

A STUDY OF MOTIVATIONAL ELEMENTS IN *YOU CAN WIN*

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Abstract: This paper focuses on the basic steps towards our success. It is full of wisdom, life stories of successful personalities, examples, experiences and it helps to dispel our confusion and clarify our attitude towards success. It creates a link between failure and success and gives a compression between winners and losers. We will be surprised to know that losers in academic life became the most successful persons in their professional life by just in believing on their will power and determination. *You can win* is a self-help book with a motivational and practical approach to achieving success in life. The author focuses on personal growth as the key element required to be successful in any and every area of life. He states the importance of having a positive attitude to conquer the barriers on the road to success. The book seeks to dispel the sources of confusion that are more or less common in everyone's life. Khera stresses on the need for being proactive, that is, taking control of things instead of being controlled by them. He details strategies for winning, building a positive personality, turning weaknesses into strengths, motivating oneself and others, and forming positive habits and character. He helps the reader learn how to build mutually respectful and loyal relationships with people.

Key words: Importance of attitude, success, motivation, self-esteem, interpersonal skills, subconscious mind, goal setting, values and vision.

I. INTRODUCTION

Success does not mean an absence of problems; it is overcoming problems. Success is not measured by how high we go up in life, but how many times we bounce back when we fall down. Everything that we enjoy is a result of someone's hard work. Some work is visible and other work goes unseen, but both are equally important. Some people stop working as soon as they find a job. Regardless of the unemployment statistics, it is hard to find good people to work. Many people don't understand the difference between idle time and leisure time. Idle time amounts to wasting or stealing time; leisure time is earned. Procrastinating amounts to not working. Excellence is not luck; it is the result of a lot of hard work and practice. Hard work and practice make a person better at whatever he is doing. "Winners don't do different things. They do things differently". This quote is the central point of the book it means that success doesn't mean to apply new strategies or do something new in-fact it matters the way we do, it matters how we deal with things. Choose a strategy but apply it in a different way in our own purely our own way. Do not copy others. It is just like, introducing a new dish within the same time and with truly the same ingredients providing to all the competitors in a competition. To be a winner, first we should accept ourselves that what we are, with what we have and where we are. We must have full confidence in our abilities, we must thirst for learning, we must have curiosity to discover things, we must have broader vision on life. We didn't achieve excellence because we have lack of vision. If we want to be successful, we must experience the failure to enjoy the gravity of success and we have to bear the warmth of failure. If we want to fly gracefully like an eagle, we have to learn the ways of eagle. The writer mentioned some action steps to be a winner those are: be a good finder, make a habit of doing it now, develop an attitude of gratitude, get into a continuous education program, build positive self-esteem, stay away from negative influence, learn to like the things that need to be done and start your day with positive. These key rules are simple enough to change our attitude towards our routine. To become a winner is not a difficult thing the all we have to be done is to create a positive attitude in our life. We have to start learn from the nature duck keep paddling restlessly underneath but appears smooth and calm on top. This is the secret of success. Keep on working calmly unless we succeed.

II. ANALYSIS OF *YOU CAN WIN* BY SHIV KHERA

Building a positive attitude surely, we have wondered why some people, organizations, and companies are more successful than others. The answer is in the quality. When we talk about quality, we mean the quality of people and business choices. In the world of success, attitude is what sets the most effective people from the losers. Studies have proven that most of the people get their job because of their attitude not because of their resumes. Having a positive attitude towards our business and life in general is the key for finding of our success. People with positive attitudes have certain personality traits that are easy to recognize. They are caring, confident, patient and humble. They have high expectations of themselves and others. They expect positive outcomes. A positive attitude makes for pleasing personality, is energizing and invigorating, gives fulfilment and makes life meaningful, inspires oneself and others, helps people become contributing members and assets to society, increases productivity and profits, fosters teamwork and better relationships, solves problems and makes positive decisions, brings pride in performance and improves quality, makes for a congenial atmosphere, breeds loyalty and dependability, reduces stress and increases happiness. In others words, a positive attitude leads to a happy, healthy and prosperous life. People with negative attitudes have a hard time keeping friendships, jobs, marriages and relationships. Negative attitudes lead to bitterness, discontentment, resentment, frustration, ill health, a purposeless life, high stress for self and others. Negative attitudes create an unpleasant environment at home, at work and in society. People with negative attitudes become a liability to society.

Attitude is the state of mind with which an individual approaches a situation. And whatever attitude we have, positive or negative, it reflects on the outcome of the task at hand. But changing our attitude from negative to positive is not an easy thing. Reason being carrying a negative attitude can be a comfort zone for many, and it is hard to leave the comfort zone. And most importantly growth starts at the end of our comfort zone only. While we are there on that zone the only thing that happens is degradation of mindset and thoughts. To change our attitude, we need to be conscious all the time about whatever we think. Human nature generally resists change. Change is uncomfortable. Regardless of whether it is positive or negative, change can often be stressful. Sometimes we get so comfortable with our negativity that even when the change is for the better, we don't want to accept it. We prefer to stay with the comfort of the negative. If our attitude is negative, our life is restricted and our success at work will be limited. We will have fewer friends and we will not enjoy life to its fullest.

We need to keep our mind on what we want, not on what we don't want. We know that success is the result of our attitude. Our attitude is a choice, so success is a matter of choice and not luck. To move ahead in life, we need to seek opportunities and not just be satisfied with what we have. Success is a journey of realizing our goals one after the other. The secrets of success can be learnt from the life histories of successful people. Successful people have certain qualities in common no matter which period of history they lived in and no matter what their fields of endeavour. If we identify and adopt the qualities of successful people, we too shall be successful. Success is not a mystery, it's simply the result of consistently applying some principles leading to success. Failure is simply a result of making a few mistakes repeatedly and this might sound too simplistic but the fact is that most truths are very simple. To some people, success might mean wealth and to others, it may be recognition, good health, a good family, happiness, satisfaction or peace of mind. It really tells us that success is subjective and success means different things to different people. We might have heard that everything is possible with positive thinking. But the reality is that positive thinking does not guarantee us success, but positive thinking with positive efforts and actions increases the probability of success. It is just a supplement in our action plan, not the substitute. When a person has a reason to believe that he will be successful, that is positive believing. It is more than positive thinking. Positive believing is an attitude of confidence that comes from preparation. To succeed one needs both the skill and the will.

Life is not only about the fun and joy; it is also full of problems and sadness. Sometimes we face those things about which we haven't even dreamt of and everything which is balanced in our life goes up and down. Even in the life of most generous and genuine people some things happen which are out of their control and are too bad. But all we can do is compromise at that point of time. It is so true that we cannot control the situations in our life but we can control our reaction towards them. Choices are ours, whether we come out with flying colours or struggles. It is not the state in which we are going to depict how strong our soul is, but it's the behaviour or the courage to handle the situations that would determine that we are successful in thinking better and living better. True success is measured by the feeling of knowing we have done a job well and have achieved our objectives. Success is not measured by our position in life but by the obstacles we overcame to get there. Success in life is not determined by how we are doing compared with others, but by how we are doing compared with what we are capable of doing. Successful people compete against themselves and they better their own record and keep improving constantly. Success is not measured by how high we go up in life, but rather by how many times we bounce back when we fall down.

The most powerful motivation comes from within our belief system. To move into action, we need to believe in what we do and accept responsibility for our lives. When we accept responsibility for our behaviour and actions, our attitude towards life becomes positive. We will become more productive, both personally and professionally. Our relationships will improve both at home and at work. Our life will become more meaningful and fulfilling. Motivation is a drive that encourages an action or a feeling. To motivate means to encourage and inspire. Motivation can also mean igniting the spark for action. Motivation is powerful and it can persuade, convince and propel us into action. In other words, motivation can be defined as motive for action. It is a force that can literally change our life. Once we understand what causes motivation, we can motivate ourself and achieve our goals and we can inspire others too. Our internal motivation is our drive and attitude and it is contagious.

Motivation is classified into two types: external and internal motivation. External motivation comes from outside. Examples of external motivations are money, societal approval, fame or fear. External motivation can also take the form of incentives, bonuses, commission, recognition and so forth. Internal motivation is the inner gratification, not for success or winning, but for the fulfilment that comes from having done something. It is a feeling of accomplishment, rather than just achieving a goal. Internal motivation is lasting, because it comes from within and translates into self-motivation. Some of the important internal motivators are a sense of responsibility, accountability, ownership, pride in performance etc. Appreciation has been considered to be a great motivator because it makes a person feel good. When they feel good, their self-esteem goes up and they feel motivated. It is external because it originates from outside, though its manifestations are internal to the receiver. Pride in performance is an internal motivator.

All great world leaders and teachers throughout history have concluded that one must be internally driven in order to be a success. People with high self-esteem grow in conviction, competence and willingness to accept responsibility. They face life with optimism, have better relationships and more fulfilling lives. Self-esteem is a major component in determining success or failure. High self-esteem leads to a happy, gratifying and purposeful life. Self-esteem is the way we feel about ourselves. If we change our self-esteem, our performance will change too. When we feel good the world looks nice, productivity goes up and relationships are a lot better. Self-image is the way we see ourselves. Our opinion of ourselves critically influences everything, in every walk of life. Self-esteem comes from recognizing and accepting our self-worth. Acceptance of self-worth makes a person feel secure internally. They are internally driven because they get their validations from inside. People with low self-esteem often feel unlovable, awkward, or incompetent. They're neither good leaders nor good followers because they're willing to compromise values for ulterior motives anytime. They are unwilling to accept constructive criticism, they become either defensive or offensive. People with low self-esteem are generally difficult to work with and work for. They tear down others to get a feeling of superiority. They become introverts, hence, isolated and withdrawn.

We need to accept responsibility for our thoughts, behaviour and actions and insulate ourselves from excuses. Excuses make the problem worse than the problem itself. We owe responsibility to self, to society, to family, to the environment and to work. Discipline provides people with rules to live their lives efficiently and effectively. When we have discipline in our life, we can make small sacrifices in the present for a better life in the future. We see people with talent and ability, and yet they are unsuccessful. They are frustrated and the same behaviour pattern affects their business, their health, and their relationships with others. These problems are caused by their own lack of discipline. If we discipline ourselves, others won't have to. If we don't, others will. Self-discipline enhances self-worth.

Building a pleasing personality George Washington once said that what the world needs isn't product knowledge, but people knowledge. People need to be charismatic and they have to care and connect with others. Building strong connections is important in the world of business. A pleasing personality is easy to recognize but hard to define. It is apparent in the way a person walks and talks, his tone of voice, the warmth in his behaviour and his definitive level of confidence. A pleasing personality is a combination of a person's attitude, behaviour and expressions. Relationships based on talent and personality alone, without character, make life miserable. Life is an echo. Everything we send to the world is reflected back to us. If we send love and positivity, we'll receive both. Benjamin Franklin said that when we are good to others, we are best to ourselves. We should treat people with respect on our way up because we will be meeting them on our way down. To build a positive personality people should accept responsibility, show consideration, think win-win, choose our words carefully, don't criticize and complain, smile and be kind, put a positive interpretation on other people's behaviour, be a good listener, be enthusiastic, give honest and sincere appreciation, when we make a mistake accept it and move on, discuss but don't argue, don't gossip, turn our promises into commitments, be grateful but do not expect gratitude, be dependable and practice loyalty, avoid bearing grudges, practice honesty, integrity and sincerity, practice humility, be understanding and caring, practice courtesy on a daily basis, develop a sense of humour, don't be sarcastic and put others down, to have a friend be a friend, and show empathy.

We are all born to lead successful lives, but our conditioning leads us to failure. We often hear comments like, "This person is just lucky, he touches dirt and it turns to gold" or, "he is unlucky; no matter what he touches, it turns to dirt". These comments are not true of anyone. If we were to analyze the lives of the lucky and unlucky individuals being commented on, we would find that the successful person is doing something right in each transaction, and the failure is repeating the same mistake time and again. Practice does not make perfect, only perfect practice makes perfect. Practice makes permanent whatever we do repeatedly. Some people keep practicing their mistakes and they become perfect in them. Their mistakes become perfect and automatic. Habits generate other habits. Inspiration is what gets us started, motivation is what keeps us on track, and habit is what makes it automatic. The conscious mind is abstract in its thinking, the subconscious mind is very literal and requires us to be very specific in communicating with it. The subconscious mind is in the eternal present. Everything in the subconscious is now with no such things as past or future. The conscious mind is the thinker and decision maker, gives instructions to sub-conscious mind to obey. From this perspective, the conscious mind becomes the servant. Since the conscious mind is the thinker, it also has the responsibility to condition the sub-conscious mind in a positive manner.

Setting and achieving our goals, if we don't have a clear vision of where we want to go, we will never reach any final destination. We will be lost forever. Setting goals is different from having dreams and wishes. Dreams always lack specific directions. Setting goals is very important for our success. If we are not sure and committed to where exactly we want to go with our life, we will go nowhere. Not all people set goals. People are usually scared and negative towards life. They don't believe that they can achieve anything so they're satisfied with what they have. Ambition is what separates the great from the normal. We should know that our goals must be smart. They must be realistic and achievable. We can't aim for something that is impossible.

Bad circumstances are not excusing for making bad choices. Values and ethics are not just designed for good times, but also to get us through bad times. Most choices are not ethical choices. Personal choices are subjective, not objective. Even though these are not ethical issues they certainly involve responsibility. Ethical choices reflect objective choice between right and wrong. That is why our conscience hurts when making an unethical choice and does not hurt when we make a wrong personal choice because in ethical matters there is a clear right choice. Being a nice person is not the same thing as being a good and ethical person. A person can be socially nice yet be a cheat and a liar. That makes a person nice but unethical. However, niceness reflects social acceptability. Nice does not mean good. Unfortunately, many of our choices today seem to be based on our desires for convenience, comfort and pleasure. Our feelings are the criteria to feel good rather than do what is responsible. Our values are important because they can determine who we are and what we get from life. If our values are wrong, our life will be miserable. When we know our life's purpose, our vision is clear. A clear vision built from good values will set our life for the right path.

. In our society, basic immorality and injustice lead to despair. The greedy and inconsiderate who seek immoral pleasures must be stopped by those committed to real values. We have strayed in the process of change. Unfortunately, today, money has become the prime measure of success. Nowadays, people don't achieve excellence. The big reason is the lack of vision or limited vision. We need to dream beyond what is possible. Everything that we see today was a dream before it became reality. Live with enthusiasm, direction and a sense of purpose. Don't listen to living failures they will give us faulty advice on how to succeed. Instead get our advice from successful people.

III. CONCLUSION

You can win by Shiv Khera is not about what we should do to be a winner. It is about what we should be to be a winner. Success starts from our subconscious mind. Life is a win-win game. Nobody wants to be a loser. Everybody wants to win. The book tells us that positive attitude is the key to a successful life. We don't have to be ten times smarter than our competitor. All we need is the edge. Successful people are confident and can lead themselves, as well as others. Success is predictable. Success is not a matter of luck or accident or being in the right place at the right time. 'Failure is the path to success' is an old saying but it holds true even in today's modern and fast-paced world. Some argue that failure is essential for gaining success in life, while others believe that one can be highly successful without going through a failure phase. Success is the result of bad experience in life. The path to success is filled with difficulties and hurdles. Bad experiences in life teach many valuable lessons and to be successful, it is imperative to learn from the mistakes and avoid them in the future. Success is a cumulative and relative term. Without peace and love, money and fame don't count as success. True success would satiate our soul. It would fill our life with joy. Shrug off the idea of comparing our life with someone else's. Every person follows a different path and journey. That is why the meaning of success also varies from one individual to another. No matter how difficult or impossible seems the goal, never quit. Keep working and one day we would succeed. Don't confine our ambitions to just making money. Listen to our heart and follow it. The voices within us are our guiding lights!

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