

FAILING TO SUCCESS

Draft Version

Success Strategies 101



Turning your

'Failings' into **Success**

A JOURNEY OF FAILING TO SUCCESS

From - School to College (incomplete studies)

Being - Unemployed to Self Employed (academic competence but no work experience)

From - Employee to Entrepreneur (exploited and abused)

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OVERVIEW

“...YOU ARE EITHER IN A PROBLEM, GETTING OUT OF ONE OR HEADING INTO ONE”

LES BROWN

How true is that?

As we just seem to get things right with our life's situation, guess what? Another storm blows into town. Out of nowhere, And very quickly too.

We try every trick we know, explore every resource we can think of and conjure up fantasies that we think will resolve our problems or pains.

The trick is...

The trick is to “**Learn the Lesson**”¹.

Yep, it is as simple as that.

To **learn**² means:

- 1: to gain knowledge or skill by studying, practicing, being taught, or experiencing something
- 2: to cause (something) to be in your memory by studying it
- 3: to hear or be told (something): to find out (something)

LIFE IS FOR *LIVING, LOVING*, SHARING AND CARING.

THIS IS THE MEANING OF *SUCCESS*.

SUCCESS IS LEADERSHIP.

YOU LEAD *YOUR LIFE*, OR OTHERS WILL LEAD IT FOR YOU.

This sounds obvious and easy enough yet at the speed of which our lives are hurtling through time, we seem to be limited in our reflection of these situations.

This in turn diminishes the degree of how constructive and corrective we need to be, to use this *life lesson* to our *advantage*.

That is unless we are *intentional*³ about our life and the things we actually do.

“Life is for living, loving, sharing and caring.

Wealth is the measure of family and friends, their love and trust in us, a good health and the ability to live our lives free and in abundance, to share with others, both in knowledge and in kind.

The legacy we leave is absolute measure of our actual wealth and the worth we have been on this Earth.

This is the meaning of success.

Now I say, Success is leadership.

You lead your life, or others will lead it for you.

So in other words, you live your life for your success or for someone else's success⁴.”

Now we each may have slightly differing views on the above, however it is in our nature, our very DNA, like all life on Earth to grow, to advance, to succeed, to multiply.

Cut off a branch from a tree or leave only a stump and the tree will sprout new leaves, launch out new branches, flowers and fruit, continuing the *cycle of growth*, as it is coded in its *program*⁴ to do.

Hmmm....

A tree can be programmed?

Yes, that is correct.

*FAILING THROUGH LIFE TO SUCCESS IS
EXPECTED.*

*FAILING AND GIVING UP LEADS NOWHERE
ALL THE TIME, UNTIL YOU HAVE SPENT
ALL YOUR TIME.*

It is in its DNA. It is a part of its program, its way of life, its destiny.

*Simple Definition of **program**⁵:*

1: a plan of things that are done in order to achieve a specific result

2: a set of instructions that tell a computer what to do

3: a thin book or a piece of paper that gives information about a concert, play, sports game, etc.

So you usually ask yourself, or someone else:

- Why is this always happening to me?
- What am I missing then?
- What's wrong with my mental and habitual DNA?
- Why am I *always* going through the *same thing* or in the *same situation* all the time?
- What can I do about it?

Well, let's look at the tree again: It is a part of its program, its way of life, its destiny.

We should therefore look at our programming and our way of life. In other words:

- How do we respond to situations, good or bad?
- Are we experiencing *new* problems or the same old ones?
- Are there any areas in our life that we can improve on?

Now about our destiny:

- Like the tree, are we bearing fruit along with all the leaves?
- Are they quality fruit?
- Will our DNA passed on be *progressive* or *regressive*?
- So what are our roots being fed?

A simple secret to success is:

Fail to Success!

Right...?!

Hmm...

*WE ALREADY KNOW MOST OF WHAT WE
NEED TO KNOW...*

*NOW WE BEGIN THE JOURNEY OF
APPLYING THIS KNOWLEDGE,
DEVELOPING THE SKILLS NEEDED AND
TRANSFERRING THEM TO OTHERS.*

Let me try and explain, as *we go through* a circumstance or experience without the *expected results* or outcome, *we actually are enriched* with **knowledge** and **skills** on what to do better, what to actually do the next time that we missed the first time around, who else we may need with us and much more!

OUR GREATEST ASSET

The greatest asset we have is our brain.

The most detrimental asset we have, is our brain.

Hmm...

Now what?

Think of the human brain as being a computer (ok, no brainer there, no pun intended).

A computer requires *programs* to operate.

It also requires the operator (you and I) to be or to become good and successful at using it.

This will enable the entire system to produce the expected outcome or results.

In computer terms, GIGO, "Garbage In, Garbage Out."

Similarly, a high performance race car needs a suitably experienced driver, supported by an equally experienced team.

A fighter jet can probably be piloted by any pilot given the appropriate training, however an experienced pilot will outperform a rookie anytime.

So what am I saying then, that rookies need not apply?

No!

Emphatically no!

Everyone starts out as a rookie, or novice or beginner.

Then, the experiences gained WITH the Lessons Learned from those experiences.

*Remember, **experience is knowledge only**, and knowledge needs to be **retrieved, processed and synthesized** into a working solution or skill.*

Just as we learnt to crawl, then stand, then walk and run during our infancy through to early childhood, the process⁷ of growth and development is our lifetime gift.

As we use this technology of growth and development, the faster we go through many cycles of growth and development through our many experiences, we become better operators of our brain.

Failing through life to success is expected.

Failing and giving up leads nowhere all the time, until you have spent all your time.

The more diverse our experiences, (and I mean different experiences in different locations as opposed to the same experience in different locations), we are able to identify different patterns of life and our success rate goes higher.

In other words, we take what we know and we do something with it, successfully, eventually.

Looking at the simple definition of **success**⁶:

1: the fact of getting or achieving wealth, respect, or fame

2: the correct or desired result of an attempt

3: someone or something that is successful: a person or thing that succeeds

one easily identifiable element, is the “desired result of an attempt”, in other words our expected outcome, whatever that may be.

A key factor of your self-development is investing in your education, through formal or informal studies, attending seminars and short courses, buying or borrowing and reading books and periodicals on the relevant areas you want to excel in.

These can be areas you already are good at and want further advancement.

You need to also focus strengthening your weak areas.

We generally fail because of our weak areas and not of the strong areas of our selves.

Quoting Jim Rohn (from Darren Hardy's - Igniting the Compound Effect):

*"If you want to HAVE more,
BECOME more.
Success is NOT what you pursue,
What you pursue, ELUDES you..."*

We already know most of what we need to know, use it to grow and to go, forward and onward.

Remember this:

*"Success is easy and inevitable.
Everything else seems easier and attainable.
So let us work together and support each other to
achieve success!?"*

***WE GENERALLY FAIL
BECAUSE OF OUR WEAK
AREAS AND NOT OF THE
STRONG AREAS OF OUR
SELVES.***

So, start your New Year now, in your mind, in your habits, little adjustments, day by day, and watch your investment grow.

Today is the day for your new resolutions.

Even if the next New Year is far away from the day you read this.

"Tomorrow" never really comes as we only live in *"today"*.

Tomorrow does not exist when it comes to the things that need to be done today....

Like picking up a book to improve your knowledge on your weak areas, like finances, your required work/employment skills, relationship management, time management, your driver's license...

Now we begin the journey of applying this knowledge, developing the skills needed and transferring them to others.

PS. If you were to choose between a once of prize of \$3 million or a 1 cent system that doubles every day for 31 days, which would you choose?⁸

Please have a look at this video to hear Darren Hardy explain which is better and why:

https://www.youtube.com/watch?v=_mQ6Mms3PfM

STRATEGIES 101 TO TRANSFORM YOUR LIFE

(Just 3 for now, details to follow as the book is completed)

This book has been marinating in me for a long, long time now and I have speaking to many people about it and the lessons in it which I have learned from others as well as my own pains and gains.

I have overcome my fear of doing the wrong thing and the silly notion of avoiding failure as a means to success, that I concur with Robert Kiyosaki when he says that we build intelligence when we solve problems, not by avoiding them.

Here is a summary of what will follow in detail in the coming days, in no particular order.

I strongly advise that you begin a notebook of some kind to:

1. Identify where you are at,
2. Clearly identify where you want to be,
3. Map a possible way or two on how to get there,
4. Evaluate the process as your journey progresses and repeat from Step 1.
5. The key here is to monitor, evaluate and correct your trajectory, consistently.
6. There are action plans for each strategy stated and these need to be part of the:
 - a. Processes above, including
 - b. Strategies, methods,
 - c. Techniques and
 - d. Other steps you identify in this book or
 - e. From other resources.

A very simple definition of *strategy*⁹ is:

- 1: *a careful plan or method for achieving a particular goal usually over a long period of time*
- 2: *the skill of making or carrying out plans to achieve a goal*

Strategy 1: Be the fruit

Picture your favorite **fruit**, be it mango, litchi, water melon or any other fruit, local or exotic.

Fruit in many instances *develops* after the flowers of that particular tree or plant *blossoms* and starts of young and inedible.

As time goes on and the **fruit** *absorbs* the sunlight and is exposed to the *elements* and matures, it becomes sweet, tender and juicy. It's now time to eat.

You and I are the fruit, as we journey through life and get exposed to the elements of the realities we each have to endure, and during this *process*, we are the better for it.

As we reflect on and share our journey to others, we become their guide and mentor. We *become part of their lives*, just as a beautiful **fruit** is eaten, as those *around us* grow from our shoulders and do not need to repeat our mistakes and failings.

They should go through different ones.

Let us say a **fruit** ripens and is not eaten, then what happens...

It will generally fall of the tree, and rot.

Not to worry though, the process of life is ingenious in that in its death, the rotting fruit now becomes an awesome fruit tree, as the *seed* within, contains the DNA of growth and prosperity.

In other words, as we fail to be useful, or we failed at a venture wherein there is a definite end for that project or relationship or business transaction, we become empowered in

knowledge, skill, experience, confidence and much more which puts us on the *winning path*.

*The path to **success**.*

Action Plan for Strategy 1: Be the fruit

1. Are you learning from your experiences?
2. Are you documenting and reflecting on these experiences of failure or success?
3. What have are you good at?
4. What do you need to improve on?
5. Have you shared your experiences with others?
 - a. Either in an article in a publication, local or other, electronic or print?
 - b. In networking groups or business chambers?
 - c. Via online social media or other electronic platforms?
 - d. By becoming a coach or mentor?

Strategy 2: Start and stay

Processes require certain things to happen in a certain order in certain time frames.

Just like a fruit, we are constantly undergoing process of development, growth, advancement and so on.

However, the direction of these processes can be positive, beneficial, worthy of our time, talent and effort or the direction can be in any other direction but what we want.

In life, from conception we are on a growth and success part. Even though the body starts its journey, our minds tend to work on auto pilot as we get older and familiar with what's required off of us.

As the requirement for us to grow in areas outside of our comfort zone increases, our desire and commitment decreases.

So we say, *"I'll do it later"* or *"That's not for me right now, I am already committed on other things at the moment"* and so on and so on.

Whatever the ordeal is, a new position at work, a new job expectation, additional responsibilities in your home, additional financial burdens, **stay**, *stay focused*, **focus on the finish**.

We need to **stay** in the *race*, the race of life.

We need to **stay** in the *process* of growth, which is uncomfortable to say the least.

The worst thing in decision making is to say "I should have..."

Let's **stay** in the *process*.

In other words, **staying** is being *committed*.

Who will ultimately forfeit their game?

You!

So why quit now?

Why quit at all?

All it takes for us to stay, and to grow, is to do a little bit at a time.

And as the demands increase, the time slots become smaller and smaller, so that means we eventually need to do many little things more often.

Again, take it easy, except you are now more experienced and more skillful, all you do now is what you do, what you know how to do and do it and you do it and you do it.

In paraphrasing what Les Brown says about this:

*"In order to get **great**, you got to get **started**."*

Action Plan for Strategy 2: Start and stay

1. Are you learning from your experiences?
2. Are you documenting and reflecting on these experiences of failure or success?
3. What have are you good at?
4. What do you need to improve on?
5. Have you shared your experiences with others?

- a. Either in an article in a publication, local or other, electronic or print?
- b. In networking groups or business chambers?
- c. Via online social media or other electronic platforms?
- d. By becoming a coach or mentor?

Strategy 3: Focus on the finish

I must say that this is by far my most successful strategy, ***Focus on the Finish***.

Some of us may see this as a very quiet, unassuming and very obvious statement.

But... as you know, once you get in the thick of things, our focus is required on the emergency at hand, the deal that is falling through, the utility bills have not been paid and the electrical and water services are going to be shut off, a lawyers letter arrives on the post and you just want to find a hole, a cave or any place that can swallow you up.

Been there, done that, learned many valuable lessons... the hard way.

Never again!

My friend, I have lost vehicles to the bank due to late payments, I lost much money on business ventures and projects through being a naïve and trusting fool I mean soul.

All in all, I must say a great big thank you to my support structure, my family, my few true friends and most of all my business family which consists of the work force, creditors and business partners (the honest ones), clients, service providers and well-wishers.

I overcame these losses and we rebuilt the business many times, after *failing* many more times, *failing* because of new mistakes.

The secret here is to separate issues.

Keep things clear and compartmentalized.

This helps in the decision making processes as well as provides a clearer path to overcoming the challenges at hand.

Every client is valuable, every order/transaction/obligation to be treated with the utmost respect and urgency.

So, at all times then, a keen eye has to focus on the immediate deliverables that will ensure a continuous workflow as well as cash and resource flow.

Nothing is to be taken personally as pain is always a personal matter, however the priorities at hand have a larger impact for a longer period of time, both positive and otherwise.

It is a critical skill, this ***focusing on the finish***, as most ventures in life, personal, social, business and everything else has a desired outcome.

If we get caught up on the journey, we may never reach our destination...

We will end up broke and destitute, on the road to our dreams.

Action Plan for Strategy 3: Focus on the finish

1. What particular strength or skill do you default to in a crisis or adverse situation?
2. What skill or characteristic do you urgently need to develop for crisis and adverse situations?
3. Will this be achieved through professional services?
4. Do you have a support team, whether at work or home or wherever you operate from?
5. Are you on someone else's support team?
6. What have been your most considerable losses, in any respect to date for failing to focus on the finish?

7. What is your finish in life?
 - a. What are your ultimate goals to achieve?
8. Are you aiming for these to be identified as a person who owns that stuff?
 - a. In other words, are you defined by these achievements?
 - b. Or are you progressively becoming the achiever to whom things are now attracted to you?
9. Are you progressively **upgrading** your goals to be **aligned** with your *new or more clearly defined or expanded vision as you journey through life*?

CONCLUSION (FOR NOW)

My dear friend, I am so glad I finally got this book started.

I will be posting weekly updates on a blog and in a very short time from now I will have the entire first draft complete for your edification.

Allow me to accompany you on your journey of life.

Let us learn together, share together and impact our world positively and continuously.

Who else will do it for us?

For all of us?

Join me now for a weekly complimentary self-empowerment resource:

<https://www.facebook.com/kevin.govender.africa>

I look forward to sharing with you more insights of mine and those of the many noteworthy individuals who decided to overcome their adversities and acted upon that same decision.

Wishing you the best in your new ventures.

Your friend in success,

Kevin Govender.

REFERENCES

- 1 - Kevin Govender – it is easy enough to go through life lesson experience (knowledge only), yet we more often fail to identify the threats or risks as well as the opportunities, without even analyzing the “what, when, who, how or why.”
- 2,5,6,9- Merriam-Webster Online Dictionary <http://www.merriam-webster.com/dictionary>
- 3 - [Intentional Living – John C Maxwell](#)
- 4,7 - Kevin Govender
- 8 - [from Darren Hardy's - Igniting the Compound Effect](#)