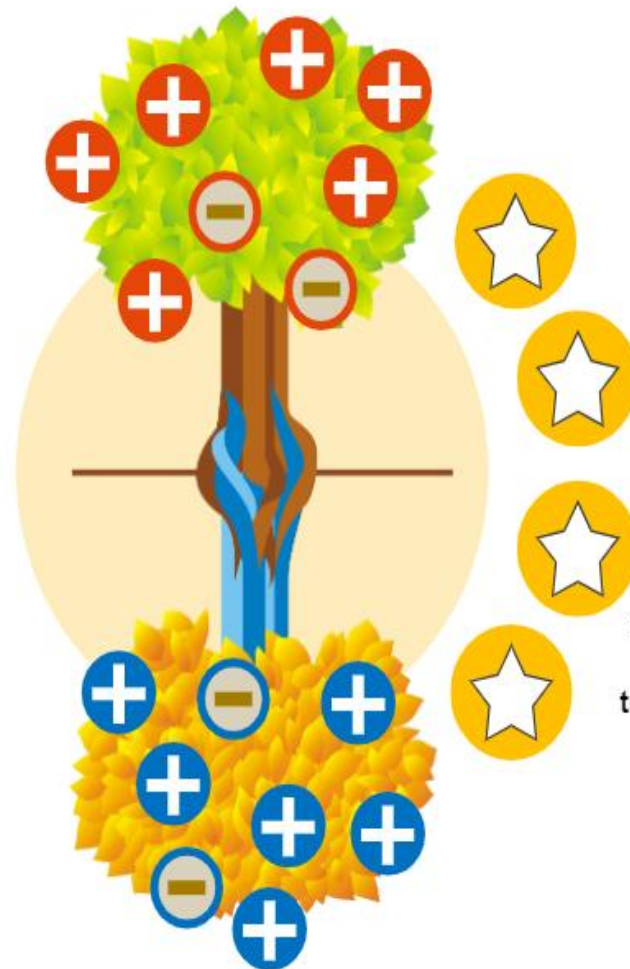
Because of these events this is how Anil and Sunil's tree of fulfilment looks like:

Anil's tree of fulfilment



Anil focuses on improving only his outer fruits therefore he is unable to attain long term success.

Sunil's tree of fulfilment



Sunil focuses on improving his inner fruits therefore he turns each event into a success event.

Most of us may not be fully like Sunil or Anil, but may have a mixture of both.

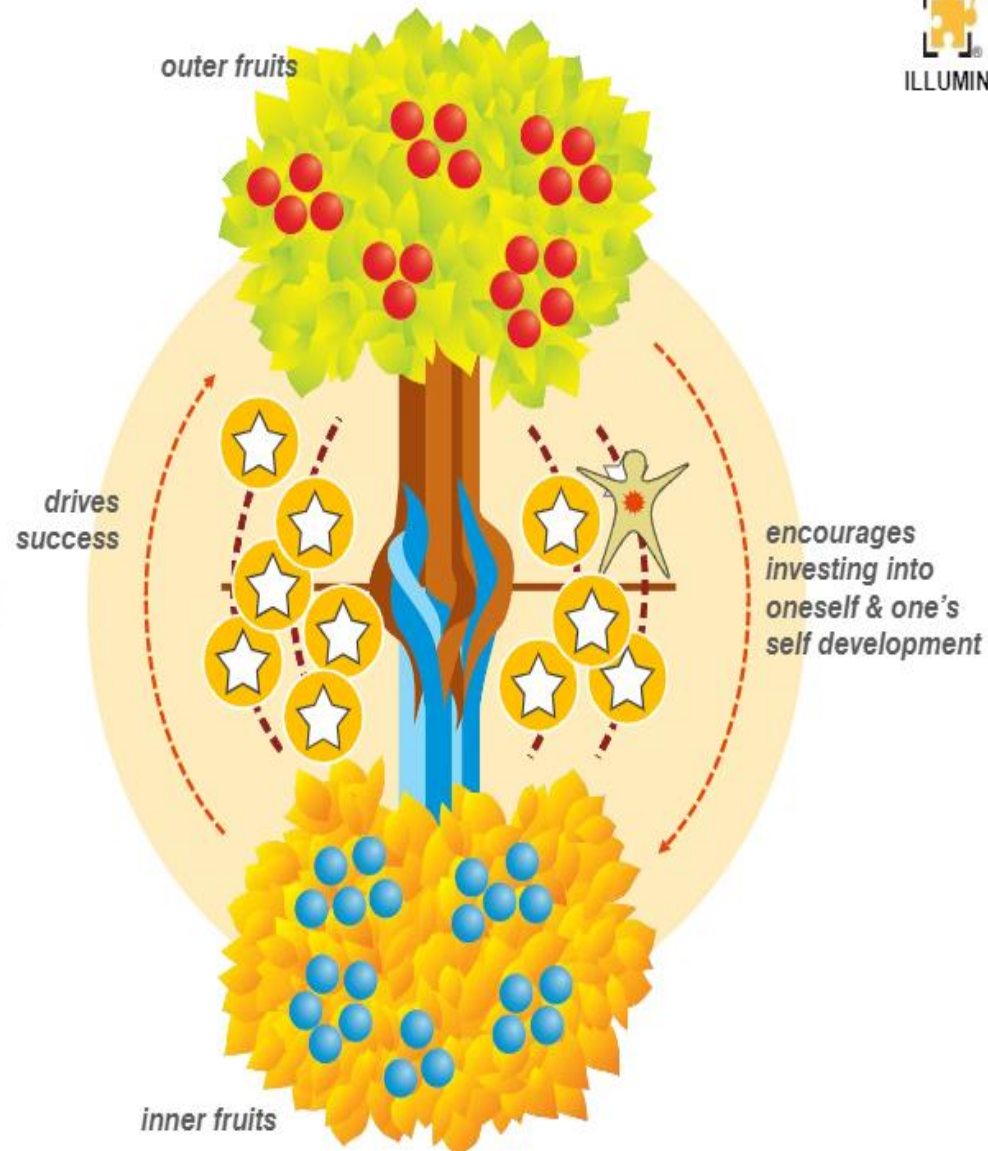
However, all of us have the opportunity to build ourselves & our inner fruits during our college years.

As we do this, what happens →

DYNAMIC OF CONTRIBUTION

The more events we turn into success events, the more inner fruits we grow. This drives success and results in more outer fruits, that further encourages in growing more inner fruits... so the cycle continues.

This sets into motion a continuous Dynamic of Contribution leading to more inner and outer fruits.

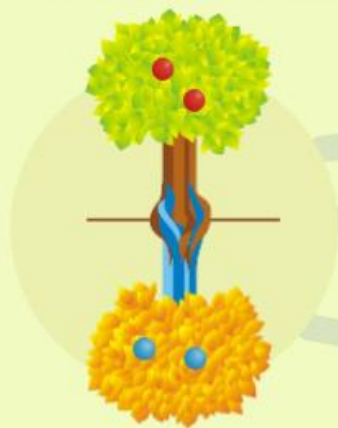


So, the key to sustainable success is by creating more success events everyday.

A walk into the future...

Over the next 30 years, depending on the choices we make, our life could pan out in different ways...

Our Tree of Fulfillment today



Though we may start out the same,
in 30-40 years the fulfillment & success we
experience in our lives could be very different



Where do you want to
be 30 years from now?

Self reflection

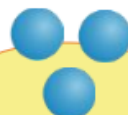
IDEA DIGEST



People measure success & failure in different ways but most people recognize only one type of "fruit" of effort i.e. outer fruits.



Outer fruits are the fruits that we get in the world outside. They are visible and tangible.



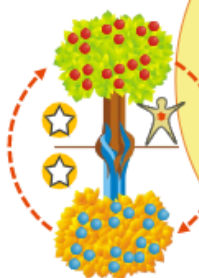
Inner fruits are fruits that grow from within and helps in self development and manifestation of our potential.



Contributors have a wider way in which they measure success in life – in terms of both outer fruits + inner fruits.



The Tree of Fulfillment is a tool to measure success & fulfillment in our life & career through outer & inner fruits.



Inner fruits drives success and results in more outer fruits, that further encourages in growing more inner fruits, as this cycle continues, it sets into motion a continuous dynamic of contribution.

Sustainable success is built by creating more success events everyday, where my focus is on building more inner fruits.



When you invest yourself into building lots of inner fruits, your approach in the situation transforms and the situation becomes a success event.



Striving for growing inner fruits may not immediately lead to growth of outer fruits, but in the long run, outer fruits eventually show up, so its important to recognize the value of inner fruits.



