

FAIL TO WIN हार से जीत

जो सुरज बनकर डुबता है, वो सुरज बनकर ही उगता है

DINESH PATEL (AIR WARRIOR)

© Dinesh Patel (Air Warrior)

Fail to Win हार से जीत

1st Edition

All rights reserved

Publication Date: July 2021

Price: ₹249 | \$ 7.99

ISBN: 978-93-91374-04-4

Every effort has been made to avoid errors or omissions in this publication. In spite of this, errors may creep in. Any mistake, error or discrepancy noted may be brought to our notice which shall be taken care of in the next edition. It is notified that neither the publisher nor the author or seller will be taken responsible for any damage or loss of action to any one, of any kind, in any manner, therefrom. It is suggested that to avoid any doubt the reader should cross-check all the facts, law and contents of the publication with original Government publication or notifications.

No part of this book may be reproduced or copied in any form or by any mean [graphic, electronic or mechanical, including photocopying, recording, taping, or information retrieval systems] or reproduced on any disc tape, perforated media or other information storage device, etc., without the written permission of the author. Breach of this condition is liable for legal action.

For binding mistake, misprints or for missing pages, etc., the publisher's liability is limited to replacement within one month of purchase by similar edition. All expenses in this connection are to be borne by the purchaser.

All disputes are subject to Delhi jurisdiction only.

Printed at: Repro Printers, Delhi

CONTENTS

<i>Foreward</i>	vii
<i>Preface</i>	xi
Fail to win हार से जीत	1
Power of Attitude	31
Power of Simplicity	33
Attitude of Gratitude	45
Power of Appreciation	50
Customer Matters the Most	52
Power of Commitment	58
Knowledge Lets You Lead	61
How Efficient Is Your Communication?	63
Passion is Everything	67
When and Why did I fail?	69
The Power of Dream	73
Moment of Truth	78
Law of Attraction	83
Spiritual Management	86
HAPPINESS HORMONES	88
ACTION, A BEST MOTIVATOR	90
<i>Also by Dinesh Patel (AIR WARRIOR)</i>	97

FOREWARD

The author of this book, Dinesh Patel, is an Air warrior, with Background of Military service in the Indian Air Force. He has also participated in 1971 Indo - Pakistan war.

Life in Military is very demanding, hard and tough with full of sacrifices; in comparison to the civil life. Main aspect of military training is, it inculcates patriotism and extreme courage.

In this book, the author explains how failure paves way towards win. But win is achieved only if one has courage and tenacity to convert "FAIL TO WIN". The author has shown courage to frankly admit his failure, causes and resolute moves to 'win' from tricky "fail" situations.

This book reminds me of epic war of Mahabharat; wherein Warrior Abhimnyu dares to penetrate "Chakra

Vuev," (CV). He had knowledge as how to penetrate CV, but not how to escape. In our lives we also inadvertently enter such CVs. Once we enter, then we are unable to come out of it. And no one can help you as they advice you from outside, without comprehending gravity of situation. Sometimes we ourself create such CVs and enter them getting totally trapped. The author has highlighted this phenomenon in right terms. He has also emphasized that if one has courage and are truthful then the path can be found to come out. Author also emphasizes that You and only You have to find way out from CV; as he has done himself successfully.

The book has historical incidents, examples from business world and quotes from prominent personalities at appropriate places; which helps to understand the narrative aptly.

This book is " MUST READ" for Businessmen, CEOs, sales and marketing persons and management students and ponder on lessons learned. It teaches us that you have to be ready to loose Battles to Ultimately win the WAR.

I congratulate the author on his very well written maiden venture.

JAI HIND.

-Wg.Cdr. VIJAY KARNIK (Retd.)

About Wg.Cdr. VIJAY KARNIK

Wing Commander Vijay Karnik served in Indian Air Force and actively participated in 1962,1965 and 1971 wars. He also Commanded an Air Base, 2 combat squadrons, and Maritime Air centre.His Biopic, THE BHUJ is made starring film stars Ajay Devgun , playing Wing Commander Vijay Karnik and is supported by Sanjay Dutt .

PREFACE

This work of nonfiction is a cream of my 35 years of experience; a roller coaster life from being an Air Warrior to Salesman, Businessman, Trainer and a Life Coach. My book is highly influenced by several authors and trainers who have been a source of inspiration for my overall growth as a human being. The books like; Think and Grow Rich by Napoleon Hill, Success Principles by Jack Canfield, Seven Spiritual Ways of Success by Deepak Chopra, I can make you rich by Paul Mackenna, "You can win" by Shiv Khera are few of the books that had stirred my life and mindset and paved my path of success. I believed in them, acted upon their advices and here I stand with my own creation to help you understand how failure is just another step towards success.

As I stand today as an author, I thank my wife, my daughters, my mentors, my commanders and my friends to help me and guide me throughout.

“Try not to be a man of success but rather try to be a man of value”. Albert Einstein

Your joy is my business.

Spiritually your's ,

Dinesh Patel

(Air Warrior & Life Coach)

FAIL TO WIN हार से जीत

A hundred times you hammer a rock and it doesn't crack, but then with another stroke, the rock smashes to smithereens. Which stroke would you consider as your success? The last one which finally broke the rock or the previous hundred strokes that actually has helped you weakening the rock? Tons of efforts are needed before things become effortless. It takes a lot of effort to make something effortless. As a child, when we first try to learn to ride a bicycle, we repeatedly fail to balance it. We fall; get hit, still, we get up and gather our efforts to balance a bicycle. Isn't it? All those repeated attempts and practices serve as the key to synchronize our body towards the desired outcome, the final success.

In this book of mine, I aim to glorify the essence of failure that as a matter of fact, paves the path to success. In my opinion, failure is more like the steps of that ladder which

takes us to success. A survey on successful people has revealed that on average, they have failed 17 times before they could lick the sweet nectar of success. So, where do you stand amidst these 17 failures? Have you finished failing 17 times or anywhere closer to that mark? If no, don't you worry; you are treading on the right route to success.

A successful man was once approached by a young man to enquire about his secret to success, for the latter has been failing. The successful man laughed and advised the young man to double his failures. Another successful man had a piece of different advice. He asked the young man to jump on his opportunities. Confused by this proposal, the young man asked how he would know which one is his opportunity. On this, the successful man said- there is no such thing. One has to keep on jumping. Are you too confused? The fact is, the path to success is neither straight nor a bed of roses. Hurdles are bound to come as the road blocker. We slip, we make blunders, and we go astray and tag our efforts as a failure. These failures are the steps of the process of making us successful. Be dedicated; be passionate and enjoy this whole process of endeavour. And at some point in time, you'll come to realize that giving your best shot is equally satisfying like success.

I was just 17 when I joined the Indian Airforce. My first posting was in Bangalore; quite a far-off land from my Gujrati upbringing. The life of the Armed forces was pretty different and difficult for me, and living far away from my mother and deprived of home food was like an unsettling wound. The training period was for 15 months and none was allowed to take a leave. At the end of the 6th month, I fell prey to depression. I could no longer be far from my mother. With each passing day, the food served at the mess turned intolerable and I was almost yelping for my mother's food.

Somehow, the year passed by. On special grounds, sometimes one could apply for ten days leave and apparently, I could get one. It was a two-day trip from Bangalore to my home town. I had to catch Deccan Express, which would leave Bangalore at 3 PM for Bombay. My base camp was in Jahalali East which was around 25 Kms from Bangalore station. As per rule, Airforce Police wouldn't allow me to leave the camp before 1.30 PM. So, I had to catch the bus for the station by 1.45; otherwise, I would miss the train.

At 1.15 PM sharp I was in the guard-room; however the police took some extra minutes to prepare my out pass. By the time I could reach the bus stand, the bus had already left. I could see the bus slowly vanishing out of my sight. No hauling or running could get me into the bus. I asked a man on the road and he advised me to take

a bus from the Jahalali West. It was 2 Kms from where I was standing. There was no auto; I had to run to catch the other bus at 2.15 PM.

Holding my small hand bag I ran. Desperately. During our training period, we were trained for a 4KM run every day; it's called Health Run. At that point in time, I thanked that health run practice for rescuing me. As I was just a few yards away, I saw that 2.15 bus leaving. I was sweating; profusely. I couldn't afford to miss the train. I saw an auto taking a turn and waved at it. The driver said he would drop a passenger and come for me. He did come and also agreed to drop me at the station. My only request was to drive as fast as possible and drop me closest to platform no. 6. He agreed; however, the more he raced the engine slower the auto moved. Fate! Neither he nor I could do anything to it. We reached near the railway crossing and to make things worse, the gate was closed. There was no room for waiting; I had to chalk out some quick plan. I paid my auto driver, crossed the gate on foot and saw another auto on the other side. I requested that the auto's passenger exchange the auto with me and they agreed to help me as well.

This second auto scurried and dropped me at platform no. 6 where I had to exchange my Airforce ticket warrant at the booking window. Those days it used to take time for they had to calculate the distance between Bangalore to Vadodara. Impatient; I watched Deccan Express all

prepared to leave from platform no.9. Sharp at 3, I got the clearance from the booking window. Just imagine my situation. I had to cross three platforms to catch my train. I left the window here and there the train blew its whistle. I ran cross wise keeping a firm eye on the train. I crossed the railway tracks and could reach closer to the last bogey. The train was picking up and I kept banging on the compartment gate to open it. It seemed empty as it was the military compartment. Two men were inside and rejected my request stating the same. Unfortunately, I was not in my uniform. I had to shout that I was from the Airforce. They opened the gate and finally, I could get into my Deccan Express. The two men who helped me; one was with the Indian Navy and the other was with the Army. And with me getting in, the compartment had all the three forces together.

A sheer thread of excitement ran through my thoughts; considering the hardships I had to bear to catch this train I was elated and relaxed in chorus. Finally, I would be meeting my mother, my family. I enjoyed my dinner and throughout the night I felt a kind of joy brewing within. Exhausted, I fell asleep. It was only midnight when I woke up realizing the train was halted. On enquiring, I was told about some engine issue and the train hadn't moved since 2 hours.

Dear me! What would I do now? If Deccan Express was delayed by 2 hours, I wouldn't be able to get any train to

Vadodara from Bombay. I would have to wait for the next morning trains. All that peaceful sleep of mine was snatched with a flicker. The train reached Bombay by midnight instead of 9 PM and I had missed my connecting train. So, couldn't I meet my mother at all? I did meet my mother, but I was late by 12 hours or so.

What can we call this? Was I failed or successful? I would like to say that I had failed successfully. The chain of events failed but I was indeed successful.

* * *

Consistency is a kingmaker. It is said that Abraham Lincoln had failed 32 times before he became the 16th President of the USA. His failures didn't lend him an added qualification, but his consistency did. He could have left politics after his failed attempts, but then, in that case, none would have known him. History today has encrypted his name with gold. For what? His failures? No. He is known for his consistent effort.

Failure is never a full-stop. It is one of the events in your course of success. It is one of the many fragments of life. For Edison, it took more than thousands of experiments before he could light a bulb. What do you think about failed experiments? Was it easy for Edison? Never. But someday, patience and perseverance bear you the sweetest fruit. Failure does demotivate; feeds with

frustration and deepens our depressive wounds and even sucks out life from a creative mind. And there the question comes; what could it be that doesn't let a man give up? The answer is; faith, confidence, self-belief and a clear picture of mission and vision in life.

If we put these factors in Edison's success story-

Faith- His scientific acumen told him that there can be a combination of metals that would emit light when electricity passes through.

Confidence- Unless he exhausts all possibilities he'll continue.

Self-belief- He is meant to give some great inventions to this world.

Vision- Transform lives towards betterment and making history.

Mission- It is said that Edison had a pamphlet pasted on his wall which stated- I want to give the world light through electricity, so cheap that candles will be affordable only for the rich.

The mission of this book is to redefine failure in a positive

way. It is better to work harder every day without the fear of failing but with a new zeal to work better.

* * *

मंज़िल मिलेगी तो भटक कर ही सही,
गुमराह वह है जो घर से निकले ही नहीं ।

एक बार श्रीराम और लक्ष्मण के बीच बहस हो गई। श्रीराम ने कहाँ, आदर्श के बिना जीवन व्यर्थ है। लक्ष्मण ने उत्तर दिया, इसी आदर्श के लिए कभी कभी जीवन व्यर्थ हो जाता है।

इस टिपण्णी पर श्रीराम का ज़वाब सुनिए - जिस आदर्श के लिए जीवन व्यर्थ हो जाता है, वह भी किसी ना किसी के लिए आदर्श बन जाता है।

* * *

My dear readers, if you are intrigued by this concept of Failing Successfully, let me tell you, failing is nothing but an art of learning. Take any business or listen to any of those Moghuls' talks; the common ingredient in their thought process talks about ethics and values. Set your ethics first. They form the basic foundation of your actions; no matter how small your endeavour is. Your ethics and values pave the path towards your success.

Ratan Tata has once said,

कंपनियां कभी पैसों से नहीं चलती, कंपनिया उसूलों से चलती है ।

You may fail, nevertheless your failures too can leave a mark for what not to do. Turn the pages of our History; there are thousands of failed attempts that have become idols for the youth. शहीद भगत सिंह का मक़सद था आज़ादी जो वह जान देकर भी नहीं हासिल कर पाए। फिर भी आज वह युवाओं के लिए आदर्श है । उनका देश के लिए शहीद होना ही एक प्रेरणा बन गई । देखा जाए तो He had failed successfully. लोकमान्य तिलक को अंडमान निकोबार में आजीवन कारावास की सज़ा सुनाई जा रही थी। जजसाहब ने उनको ब्रिटिश सरकार से माफ़ी मांगने का प्रस्ताव दिया. माफ़ी मांग लेने पर तिलक को महाराष्ट्र में रहने की अनुमति मिल जाएगी. तिलक का जवाब अनोखा था- माफ़ी मांगने से यह महाराष्ट्र भी मेरे लिए अंडमान के कारावास जैसा होगा; और न मांगने से वहाँ कारावास महाराष्ट्र जैसा होगा। What do you think of such determination? These freedom fighters had set their vision clear. They knew their target and history reveals how they all were browbeaten by failures. Still, they are great. Their endeavours were great. They might have failed to reach their milestone but they did contribute in the final outcome.

Business Tycoon, creator of Wipro and a great philanthropist, Mr. Azim Premji had 4Vs for a successful business.

V – For VISION

What will be the repercussions of your actions? One must

carry a vision. An action taken today must have a future associated with it. And if you wish to be successful; your vision must be clear and the decisive factor over every action of yours. Vision gives you the direction and knowing the direction is more important than speed.

V – VALUES

A good life is driven by ethics and values. A principled man only can lead a business to success. Principles decide your boundaries; not against trying anything new but against everything that doesn't follow your principles. Decision making is always easier when there is no conflict of ideologies and values between the different participants.

V – VOLUME

Your conviction towards your vision and the quality of your products will only decide the volume of your business.

V – VICTORY

Vision + Value + Volume = Victory – Success in Business

Whole life, we sit and ponder over how much we have gained and how big is our loss. Let me tell you something very interesting; we fail and we get bog down by the pain inflicted through that failure. However, if we fail to hold our ethics high, the pain is quite manageable. It is often found, that a loss gained ethically is less painful than a success acquired unethically. An unethical success is more like a scar, never getting healed.

Talking about a principled life; the best example is Amitabh Bachchan's character in the Bollywood Blockbuster, Diwaar. Remember the famous dialogue? मैं आज भी फेंके हुए पैसे नहीं उठाता। Success is all about principles and how devoted one can be towards their chosen ethics. यही सोच इंसान को लम्बी रेस का घोड़ा बनाती है ।

I believe you've heard about Captain Manoj Kumar. He was the hero of our Kargil War. He had a very famous quote about failure- कुछ लक्ष्य इतने योग्य होते हैं की वह असफल होने के लिए भी शानदार होते हैं। Success and failure are two perspectives of our human mind. Citing quotes and deliveries of famous personalities is just a way to make all of you believe that failure is an integral part of anybody's success story.

Life is a long game of hurdle race. Some cross the hurdles and win while some lose. All that matters is your participation. Never fall prey to despair. Never be afraid of losing but always be afraid of not trying enough. Our

actions should be guided by our ethics but should always be free from the attachments of the outcome.

There is a lesson in everything. There is a lesson in each experience. Every failure is a stepping stone to success. Every difficulty or disappointment is a trial of your faith, every unpleasant or temptation is a test of your inner strength. -Swami Sivananda.

Life is all about gaining a miasma of experiences. Some will be charming, titillating while many will turn out to be blotch in our otherwise colorful life. In either case, we have to move along and keep delivering our best. The Japanese business tycoon Akio Morita once quoted beautifully- Working only for profit is more like playing tennis by keeping the eyes on the score board instead of the ball.

* * *

My life in the Indian Airforce has given me the opportunity to observe failure closely. Today, if I am able to stand still within the bastion of a principled life, I owe that to all my failed attempts. A victory must instil humility while a failure leaves us with a plethora of lessons to be learnt. I was a below-average student. When all my friends were planning to do engineering or to become a doctor, I was sitting with a mark-sheet of 54%. I couldn't follow those marvelously scoring friends of

mine; and neither could I stagger there forever. There were two options available to me. Either I should wear the shoes of geniuses like Einstien, Amitabh Bachchan or Bill Gates who had done some extraordinary works or I should do something very different.

Doing something different has its own advantages. No comparison, no scoreboard to hog onto and believably no competition. Doing something different always put you out of the box. You tend to learn and unlearn several things at a go and this process of learning and relearning itself makes you a winner. On the same note; the route to be different is not an easy path to tread upon. The biggest challenge one faces is public opinion about it. No? Once you have deviated from the preferred norm, you are questioned. One needs a constant flow of courage and inspiration to follow a different path. There lingers a constant fear of failing- लोग क्या कहेंगे? You feel trapped under a constant watch of people around; as if they all are waiting for pointing out the slightest hitch of failure you face.

I am from a small village in Gujarat. When I had told my parents my desire to join Air Force, my mother was the first to object. She started weeping, for there prevails a general impression in our society that whoever joins the armed force are the most vulnerable to death. Here, let me reveal the facts after spending decades with the Armed Forces; although there is always a risk factor involved the

facts are quite different. For e.g. America has lost more than 2.5 lakhs of people in car accidents since the cars were invented; which is more than the lives lost in World War I, World War II, the Vienna war and 16 years of Vietnam war put all together.

The biggest challenge in India is, whenever anyone wants to divert from normalcy the first answer comes as No. When I decided to join the Airforce, friends and relatives from every corner pipelined their concern. My mother was briefed now and then with the cons of being into the Armed Forces. ये मर जायेगा। इसको एयरफोर्स में मत भेझना। That had become the standard dialogue from everyone.

Interestingly, a survey says that a child hears around 1.5 lakhs of Nos till it reaches the age of 17. Hilarious! जब एक बच्चा पहली बार माँ बोलता है तो सब ताली बजाते हैं । जब पहली बार पापा बोलता है तो सब खुश हो जाते है। पर जब वह पूरी तरह बोलने लग जाता है तो सब बड़े उसको चुप कराने में लग जाते है । बच्चा जब पहली कदम उठता है तो सब ताली बजाते है पर वही जब दौड़ने, कूदने लगे तो सब बड़े उसको मना करने में लग जाते है। A child is always trust upon with a big no.

I too was subjected to such a big no when I was adamant about joining the Airforce. It was as if every relative of mine was rehearsing the same old line to my mother. My father on the other hand was supportive of my decision. He came to my rescue with a unique justification to my mother- See, you have three sons...If at all one dies, you'll still have two. There are parents who don't even have one son. The excuse was weird, still, all that emotional

whitewashing did the required job. We could convince my mother to allow me to join the Airforce.

Then what? At the age of 16 1/2 years, I joined the esteemed team of the Indian Airforce. I was sent to Air Force Training centre. Jalhali East, Bangalore. The very first day, as early as 5:30 AM we all were made to fall in line. The commander stood in front of us; well-built and around 6 ft. tall. He carried a hockey stick in hand, adding to the fear factor for the newcomers. We were 40 candidates, equally curious to know what this terrifying man was up to. Someone from the gathering dared to ask, "Sir what are we going to do?"

"Health run." The answer was firm and prompt.

"How long?"

"7KM."

Terrified by his unhindered response; someone again asked to confirm. Gosh! The commander lost his cool and yelled at all of us- सुनाई नहीं देता? 7KM आप सबको दौड़ना है। Being a Gujrati, I hadn't walked 7 KMs leave alone running. All of us as if had fallen from the sky. Yet, none of us had the audacity to disagree or question. Like a lion, he roared, "Come on...Run." And like some escaped animals, all 40 of us ran under his command.

I was in a terrible situation. My lungs started screeching out of my ribs by the end of 200 meters. I was about to fall

on the ground when I heard a stick thrashing and someone crying out. Seeing the outcome of falling down or stopping, I clutched all my strength and ran. A few meters ahead, again I was about to fall but then I heard another man yelping and again I ran farther. Inherently, I was weak and very much smeared with fear. However, at that moment, it was this fear that kept on making me run. All I wanted was to escape from any thrashing. That day turned out to be cathartic; I realized how one can channel his fear towards strength.

With repeated falling and getting up, our ordeal was over after 2 hours. We were hardly awake. The commander made all of us sit at a place and asked the most awkward question.

“How do you feel?”

Someone from the group replied angrily, “Hell it is!”

We all were exhausted and then out of the blue this commander was poking us with such irritable query-How do you feel! As if we all were served with some delicious sweets.

“But Gentlemen...You all had run 7 KMs.”

Someone smirked out loud and said, “Sir. We didn’t run. That fear of your stick made us run.”

“Still you ran. Isn’t it?” The Commander replied casually. “आप सब दौड़े हो । याद रखना, चरम सीमा पे पहुँचे बिना आपको कभी अपने सामर्थ का अंदाज़ा नहीं होगा।”

5th July 1969 became the turning point for my thinking domain. Commander’s one dialogue was enough to bring in the change in my mentality. That morning, I wondered if my friends who joined all those lucrative career paths would ever realize this essential part of life. Perhaps I was the chosen one, for I chose a different path. No? The very first day of my training, I was instilled with the first dose of success- I CAN.

We humans have an immaculate habit of comparing ourselves to others. We often end up undervaluing ourselves. Let me tell you another incident that made me believe how an emergency can instigate the real strength within us.

It happened a decade earlier in the US. An old woman and her grandson were alone in the house. The child was happily playing in the garden and the woman was keeping an eye on him through her kitchen window. Little far, there stood a road roller. Everything around; the weather, the situation were all usual. Nothing to worry about. All of a sudden, a commotion happened and probably left the place with a vibration. The road roller lost its balance and started rolling down. The woman tried to shout to her grandson, however, the little kid was so engrossed with his games that he never

heard his grandma calling out. There was absolutely no one in the vicinity to stop the road roller. It was slowly sliding down towards the child. The woman shouted for help but all in vain. She jumped out of her window and rushed towards the road roller. With all her might she tried to hold it still if not pushing it back. The hullabaloo drew the attention of the neighbors and they came for her rescue.

In a matter of time, the whole incident became a headline. Journalists jostled to get a glimpse of this 60 year old lady who could stop a sliding road roller to save her grandson. She had become a celebrity in no time. But, instead of basking in the joy, she cried out. She cried because she could never believe in the strength she carried within her. She cried because she realized how she had wasted her life throughout. She cried because she thought she had failed in life by underestimating herself till that very day.

Need is the mother of invention; similarly, I think an emergency kindles our hidden abilities. And as they say, the potential within you is much more than the obstacles around you. Thus, it is imperative and also beneficial for us to butter up our hidden potential.

There is no ready-made fit-all formula for success. What works for others may not work for you; similarly, where others fail to prosper you may end up succeeding. Every opportunity and outcome of every action remains different for different people. Most importantly, we must acknowledge the fickle nature of success and failure. Once

succeeded may not continue to be so and once failed may not fail the second time. What I advocate here, is about developing a positive outlook and a smart working thought process. Your attitude does bring a lot of change in your efforts and turn shape the outcome. None can proceed further with a pessimistic view. You must acknowledge and appreciate your efforts first; success or failure comes at a later stage.

The famous actor/director and filmmaker of Bollywood, Dev Anand has once quoted beautifully- कामयाबी का जशन मनाये बिना और नाकामयाबी का मातम मनाये बिना, आगे बढ़ने का नाम है ज़िन्दगी। Very true. Life is like driving a car through traffic. Every day the traffic changes; making it insignificant to chalk out a particular strategy. Somedays, it will be overcrowded and you may fail to move even an inch, while some days the road will be smooth and you can reach your destination in no time. It is unpredictable to determine the final outcome, whether success or failure. Sachin Tendulkar is like God of Cricket; he is the master blaster, but didn't he fail ever? Similar ball, the same ground, in fact, the same bowler and Tendulkar ended up with a duck. It happens. None can predict the outcome. The only job we are left to do is to perform our best. On the road of Life, we have to adjust our way of driving. Traffic is never under our control but how to drive the car is. In the middle of the sea, when the wind nature changes, we cannot sit and grumble to the wind, rather we have to change the sail in favor of the wind. That's all

life is about. And that's what is called the winning attitude.

So, how do you develop this kind of positive thinking, winning attitude and make it a habit, an integral part of your personality?

A study by Harvard Business School revealed that the role of education over which all the dollars are spent is only 15% in shaping the success of one's life. Astonishing, is it not? The Same study said that the remaining 85% that actually designs the success story is the attitude. In the words of Swami Vivekananda, failure only reassures that the amount of effort put to succeed was not enough. And one will hone his efforts only when he develops a habit of it.

In the last three decades of my life; I have attended training programs of the world's renowned trainers and coaches for self-development. I do express my sincere appreciations and gratitude to them for they only have made me what I am today. Shiv Khera taught me the winning attitude, Harish Bhimani on Speaking matters, Marlin Porter on Science of Selling. Wait, there some more; Harish Menon on NLP, Dr Bharat Chandra on Personality Development, Suresh Mashruwala on Self Hypnotism, Mr Gajanand on Leadership, Sneha Desai, on Power of Mind, Mr Amit Shah on Laws of Marketing and so many more and younger trainers. I have read some of the world-class bestselling books which played a great