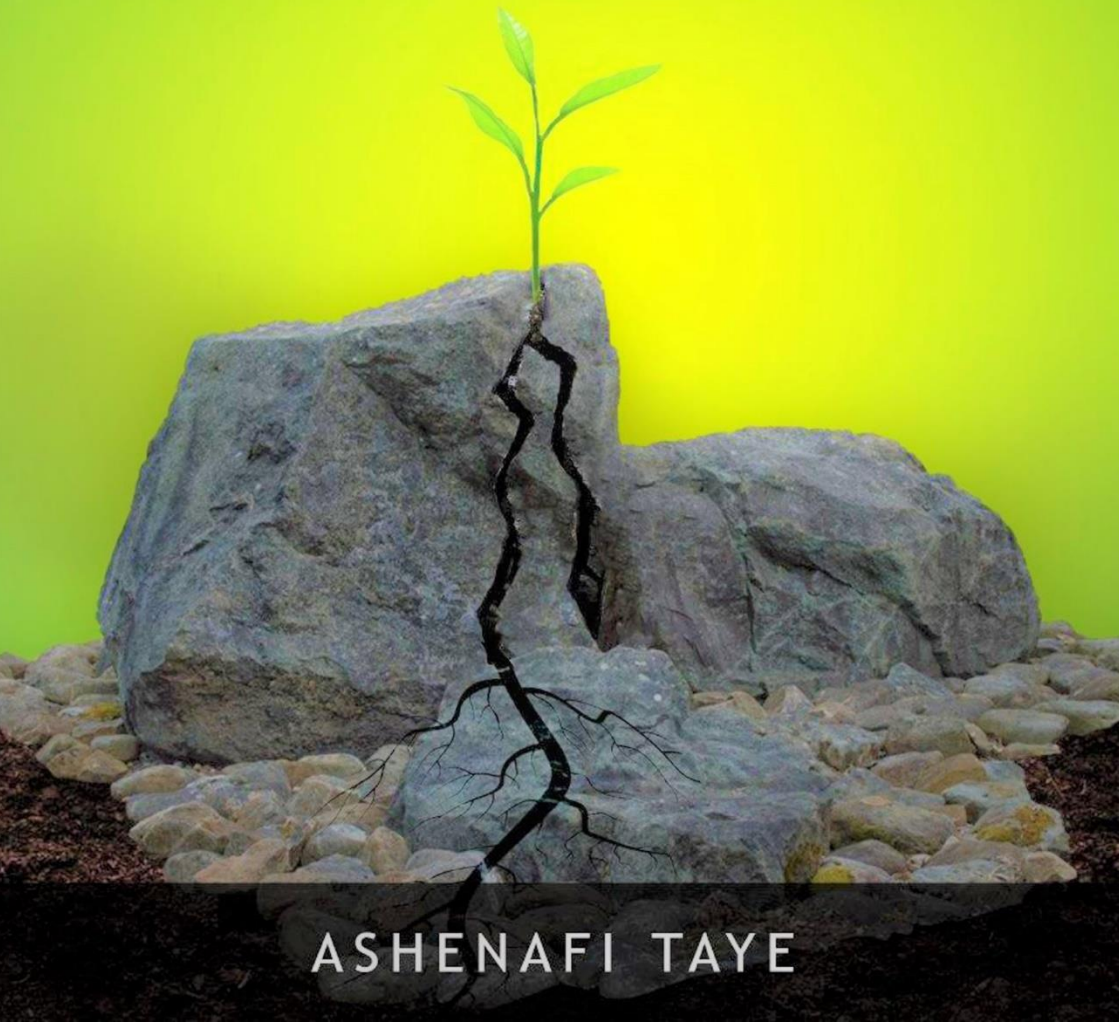
Transcending Limits

Exceed yourself, excel in anything



ASHENAFI TAYE

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Also by the author, published on www.amazon.com

1. Dream your life and live your dreams: the power of starting from the end: https://a.co/1OWJ41V
2. Operate from your whole person: applying the principle of transformation: https://a.co/gn9EjVG

Dedication

To individuals: black or white, women or men, young or old, poor or rich, schooled or otherwise, who aspire to impact the world in a big and positive way,

Expressly to all African youth

Especially to my fellow Ethiopian visionaries and forces of good

Particularly to my potential-pregnant teenagers Yesehak and Noah and my bright angelic daughter, Fiker.

to whom the future belongs, I dedicate this book.

Acknowledgement

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About the book

Have you ever experienced the feeling of being strained between the ugly memories of the past and the anxiety of being uncertain about what is to come in the future? I have. My usual approach to life was reacting to what comes into my life in light of the familiar experiences I had in the past. I reacted to money-matters, for example, from the premise of lack and restraint. I approached relationship with the premise of protecting myself from attack and harm. I attributed happiness and peace to the ownership of material possession and social status. Obviously, because of this pattern, I had been the worst player in the squad. I saw the future through the lenses of the past. If my experience had been bad in a specific aspect of life, secretly, I anticipated that the future might hold the same experience for me. Behold, it turned out to be so.

I thought that I was alone in this thing but something in me initiated me to investigate whether it was so. I began spying on how other people lived and I came to realize that, experientially, we are the same people with different suits, names and titles. We are all, almost, initiated by fear of something undesirable: fear of lack, fear of disease, fear of unhappiness, fear of unemployment, fear of opinions, fear of not

belonging, fear of inferiority, fear of failure or fear of not being loved. Astonishingly enough, rather than doing what is necessary to keep ourselves healthy, we squander an excessively large sum of money and longer time to treat symptoms and react to results when they appear. We don't take time to study what money is and how it works but we give away our whole life blindly for its acquisition. We don't see that we were wrong until we retire to a skinny pension income that barely suffices to live on. We are so hypnotized by the appearances of symptoms and results of things that we are blinded to see what causes it all in the first place.

Upon introspection, one can see such a pattern in her or his life right away. I lately realized that most people live in desperation and the feeling of 'out of control' rather than from the fire of inspiration and fuel of passion. They are motivated primarily by fear of poverty, bad health, unhappiness, opinion of other people or bad relationships. Their life's priorities are choked up with eliminating what populates their lives the majority of which they don't want in their lives. Nevertheless, they soon will come to understand, as I did, that the more they react to adversity—whether it be lack, disease or bad relationships—the stronger it becomes and the faster it reproduces itself even in the other areas of their lives. The problem with this sort of life is that the more you react to your conditions of

life, the more you entangle yourself with it. Our resistance only adds life to the very things we would like to evade. It is like a fly that is caught up in the spider's web. The more it tries to get out of it, the more it strangles itself in it. That is why the majority of people in the world, with the intention of changing their conditions of life, reinforces the familiar results they want to avoid; they are stuck. They live their lives in a pattern that forever perpetuates itself in the familiar zone of undesirable experiences.

There, however, is a better approach to life, the approach wherein we see life from a point of view of possibilities in the potential field rather than realities at hand. There are two options: You can drift away on autopilot, at any time, riding on the beam of your memories into the familiar past or take wings and fly to the majestic territory of possibilities, collapsing time and space, to fashion life exactly the way you want to experience it in its full splendor. Both are as real as the words you are reading along these lines right now. The second approach, looking at life from a point of view of potentiality [possibility], is the life only few people adopt. It is the life that leads to sense of purpose, happiness, abundance, contribution, health and peace of mind. There are no prerequisites. You start with where you are and what you have. You don't need anything else! For this reason, this

approach is not reserved for the fortunate ones; any person, with any realistic condition, living anywhere in the world and with any humanly background perceivable, can do it right now. This groundbreaking transformation starts with the realization that everything you ever need to create life in any extraordinary capacity is already within you.

Change your concept of yourself—self-image—who you think you are—and your perception of the world you live in and, the results will proceed naturally to reflect your new belief system. Your current state of consciousness is the bloodline of your current results. When you change your state of consciousness—your level of awareness—as to whom you think you are and the kind of world you live in—a hostile or a friendly universe—results will fashion themselves in the image and likeness of this new level of awareness. You cannot say that this assertion is right or wrong until you do it in your life and check for yourself if it works. No amount of intellectual theorizing will validate or invalidate the workings of these principles. Experience only has the power to prove whether or not it works. One such principle is 'Form follows consciousness'. Your tangible results proceed from your intangible states of consciousness—the level of your awareness. Change that consciousness and, by law,

the results has to change to signify that inner change.

In this book, I will show you how you can start with yourself, nothing more, and the present moment—the eternal realm of potentiality—as an anchor to progress forward and create the life of your dreams with 100% certainty. You progress forward in life to encounter the consequences of what you are doing right now only. There are no accidents; we create every bit of what looks like a fluke but every 'fluke' is the consequence of forgotten choices, decisions and actions in the past. The good news is 'you can change the world if you can change your-self'. That is where we start this exhilarating life-time expedition right now.

How to read this book

Briefly, the book contains two sections with four chapters in each.

Section 1

The first section contains infallible natural principles [laws] that are at work in every human being's life. It explains the fundamental nature of human beings and the universe they live in. By reading this section, a reader will understand why his/her life is the way it is and, particularly, why the majority lives a mediocre life that is full of tragedies and disappointments. It cites innovative scientific discoveries in neuroscience, quantum physics and epigenetics, philosophy and ancient spiritual wisdoms as a way of justifying the principles. The ultimate analysis is left for the reader to figure out based on her or his real-life practical experience of in life. Those who don't bother about principles can go and read the second section directly.

Section two 2

The second section explains how any interested ordinary human being can start with who he is, where he is in life and with what he has and create a noble life with the capacity of extraordinary splendor. It shows a reader how she can rewrite a new script for her life and begin to live it in her own context and, build a magnificent life she hesitantly dreamt about for years. In this section, you will

learn how to figure out your purpose, identify your gift, develop it so that you can create transformative values in service to others and impact the world in a big and positive way. The central premise of this section is that any individual can build life's virtue at any scale by serving others sincerely with the built-in gifts that is dealt to him.

Section 1

Natural Principles that Govern Life

Chapter 1: Every matter has immaterial origin

Principle 1: Form follows consciousness

Are you tired of living a chorus, mediocre, repetitive and cyclic life that is nearly stagnant? Do you really want to ascend to infinity where anything is possible at anytime and anywhere for everybody like you? If you get assurance that what you are about to embark on will transform your life with 100% certainty, will you give up all your traditional weaponry and go for just this? This book is not about quick-fix methods; it is about foundational natural principles that never fail to furnish the results it promises if you implement them. It is about travelling a new road and leaving trails. As the path is made by walking, the validity of the principles I discuss in this book will be endorsed by you only by implementing them and producing results. Mere intellectual understanding will not do you any good. If you really want to work with the principles, do not mix them up with superstitions. By superstition, I mean delusion mistaken for principles. Principles are self-contained and standalone. They live no matter what at all places, across all generations and for everyone who discovers it. There is no external validation reference except your faithful application of them and prove their validity through your own experience. If you really want to follow

principles faithfully, unfollow all superstitious norms that everybody follows. It is a clue that if the majority crowd follows some way of life, most likely, that is a superstition. That is why life is not as such inspiring and fulfilled for the majority. Mark Twain cautions us against this by saying, “Whenever you find yourself on the side of the majority, it is time to pause and reflect.”

If you want to allow life to express itself through you in extraordinary ways, follow principles and if you want to follow principles, follow only principles. You cannot blend principles with superstitions the way it is impossible to blend light with darkness. In the presence of light, darkness disappears. In the absence of light, darkness takes over; darkness is the absent light. When principles are not intentionally applied in people’s lives, superstitions govern. Superstitions are the shadows casted when principles recede to the background of affairs of life. Principles invariably and incessantly work at every level of creation. However, if you entertain a superstitious information for 1-hour, consciously or unconsciously, it may have the capacity to confuse you. A one-hour unobserved internet surf, a one-hour indulgence in prejudiced conversation, a ten-minute porn video clip, a one-hour gossip, a one-minute TV commercial, a one-hour company with a bad fellow may reverse your progress one thousand miles backwards. A one-year unobserved mind could entangle you to a web of

the same problems you were used to be in for the rest of your life. Observe your behaviour because more than 95% of them come from the unobserved conditioned mind. Most default behaviours that come to our disposal are not principle-based. If you ask me, "Why do we behave the way that is not based on principles?" the answer is, 'we mistake paradigms for principles. Paradigms control every facet of our lives as though they were principles and we have no idea if our beliefs and convictions originate in natural principles or paradigms.'

Principles are the intrinsic part of your own nature. Paradigms are manmade patterns in the subconscious. Yoking principles with superstitions is the equivalent of worshipping an idol of your own handcraft in attempt to making the divine intangible God tangible. Superstitions are manmade and culture-drenched ideas and beliefs that feed on themselves. Nobody questions why a certain belief is that way but everybody seems to reverently conform to this illusion. It is a mere unconscious social agreement and nothing more. Rewrite this agreement by making a commitment to yourself to follow timeless natural principles that never fail.

Nature of natural principles

1. Principles are the foundation of the visible and invisible universe, the animate and inanimate expression of reality; if principles

hadn't been, there will not be an organized, stratified and diversified universe that follow the same pattern for millions of years [assuming evolution to be too slow to be conspicuous to be seen]. For this reason, this book and the mind that is reading it wouldn't have been possible without principles of nature.

2. Principles are not laws that are inscribed on stones or perched on papyruses to explain about nature. It is what the nature, in its grand variety, is made of. It is the stuff of the universe. They are the intrinsic nature of all creation; however, they are inconspicuous to the passive mind. Principles are not relative truths; they are the source of all truth. If you want to see that, notice that your heart is beating without your consent. Observe that plants grow and bear fruit without making prayers and supplications. See that a zygote as small as you could hold a million of them on the tip of needle contained information that would grow to become your body in its unfathomable glory.
3. Principles are timeless and changeless. We can study and understand principles but none of us can change them. Scientific discoveries evolve doesn't mean principles change; on the contrary, science forever

strives to attain to the fundamental principles which are changeless. They are not amenable to human intentions. Let alone modifying, the thinking human mind cannot perceive the workings of the principles of nature. We see how it works from the effect side but we can't grasp why it works. For example, we might be so advanced as to make complex surgeries but we don't know what makes heart beat in the first place. The fact that principles are out of reach of human cognition, they are dependable and unchanging.

4. Principles are impersonal; they work at all times, at all places and for every person. They don't discriminate among people for the reason of gender, skin colour, scholarly status, social and financial status or any variation you might assume. Principles are life forces of the universe. This life force permeates, penetrates and fills all interspaces of the universe and because of that, nothing escapes the workings of the principles. Those who understand them will ride on the back of the giant and those who don't will be trampled under its mighty feet. Live's variations arise from this.

Therefore, whether you understand it or not, you cannot escape the workings of principles in your life for a fraction of a second. It doesn't require that

you recognize them for them to function. Whether you are conscious of them or not, they are working right now.

By understanding and applying it, you can become the centre of impact for global transformation. You create for yourself massive fortune, vibrant health and joyous life without necessarily pounding your head against the wall. Now, the question is not whether you want to choose to be governed by principles. You are governed by principles anyway. The question is whether you want to become a human being that transcends tradition and transforms every facet of his own life and the lives of other people he encounters through the intentional application of the principles.

This book is priceless to you, the reader, in terms of the amount of insight you could extract from it. Because it is priceless, I am giving it away for free to every global citizen [particularly Africans and especially Ethiopians] wanting to stimulate massive impact in her life, family, society, country, continent and the world. In the deepest parts of my being, I believe that this book is the pinnacle of the gifts I could possibly offer the world. I am presenting to you what I have researched and applied in my own life, family and business and I caution you not to take it lightly. I don't mean to exaggerate it; I mean it. If you understand the principles explored in this book, apply them and put them to the test, you will be surprised as to where

this wisdom was hiding for the long stagnant years gone by. You might be around for 70, 80 or 120 years on earth and, you know, it is a long project. If you get it right, you will want to share it with everybody you come across: strangers, business partners, colleagues, family members, class mates, club members, sports squad, employees, employers—literally every one of them. Once you prove it to yourself, you cannot keep it private—you simply can't! Because this book is offered to all global citizens as a dearly gift of life, please, share it with the person that you think may benefit from it. I equate this gift to giving away my most sacred treasure that has the capacity to change your life around in the way that may appear like dreams.

If you are ready, I am ready.

The universe beyond cognition

At the level of pure consciousness, elements: Oxygen, gold, Sodium, aluminium, chlorine etc. converge into one substance that is none of them. Elements are different arrangements of the same primal stuff. They are one. The whole universe is made up of one stuff only. That same stuff boils up into strata of creation, which starts by a symphony of eight tones that combine and diversify and, form into 24 tones and which in turn combine and diversify into 64 and finally into 192 bosonic frequencies [tones] of the music of the absolute. It is as if we are living in the ocean of divine music,

which is only audible to those who intentionally listen to the utter stillness in the space that surrounds you. These 192 bosonic musical tones of the unified field diversifies itself into the animals, plants, stars, asteroids, light, water, soil, air, your body and so on. On the surface, plants are different from animals. At the deepest level of existence, plants and animals cease to maintain their identity and dissolve back into their source of origination. If two of you were diving swimmers such that one of you jumps through the plants leaf and the other through a human liver, diving into the depths of microscopic world, at some point both of you will merge and become aware of one shimmering and reverberating ocean of existence aware of itself. At that level, there are no plants, no animals and no 'you'. There is only unified singular changeless ocean of primal source of the whole universe. This level of existence is so energetic and immaterial that not a single atom of your body escapes its bathing. Nothing is outside of this fluid and inexplicable intelligent force. This ocean of fluid light boils into effervesces and bubbles called superstrings that give rise to the physical world. As water boils and gives rise to steam, unified field boils up into numberless diversified creation we see everywhere. That is where everything and anything, in the past, now and in the future originate. Words lack power to tell what this power is. This is the best set of words to explain it: inexplicable, indecipherable, incomprehensible,

unintelligible and beyond the capacity of human analysis.
Science in its attempt to explore the nature of matter for the last 400 years ended up snooping with this stuff. Science has been and is so obsessed to measure, explain and theorize everything. However, this stuff is immeasurable, inexplicable and beyond mathematical and linguistic instrumentation. I am aware of a Lagrangian formula of the unified field based on superstring theory. Maybe, this formula can enable us to understand the diversified structure of laws of nature from macroscopic to superstrings; however, it cannot deal with the unified field that originates superstrings and how and why. Maybe this is likely the last century for the prevalence of scientific method as we know it or its egotistic mission of controlling nature. Maybe consciousness is the last 'scientific' [for lack of word] frontier and it is going to be the most difficult subject to deal with by the standards of scientific method. I speculate we are entering the era of spiritual enlightenment where people will begin to develop unusual abilities to begin to participate in and shape the evolution process at the level of unified field and not at the level of noisy intellect. This is going to transform what researches are doing and the standard methods they have to adopt. The biggest challenge in science is and has been to rectify a number of noisy factors and measure significant parameters. What science hasn't yet considered as a factor, though, was the interference of human

consciousness in all scientific experiments. As scientists probe into the mysteries of quantum world, they find themselves in fact, meddling with their own consciousness finally. Max Planck, who is often glorified as 'the father of quantum theory' said, "Science cannot solve the ultimate mystery of nature. And that is because, in the last analysis, we ourselves are part of nature and, therefore, part of the mystery that we are trying to solve."

This is a golden time when human beings are diving deep in the exploration of the final territories of matter [beyond planck's scale, 10^{-35}m] and that long travel have brought them back home—their own consciousness. The next scientific marvel is that all scientific explorations converge on human consciousness. As of now onwards for the generations to come, we have only one assignment: the study of consciousness—in fact using consciousness. Nuclear physics will become as obsolete as the classical physics of the 19th century. Quantum field theory will move to a mainstream. We are coming to a point in time when science of X, Y and Z boils down to the science of consciousness. However, we have a problem here. We use cognitive mind to study consciousness. The problem is that a cognitive mind cannot reach down to the realm of the unconscious universe [by unconscious I mean that we are unconscious of its workings but it doesn't mean it is lifeless and inert. It is too conscious for our intelligence to comprehend what it is conscious of.] and,

fortunately or unfortunately, we derive our existence from this very stuff of unconscious stream of consciousness. Even cognitive domain emanates from the unconscious as ocean waves arises from the ocean. We will go deep in to the *streams of consciousness* in the next chapter.

Even our cognitive domain originates in the unconscious domain. What we know originates in the realm of what we don't know.

I do not hesitate to maintain, that what we are conscious of is constructed out of what we are not conscious of—that our whole knowledge, in fact, is made up of the unknown and incognisable. [Sir William Hamilton (1865)]

You might ask, 'Why are we unconscious of the workings of the super intelligent realm?' The fact is it is beyond a cognitive comprehension. We might go to the extent of tapping a zero point field but, I think, we will not be able to descend beneath the zero-point field by any human devise except by the use of human mind in its tranquil form. Can human mind do what a traditional person can consider a miracle like, can we train people to teleport or defy gravity or transfigure? I have not tried it myself but I speculate it is possible to do. So, do we need intergalactic probes and spaceships if that is possible for a mere man? Maybe! Let's go deeper.

The Recent data on cosmology shows that, the universe is 93 billion light-years across. This is equal to 160,000,000,000,000,000,000,000 km! Maybe, several of the stars you stare at in dark skies have gone out millions of years ago and exists no more. Do you know what that means? It means, it takes you 93 billion years to cross the universe from one end to the other if you could dash through with the speed of light C = 300,000km/second. And, you know that you live 100 years not 93 billion years and you could only dash with the speed of 10.9m/s [Usian Bolt] not by the speed of light, 300,000km/s.

In the observable universe, there are more than 200 billion [recently reported as 2 trillion] galaxies and in each galaxy, there are about 200 billion stars. If you take our sun, it can swallow 1,000,000 planets of earth-size. Earth itself is 40,000km in circumference around the equator. Now, see how a small creature your body is compared to the earth. However, your body houses between 70 to 100 trillion cells. If you take one of those cells and open it, it contains 23 pairs of chromosomes in its nucleus. In the nucleus of every cell there are 3.2 billion Nucleic acid [nucleotides or bases] (ATCG) sequences. And see to it that your DNA is made up of atoms and you know that atoms are 99.99999% 'empty space'. By transitivity, you are 99.99999% empty space. The presumably empty space, however, is not empty. The question is, 'what is in this empty space?' David Bohm said that space is not empty. It is teeming with this sea of conscious

energy that fills all space in the universe. It is a unified field that boils into effervesces and bubbles that we call superstrings. They are the stuff out of which your 0.00001% visible body fluctuates on the on the surface of this sea. In fact, the 0.00001% is not material; it is the oscillation of the 99.99999% living intelligence in the space that seems empty. Essentially, your body is a fluctuation in the unified field. That empty space teems with 10^{144} strings per second per centimetre cube. What this means is, you are at least 99.99999% pure potential and 0.00001% oscillatory reality. This pure potentiality permeates, penetrates and fills all interspaces of the universe, not just your body, that is so big for the human cognition to grasp. Therefore, the seemingly empty spaces of the universe from the atoms of your body to huge galaxies is filled with this living and self-aware intelligent field called unified field.

And obviously, we cannot accommodate the 99.99999% fluid stuff in the 0.00001% stuff. That is the limitation of the cognitive domain. There is a 99.99999% stuff to be known in the 0.00001% stuff. Your cognitive mind is designed to analyse the world of facts by the use of its senses. You don't even know 99.99999% of what is happening in the territory of your skin—in your body. Even more, the universe is so vast to comprehend and its components are so infinitesimal to contemplate. Ultimately, both the macro and the micro are not different things but they are a stratified diversity of the same stuff—unified field. By the way, this

Spirit of God—unified field—is the one that brings creation into being and sustains it by the ways that are known only to itself.

How consciousness and the physical world interact is now much less of a mystery: consciousness is but energy in its finest and most dynamic form. This helps explain why events are affected by what we imagine, visualize, desire, want or fear, and why and how an image held in the mind can be made real. [John Kehoe, Mind power into the 21st century]

Let's now talk about the principles!

Pure consciousness and potential

Everything at its purest and deepest essence is energy, and whenever you think, you are working with an immense amount of this energy in the quick, light, mobile form of thought. [John Kehoe]

Pure consciousness is a state of existence more fundamental, finer, stiller and mightier than mind and matter. At the level of pure consciousness, both mind and matter cease to be. It is the world of explosive bliss underlying human existence and there is only one way of knowing it—experiencing! Experiencing does not involve thinking. It is the state of pure 'being' and this pure state of being

can be experienced by sinking in the mind from the most noisy thinking surface to the deeper and subtler levels of the mind until the mind dissolves into pure being, inexplicable ocean of bliss. It is the purest and fundamental level of being. No polarities, no forms, no male, no female, no memory, no concepts and no matter at this depth. It is the source of everything but it is no-thing.

You can think of it this way. You start with macroscopic sensory world: world of thoughts, feelings, objects, concepts etc. At this level, the one original substances—pure consciousness—differentiates itself into countless diversities. To make sense of this diversified world, senses are designed to differentiate things based on their appearance. Therefore, every untrained person, through senses alone, can experience this level of existence: seeing, hearing, tasting, smelling and touching. This is the lowest polarity terminal in the human nature and it has to do with the physical and conceptual world. If you (awareness) intentionally travel down the depth of your mind, your awareness can gradually recede into stiller and subtler levels of the mind until the content of the conditioned mind dissolves completely into the vast ocean of pure light. When you get there, you are no more. Your degrees, your problems, your fears, your wants vanish into this unified oneness. You know that everything in the universe is connected

and you are one with everything else. It can be likened to cutting through the macroscopic, molecular, atomic, nuclear, sub-subatomic etc. until you reach the level of existence where you find only musical symphonies, musical notes played out from the superstrings rather than particles. As your awareness moves down the spectrum of your mind, you experience quieter and quieter levels of mind until your mind is completely swallowed by pure awareness, unbounded awareness, pure existence without forms and norms. Your awareness serves the purpose of a container for your mind. That awareness, not the mind that moves down your egotistic mind is who you essentially are at the fundamental level. You are no more your name, your status, your degrees, your reputation or your self-worth. You are boundless, limitless being swimming the boundless, super-intelligent ocean of fluid light—pure possibility. On the physical side, you are constrained from all directions—you are amenable to gravity, you feel hungry, you get tired, you have specified weight and height, your dashing speed is limited and so on. On the pure consciousness side, man is boundless, limitless, unlocalized, timeless—pure potentiality. Therefore, your experience in this world invariably depends on where you live most of your life across the spectrum of consciousness from physical—the world of senses and potential—pure boundless existence.

Potential is the difference between infinite possibility in pure consciousness and very limited possibility in the physical world. Human mind mediates these two far-off worlds through imagination. Imagination is one of the greatest faculties given to human beings to materialize the immaterial and to localize the non-local. The variations in life on earth, as long as a human being is concerned, depends on how we use the higher side of ourselves. Some use it to memorize the past and very few use it to generate novelty. When you use your imagination to see things as they are, consciously or unconsciously, you are bounding yourself to the limits of your senses. When you use your imagination to generate novelty, you are tapping infinity. Potential is infinity and infinity is potential.

What is potential?

According to Merriam-Webster dictionary, potential means

Existing in possibility: capable of development into actuality

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That means, potential is not actuality; it is the stuff of which actuality can be manufactured. An English alphabet is potential; this book is a realized potential. That means it is a reality. Piano keys are

potential. A produced music is a manifest potential. Human awareness is a potential; a scientist mind is the tapped potential. A child is a pure potential; a man is a tiny disguise of that potential. Desire is a potential; a realized dream is a faint shadow of that potential. An athletic body is a potential; a world champion athlete is the materialized potential. Becoming the world's richest and kindest man is a potential in every soul. The richest and kindest man, however, is a miraculous manifestation of that potential.

Potential is taken from the Latin word 'potentialis' meaning currently unrealized ability, existing in possibility—not in actuality. The word 'potential' is very often talked about and is the most discussed subject that has been given the air of popularity—probably more than any other word in a dictionary. Have you ever heard or overheard people say?

"Haile Gebresellasie has more potential in mid-range run than Paul Tergat"

"She scored an 'A' in Applied mathematics; she has got unbelievable potential."

"Rodger Banister could run a mile in less than a four minutes; he possess a sprint potential."

"Have you heard Les Brown talk on stage? You cannot settle in your chair when he talks. His potential is outlandish."

“You know, Dr. John C. Maxwell has authored more than 73 books; his potential is really out of range.”

“Agatha Christi has as a comparable potential as Sydney Sheldon in her ability to write fiction—especially detective ones.”

All of these assertions presume that ‘potential’ is measured by what has been done. This is the reason why many people fail to realize their dreams because they tend to measure their ‘potential’ by what they have accomplished. If they have accomplished small, they say that they have small potential. Nevertheless, in this sense of a meaning, ‘potential’ does not tell us anything about what could have been accomplished. In the words of late Dr. Myles Munroe, potential is,

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All you can be but have not yet become… all you can do but have not yet done … how far you can reach but have not yet reached … what you can accomplish but have not yet accomplished. Potential is unexposed ability and latent power. [Dr. Myles Munroe]

Potential is only the direction of possibility and there is no limit as to what is possible. The highest potential fountainhead for nature is pure consciousness—that is the only level of existence that is capable of producing itself into anything imaginable in the universe. However, pure

consciousness in not nature—it is the origin of nature. The extreme polarity to this fountainhead is the stratified nature in its mindboggling diversity. When you see nature from its origin point of view, it is a liquid, versatile and dynamic light ready to take any form of state of consciousness it flows into. When you see it from a point of view of diversity (physical reality), it is static, seemingly material and localized. Nature is at its least potential at the physical level. That is why struggling with physical effects doesn't produce extraordinary results whether it pertains to bodily health, bank account, relationships or success. Real transformation is dying to this reality by detaching your consciousness from it and resurrecting to your ideal from that level of purity.

All men and women on earth through all generations: educated or uneducated, coloured or uncoloured, young or old, urban or rural, male or female are always forever permeated, penetrated and filled with potential regardless of whether they are aware of it or not. In fact, they are made of potential, at their fundamental level of existence. Potential is an infinite possibility residing at the foundation of creation waiting to be revealed. Can you comprehend the vastness of the number and types of plants, animals, microorganisms, geologic formations, jungle life, soil texture, and sea life if you are given 1000 years to live? All of these things

and variations originate from that one vast ocean of boiling self-aware intelligence that give rise to the shimmering and reverberating superstrings that vibrate in ten dimensional space-time: 9-space and 1-time. The created world is equivalent to the symphony of infinite vibrational tones originating from the same musical instrument—superstring—beyond the Planck's constant which is 10^{-33}cm. Pure consciousness is pure intelligence that gives rise to these superstrings, which in turn give rise to sub-subatomic particles, which in turn gives rise to the atomic world, which in turn give rise the molecular and macroscopic world. The true nature of the visible world is found only at that fundamental level of existence—pure consciousness. Everything originates and returns to this ocean exactly the same way vapour goes up from the ocean surface, condense in clouds, precipitate as rain, run down into rivers and flow back to ocean. Therefore, the string of a musical instrument is relatively more of a music potential as compared to the music that comes out at a time. That means musical instrument is a potential music while a specific music itself is not—it is an inflexible condensation of that potential. Think of yourself as a musical instrument that can play all range of pitches, melodies and tones into infinite frequencies available in all of musical instruments in summation, what could you be named—music potential, right?

You are a musical instrument and all creations of your life: your financial status, your self-esteem, your health, and your relationships are pieces of musical notes produced by this instrument.

We are all self-made, but only the successful will admit it. [Earl Nightingale]

If you reconfigure this instrument, you could change its outputs completely. Your awareness is the one throwing pebble after pebble, which hits the superstrings to produce ripples that ultimately manifest as a physical. What would you answer if someone asks you, looking at a keyboard at the corner, “Does that keyboard have a potential to play x music?” You may be confused for a time being and respond, after regaining your poise, “Can you play x music on it? If you can it can.”

However silly this question seems, every individual that walked the planet asked herself: “Have I the potential to write a book, play a music, jump over a 2m hurdle, design a pavilion, fly a jet or launch a global company?” and you begin to shrivel for fear of even thinking this and somebody overhears it from your behaviors and says, “No, you can’t.” You ask for clarification, “Why?” That someone says, “That is because you haven’t done this and that before.” as if saying to the keyboard, “Because this

keyboard didn't produce this music before, it can't produce it now."

It is a foolish argument, isn't it?

Potential has nothing to do with what you have previously done. When we interpret this in human affairs, it means that, what you have accomplished up until this moment, has nothing to do with what you could possibly accomplish in the future. At the fundamental level of your nature, you are pure possibility—it is not that you have potential—it is that you are potential. You are pure potential of which your own assumption makes up life's conditions. Nobody put a price tag on your name, nobody quoted your wage, and nobody decided where you should live, nobody—none decided what occupation and lifestyle you should pursue. You made yourself up in the image and likeness of your own state of consciousness. Do you want to change it? Reach down to your dynamic fluid nature and change it into anything. Potential is possibility waiting to be realized and, fortunately, every one of us is made up of that stuff—potential. At your truest being, you are pure potential. The atoms of which your body is built is 99.99999% empty space. What is in that 'empty' space? A zero point field where 10^{144} superstrings/cm^3/second bubble into existence in a burst of energy and goes out in the next second. You are a potential 'cooking pot.' If you were there looking, what would you create out

of this symphony of strings dancing in front of your eyes: wealth, social impact, global company, invention, books, music, vibrant health or what? Note that the stars and galaxies form and disappear from this boiling effervesces of superstrings, and your case is not exception.

Stop counting your A's, your championships, your past successes, your failures, your humiliations, your moments of power—they do not, by anyway, show your potential. Potential always remain in the realm of the unmanifested. If you are not satisfied by the life you have created for yourself, dive deep into the unmanifested and make yourself up again. Be born again. That is the real transformation.

Principles of 'potential'

Potential is the existence of likelihood in the realm of possibility. Every one has the inclination, gift or talent of some sort but nobody on earth owns potential because potential can be tapped but cannot be owned. Potential exists in the realm of pure possibility, not in the realm of facts. The belief that potential is a measure of what you have accomplished is in error. What you have accomplished is only the sign that anything can be accomplished. However, what you have accomplished—even if you are a noble prize winner, the richest man on earth or the wisest man on the planet—it doesn't show the size of the potential because potential is simply, infinity. Nevertheless,

the richest man poses a question to the poorest man on earth to inquire, “Is it possible that even I can become rich?” The noble prize winner impeaches you to question every accepted pattern of thought and belief, including dearest ones.

The variation in quality of life among people living in the same village provokes the thinking individual to ponder the way of tapping possibility. There is roughly 7.6 billion people on earth. The same potential, the same possibility, the same likelihood flows through every one of us 24//7 at all places evenly. We are bathed in the same ocean of potential but there are sick people and poor people as if the universe refuses to offer abundance. We are soaked in the same omniscient ocean of spirit but there are people who vacillate over everything. What squarely differentiates the most successful person from the most mediocre person on earth lies in how they invest their attention. More than 90% of people invest their attention on the world of facts and only 1-3% of the population focus their attention on possibilities—pure potentials. Possibilities and potentials never differentiate us; the investment of our attention does. If potential is infinity, we have no resource limitation whatsoever. However, the flow of potential follows certain principles and most of us don’t understand that. That means we are differentiated by the size of our awareness but not by the differential

accessibility of potential. Jeff Bezos of amazon could amass billions of dollars almost from nothing. However, there are people in New York streets who beg to fill their vessels every day. America ships aids to Africa every year but Africa seems to ask for more the next year. The problem? Awareness! Could Africa ship aids to Europe? Definitely! The problem? Africa is in dark of what is possible even though possibilities surround every village, every river, every mountain, every jungle and every human being on the planet. Awareness, now, is the capacity to see and sense the invisible and the intangible. That is what sets apart individuals, businesses, organizations, countries and continents in terms of what they have accomplished up until now. History is but the past written by awareness.

Ok Ashenafi, I got that. However, what is the ceiling of possibility? I would say, 'heavens!' The maximum potential reference for the material universe is the universe that exists in pure, formless and fluid light. The minimum potential reference, obviously, is the macroscopic sensual world of facts, forms, concepts and matter. In the realm of the form-world, transmutation is not possible unless the form is first changed into the formless. For example, in ordinary state, gold cannot be transmuted into copper and vice versa. To convert gold into copper, we have to someway remove all the features that make gold, gold. In so doing the golden gold will be

transformed into a formless, matter-less, gold-less pure existence first and then into a form and conceptual matter-copper through the ways of alchemy. In Silicon Valley there is a company called ‘Diamond founder’, which feeds a machine a size of a refrigerator with water, methane and electricity and takes out a six or eight-carat perfect diamond on the other side. By the way, if you could devise a method that nullifies the features of a thing completely, you can convert it into any-thing else. By that I mean, if you could withdraw your powers [attention] completely from the world of your past and invest it into the maximum ideals you could enthrone in the future, you could be anything of your choice in a record time. It is like being dead for the past and being born for the future. Nevertheless, you cannot be born to the future unless you die to the past. You can give birth to your ideals by the use of your creative imagination whereby you have a complete freedom to undo your past and write your future in the now. In retrospect, you could safely infer that the whole universe: macro and micro is made up of the same fundamental stuff called unified field or universal intelligence. If, at the deepest level, everything is unified one, that means you and the ideal you want to become, you and what you aspire to have are already one.

If you could take the poorest man on earth and transport him inward to the unified field, in the next glimpse he can resurrect as the richest man on earth. When you travel inward to the realm of existence where there is no thought, no judgement, no prejudices, no form, you have become a potential. By that, I mean you can transmute yourself into anything from that level of existence. If you could dive deep into the subtler and subtler levels of being (existence), you will end up in feasting with the lord of hosts—the source and sustainer of the whole universe. The purpose of prayer is to move your conscious awareness from a noisy and chattering state of mind to the quitter and quitter levels of the mind until the mind dissolves into pure awareness. When you are there, you are at the fountainhead of all creation out of which all things originate. That is the maximum achievable state of being you could aim at if you want to accomplish something extraordinary in your own life, family, business and career. When you dissolve your old concept of yourself, you are potentially ready to be anything of your choice. It took science 400 years of painstaking searching and trillions of dollars to explore the nature of matter from gigantic galaxies to the smallest particles at the scale of Planck's constant and beyond to the unified field. You can do this in a matter of minutes, no fees attached and you need not be the best scientific mind on earth. All spectrum of

existence from sensory macro objects to the unified field is accessible to the human awareness—I did not say the mind.

If you follow the mind, it will cost you trillions of dollars and a few centuries of life. In this process of mysterious discovery of the origin, you are encouraged to move out of your mind rather than using it. Mind is the surface phenomena in the range of the corporeal. Pure awareness is in the range of the divine. Languages are helpless to convey what this means to every individual on earth. If this concept is well internalized and lived, there will be no wars, no poverty, no disease, no violence, no crime, no unemployment, no suicide, no police, no judges and courts, no weaponry—we could have used military budget to build transformative schools. We could have substituted police and crime detection with institutions that nurture mutual human dignity. We could have used our universities as a place of boundless self-expression and innovative learning. We could have seen our top political leaders on every street corners without armed shields around them. We could have witnessed selfless collaborative projects among people that have forgotten their racial origin. We could have seen a political landscape teeming with evolving and transforming purpose-driven individuals not political parties. Political party could have been the thing of the past. You might

say, “Can a country be led without political parties?” I would say, “Yes!” We could have one unified national evolving pool of enthusiastic and responsible politicians that can at any time move to responsibility and serve people without need to be affiliated to any ‘party’. Do you know that ‘Party’ means division? Party gives meaning when there are more entities than one, yeah. If we meant to serve people, why do we furiously debate on egotistic agendas as debate implies the need to win? If we were conscious enough to observe our own egos, we would have stopped dividing and start synergizing. The most needed form of political leadership is synergy not division. However, it is the least practiced one because we (global citizens) are dominantly unconscious as a society.

Blinded to potential

When we are unconscious, we lose sight of potential and all we perceive originates from the senses. Possibility blindness derives much of chaos, war, poverty, disease and all forms of social pathology. Like a piece of painting art framed in a canvas, we don’t see ourselves. In every generation gone by including the one at the brink of massive transformation at the beginning of the 21st century, only few people could walk away from a long-held status quo and societal norms and shed light on our social behaviour in a completely neutral and detached point of view. Especially now, the 3rd

decade of the 21st century when people could develop an algorism and write codes after their own state of consciousness, some irreversible societal crisis could happen. For example, 250,000 Indian farmers killed themselves in 16 years because of Monsanto's unfair patenting of GMO seeds as compared to a traditional seed-sharing practice among farmers in the whole world. This is consciousness 1.0. As we get deeper and deeper into the mid of the 21st century, pharmacogenomics based on your specific genetic codes will be patented and everybody will be exploited in the health sector as well. Should we impede the development of algorisms, stop cutting edge genetic and epigenetic research or what? No! The algorithm-man and the genetic engineer should be humanely configured first. If they are not humanely configured, their digital creations will definitely be inhumane.

In a nutshell, the purpose of this book is to lay down practical principles that, if applied, will inevitably lead you to a successful and fulfilled life in a way that resonates with the wellbeing of the whole universe. The first principle is, Form follows consciousness; the state of your consciousness precedes and originates all outputs you produce in life. You can't and don't experience something that is not the content of your own consciousness.

Conclusion: You can't and don't really change anything for the better unless you change for the better first. If you want to change the world, see to it that you are the only ingredient of the change you are trying to bring about. The change you make feels like you. It sounds like you. It resonates with you. It receives life from you. You are always creating your world in the likeness and image of your own state of consciousness. Believe me; no quick fix programs can change your world until you change. The change that does not change you will always spring back to the status quo. Once more, the change that changes you always involves the change in your state of consciousness. I cannot overemphasize the vitality of this principle as a prerequisite for all changes, which embrace the whole and leaves no one behind.

Above all these things, please note that the 21st century changes are, in their very nature, different from the changes that occurred in the preceding centuries. There is no time when change didn't occur; however this change is completely different. Why? In the past, changes never happened under every roof at a time. Changes were very sluggish, geography-bound and linear; it was even difficult to notice the change in one generation. Now the future is invading your village no matter where you live in the world. There is no hiding. The future is coming at your disposal and there will not be a

place on the face of the earth that is exempted from this ‘future shock’ experience. Other cultures from far distance are continuously inundating your living room and your family. Until steady state of unified culture is established in the world, which it will, the transition will confuse many individuals, families, businesses, institutions and governments. It seems that 7.6 billion minds are forced into coherent global norm, which will definitely change the collective consciousness blanketing the earth. By the reason of accessibility, no part of the world will fall short of progress. By the reason of resistance anchored in ignorance, many parts of the world will be worse off. Opportunities will be available to everyone; possibility blindness will hinder many from seeing the emerging world for what it really is.

Do we really have unemployment problems, even in the face of the automating super-industrialization? Personally, I don’t think so. In every society, we see problems. Problems provoke the evolution process into the next social civilization. By unemployment we mean, we have completed evolution and there is no more journey to travel. We don’t have problems to solve and we don’t have visions to achieve. We have solved all problems and achieved all dreams. We are ready to go to heaven. Is that what it is, however? I, personally, don’t think so. There is much problem to solve; there remains

ideals to be realized. The question is, “What problems are we trying to solve and what ideals, personal or otherwise, are we trying to achieve?” Even though, we are so civilized and sophisticated, we are still waging war against each other. There are wealthy people who can own island landmasses, private jets, luxury yachts and magnificent mansions in the midst of a city where some people, in big number, still dream about the next meal. I don’t mean to judge any one of these occurrences; I am shedding light on them for you just to see. Despite our diagnostics technologies and pharmaceuticals, we are creating a sick population. While the nuclear blast in the sun could safely electrify the whole world overflowingly, we are still digging oil wells, searching for natural gas fields and meddle with coals and dirty tars. We are sickening the natural soil with our synthetic additives in the name of food security. Aren’t we a really civilized-ignoramus society, grossly? While the global GDP went through the roof, why couldn’t we raise life standards in terms of social wellbeing, happiness, health and radiating peace. What are we looking for all the way from the cave dweller down to the virtual man of the 21st century? Nonsense!

For a scient soul, isn’t it a common sense that evolution should lead us to a better and holistic wellbeing, vibrant health, happiness and dignified humanity? Are we heading that way? If not, we have

many problems to solve and many ideals to achieve. How come unemployment? We have only one problem and its diversified siblings. The problem is our own state of consciousness and its siblings are poverty, unemployment, disease, low self-worth, melancholy and displeasing relationships. Why are we so shallow and nearly lifeless? The deeper you go to the core or your being, the clearer it becomes—that you are the creator of your life. Throughout this book, state of consciousness, level of awareness and paradigm are synonymous expressions.

The deeper you go

The deeper you go the more dynamic the nature becomes. The deeper you go the more nature appears as a potential than a form. When you descended enough to touch the pure consciousness, form ceases to be. The only thing you find is potential. However, be cautious that the unified field—pure potential, pure consciousness, universal intelligence existed before the big bang (burst of creation as superstring) and it is not part of the creation itself. It is the stuff of which creation bursts into being. It is the source of creation sustaining itself and is the cause and effect of itself. Nothing is responsible for this level of existence except the intelligence itself—I prefer to call this level of existence, God. However, everything else in the form of countless diversity,

whether physical or nonphysical, derives its nature from this pure non-physical existence.

By faith, we understand that the universe was created by the word of God, so that what is seen was not made out of things that are visible. ESV Hebrew 11:3

To understand how this works with your physical body, consider the architecture of your brain and your central nervous system with the 192 ascending and descending reticular formations at the lower back of your head. Unified field also, miraculously, broadcasts 192 bosonic frequencies [space-time super-compactification] that match each reticular formation of the central nervous system and the way the DNA receives 192 bosonic frequencies. It is an unmistakable coincidence that the human brain and central nervous system, by design, has 192 ascending and descending reticular formations as the gateway for each frequency of the unified field. Our bodies are built with the capacity to experience the unified field. The human body is designed to channel this energy incessantly as long as he or she is alive. That is the intelligence that permeates and fills our body and controls every vital activities including heartbeat, breathing, excretory system, digestive system, endocrine system etc. By now, you understand that it is not the food you eat and water you drink that keeps you

alive, right. It is that non-physical intelligence that percolates through your body, gives it life and flows out as the energy signature of your unique body that keeps you alive. This is not philosophy; this is a scientific fact.

Why haven't I known this for so long?

You can see your potential only when you turn inside. Potential is an inexhaustible divine energy that flows through you when you resonate with it—and we are designed to resonate with it. Potential does not belong in the physical realm. It belongs in the causative consciousness realm. Once you name something, you qualify it in some way, you put tag on it, you marvel its magnificence, it is no more a 'potential'. Potential is infinite possibility residing in the realm of the field of intelligence that is beyond the shallow analysis of the most educated intellectual mind. Once a book is written, it no more a potential. Once the song is sung, it has solidified into form and it ceases to be a potential. Once an athletic performance is demonstrated, it cannot be described as potential. Once you demonstrate an awestriking stage performance, it is no more a potential. Once alphabets are arranged in a unique orchestration, they cease to act like a potential meaningless collection of letters. They assume a meaning. Once a stem cell becomes a muscle cell, it ceases to be a potential cell. This 'potential' thing is not a private property. It lies at

the foundation of every creation in the universe. Potential is the energetic quality difference between the manifest and un-manifested worlds. Electric current flows from high electrical potential to low potential. Mass falls from high gravitational potential to low potential. As electrical potential difference [voltage] and gravitational potential difference cause the flow of electricity and the fall of an object respectively, the materialization of any ideal [vision] is compelled by the mind potential [the potential difference between raw possibility and mental conviction of that possibility].

The whole universe: animate and inanimate is designed to follow the principles of potential. Consciousness is potential. An idea, a concept, a business model, walk of life, wealth, health are its earthly polarizations. Pure consciousness is the foundation of nature where mind and matter merge into no-thingness. It is the stuff of the universe out of which the universe originate and is sustained by.

Animals manifest the physical end of 'potential' through their innate and automatic instincts that govern their lives. That is how they breed, raise their young, protect their clan, feed their body, flee predators and hunt their preys. When it comes to a human being, much of what manifest in his world is delineated by his choices and preferences and only few of them are instinctual. Man is

primarily given a gift of choice and that is what brought us here in the course of civilization. While there had not been a single human being seen flying in the air, somehow, somebody chose to fly above the clouds—maybe the wright brothers. When there was no other way that human beings communicate except with the use of their natural voice and through the mediation of air, they chose to communicate to a friend on the other side of the planet wirelessly. Imagination is what makes us who we are more than anything else does.

If abundance is accessible to everybody and anybody, why are poverty-stricken, disease-ridden and unhappy people all over the place? The reason is we have been programmed for thousands of years to believe the evidences of our senses and we haven't been told to this depth, if any, that we are fundamentally potential beings. We haven't been told that we have the capacity to turn our lives around purely based on our choices. At this level, I think, you are inundated by a flood of questions among which one stands out: "Haven't I chosen to live a vibrantly healthy and wealthy life that contributes to the wellbeing of every other human being? Haven't I vowed to myself that I would create this and that kind of life?" And you argue with me now, "This doesn't work. Life is not about choice; it is chances. If it were choice, everybody would have been wealthy, healthy and happy. Don't

fool me into believing this hocus-pokes." Ok, I got you. Let me show you why people live the life that looks like an imposition rather than a choice.

Human awareness houses two streams of consciousness: conscious and subconscious. The following section discusses why many people, regardless of their earnest desire, diligent drudgery and continuous pondering cannot create a vibrant life that could only be thought of like a fantasy or a fiction.

Chapter 2: Paradigm forms and reproduces reality

Principle 2: paradigm is a subconscious blueprint from which life's outcomes decode

How the mind works

Before we talk about paradigms, let's talk about the mind that hosts it. Each of us has two phases of a stream of consciousness in a metaphor of a dam and its overflow: conscious and subconscious mind. The subconscious mind [dam] is who we essentially are and the conscious mind [overflow] is how much we know of that at any given time. The subconscious is the embodied spirit and the conscious is it's manifestation. The subconscious contains vital biological functions, instincts, genetic blueprint and paradigms. It is also part of our being [and the rest of the universe too] that connects us to the world of potentials. This accounts for more than 99% of who we are and what we produce in our lives. Let's take instincts, genetic blueprint and vital functions as a constant for everybody in the world. The major differentiation among people in terms of the quality of life they live hinges upon one big variable—paradigm. Dr. Craig Venter, after completing a human genome project concluded that the human DNA structure is the same by 99% all over the world. The 1% variation arises due mainly to the environmental conditioning or

nurture—but definitely not nature. That nurture is what we come to call paradigm. Paradigm is a pattern we downloaded from the society we were raised in, our parents being super programmers. It is a personal version of a societal tenet and norms and fears and beliefs and inspirations. If you were raised by human beings, without doubt, you have it. If you were raised by monkeys and chimps like a character in jungle boy movie, Tarzan, you have lots of jungle instincts and little ancestral paradigms lingering in your DNA.

I speculate that animals are, for the major part of their lives, governed by instincts. Human beings are majorly governed by their paradigms and few instincts. We have less of built-in instincts and more of intentional choices and paradigms to shape those choices. That is why it takes human beings years or at least months to be able to walk, talk and be conditioned culturally to do what their parents do. Unlike animals, Bob proctor says, we are disoriented in our own environment because of the choices available to us through the prodigy of the built-in imaginative faculties at work in us.

Look around you: the buildings, trains, cars, mobile phones, space shuttles, TV, Internet, home appliance, airplanes—number them, they were once in the minds of people. Again read history books or visit museums: the demolished cities of Europe during world war II, the fiercely competing commercial environment, nuclear warheads, deadly submarines, supersonic fighter jets, artillery

of different kinds, divisive political ideologies—you name them, were also made by the same imaginative faculties. Positive or negative, what we imagine is influenced by the subconscious programs that are running at the background of the imaginative conscious faculties of the front stage.

We have all the reason to believe, especially when we are young, at the first glimpse, that we govern our lives but a critical observation of our past results reveals that we [the conscious we] don't control our lives. What? We don't control our lives, you heard it right. Even our small decisions are postulated by the subconscious programs that are running on the backstage of our conscious awareness. In fact, the subconscious decides first, based on the nature of our paradigms, and then writes us a meme about the decision it made to think about it. Having received the meme, the conscious mind interprets the decision proposal handed from the subconscious as though it were its own original thought. Then, in ignorance, we think that we analyzed and made a decision though the decision was made and forwarded 'to the conscious us' as a 'for your information' message from the subconscious mind. We mistake that message to mean our conscious thinking. If you really want to understand how this works deeply, I refer you to Dr. Bruce Lipton's book: The biology of belief and Dr. Joe Dispenza's book: Evolve your Brain; Daniel Kahneman's book: Thinking fast and slow; Malcom

Gladwell's book: the power of thinking without thinking.

The subconscious mind acts in the 'now' based on the subconscious repository of past experiences learnt from other people. Other people control our thinking and our results remotely but unconsciously through the paradigms they handed down to us. Where did they get it from? From their ancestors. Where did their ancestors got it from? From their ancestors. As you might have seen how people behave in street demonstrations and even in parliamentary meetings, we have enough of ancestral primitiveness and much of our civilized folly hybridized. The subconscious mind does not recognize the future and the past. Its ultimate function is to produce results now based on what it knows from the past. In other words, it is the honest perpetuator of the past. The past recurs in the present moment through the programs that are running in the subconscious mind. The subconscious mind does not reason or rationalize. It goes to work to realize your convictions and assumptions. It is the manufacturer of results based on the specifications of your assumptions.

"Be careful how you interpret the world; it is like that." [Erich Heller]

If your assumptions are outlandishly bright, it will do miracles. With the same token, if your assumptions are destructive, it will destroy your

life. It has only one rule: transmutes itself into its equivalent form. In fact, it makes itself into what you deeply believe. If we are disease-conscious, contracting disease is inevitable. If you have self-doubt or mediocre self-image, it shows up in your relationships mirroring back what you believe about yourself as viewed from other people. If you are lack-conscious, real poverty is looming.

We have a cognitive mind, which draws conclusions based on the deep conditioning in the subconscious mind. The deep conditioning overlaying the surface of our subconscious mind controls our income, health, relationship and self-worth. 90-95% of the results we produce are attributed to our paradigms according to the workings of the subconscious mind. According to cognitive neuroscientists, we are conscious of only 5% of our cognitive activity. According to Dr. Bruce Lipton's YouTube video titled, 'Rewrite your mind' he proceeds to explain that 95-99% of your life comes from your programming in your subconscious mind. It is wise to ask at this point, 'What is in the programming that controls 99% of my life?' This is the working principle of the subconscious mind: it expresses what is impressed on it, always and without exception. You might wonder if there is any hope to control our lives consciously. There is a sure hope. This is how: we use our cognitive mind to define a theme of our goal, write a detailed script for the scene to be rehearsed and rehearse it until it feels natural. The real acting on the stage will be

taken care of by the subconscious mind. I will cover this in chapter seven of the book. For now, let's see what paradigm is, how it was formed and its insidious characteristics that deceive us.

Paradigms

I do not hesitate to maintain, that what we are conscious of is constructed out of what we are not conscious of—that our whole knowledge, in fact, is made up of the unknown and incognisable. [Sir William Hamilton, 1865]

According to Sir William Hamilton, what we claim to know in totality: our beliefs, self-concepts and worldviews have all been programmed into our subconscious mind from which we would later think. This means that we believe what others believe; we see the world how others see it; we see ourselves as the majority value themselves. We are literally bought into other people's way of life. This may be displeasing to a privacy-first sort of a person but it is true anyhow. If you see it deeply, 'the way of the majority' has a profound implication on who you think you are, your perception of the world you live in and what you believe to be true.

If you ask a typical person as to how she characterizes her life, she is quick to respond, "I live in struggles. I do everything it takes to improve my life, man, it sucks. The harder I try, the tougher the life gets. These days, it seems to me that I am

not cut out for success. I am far from achieving what I thought were achievable during those warm childhood days." Rarely would you find people who say, "I am doing what I love doing. I am positively contributing to the betterment of many lives through my services. I am learning and improving every day. That is what I want to do with my life and I am already doing that." Let me continue with my interrogation to the young woman, "How could that happen to you?" She takes deep breath, her voice goes rough, and her hand move all around her body, looking away from me begins talking as if talking to another person. "You know, I have all good intentions to enjoy life, free myself from lack and limitation, to be healthy and to have vibrant relationships with every human being I encounter. I am not indolent—I give it all I have. I work 16 hours a day and six days a week. I do my best to appeal to every human being I would encounter. It just sucks. I can't blame myself for complacency or bad motives. I am a well-meaning person. I don't know what happened. I went places to see what the lives of successful people look like and I observed that they are at ease; they do the things they love doing and it prospers. They start business, it gradually rise. Their energy is enormous. Their relationship is alive. Me? Boy, opposite. What can I do? I tried to emulate these people but it didn't work. At least I don't regret for not trying."

Have you ever heard people say, maybe on a bus or train, overheard a conversation, or heard someone talk around a café table, sharing their experiences

in the manner that look like this one? I have been exposed to such kinds of lamenting in many instances. If you haven't ever been familiar with such discourses, it must be a miracle. More than 95% of world's population chat every day, in every circle this way. If you don't believe me, go to your favourite café and sit at a strategic table; or board a public transport and calmly listen; or attend seminars where people reflect their feelings and neutrally listen to what they have to say. Calm your own judgements, prejudices and criticality and openly listen to voices from every table around you by tuning into each of them turn by turn. What have you heard? Maybe a different version of the above dialogue.

In 2019, I have met a Tanzanian young man who looked strong and wild like a Tarzan. We were, by synchronicity beyond our knowing, sitting next to each other in a small internet café. Finished with my business of sending a e-document, I was about to leave the room but noticed something. This man's strange behaving grabbed my attention and I settled for extra minutes to see what was happening. He was audibly cursing and lashing out at someone at the other end of his email box. He didn't stop that for fairly few minutes. He pounded the tabletop with his clenched fist and shouted. I asked,

"Can I kindly help you, brother?" He looked at me and faintly nodded.

“You know, they have given me a wrong email address. Worse, they gave me a wrong telephone number. I can’t even call to ask for clarification in the email address and I can’t even go to their office in person because they wouldn’t let me in without a prescheduled appointment. What can I do?”

He was telling me about some crooked characters as if we knew them in common. I drilled a little bit to see if there was a specific problem we could solve. He showed me a brochure on which is printed email address of an organization he was trying to send an email to. With his permission, I took the brochure and dictated to him while he typed into the email address bar. Finally, he hit send. Bum, it was sent. I again dictated to him the second address, he typed it in and hit send. It was sent. There made an error in mistaking a hashtag sign (#) for a hyphen (-). When he replaced a hashtag sign with a hyphen, the problem was gone.

He smiled and shook hands with me as a way of saying ‘Thank you!’ we left the internet café, climbed down the stairs and went to the neighbouring hotel to have tea.
“Where are you from?”
He comfortably said, “My name is ‘H’; I am a Tanzanian and I am a slave.”
I was shocked by the fact that he didn’t show a sign of discomfort in introducing himself as a slave.
I said, “What, slave? What do you mean?”
We sat there and he talked for two hours without disruption about the social classes in Tanzania and

what he meant by slave. He told me that he was born to a slave man whose wife [his mother] was taken away by non-slave fellows to make her wife and servant when he was only about two years of age. He said that he didn't know where his father went at that moment. Furthermore, he was separated from his mother and was made to live on streets. He said that he was thrown out mercilessly, snatched from his mother's bosom, when he was too small to treat cruelly.

He said, "From that time on, every man and woman I met open their eyes to see a slave and I understand that by the way they move their eyebrows. I went to a very desolate kindergarten school and everything was as I expected. The kids knew that I was a slave—they treated me like a slave. They play with me as a final resort when there was no one to play with. Even the kids made me to assume a slave character when we played and I did so. I was always cheap and extraneous to the society. When I was grown enough to have a job, I was recruited as a hotel waiter and my salary was much less than the non-slave Tanzanian working with me in the same job description. Almost all old rich men in my country asked me or forced me to have homo-sex with me. Even foreign citizens treated me like a slave because they knew that I was so. I tried everything I could to change my life: I joined Rastafarianism and grew my hair into entangled threads. I became a songwriter and singer and I loved that, I became a good fashion

designer with little training. I finally joined Christianity but none of them liberated me."
He told me story upon story that boggled my mind. I was massively pregnant with sorrow and sadness at the end of two hours. I couldn't ask or talk a thing. When it was about to get dark, I said to him, "Could I ask for your time tomorrow morning in my office at 8:30am because it is getting dark now and, frankly, I can't listen to you anymore."
He agreed. We shook hands and parted. When I arrived home, hot tears began to run down my face in four streams. I tried to soothe myself but I couldn't. My wife was confused,
"please tell me. What happened?"
"Nothing. I met a man who told me a sad story I couldn't carry. I can't and don't want to tell you the details. Everything is ok with me, come down."
The next morning, he arrived at exactly the appointed time: 8:30am. We dashed to a nearby coffee house and sat opposite each other—eye to eye. I said,
"I listened to you for two hours without disruption until I got sick yesterday, right!" He nodded in agreement.
"Today, I never allow you to interfere with me unless I invite you to do so. I can't overstate the fact that you are deeply convinced that you are a slave. Nobody, even angels from heavens, can dissuade you out of this persuasion. You are a final judge in your life."
By the way, he was in Ethiopia to file a case to the African union court about the abuse he received

from his fellow citizens by implanting him with surveillance chip in his right hand. He came here to have a legal proceeding on the right to get the chip out of his body through deep surgery.
I continued,
“The fact that you are deeply embedded with the firm belief of being slave hurts you for the rest of your life far more than a chip that was implanted in your hand does. If you are free in your spirit from slavery, I am sure you will get the right justice on your deep surgery very easily. The final decision, though, decision without appeal is made by you, not by the African union court. If you keep on claiming that you are slave but managed to get the chip out, your flesh may be free from impurity but your core being—your spirit is going to remain embedded with even torturous chip—I am slave. The judge might decide that you are entitled to the right to get surgery on your chip. Even the whole world might agree to that. However, if the whole world frees you and only you hold yourself captive, you cannot escape from the prison. On the contrary, if the whole world convicts you of slavery and only you justify yourself to be free, you are forever free. It is all your choice and you can make that choice here right now.”
As I talk, his skin was radiating with brighter and brighter light that he couldn’t contain himself at the end. He stopped me. He said,
“I am not a slave anymore. I am free.”
Without addendums, the tone of his voice, the vibrancy of his colour completely changed in my

very sight. As long as I had information about him, his judicial process was going well in his favour. As a final reflection, I would like to ask the reader this question: who is it that kept Mr. H in slavery? Essentially, he received the law from his environment and importantly he agreed to them. People told him that he was so. The social mirror plus personal agreement to it equals real conditions of life. This is just one case. There are billions of such cases that are better or worse than this case. However, the same thread runs through all of them. Society gives them the image of how they should look and the majority agreed to it as a final truth. This is foolish compliance.

Collective slumbering

You might say, "If we accepted the blueprint of who we are from the society, primarily our parents, what is the point in discussing about things that we have no control over?"

That is a good question. The point in discussing about the issue of paradigms is not to nullify the conditioning of our society but to replace it with a new script that reflects our ideals—new paradigm. I was fascinated when I first heard that a human brain is neuroplastic and that a person at any age can change his future by learning new ways of thinking and feeling. As a kick-off, let me give you two things you could do right away so that you will begin changing your world.

One: recognize that your self-concept, your worldview and your cherished belief systems were given to you by other people. They were given to

you when you had no choice but buy into them—during your impressionable ages from 0-8 years. Now, if your inspirations, desires and wishes don't align with the results you are getting, there must be something wrong. Either you have prohibitive rules in your paradigms against the fulfilment of those desires or your desires are not clearly articulated for your mind to follow. Let's start from the former. As most of us do, most likely, you are deadly blocked by your prohibitive paradigms. "What shall I do, then?" In all changes, the first step is to recognize your position and want to leave that place by taking initiative. This process is so intentional and self-initiated that you don't need other people's approval of it. So, the question is, "Do you believe that you are hindered by a force you can't explain and on the other hand you have a burning desire to dislodge yourself from a current position?" If "yes!" is your response, you are at a position to begin to rewrite your agreement with the universe and yourself.

Two: ok, you are ready to set out on a new journey, now. Where are you going? Many people don't recognize the fact that mind is a goal seeking mechanism.

We are engineered as goal-seeking mechanisms. We are built that way. When we have no personal goal that we are interested in and which "means something" to us, we are apt to "go around in circles," feel "lost" and find life itself "aimless," and "purposeless." We are built to conquer

environment, solve problems, achieve goals, and we find no real satisfaction or happiness in life without obstacles to conquer and goals to achieve. [Dr. Maxwell Maltz, Psycho-cybernetics]

Unless you give it a goal, it defaults you to the triviality of everyday traditions. It does not take more than few minutes before you are in the midst of the mediocrity you were used to, unless you know where you are going and take your journey like a person walking on a thread stretched between two skyrocketing buildings. You cant afford to go unconscious. You risk your life, your greatness, your ideals, the best version of yourself. Once you have one irreplaceable priority, marshalling every bit of your energy towards this new thing is worth the investment. But what is your new script of your new life? We will go in detail on this theme in the fourth chapter but for now, see to it that it is critical for your future to have something concrete to aim at. And this thing, this future script of yours should majorly contain something that inspires you and has a big impact beyond your personal life. It must be loud enough to be able to awaken you from your slumbering in a deep collective unconsciousness. More than anything, it must be something you love being and doing.

If you see it from a high vantage point, we live in a society where the majority crowd is chained neck to neck, and feet to feet and march together to go nowhere. I repeat Mark Twain's remarkable

assertion, ‘Whenever you find yourself on the side of the majority, it is time to pause and reflect.’ Don’t be deceived by a notion that democracy is where the voice of the majority reigns. To the crowd, that is the ultimate truth. Yeah, it is true on a coarse social level. However, how do you apply it when you go home and there is no money to pay bills? Will the crowd come at your rescue when you have a terminal disease? Man, we live together but we very live alone. We must learn how to be independent and interdependent because both are at work in real life. You have to be able to stand alone to be able to matter much in togetherness.

Results don’t lie

See your results. Are they ok? If they are entirely ok, you don’t bother reading this book. If they aren’t, why? Why do your results deviate from your desires so much so that you have now concluded that desires are evil hallucinations that cannot be realized. But don’t you know someone who has already accomplished what you hope to accomplish; has what you wish to have; become a kind of person you emulate to become? Don’t you know anybody who falsified the myth that desires are evil hallucinations? If you are a high school student aspiring to become great, please do it right now. If you are a university student waiting for your graduation to do real great things outside of the university, you are massively misled. Please do it right now. There were many university students including Larry page [Google] who did great things while they were still in the university. In fact, there

is no more appropriate time and place to build your greatness than a university regardless of the quality of education being offered. In the 21st century, you have all the choices in your palm, and you can't complain about the sure unemployment 'opportunity' that is awaiting ahead.

If you are an unemployed graduate young woman, why don't you go and serve for free in the organization of your choice. You are free because you are not paid. When you are free you can do miracles that may lead to high-pay jobs or more. Are you waiting for opportunities to land you? That doesn't happen. You land them by doing unusual things like, 'develop a transformation project' and submit it to the organization you want to be recruited in, explaining that your motive for doing that is to prove the validity of your transformative ideas and not for any compensation. I assure you—you shall be compensated. From there or from elsewhere. You know, unemployment is a mind-set. It doesn't exist in reality. Go add value to somebody, some organization or a company for free—and you will be paid. It is not possible that your positive energy flows out and comes back to you empty. "What shall I eat when I give free service?" What are you eating now when you are doing nothing? You reap what you sow. So, sow and you shall reap. That is a timeless principle.

Now, let's go back to where we left. "Ok", you say, "I got it. I recognize that my results are controlled by incongnizable forces that work incessantly through me. I also got the fact that new script is

needed on my part to replace those old programs. What shall I do now?"

At the end of 2018, a father of a young boy called to ask me to coach his son. I asked him to send the boy to my seminars so that he can meet me there. He insisted that his son had many problems and he needs private coaching. I said, 'Ok, would you come to my office alone, first?' He came. We shook hands and he sat in front of me. In my guess, he is around 58. He is a handsome person with little scorched skin overlays on his cheeks, straight nose and brown skin colour. He sat down calmly for several seconds as if he didn't know where to start. He started talking, "My son has many problems. I have two children and he is the elder. His younger sister was one year behind him when they were high school students. At my persistent nudge, he completed high school and joined university. I suspect that he seemed to smoke and drink alcohol since he was around 9th grade. When he joined a university, he burst into all forms of addictive substances including heroin, cocaine, marijuana and other weeds. When he was a 3rd year student, he was dismissed from the university. I, what else could I do, took him and registered him at a private college in this city so that he completes his degree by requesting for exemption on some of the courses." He paused and looked at me, "Are you listening?" "Yes, very attentively." "Do you know what happened in that private college?" I sagged my neck as a sign of curiosity and he continued. "He started a new form of addiction; laying with every women

he got. That was more problematic than the previous ones. In a motive to solve that problem, my old friend and I arranged a ceremony where his daughter and my son got drunk and were left alone in my home. Our plan was successful—she conceived but he hated that. We couldn't convince him of their marriage because he understood our scheme. We took him to psychiatric clinics and it would rather reinforce his conditions. I took him places in other continents and he wouldn't show sign of reorientation. I am hopeless. I raised them alone. Their mother and I divorced when they were only small kids. I caught her with other men many times and I couldn't bear that anymore. She flew to USA, right away. From that time on, I raised them on my own. What can I do? After all those years of concerted effort, I am losing my son. Can you help me?"

"With some conditions, yes." He eagerly murmured, "What is that?" I told him that it is even worse to tell his son that there is much problem with him to fix. "If you tell him that you are taking him for counselling or coaching, unless he understands it, he will take it to mean his conditions are out of his control and that makes him even more powerless in his decisions. So, arrange a scenario whereby you come to my office as a visiting friend rather than as a father who takes his son to a psychic expert, which I am not." He agreed.

In two days, he came back with his son. He knocked and I dashed to open the door. When I opened the

door, I understood something was wrong. The young man was furiously angry. I got them seated and we began chatting this and that. Luckily, the father moved out of the office to pick up his mobile phone—maybe he deliberately did that.

I asked him, "What is your vision, young man?" Upon hearing what I said, his forehead wrinkles begin to ebb. He exploded with the ideas he had in the area of ERP software, Artificial intelligence and automation. Finally, he asserted, "I want to work on AI my whole life." "Really?" "Sure!" I couldn't believe what I was hearing.

"You were furiously angry when you entered, weren't you?"

"How do you know? I were almost about to disgrace you by not responding a thing to your questions."

"Why were you angry?"

"I was angry because my father forced me, when he couldn't convince me, to come here to be counselled by you. I hate somebody who tells me all the mistakes I have committed all over again and hurt me. From very moment we began talking, you haven't asked me about anything that went wrong with me. I like that. Nobody asked me what my vision is. I tried to tell dad that I want to write code for AIs and he wouldn't hear me. He considers me like a teen who doesn't get anything right. All he tells me is 'You have to correct this and that mistake, you have to part company with X, Y, Z.' Am I not mature enough to choose friends. What is he in this?" I assumed a position of a conductor and he was the orchestra. He knew what to do; I knew

how to guide him to do it. Finally, he came up with a clear map as to how to start a new life including articulating his priorities, reconsidering the quality of his friends and getting his behaviours comply with his new identity.

Come on reader. Are you getting the point? You cannot move out of your problems by knowing more about your problems. The only way out is to create a new script of life—what is your vision. You might be an athlete, a politician, a student or a start up business man, the same applies. What is it that you want to create? The reverse is a wrong question, "What is it that you want to avoid?" You have to use all the energy you have got and invest it in what you want; nevertheless you have to be on your guard not to squander a bit of your attention by focusing on what you don't want. Never pay your attention to what you don't what; it is a waste of energy.

Though, note that, almost all social setting around you: schools, hospitals, families, politicians squander much of their energy on the very thing they want to eliminate. Let's take a typical family for example.

"Mom!" the kid searching his school bag enthusiastically says to his mother, "I brought my exam papers. I got three subjects 10 out of 10 and two of them 9 of ten." Taking the question paper from him, Mom shuffles through the papers until she gets the 9 out of 10 marks. "Come on here! Haven't I shown you this math yesterday? How could you get an x on it?" The kid's enthusiasm

vaporizes into nothing, hearing this. The mother, innocently, meant to make him perfect. However, she is cultivating in him 'mistake consciousness' which reinforces itself the next time by the getting of 8 out of ten rather than 10 out of ten. If a kid gets 9 out of 10, why can't we congratulate him on the 9 correctly answered questions rather than torturing him by the one mark he missed? On the surface it makes sense. For the untrained person, it naturally seems that telling someone of his weaknesses make him improve them. If you are programmed to be weakness-conscious, you can't see your strength—Never!. If you are programmed to be power-conscious, your expanding awareness chokes out your weaknesses out of your system and replaces them by strength. Whatever you attend to gets your life. That is how it works. That is why mind experts caution you against focusing on what you don't want, even though it appears a sound approach to life. In conclusion, until you get the ideals toward which you aim, all you do goes to futility

Schools do the same. They penalize mistakes. So, when the young girl becomes a woman—going through schools, she is already overcautious enough not to try to choose her spouse—she might make a mistake, you got that? She can't venture to start a new walk of life—she might fail because, for her, it is a risky thing to try. However, if you think seriously, there is no-thing that is risk-free including being alive. Risk-averse people are brilliant people raised to fear new things. They

sacrifice good life for not going through temporary humiliations. “So”, you might say, “shall we encourage wrong things?” No. No. No. We encourage people to try and if need be, fail many times until they get it right. Not trying is an ultimate failure. The deadly failure is ‘not to try’. If you don’t try, young man, you stay there your whole life. You can’t learn a thing and you cannot grow.

Paradigms and collective unconsciousness

You might wonder why educated people with elevated degrees and impressive titles don’t measure up to their designation in terms of real life conditions. If you are a professor and a noble prize-winner in economics, ostensibly natural to guess, you are likely to be the richest man on earth. If you are a professor in pathology, you must be the healthiest woman on earth because you know the cause of disease. If you are a PhD in psychology, your life must radiate your understanding of life’s mysteries. The fruits you bear furnish truthful testimonies about who you deeply are. The question is, ‘Why can’t you help yourself with the very wisdom you share with others, you think, they will benefit from?’ Is academics detached from real life? Honestly, don’t we have secret questions we couldn’t answer by the virtue of our degrees? I argue that people must prove to themselves who they truly are by putting into practice what they know in the fulfilment of their ideals. If they couldn’t do that they aren’t what they claim to be

and they must openly confess that. This was the very quest that started me on this journey long ago. In 10 years of my painstaking study, I found out that neuroscience, epigenetics, quantum and unified field theories, ancient spiritual texts, genomics, psychology, philosophy, personal development stream all point to one conclusion: man is 'potentially' infinite but what he makes out of infinity is determined by his paradigms—his concept of himself, his world view and his belief systems. You are not in a position to create life conditions that exceed your paradigms. No one is! You are equal to your paradigms. However, many people don't have an idea of why their life unfolds in the exact same way it unfolded last year. They don't know what holds them back. This is the darkest of all ignorance because you see the shadow but you don't see the body. In other words, you see your results but you don't see the paradigm that creates it. Because you don't see the cause, you guess the solution intellectually. That is why, though you are intellectually bright, you couldn't shape your future the way you want it to be. You can't plan your way out of a prison when you are unaware that you are in one. You cant fight the enemy you don't know. If prison means to you confinement, restriction, limitation, fenced in, constraint, you got it right. If you have a strong desire to cross familiar territories of your life intellectually, and you always find yourself in the same zone of entrapment—it means that the paradigm is in control. You know you can grow and, in reality, you

have not grown for years—that is prison. You want to lead an abundant life and, inwardly, you know you can, however, you live in limitation and scarcity—that is prison.

Every person that walks the planet asks, "Why am I always here while I sincerely work so hard to get there?" Those who got it right know that it is not the issue of hard or soft work. It is paradigms—unconscious programs handed down to you by your parents, your teachers and your immediate social fabric while you were in the making (0 to 7 years of age)—all of them gave you their own limitations out of complete innocence. You received and internalized their belief systems, traditions, self-concepts and worldviews. Back then, when you were between 0 and 7 years of age, you had no reference or worldly experience as to what is right and what is wrong, what is possible and what is not and, what is principle and what is tradition—you downloaded it from the social cloud and installed it into your own operating system. During the period of downloading, you were in a hypnotic trance-like state of mind that every information came in become the basis for your thinking for the coming wake years. Your life's blueprints were literally encoded into your subconscious mind and you didn't know that. What you know for sure now is that you are consistently getting the results you don't want. Why? It is because the programs in you automatically run and produce the unintentional results that you are getting. And you wonder, 'Why am I unable to solve this problem and that.' Deep

down, you know that you can because others have already done what you aspire to do. Therefore, they are the living testimonies that it is possible—even with rougher ground and lesser profile than yours is. Somehow, but, your big desires float up in the sky and your results congest your living room. 'Why are my desires unreachable?' No answers! Finally, you conclude that, desires are unreachable and it is evil to bother yourself about them. Now that you gave yourself a 'spiritual' justification of why it is safe to quit, you go looking for old friends who have always told you that it is not possible. They look at you narrowly, "Tell us, does that oddity work?" and you ashamedly say, "I confess your prophesy worked." Welcome back to the mediocrity club! Now, they become your good friends who accompany you in your mediocrity and comfort you in your decaying life. That is called conformity—Blending in with a commonplace traditional fellows. So long as you are among them, you will not be incriminated by what you do to your life because that is what they do to their lives. It is so common. When you occasionally move out and meet friends, who were once ostracised by a commonplace friends in the name of odd, bizarre, fantasizing, hallucinating offbeat, you will find that they are in a completely different sphere of life where impossibilities adjust to their expectations. You ask them hesitantly, 'How could this be possible?' They tell you the books they have read, the people they have consulted, the number of hours they have disciplined themselves, the

traditions they gave up and the principles they have relentlessly applied. You wouldn't believe that because your crowd wisdom is in polar-opposite to that. You can't internalize it at once because it is not a tradition to which you relate. It is a principles that you must experientially test. Then you go back to your old comfortable friends and tell them the story. They would say, "This is a woo woo stuff. Do you believe in it? If just doing what they suggest makes successful, why are we surrounded by so many poor people? They are scams—don't believe them." Now you are confused. Your future life is at the mercy of the choice you make now: living in a comfortable tradition of mediocrity OR test the principles that are considered outlandish by many. If your life has some resemblance to this narration, please pause and think because your future is hinging up on your 'this one choice'. If you choose to understand, follow and test principles, this book is for you. This is going to be a great departure in your life; don't take it lightly. However, before that you have to understand the inner world of paradigms and how to transform them. Without understanding its gravitational pull, you can't devise your own aerodynamic way to take off in its midst. Ready!

How do paradigms form?

Diagram 2.1 depicts what a newly born baby looks like graphically. The inner circle represents the subconscious mind and the concentric green circle represents the physical body of an infant. The five feelers sticking out from the body are the five sense

organs. The rectangular background in blue colour represents the unified field out of which the fetus emerged and in which it is sustained. Before the baby was conceived as a microscopic protoplasm, there was its invisible blueprint in the unified field. Otherwise, the baby wouldn't have been possible in the first place.

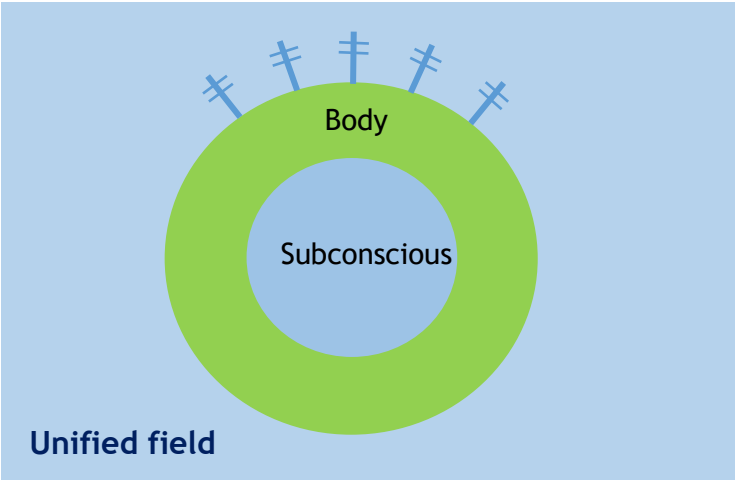

Diagram 2.1: Graphic depiction of a newly born

This universal life force sets out to produce the perfect physical counterpart which would then become a visible creature ceaselessly getting its animation from the origin—the unified field. Before

the brain and the central nervous system were built, the infant gets vital energy through the brain and central nervous system of its mother. Before the brain with its 100 billion neurons is formed,

there was no central command. However, there surely was an organizing spirit that takes a single-celled zygote, differentiates it into tissues and organs, synchronizes their functions and realizes a 'standalone' creation as complex and incomprehensible as a human being. Therefore, before the infant's organs, there were organs in a blueprint in no-form. It makes us to speculate that the process of conception, fetus growth and birth all follow paths that fulfil the development of a physical counterpart for the spirit-blueprint. Like the architectural blueprint, which the real construction precisely imitates, the process of fetus development imitates the spiritual blueprint, which pre-existed it. Note that the father's expressed genes plus his mother's continuous emotional communication adds up in the formation of the fetus's operating system. That means, there is little of a mother and little of a father in a kid, not only physically but also behaviourally and paradigmatically. The good news is that the baby is extremely delicate and soft to be programmed easily at the hands of its next makers: mother, caretaker, KG teachers, fellow kids and the community around it. See to it that it doesn't take more energy to raise the most successful innovator in the world than to train the horrible terrorist on earth. Both need the indoctrination of working paradigms in the infant. Once the programs are in place, forget the kid but the kid will not forget it—never! Paradigms are unforgettable and inconizable. When we grow up, we grow up

believing that the command of life is possible with our intellects but in experience we prove that paradigms don't respond to the jolt of the intellect in its 'emotion-less dry form'. What do you mean? I mean this: see a man whose head is in the sky in business administration, and if that man is not administering any business, that is a clue, that intellect has very little governance over life. Search for a person who specializes in a given medicine specialty, if that man is always having headaches and backaches and stomachache, that is a clue that intellect never help in issues as complex as health. It goes deeper than the shallow intellect.

There was an ancient adage that 'Give me your child until he is seven years and I will give you a man.' is now scientifically valid. Neuroscience [brain] researchers are beginning to understand how kids rapidly download information by measuring the brain's fluctuating electrical activity with electroencephalograms [EEG]. The downloading process proceeds from stage to stage with each stage registering information in a unique way.
According to Dr Joe Dispenza, scientists discovered a wide scope of brain-wave frequencies in humans, ranging from the very low levels of activity found in deep sleep (Delta waves); to a twilight state between deep sleep and wakefulness (Theta); to the creative, imaginative state (Alpha); to higher frequencies seen during conscious thought (Beta waves); to the highest frequencies recorded

(Gamma waves), seen in elevated states of consciousness.

The travel from subconscious to conscious

Delta: Human brain functions primarily in the lowest brain wave levels [0.5-4 Hz] between birth and 2 years of age. This range is termed Delta brain waves. At this level, infants operate nearly entirely from their non-cognitive subconscious domain. This brain wave is equivalent to the brain wave adults generate when they are in deep sleep. That is why infants can't remain awake for more than few minutes—it is almost eyes-open-sleeping. During this period, external information goes in and takes the seat in the subconscious of the infant. This is when infants learn pattern of behaviour like walking and talking.

When you arrived here, you were literally sleeping. To the same extent you were not conscious of what is going on around you, you were widely open to the world of the subconscious and it is safe to say that you were unconscious to this world. It is as if you were awake to the subconscious and were dreaming in the cognitive. The same way we believe our dreams to be true while we are in dreaming, the infant also believes that this dream is true—and that truth is recorded on the subconscious drive to be played later on in life—to the old age.

Information from the outside world enters their brains with little editing, critical thinking, or

judgment taking place. The thinking brain—the neocortex, or conscious mind—is operating at very low levels at this point. [Dr. Joe Dispenza]

Theta: from ages two to six, a child begins to demonstrate primarily a slightly higher brain waves called Theta [4-8 Hz]. At this phase, a child is at a trancelike state whereby they tend to accept whatever you tell them and mimic whatever they find you doing without questioning and second-guessing. This stage is majorly dominated by imagination and very little reasoning and critical thinking. By the way, logic and imagination don't necessarily synergize. It is very critical what you do and what you say in the presence of your kid at this level. For example, conclusions like, "You aren't any good." "Why can't you be smart like Yared?" "Take care; you are susceptible to cold." "How dare you ask this toy, we can't afford it?" are utterly destructive. These simple phrases become inviolable laws of their lives. In so doing, you write an involuntary constitution for your kid to obey for the rest of his life without even knowing that he does so. They fuse into their bones and blood streams that equal or more powerful paradigms can only nullify them. If you, the reader I am talking to, are the young man or woman, most of your inadequacies, self-contempt and all forms of lack emanate from this program called paradigm. More than anything else, this is what keeps the majority in poverty, sickness and melancholy.

Alpha: children within the age range of 6-8 years exhibit alpha [8-13 Hz] brain wave. At this stage, the inner world of imagination tends to be as real as the outer world of reality. According to Dr. Joe Dispenza's book: Breaking the habit of being yourself, children in this age group have foot in both worlds. Even so, they tend to justify things with reason than with imagination. Their analytical mind begins critical thinking. They begin to draw conclusions about the laws that govern life based on their perception and interpretation that is in turn based on their conditioning. This is a critical phase of development in child life because their opacity to the world of imagination begins to deepen.

Beta: as a child progresses through 8-12 years of age and beyond, brain activity increases to even higher frequencies. Brain wave frequencies measuring above 13 Hz shows the emergence of Beta waves. After the age 12, the door between the conscious mind and the subconscious mind usually closes. At this level, children become very difficult to impress subconsciously because they have developed paradigm. This is, for children, a point of departure into the world of senses closing the door of subjectivity and imagination behind them.
As you might conclude, delta and theta waves are completely impressionable because there is no veil between the conscious and the subconscious mind. Alpha is partially programmable. At age 8 and beyond, children grow more difficult to impress subconsciously because they operate from their

paradigms that gives them a sense of autonomy. Beta requires hypnosis or other mind techniques to transcend it and access the subconscious mind. We will see the implication of this development in the next subchapter.

Young children carefully observe their environment and download the worldly wisdom offered by parents directly into their subconscious memory. As a result, their parents' behaviour and beliefs become their own. [Dr. Bruce Lipton]

You might at this level, ask, “How does this apply to my life now?” Let us connect the dots and you will see how it applies to your current life. Go back to that miraculous birthday. An infant arrived with a perfect body and the subconscious mind that contains every vital information about its life. The subconscious mind is the localized version of the universal pure consciousness [unified field] that operates through every atom of your body at all times. Except for the sake of simplicity, the subconscious mind is not different from universal pure consciousness. As time goes on the infant begins to soak up its environment in a completely deductive manner. Culture, beliefs, norms and thought patterns begin to form on the surface of the subconscious mind. This peripheral overlay is called paradigm. Alongside the formation of paradigms, the infant also develops a conscious mind, which is the cognitive extension of the kid’s paradigms. Especially when the kid is in theta brain

waves it downloads every pattern it comes across by mimicking, imitating and emulating. This means that a paradigm, which is a subconscious program, grows along with its conscious expression, which is the conscious mind. Diagram 2.2 shows how the kid begins to grow his version of social paradigm—paradigm—alongside its cognitive extension which is conscious mind.

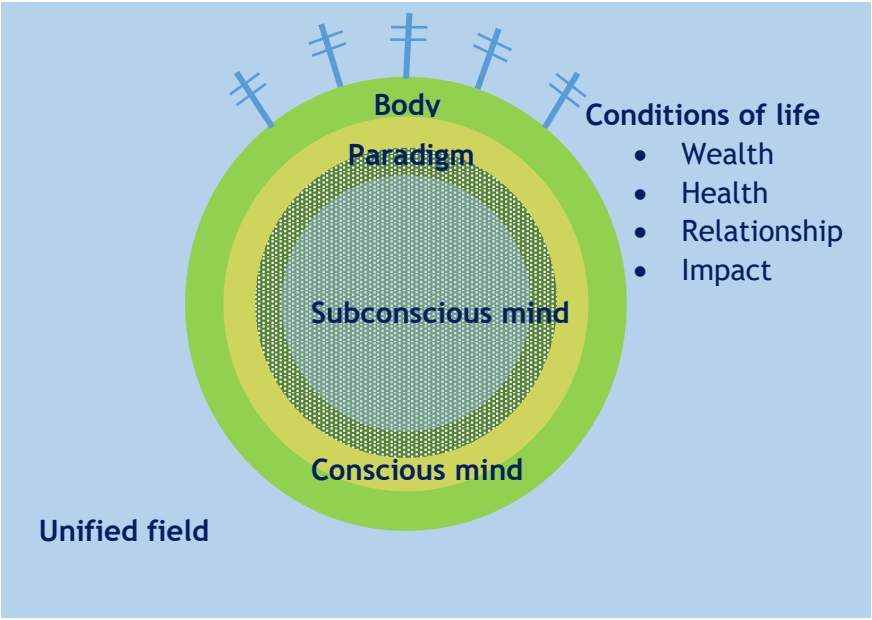

Diagram 2.2: Graphic illustration of paradigm

KEY: This is how you read this graphics: the blue rectangular background, Unified field, is the same with the subconscious mind at the centre of the graphics except that the subconscious

> mind gives the impression that it is local to this specific infant. The unified field also permeates all the rest: paradigm, conscious mind and the body—and there is no place in the diagram where the unified field doesn't exist. When the infant was born, it was born with perfect subconscious and physical body. As time goes on, a unique version of social paradigm typical to an infant's specific context eventually forms on the surface of the subconscious mind. Alongside paradigm formation, the conscious mind, which is functionally the outgrowth of paradigm itself, grows on paradigm's interface with the external environment.

Out of paradigms grow conditions of life and its explanation in the form of intellectual gurgle. When pure consciousness flows through our paradigms and it encounters a paradigmatic drag force, as it ceaselessly does, we experience emotions, to which we give a conscious interpretation with our conscious mind. Therefore, intellect is the outgrowth of paradigms in its cognitive version. If you remove paradigms, your intellect cannot standalone; you will either end up dissolving into pure consciousness or run on instincts like animals. That means you either ascend into the divine or descend into the animals. Thinking is the process of evaluating information based on the contents of the paradigms.

Once a paradigm is formed, the unified field that flows through your consciousness takes the shape of your paradigm. That is why your life's results are reasonably consistent with the pass of time. The paradigm acts as a mold into which that formless fluid substances takes shape. Even though pure consciousness is the ultimate potential substance that can take any shape and size, it never takes any other shape than the exact pattern of your paradigms. That formed pattern proceeds out through you to manifest the results of your life. Your income, health and happiness are the artefacts of this framing process. Your paradigm becomes your consciousness signature out of which the consequences of your life spontaneously emerge. From that is born the conditions of life. The quality and quantity of conditions of life in your sphere purely depends on nature of your paradigm rather than the nature of the source from which creation originate. It literally becomes an interface between an infinite field of potentiality and the realm of reality.

This is what happens when you grew: you first developed a cloudy energy pattern overlaying your true nature; we call that paradigm. Next, you overlaid your paradigms with what seems to be the centre of your awareness deriving meaning from the underlying paradigm. At some point in your life, the backdoor to your true nature was closed or at least got clouded. This left you with one wide open door, one awareness based on realities as projected

into your consciousness through your senses. Finally, the whole world and its contents became to you what your senses made available. At the end, you began to consider anything outside of the world of senses an anomaly, an outlandish hallucination. That is a sad story but that is exactly what happened. Therefore, the light we see, the reality we are aware of comes from information of senses and paradigm-filtered universal intention of the unified field. It means that our cognition is based on two sources of information: information through the senses and information of divine intention through the filter of our own paradigm.

From a unified field, two streams of energy field permeate us: intention and vital energy. Intention expresses in our desires, inspirations, inclinations, hobbies and talents. Vital energy expresses itself in the form of perfect body functioning, optimum immunity, growth and reproduction. For the animal world, what triggers the unified field into action majorly is its own eternal intention through instincts. This intelligence gives the animals a wisdom of how to get food, raise their young, reproduce, hunt, and flee predators. This intention is what gives birth and sustains the whole animate and inanimate universe. No matter how elevated your knowledge is, your heartbeat is controlled by the power you cannot account for, right? You don't really know what is beating your heart, controlling your breathing, maintaining homeostasis, keeping your electrical systems firing, replacing your cells

and tissues, organizing your intricate physiology and anatomy, making you imagine things you haven't seen before and other countless functions. All these things are taken care of by the vital energy flowing into your body through the 192 ascending and descending reticular formations and into and through every organ of your body through your meridians. You think that you are separate and independent but you are only a localized agency of the same universal intelligence that works in and through you and everything else. Plants grow in silence but they don't have the intelligence you claim to have. Why? Because they are utterly vulnerable to this ocean of intelligence and that is why you don't find obese among the lions even though they are carnivorous. What is different about you is that you can choose your life. The intention that flows through your consciousness breathes life of vision, purpose, inspiration, desire and positive impact into you. You might not notice it but it is always there. Plants and animals are completely on instincts. They don't think or imagine. They comply. Human beings can channel the intention energy flowing through them into anything miraculous, massive and impactful. Intention [the intelligence that works through them] directs the animals and plants in a pre-determined path but we are given a brief moments of free will to channel this energy to the end we desire.

Plants for example, do many more intelligent things than you intellectually do. They catalyse the reaction between C_2O and H_2O by the use of electromagnetic radiation from the sun, build complex organic compounds, replenish the atmospheric O_2, conserve soil and life in it, reproduce themselves and maintain life on earth without going to kindergarten school. If plants are gone from the planet, you are no more. The question is, "What is the motive that operates behind the scenes to keep the universe as it is and guides its evolution?" It is the intention intrinsic in the unified field. Nobody can explain why you are intended here. If you really think deeply, we live in mysteries that science cannot explain. Leave alone other things, you cannot explain your body populated with 70 trillion community of cells that work together with incomprehensible real-time communication. As I have explained in the other section of the book, all these trillions and quadrillions of synergized processes are orchestrated by the unified field that permeates your whole body through the 192 ascending and descending reticular formations [gateways to unified field] that corresponds to 192 fundamental frequencies [tones] of the unified field.

You are designed to hear God speak in all range of tones. You are intended here but you cannot explain it. You haven't negotiated with anybody or anything, your date of birth, gender, place of birth, skin colour or who should be your parents. You are

here anyways. Who are you? What are doing here? What is the purpose of life? Nevertheless, if you listen, you can hear subtle voices arising in your core that you are a perfect expression of the absolute with a purpose to serve. You are way more than cells, tissues, organs, systems and the organization of this 'material' stuff. You are the center of divine expression. It is up to you to take or reject. You are the center of divine expression. You are the active tip of infinity. You are the agency through which infinity expresses itself as a conditions of your life. However, note that your paradigm is the mold into which infinity flows and takes shape.

The other agency that triggers the unified field into creation is human imagination—you heard it right—human imagination. Vivid and silent imagination of a thing or a condition is what drops pebbles on the surface of this intelligent field. In other words, imagination is what moves the field of potentiality toward a process of creation. The ripple that originates at your core soon becomes the blueprint of evolution to the edges of the universe. I suppose that you understand what a hologram is. The universe, including your own body and mind is holographic. Whatever happens in there is instantly duplicated in the entire energy field bathing the whole universe at all size scale.

The flow of intention [intention is simply the intelligence that keeps your body alive] of the unified field through our body orchestrates the vital

processes of life to keep us alive. The flow of intention through our consciousness also expresses itself as desire, novelty and creativity. The day we were born, we were more mobile, fluid and amenable to the flow of this filed through us than any other time after that. At that time, we were transparent like glasses that let the unified field flow through without limit. We radiated high-frequency energy, which is a characteristic of the unified field itself, which affected everybody around us. That is why small babies are cajoling to touch than grown children or teenagers. The more we grow, the more opaque we become. That opacity to the unified field is a function of the layer of paradigms we lay after every experience. Once the opacity is dark enough to blind us to the unified field, we begin to use an alternative window to see through. The window is what would become a set of five sensory factors sticking out from our skins: eyes, ears, nose, skin, tongue.

Surprisingly enough, we were encouraged to use our senses beginning from home, kindergarten all the way down to universities. We were told to remember PowerPoint slides, figures, mathematical formulae or a list of things. If you remember your notes and answer questions, you will get ‘A’s. ‘A’ students are said to be smart. When these students are exposed to real-life problems, they are the ones that score the least because they don’t think. The variation in quality of life among citizens of the world originates in the

mass of paradigms we carry around. The more opaque our paradigm is, the darker, unpleasant, poor, sickly life we have. The more transparent our paradigm is to the unified field, the more vibrant, abundant, healthy and joyous our life becomes. The amount of divine light radiating through us depends on the overlaid opacity of our paradigms. Imagine that you are in a room, which opens to two worlds through two windows; one window is opaque and the other is transparent. The opaque window opens toward pure consciousness and the transparent one opens toward the physical world. Which window, do you think, will you spend most of your time at? The transparent window, yeah? However, what do you see? Buildings, houses, people, trains, airplanes, animals, plants, poor people, rich people, sick people, healthy people, happy people, melancholic people, colours, forms… The more you see them, the more you are hypnotized by what you see and more likely to be impregnated by them.

Especially when you appeared on the scene for the first time, you looked like a video camera focused on the immediate environment and recording everything coming into its range of vision. It is the same with that little you. You soaked up everything and stored it in your repository so that you will play it over and over again for the rest of your life. That is when 85% of your adolescent personality was established. Those recorded videos are going to be your reference to which you compare and validate everything you experience afterwards. They

become your laws, norms and guidelines. When you judge, you judge from that point of view. When you appreciate, you appreciate in reference to your stored data. If you are not aware and if you can't pause and reflect, you go to grave confused as to why your life is stuck on the same track. A man of a senses is a slave of his environment.

As we grow up further, we become more acquainted with the sense world and develop a dimmer and fainter relationship with the subjective world of pure consciousness. In the process, we begin to use our accumulated sensory knowledge to explain the world we live in; that is the birth of intellectual cognition. Even as we grow further, our parents take us to KG to train our intellect through our senses only. It goes on and on until we don't know that there is another reality such as to be explored by the use of our imagination. We spend a major portion of our life to educate the sensory intellectual mind without any regard to the subconscious mind. As we go further, we become heavier, duller and bored. Unless our school systems are transformed to include our subconscious minds and its relationship to reality, education will do no more good than a boring entertainment.

Ways of the two minds

According to Dr. Daniel Kahneman the author of a book, 'Thinking fast and slow', we have two mind systems. One system is fast and the other is slow. The fast one is unconscious and effortless. The slow

one is cognitive and effortful. They are also different for the fact that the adaptive unconscious is a multi-task mechanism while the cognitive mind is linear, jumping from one idea to another. To go about shifting our paradigms, we have to understand how these two aspects of the mind work and how they talk to each other. The change of paradigms involves changing the conversation proceeding between these two entities working inseparably together. Training the cognitive, as we mostly do, without addressing the subconscious, is a futile project—it doesn't produce lasting results. An intentional direction of your subconscious mind is also the impossibility without using the master gatekeeper of your life—conscious mind. Therefore, we are required to understand the unique ways the two minds learn and how they work together to change your life in a flow. Chapter 7 is dedicated to explaining how you use your cognitive mind to impregnate your subconscious mind with the wildest ideals you have ever hoped to realize and realize them.

Let's have a rough glimpse of how these minds work together with real-time synchrony. Let's imagine that you are telling your friend your childhood story while you stroll down a street together. On your way down a street, there is a gorge you must cross to the next beautiful, green and clean village where you planned to have coffee. At that confluence, you notice that a turbid flood is running down a stream beneath the planks over which you cross the gorge. While you are still at the midst of the story, you

come across these two parallel planks laid across the gorge for you to cross along. You begin stepping on the planks. Now, you have to independently walk on your own separate plank laying parallel across the gorge until you cross it. Mind you. A little tilt could drift you down a cliff into a muddy flood and you cannot afford to take your attention off your walk. Can you keep on telling your friend the story while you are stepping on the planks?

You suddenly stop speaking, don't you? You do. Why? This is why.

When you were walking down a street, you thought that you were both walking and speaking consciously. However, it is not possible to do two things consciously at a time. What really happened was this: you were speaking consciously and walking unconsciously. However, at the moment of your encounter of the gorge, you had to consciously guide your legs along the plank. Your conscious mind abandons the business of talking and takes on the business of walking. One of two things happen: you either stop talking altogether or your subconscious mind takes over and talks about maybe irrelevant issues related to the plank or the gorge or the muddy river or its past experience correlating to this scene. Always and only, when your cognitive mind chooses what to pay attention to, the rest of your life—your unobserved life—will be taken over by your subconscious mind. As long as your life is concerned, whatever is not attended to by your cognitive mind is on autopilot. The

subconscious programs—paradigms—fly your life to the destination dictated by the paradigms.

Imagine that you are in the midst of Atlantic Ocean boarding a ship. You are hopping to land Lagos but you have no idea in which direction the ship is sailing. You trusted your captain but your captain didn't know your intentions. However, the captain's plan was to sail to Cape Town. He was the one who used all instrumentations and autopilot functions to direct the ship according to the plan. When you port at Cape Town, you react to the situation. "What? Haven't I the desire to land Lagos, why in Cape Town." Many people make a new-year resolution every year with clenched teeth and voiced vow. When the year rounds up to its tail, they are at a different destination. They don't recognize that the subconscious is the one who is sailing the boat across the vast ocean on autopilot. Not knowing that they have been drifting away all year long, they blame their misfortune on bad luck, their parents, spouses, bosses, the government, university or department—this kind of life is the life of reactivity. They have been doing this, 'reacting to', conditions for years and insane enough, they keep on reacting conditions all the way down to the grave. What you resist persists, however. Your resistance gives it life to what is being resisted rather than eliminating it.

When you live the life of reactivity, you doom yourself to be equal to the very things you react to. If you are reacting furiously to poverty, it means that you agree to live with it. That is why, 'anti-

terrorism' creates more terrorists of diverse breeds more than it does what it claims. 'Anti-corruption' never annihilated corruption. 'Anti-something' vitalizes that 'something'. In the next section, we will see why people live their whole life reacting to life, even knowing that what they react to reinforces instead of going away [Go to chapter three]. We will also see how we can disentangle ourselves from an entrapment of reactivity to the reality at hand.

Chapter 3: Reaction reinforces Reality

Principle 3: The more intense one reacts to reality, the more vividly real it becomes

Without the acknowledgment of the role consciousness plays in our experiments performed in life's laboratory, what you get are the unconscious expectations of the observers performing the experiments. [Richard Bartlett, physics of miracles]

Reaction as a way to fix problems

If you want to fix a problem, you must approach it from a higher level of consciousness that created it in the first place.

Have you ever observed how people respond to a question, "What do you want?" And strangely enough, many people don't like the question. Internally they talk to themselves, "what is the point? Can I get what I want? If just wanting makes it, why are so many people frying in their wants their whole life and don't make it at the end of the day? It is one of irrelevant questions. Why bother." In my experience with people, most people usually say, hesitantly, "I want to regain my health" "I want to avoid 'Ds' in my grades." "I want to be free

of lack and debt." "I really want to save my marriage" "I want to eliminate my feeling of inferiority"; "I want to get out of depression." "I want to be financially free." "We want to ensure cease-fire" "we want to end poverty" "we want peace" … "we want to stop corruption." Here is the point: the very fact that many people want to get rid of something they don't want in their lives is the very reason these abhorred things persist. Every 'anti-something' is a misdirected energy: anti-terrorism, anti-racism, anti-child labour, anti-human trafficking, anti-hate speech, anti-contraband, anti-homosexuality, anti-drug abuse etc… These anti-something initiatives perpetuated the very things they want to abolish.

It is very interesting to note that almost all of the reactions have a common trait: an attempt to fix errors or a need to abolish adversity or a desire to escape the undesirable. By the way, this is how countless people live their lives by reacting to the conditions of life that are already a reality. You might say, "Isn't this the reality on the ground?" Yes, it is! However, if changing that reality is the objective, reaction does not do the work. It exacerbates it. Can we eliminate poverty by firmly hating it? Can we be healthy by being dreaded by a relentlessly-terminating diseases? Can we improve our self-esteem by concentrating on our weaknesses? No! Period! If complaining, externalizing, blaming and criticizing would make

it, all complainers would have been better off overnight and we wouldn't have found them everywhere. The reality? The reality is, the world is full of people who complain, externalize, blame and criticize with more of the same conditions to complain, externalize, blame and criticize with every passing day. If you complain, the universe will make sure that there will be more coincidences for you to complain about, the next morning. If you blame, you will get more reasons to blame. You will find it reasonable to blame your problems on others, even your obesity on burger shops or your forehead wrinkles on your spouse. However, when you react, what you react to keep on showing up at every corner of your life. Why? Because, through your reaction, you invest your vital energy on what you don't want and give it more of your life in so doing. You share your life to whatever you bestow your attention on—positive or negative.

In 2005, the National Science Foundation published an article regarding research about human thoughts per day. The average person has about 12,000 to 60,000 thoughts per day. Of those, 80% are negative and 95% are exactly the same repetitive thoughts as the day before.

Take a serious look at this data: 80% of your thoughts are both negative and obsolete. Do you see from where your life's conditions flow? When our mind runs on autopilot, we literally live in the

past thinking that we have visions of the future. That is how many people live. Are there other options to living? Yes! As you go farther and farther from the realm of reality, intentionally, infinite possibilities eventually open in front of you. All possibilities co-exist parallel and we occupy a possibility as we become aware of it. The mind does not take time to switch between frequencies. Yet, it takes much time to switch among realities in experience. That means you cannot switch between poverty and riches, physically, in the blink of an eye. In your mind, it can be done instantly. In the room you are in now, there are many FM radio frequencies out of which you can tune into one of them at a time. You are tuned into one doesn't mean, however, there aren't any other frequencies for you to tune into right now. Your challenge may be, "What good does it do me if I think about it instantly and takes a century to realize it?" There is a way to bridge between a mental blueprint and its realization and I will discuss this topic in chapter 7.

For a time being, know that what you have not mentally appropriated, you cannot tread with your feet. What you haven't taken as truth, you cannot experience. What you are not conscious of being, you cannot be. All creation has two phases: mental blueprint and its manifestation. Blueprint always precedes its manifestation. There is no birth

without conception. There cannot be a high-rise building without an architectural blueprint. If something manifests in your life without your consent, it means that somebody's idea is expressing through you, however, unconsciously. This is equal to saying, you have been pregnant with other people's ideas and the results that ensue from them are essentially other people's. That is why you want to change them into creations of your own loin [your deepest desires]. You want your life to reflect your desire not other people's desires. That is why it is vitally important to observe your thoughts before the subconscious mind acts on them, taking them as your own command. Make sure that your life's realities proceed from your intentional desires and not from a default conditioning that predicates on other people's beliefs.

Your current condition, regardless of what it is, is just one possibility among trillions. Things become fixed and immobile only in the realm of reality. In the realm of potentials—your core nature—all things are possible because potential is fluid and light. On the contrary, as you move farther and farther away from the realm of potentials, the like of which you have been doing from your infancy to date, things become rigid and hard to change. Take the developmental phases you went through as a journey farther and farther from the realm of

potentials into the realm of reality until you forgot that you have been essentially a potential at the start. An adult of 35 years of age is in a complete autopilot in this reality realm. This is what you have to understand, things cannot and do not change at the level of reality. Reality is the manifested potential. That means it has undergone a transmutation process from fluid and mobile light into rigid and immobile form—trying to change this reality is what we call reactivity. Trying to change reality at the level of reality is reactivity. Reacting to reality can be likened to tuning into a radio frequency and complaining about its content while you have all the right to tune out of it right away. Yared, why don't you opt out of it. You would say, 'No I can't do that. What a boring radio program is this? Worse, the voice of the host is horrible. This kind of program should not be broadcast during lunchtime. Don't they have counsellors?' you keep on muttering all kinds of futile hubbubs with no effect on the radio program. 'Why don't you tune out of it, Yared?' 'Why should I? Should they change their content? How come, do they raise such an obsolete agenda?' amazingly, many people do the reverse: they keep on tuned in and simultaneously keep on cursing the frequency. When this is applied to life it means, if you are consciously or unconsciously tuned into lack, stop blaming the lack and tune into abundance. Abundance is not out

there in heavens, in fact, the heavens are in you right now.

If the truth were known to you, you would realize that you already have the ability to achieve those things which you presently only dream about. [Bob Proctor]

The 'likelihood of being real' is what we termed 'potential' in this book. Whatever you want in life is in you as potential. That means you might be, in reality, poor but you are potentially rich. Everybody is potentially rich. There is pure existence in you and around you that can be transmuted into anything of your choice if you know only how. That is because the spirit of opulence is everywhere and that is what you are made of at the core essentially. It is what happens in the inside that determines what should happen on the outside. In section four, I will show you how you can develop the mental blueprint of opulence inside your mind and begin to manifest it.

However, reality is confined to the realm of senses and facts. Reality is the exhibition of results of the unmentioned cause. Results tell the truth but they are not the truth. Taking results for truth is a departure from natural principles. Results are signposts that direct you to the truth if you follow them. *Form always follow consciousness*. Shadow

presupposes the existence of the body. Echo only happens as a simulation to the original sound. Mirror always reflects back the image of the object in front of it. Reality imitates consciousness. This is true across generations, everywhere and in all conditions.

In conclusion, all your results have their corresponding blueprint in your core. Unless those blueprints, the contents of your consciousness, change results will continue to pour out the way they used to. Shift your state of consciousness and your life will reflect it immediately enough.

Reactivity undercuts creativity

We have in us the system that produces all the conditions of life and when we see them out there in the world as conditions of life, we chase after them with the desire to control them. However, the product is part of the producer and we cannot control it unless the producer recognizes itself. Whether what you experience through your senses is your own product or others', the fact remains that, all you see is the relic of the past. It is what has been realized. You see fulfilled dreams and failed ones. You see rich people and poor ones. You come across happy people and melancholic people too. All you see, hear, smell, taste and touch is in the realm of reality. You experience reality through the senses. You might wonder, "Isn't 'reality' a thing we can't avoid?" It is! In fact, this book is

about realizing dreams and dreams are potential possibilities. The thing is, 'Where do realities come from?' Hundred years back, we haven't had all we have now: airplanes, mobile phones, intelligent drones, skyrocketing buildings, suspension bridges, bullet trains, wireless networks, internet, computers, cameras you name them. Where did all these things come from? To give you the example you can easily relate to, let's take Haile Gebresellasie, an Ethiopian legendary athlete. How could it be possible for a bare-footed countryside lad to fly to every major city in the world, compete with the best athletes on earth, register new world records in a numbers of instances, build world-class lodges and owns billions of Birr? If I ask you to time travel back 40 years and imagine a small rural kid playing with mud, could you have guessed this possibility? If you say, yes! I got you; you must be on the same path. Where do these things like a 'world champion' come from? How does a flat poor man become an overflowing rich man in everybody's sight? How could we, as humanity, fly above the clouds threshing them under our feet and leap above oceans? Do you see the bravery involved in taking off 400 people from Addis Ababa airport above the clouds, across vast oceans and through the thin air over a distance thousands of miles away to Washington DC? How could we transform a gravitational potential energy in falling water into electrical energy that lights up cities in the world?

If these seemingly impossible feats could be done, why can't we increase our income, improve our relationships to other people, boost our holistic health, launch a company that serves a billion people and live a vibrant life? There is only one reason why we can't. That is, we react rather than create. Creative people never react and reactive people never create. Reaction in its very nature gives more credit to reality than potentiality. When we react, we give life to reality—we reinforce it. When we create, we transmute potential into desired reality.

When you are in the world of reality, you experience the projected image of your own inner world of assumptions, expectations and beliefs. You experience the contents of your own consciousness only.

You think in secret and it comes to pass, environment is but your looking glass. [James Allen]

A man looking through two windows

To fully understand this concept, let's take the half top portion of diagram 2.2 in section two and stretch the curved lines horizontally into straight lines. Diagram 3.1 is the depiction of a typical self-aware human being looking out through two windows. One window opens to the real world

through the senses. The other window opens to the realm of potential through the maze of paradigm. A Man looking into the realm of potential through the window of his paradigm is looking into the future through the past. When he looks into the world of reality through the window of senses, he is staring into the accumulated past in the container of the 'now'.

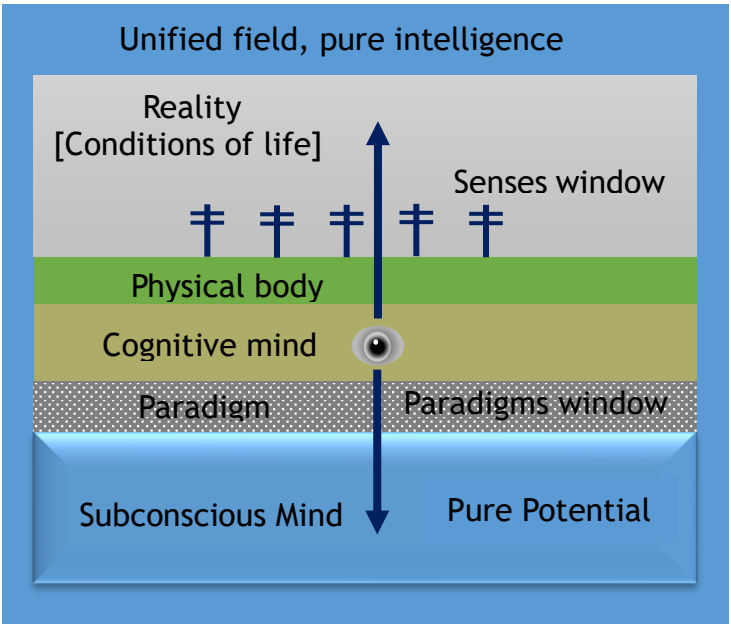

Diagram 3.1: Looking through the two windows

As depicted in diagram 3.1, there are two realms at the extreme of our experiences in life on earth. The first realm is the most familiar one. It is the realm

of reality. By reality, I mean state of being of something as one perceives it. In this book, we also use another phrase for the same meaning when it pertains to a specific person: conditions of life. In diagram 3.1, conditions of life is represented in a rectangular block stacked at the top of the other four rectangles. If you open your eyes, you will see reality everywhere around you: people, plants, vehicle fleets, mountains, the blue sky, buildings etc. whether the object you are looking at is made by nature or by people, it is vulnerable to the analysis of your senses. You can touch it, see it, feel it, maybe smell it or taste it. The level of existence that is accessible to senses is in the realm of reality. There is also an intangible reality of concepts, norms and mental patterns. This might include culture, politics, economy, income, level of happiness, relationships and health. Even though this set of a reality is more liquid than the previous set of tangible reality, they are perceived by the mind as forms. By form, I mean anything that can be conceptualized or perceived in terms of tangible and intangible models. The tangible models could be orchestrated from shapes, colors, motions, textures, sounds and pressure. Anything that can be seen, touched, smelled, tasted or heard is an audible, visible and tangible reality. Intangible realities are purely mental constructs, which could be explained with mental models. Mathematics, art, music, political ideology, ethnicity, history,

culture, relationships, for example, are intangible realities that could be communicated across generations. As we discuss, observe, talk, listen and write, we exchange, receive or transfer our version of reality to or from the other mind. We exchange reality in the form of mental constructs. The recipient mind associates our version of reality with his own version of it and internalizes it. He has a reference points or point of view from which he sees reality. In that he has a point of view, any person on earth is unique.

In this view, we might live in the same neighborhood with someone physically and live in different worlds mentally. That is, we live in different realities, even in the same house, working in the same company at the same parallel position, in the same career, in the same religion, in the same city and in the same country. All reality, whether tangible or intangible, exists in the mind. Reality is the meaning we attribute to objects, concepts, events, circumstances or places. Reality to me is my perception of what it is I am talking about. Reality to you for the same thing is your perception of what it is to you. We have 7.8 billion people on earth currently. We have literally 7.8 billion version of reality for everything. Reality is the meaning our mind makes out of a situation.

The question is, “Why does the same thing appear different to different people even though it is

objectively one?" This is the question that puzzles every generation. If you understand this, you will become the center of divine activity and peace reigns in your mind no matter what happens.

Let's see the polar-opposite of reality in the model depicted in diagram 3.1. At the other end of your experience, there is a realm of pure potential, pure intelligence, unified field, pure existence—the fountainhead of all creation. That is the origin of all reality. At this level of existence, there is no reality. In unified field, there is no form. It is pure existence. It is a nameless, formless, tag-less, numberless, concept-less pure existence. It is pure intelligence out of which all intelligence emanates. It is the ocean of liquid light shimmering and reverberating in itself. Form comes out of it but it is not form itself. Material originates from it but it is immaterial. This is the foundation of all creation: tangible or intangible.

If we could go there together, we ultimately lose our perceived identity and merge into one unified intelligence where there is no me and no you. The concept of you and me, as separate entities, is in the realm of reality. In the realm of potential, there is no form, concept, identity, and diversity. It is a unified field of existence. This unified field of existence expresses itself in a diversified and stratified realm of forms. At the base of the universe, there is one existence. At the surface of

the universe, we have diversified forms that appear to be different. The reason we call it 'pure potential' is that it can transmute into anything perceivable by the mind. There is only one source at the base and there are myriad of its expressions at the surface. In this view the elements on the periodic table are one at foundation but they seem to differ at the surface. All elements contain the same elementary particles and fundamentally the same immaterial stuff at the base.

Are you with me now? If you are, let me tell you something very important. On the senses side of your nature, you are connected to the realm of reality. On the imaginative side of your nature, you are connected to potential through paradigms, unbounded possibility, pure existence. You might wonder what is in between these realms.

Let's return to the center of the diagram. By now, you have discovered that the five rectangular blocks are the stratified nature of a typical human being. In the block at the center is the depiction of an eye looking through two windows. One window opens into the realm of reality and the other opens into the realm of potential, unbounded possibility. The eye represents your conscious awareness. Your conscious awareness seems, at first glance, to be centered in your cognitive mind. In physical sense, you feel yourself as existing in your head behind your eyes. Through practice, you can learn that you

are unbounded awareness that expands beyond your body and even beyond the planet earth on which you live. You are a part of a universal ocean of intelligence that spans the universe. Your body is meant to give you physical expression because you are not, in essence, physical. You are the spark of this giant intelligence localized in your body as the center of expression.

As you might see in the model in diagram 3.1, you have two windows to look through: one window opens into reality through the feelers [antennae sticking out of the body] and the other opens into potentials through paradigm. “How come,” you might say, “Am I so limited in all regards while I am connected to infinity?” you might go back to section two and read how you grew up soaking the beliefs of limitation and lack of the people that raised you. To give you a brief summary, this is what happened.

Before you became form, you were part of a universal intelligence that spans the universe. I prefer to call this life force—the spirit of God or God. You might choose your own terminology as it suits your meaning. This life force has intrinsic intention in it, logos. Whatever you see in the jungle: wild animals, plants, birds, rivers, mountains, rocks, soil, water falls are intended by this mighty and omniscient power. Specifically you are intended here. By intention, I mean a flow of life that expands into richer and more beautiful life

in its own accord. You can't account for your being here, right. Life chose to express itself as you. You haven't contributed anything to the choice of your parents, your birthplace and date, your skin color, the shape of your nose and your height. You found it that way. It is intended to be that way.

Life is meant to expand, multiply and prosper. If you don't believe this, take time off and make a tour to a natural forest where human interference is minimal. Sit comfortably, feel your body, silently listen, and curiously see what happens. You see big trees, small trees, shrubs, climbing plants, grass and all host of animal kingdom from elephants to ants. Stand closer to a small bush and ask, "What is your name? Which university did you attend? Do you pray for rain?" Don't tell me what it replied. Just take it for yourself. The power much more powerful than you could describe is expressing itself through a tree. Because there is intention behind the existence of that tree, it is carefree, easy and relaxed. It grows silently and without stress. It is never busy.

With the cognitive intelligence you claim to have, walk to the orange tree and ask for a fruit or two. Peel it and squeeze it in your mouth. Can you tell me how that kind of taste, flavor, color and fragrance got in that fruit? It is intention in expression. You might wonder, "Does the same power with good intentions flow through human

beings too?" Yes, it does. But let me show you the difference. When intention [divine intention] flows through plants and animals, it flows through them without any filter and humanly adulteration. Because of that, the whole universe responds to a seed that is dropped in the soil. Air, water, soil, sun [93 million miles away] and microbes all respond to the need of a seed and its seedling because everything has to collaborate with intention—in fact, everything is the expression of intention. When it comes to a human being, intention flows into and through us across a manmade filter called paradigm.

Intention flows into and through us in two streams: intention as cognitive intelligence and intention as vital intelligence. The later stream of intention, vital intelligence, is the same intelligence that animates plants and animals, orchestrates our physiology, optimizes our immunity, replenishes our cells and keeps us alive. As I have described in chapter two, this life force permeates our body through the 192 ascending and descending reticular formations of the brain and the central nervous system. By design, the unified field breathes life into our body continuously with its 192 corresponding fundamental frequencies. It is as if it is playing music through our 192 chords. You can take a unified field as a broadcasting station with 192 distinct frequencies and our body as a receiving

station that can tap all frequencies. Amazingly enough, the human DNA resonates with the same 192 fundamental frequencies of the unified field. By design, the human body is created to channel divine energy in its entirety.

The second stream of intention flows through our consciousness [subconscious mind first and conscious mind next]. When it flows through the subconscious mind, it encounters the energy pattern at its surface before it infiltrates into the cognitive mind. This energy pattern at the surface of the subconscious mind is what we call paradigm. Don't forget that paradigm is the energy pattern you have acquired from your social environment—it is not your creation. Paradigm is the gatekeeper at the backdoor through which the life force permeates our whole being. Note that cognitive mind is also a gatekeeper at the front door of senses. Paradigm, in a nutshell, is the energy pattern that contains our self-image, our worldview and our belief systems. What happens is this. Intention is a high frequency cosmic intelligence that penetrates, permeates and fills all spaces in the universe. Paradigm is a low frequency, low energy earthly pattern that only resonates with the energy of its nature. Therefore, when this life force flows through it, it can resonate with and appropriate the lower range of frequencies in the unified field and the higher frequencies will go

through us without us noticing them and without leaving a trace in our consciousness. They are there but our paradigm can't see them. You can't see electron with the microscope that has small magnification power to see as big things as bacteria, yeah. That means high frequencies that carry abundance, joy, radiant health, inspiration, intuition [inner knowing] and well-intentioned desire go right through us without leaving any impression in us. Sometimes, these things tangentially touch us when we are in a relaxed state, or strolling across nature. If we are earthly enough, we can't make meaning out of them. It requires intentional attention to see or hear what it means to us.

In conclusion, when we look into the realm of reality through our senses, we project our own concept of the thing we look at and attribute our own meaning to it. Reason. Sense organs are but windows that let information rush into the brain. Do they interpret it? No! Who does, then? The mind. This is what this means: when you look at something, your eyes give you information about it. In fact incoming pieces of information first cross your biofield [aura] before they reach your senses. That is equal to saying that you make sense of something unconsciously before you sense it consciously. Once the information reaches your brain [your mind's hardware], you associate it with

the same patterns of the past and give it meaning based on that. Once the meaning is assigned, an appropriate response will be initiated. What does that mean? The awareness behind your eyes gazes into the world of reality and once it retrieves sensory information, it reaches down to the paradigm in the subconscious mind to find out how it can be interpreted based on the related past experiences, the baseline.

Before you know it consciously, you know it unconsciously. Be aware that paradigm is the pattern of the past. If it hadn't been for it, you wouldn't remember your spouse and your children—if you have them in the first place. You don't know how to get to your work place the next morning. You don't know what to do and whom to report to. Paradigm is irreplaceably important. Even so, we have to be able to uncritically observe what is in it from the past in addition to such important memories as recognizing your spouse. When you see through your paradigm, you see the future through the window of the past. It is like driving forward while staring into the rear mirror. The rear mirror doesn't show you what is ahead; it only shows you the trail of your past journey.

When it comes to looking into the realm of potentials, the thickness of your paradigm determines your capacity to see possibilities. Basically, we see reality and possibility alike with

the experience of the past. A man living in traditions of men without questioning any of them lives in the maze of the past. People, who understand natural principles take their attention away from reality, transcend their paradigms, travel down to the depths of their core, and see life from a point of view of possibility. What if being rich is possible? What if heavenly health could be attainable?

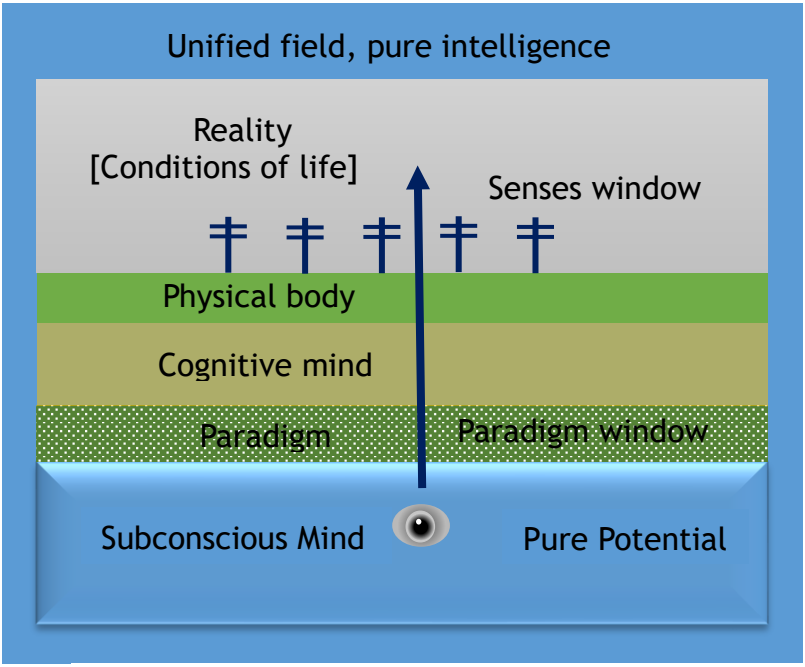

Diagram 3.2: A man looking through the two

What if a vibrant relationship is a possibility for me?

What if I could help one million people to achieve their mildest dreams? What if…

Diagram 3.2 depicts a person who looks at himself and his world from a point of view of, what if…, potential, possibility. From that vantage point, you can see every detail of your life vividly not just in terms of what it is but mainly in terms of where it originates and why we give it the meaning we give it. When we observe life from a calmer and tranquil levels of the mind, our concept of everything begins to change. Our self-image, the way we perceive the world we live in and what we believe to be possible all change. That change ensues change in our behavior and how we act. That changes results and we come to know that results can be easily changed at their source. Once you are deeply persuaded that your life's conditions are only the printouts of your paradigms, you will begin to stop reacting and start creating. The real freedom is the freedom to break free from the gravity of the past. It is the liberty from being chained to the unquestioned wisdom of the majority. It is waking up from sleepwalking in life. That freedom can be exercised by anybody who chooses to with the use of creative imagination. The following questions will be answered in chapter four: how can we transcend our paradigms? What do we imagine and how? How do we know if we are on the right path along the process?

Stop reacting; start acting

The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn and relearn. [Alvin Toffler]

The grandest human capacity is learning. However, we can learn in two ways: unlearn the past and learn new. We can do this process over and over again until it becomes part of our natural thinking. That is relearning. According to Alvin Toffler, the author of 'Future shock' the greatest challenge of the 21st century mind is not to read and write. Rather it is the ability to unlearn the undesirable past, learn new things and relearn them until we merge with it. That is what transformation is.

For a common person, thinking means mental activity—a spontaneous reaction of the mind to what is. Reaction implies that there is an action as a precursor. If you are reacting, it means that something is acting on you. As you might remember from your high school physics, action and reaction are equal in magnitude and opposite in direction. However, we cannot talk about reaction in the absence of action. Most of the time people react to situations, events and people with their emotions. Whatever you feelingly react to takes part of your

life to survive. If you cease to react, it suddenly loses its power of action. If you withdraw your attention from your current ill health, and puts it on ‘ways to cultivate a radiating health’, it means that you stop reacting and start acting. With the same rule, when you act on something you desire mentally, it reacts to you. The moment you stop reacting you change your role. When you react, you become equal to what you react to. When you act, you create something of desirable quality that corresponds with your new self-concept. As you persist with the habit of acting on your mental ideals, the creative universal mind [pure consciousness, unified field, spirit of God] will continue to fashions it in the wombs of the subconscious and vitalizes it with life of its own to be born into this world—to materialize at some point. If you drop a pebble on the ocean’s surface, it must ripple out with circular waves—it cannot be otherwise. Dropping a pebble is always followed by ripples—given that the ocean surface is fairly settle. It other waves are wiggling already, it would be hard or impossible to see ripples of your pebble on the ocean. That is why noisy a mind with ceaseless stream of thoughts never produce a thing. Calm, serene and tranquil minds always produce novelty. Reactive, busy and random minds toil but do not produce something of consequence. Which one is your customary way of life: reactivity or creativity? Don’t misunderstand me. I am not

suggesting that you deny reality. I am only concerned how you invest your attention. Where does your attention dwell?

There are two unmistakable signs that indicate whether you are on a wrong track:

- When your results are far distant from your deepest desires—your mental story of how your life should be—your expectations
- When your approach to life is exactly the same as the way of the majority—when you do what everybody else does without paying any conscious attention to why you particularly do what you do.

When you find yourself doing what everybody else does, or imitate a commonly accepted archetype everyone pretends to be like, pause and think because you are surely on a wrong track. If you join any campaign that everybody joins, if you register for a course because everybody does, if you are a fan of the European football leagues just to fit in a class—pause and think—you are not thinking. If you are on the side of the majority in your outlook to life, do exactly the opposite—study the crowd behaviour and do the polar opposite to that.

Whenever you find yourself on the side of the majority, it is time to pause and reflect. [Mark Twain]

If everybody advocates a 'Go back to school' maxim, ask 'why back to school?' More likely, they would say, "If you go back to school, you upgrade your profile and increase your chance of getting employed." Ask, "Why increase chance of employment?" Expectedly, they would say, "You can easily switch jobs if you are not comfortable with the one you are in." you ask, "What am looking for in all that?" "Man! Don't you know why people are employed? To get money, right?" If you keep on asking such questions, the crowd will be angry with you. "What are you talking about? Who do you think you are, Dangote or Bill Gates? We don't expect that you mean to disgrace yourself by going out and start a company that will collapse on itself. That is not for you. If you get a good job that is more than enough." Such kinds of embedded beliefs are already lurking inside you waiting for similar voices like this one to be provoked; why do you go about getting approval for it? The big question you have to ask is, "Do I want to continue living this way?" If not, ask another question, "If this is not the life I want, what is? What is the singular thing I would like to fulfil on earth?" These questions gradually sink into your consciousness and from there on you begin to tap the realm of potential spontaneously. Begin asking questions that you have never uttered before? How is it possible to become rich? Go read the biographies and books of real people who have made themselves into massive financial successes

from the scratch. How is it possible to heal? Go read about, watch documentaries produced, get real testimonies of the people in the same situation—who underwent spontaneous remission. In a moment or two, your spirit begins to shift at the foundation. If you just ask a question, possibilities begin to gush out right in your sight. You begin to see world from a different vantage point. How is it possible to be the happiest man on earth? Go read good books written on expressing happiness as a way of life. Happiness begins to trickle through your whole being. How can I serve one billion African people to raise the standard of their living in the next 10 years? If you are a university student, ask, "How is it possible to solve the biggest problem that inflicts a billion people before I graduate?" if you are a business person, ask, "How is it possible to start a multibillion global business that exceeds itself everyday such as competition is irrelevant to its growth?" Open yourself up as an innocent person really seeking for the answer. Big answers will begin to sink into your consciousness and you know them. 'Ask and you shall receive.' is not a mere religious wish. It is a principle. If you sincerely ask and anticipatively wait with unwavering faith to get the answer, you will get the answer. You don't have to take me for my word. Test it yourself. It works. Big questions leave big cracks in your old paradigms. Paradigm tends to defend its position; open-ended question displaces that position. That is the

beginning of paradigm shift. Ask big and open-ended questions. It is very necessary that you must not pretend to know the answers. If you know the answers, it is not a question and you don't have to ask questions for which you have answers already. You ask questions that are too big for you to answer. That is how potentials are drawn to light. That is how greatness begins to emerge from within you. You could be anybody. Your current position is not important. Your country's status or its economic policy doesn't really count. In your mind be singular in this one truth: Real success originates from within!

This applies to all people in every walk of life at all times. Real success comes from within.

Listening to silence

The objective world of senses can be likened to a clay handcraft that is dried into its desired form. The subjective world of imagination can be likened to the soft clay mud out of which clay handcraft can be fashioned. In case of the fully fashioned clay piece, there is no running the risk of subjectivity: it is objective—you can photograph it; you can touch it; you can use it or you can even explain what it is like to others. And others have no difficulty perceiving it because it is a tangible fact. About the soft clay mud, you have very little to say. You cannot say that it is a vase nor could you say it

is a cup. It could be made into any one of these paraphernalia but it is none of them. You could fashion it into any shape of your liking but there is no asserted shape in it.

Or, take a soft rock out of which sculptors make sculpture. If you ask the sculptor standing in front of the rock, "What is the sculpture in this rock, bull or a soldier?" He would laugh at you. There is either no sculpture in the rock or all sculptures are in the rock. Who decides? The seer, the sculptor, the artist who sees in it what he wants to take out of it decides. The sculptor knows that the sculpture is not in the rock, it is in his own imagination. Once the sculpture moves out of the sculptor's imagination into its equivalent form in the rock—sculpture—you can touch it, you can see it, or you can put a price tag on it. The moment it moves out of human imagination into reality, it loses its versatility. It becomes form. It is no more a potential. It is a realized potential. The world of realized potentials is the world of facts. Now I want to ask you a big question that may open your mind: Do you live in the world of potentials or the world of facts? Your answer is your unique agreement with the universe. Whatever your answer is, that is the center from which you logically think. It is your point of view. Nonetheless, your point of view is your life. Your point of view enables you to see a very specific side of possibility. I heard Robert Kiyosaki—the author of a legendary book: 'Rich dad

Poor dad' in one of his interviews say, "Question opens the mind; statement closes the mind." Ask yourself again, "Am I living in the world of potentials or the world of realities?" Your answer is uniquely yours; do not compare it or validate it by other people's approval. Questions refocus your point of view because you don't know the answers. It is not about choosing one of these realms: reality and potential. It simply is about shifting your point of view from reality orientation to possibility orientation. However, I pretty understand that both worlds co-exist. Reality exists in the realm of the manifested and potential exists in the realm of the un-manifested. Both realms exist all the time, however. My point in asking that question is to see from which center you see the world. If you see the world from the center of your senses, you mostly see reality—expressed potentials. If your see the world from the center of possibility, you see opportunities for massive change.

The most successful people in every walk of life are characterized by asking big questions. According to Salim Ismail, the author of a book: 'Exponential organizations', exponential organizations extract 'Massive Transformative Purpose' MTP out of the biggest questions that haunt them. They, in the spirit of their unwavering determination, commit themselves to stand for the purpose that is much bigger than they are. That process of being on purpose enables them to grow bigger and bigger

until there are no words to explain their massiveness. How could that happen? They ask big questions and wait in anticipation until a clear answer comes with the vividness you can't mistake. In the meantime, they engage the routine of every-day life in immersion with their minds fixed on the end they want to see. I ask, for example, "How can I help the one billion people in Africa to discover their greatness and realize their mildest dreams while massively impacting everyone around them for the better?" then, I wait until a way reveals itself to me to do that. This book, in its digital format, is that way. To really do that big impact, I had to believe my intuition that said, "Write a book and give it away for free!" over its competing voice, "Sell it to publishers or self-publish it on amazon at some price point." I can't claim that I originated this idea; it just had me and I couldn't go away from it. It inspired in me. If you listen to the stillness beneath all noise in your mind, answers always come, always. I have willingly surrendered to the subtle voices talking to my core. That is why I am graciously giving this book to all African people as a Launchpad for the mind development to be awakened in the continent. If Africa has to really, really prosper, mind development should be a prerequisite. If we do a two year Mind Development project that is implemented at all social strata, unbelievable potentials begin to pour out in areas of entrepreneurship, transformative political

leadership, eco-system aware value creation, natural health, innovation and humanity.
Those who don't submit to the realities in the realm of senses contribute their novelty to the world through unusual ways. Those who submit to the realm of their senses repeat the same life others already lived by babbling what others say, echoing what others have written about, reasoning from other people's conviction and squandering their uniqueness in imitating the inimitable.

We reactively live the scripts handed to us by family, associates, other people's agendas, the pressures of circumstance—scripts from our earlier years, from our training, our conditioning. These scripts come from people, not principles. [Dr. Stephen Covey]

Therefore, what differentiates the self-made billionaires from lack prisoners is the question they ask. Many people on earth ask, "how can I get rid of 'what it is that I don't want' in my life?" That 'undesirable thing' may be your lack of money, low self-worth, bad health condition, body out of shape, draining relationships etc." No matter what you do and how brilliantly you do it, if these are your questions, they will live with you until you change them. That is bad question. Don't ask yourself, "How can I be free of debt?" Rather ask yourself, "How can I build wealth?" and wait in

anticipation. If you want to nullify something from your life, take your attention away from it and invest it on its opposite. Attention is the living bread that keeps conditions of your life alive. Don't deny reality; acknowledge it and safely ignore it. Acknowledge it but refuse to celebrate its existence by investing your attention energy in it. It will soon dissolve with no effort on your part.

Before you complete this section of the book, please evaluate your life based on the following three points:

1. **Honestly, evaluate your results:** does your desire equate with your results—what portion of your life's conditions: grades, income, career, health, relationship, and self-image—are your intentional creation? Before I left Bahir Dar university, I evaluated my life based on five parameters: income, health, meaning and happiness, relationship and creative self-expression. To my astonishment, I flunked in all of the parameters. I didn't get adequate income; I always had to struggle at the end of every month. My health was deteriorating from year to year. I wasn't happy and I couldn't find purpose and meaning in what I was becoming and doing. I worked for long hours but I produced nothing. Leave along creatively expressing myself, I didn't have an idea as to what could be my best talent.

I jumped from subject to subject, from wish to wish without any consequence. At the end of my sincere evaluation of my life, I couldn't believe that I was doing nothing with my life. That was more than enough to make unwavering decision as to how my future should unfold.

Like mine, if most of your results are not satisfactory in your own evaluation, for example if you wanted more income for years and it didn't seem to change, you have to pause and think. Where did it all come from? Why is it that your desire seems to be preposterous as compared to results? Are you growing every day and every year? By growth, I don't mean an obvious transfer from grade 10 to grade 11 or from a 3rd year university batch to a 4th or a transit from your 25th to 26th birthday for that matter. That is not growth. Are you always exceeding yourself in the walk of life you have chosen? If you are an athlete, growth may mean training yourself a new motor skill, learning a new skill in visual motor rehearsal, improving your own last record and build the psychology of winning. If you choose to grow to become a politician, do you learn new forms of organizations, do you expand your awareness often enough of how technology changes social behavior and how social

behavior in turn influences politics? If you are a physician, do you improve your understanding of diseases, human consciousness and its role in health matters, alternative healing techniques and your relationship to your visitors? It is about surpassing your own identity every morning. Competition is irrelevant when it is between you and other people. You are naturally born free. You have no natural obligation to compete with anyone else in the world except you. Competition becomes relevant when it is between you-today and you-tomorrow. Believe me, if you exceed yourself every day, you will soon be unstoppable to the traditional competitors who measure themselves up against the last champion. Regardless of whether you are a student, a startup entrepreneur, a politician, an artist or a professor, you can learn to exceed yourself every day and ultimately exceed everybody else at the grand stand.

The difference a tiny improvement can make over time is astounding. Here's how the math works out: if you can get 1 percent better each day for one year, you'll end up thirty-seven times better by the time you're done. Conversely, if you get 1 percent worse

each day for one year, you will decline nearly down to zero. [James Clear, Atomic Habits]

For one thing, you free your shoulder from the burden you are not supposed to carry—other people's standards—and for the other thing, you focus your energy on what you have control over. You have control over your choices and actions but you have no control over the choices of other people you compete with—if you think you do, you are toiling in vain. So, the question remains, 'Are you measuring up to your own standards, honestly?' If you do, this book could help you only to sustain that.

2. **Evaluate your mental environment:** what books, if any, do you usually read? What TV programs do you follow? What exactly interests you in it? Where do you go often spontaneously and why do you like that place? Whom do you consult before deciding your major life decisions and why? Is the person you consult a successful individual in that part of life already? Who are your friends and how did you happen to befriend them? Do you see any similarity between you and your friends? What are the kinds of people [archetypes] that keep on pouring into your life? Visionaries, hobbyists,

addicts, inspirational, activists, innovators, complainers, responsible hardworking or lousy? If you are a student, you know what I mean. Where do they take you? Why are you in that company? Jim Rohn, a prominent American philosopher and speaker said, "You are the average of five people with whom you dearly spend most of your time with." See the correlation between your mental environment and your results. If you discover any correlation between your conditions of life [results] and your mental environment, you have to make a decision. Do you want to change your life or keep your mental environment in the expense of the good life you desire? That is up to you but I urge you, really, to think before you make this decision. It is very important. If you choose to escape the social gravity that you are surrounded by, you have got to create new mental environment in its place. You need different books, friends, places, TV channels [if necessary at all], social circle etc. But before you decide the qualification of books to read, friends to keep company, places to go, social circle to hang out with, you have to qualify your life. If anything is possible, what would you become?

3. **What is the ideal you want to create?** What do you want to be and do and have and

contribute? What impact do you want to impart? Do you believe your birth has a purpose to serve? Many people go through life purposelessly. Mind is a goal-seeking mechanism and when we don't give it a clear and specific goal, it seeks every stimulus it finds on its way. Life becomes random and chorus.

We are engineered as goal-seeking mechanisms. We are built that way. When we have no personal goal which we are interested in and which "means something" to us, we are apt to "go around in circles," feel "lost" and find life itself "aimless," and "purposeless." We are built to conquer environment, solve problems, achieve goals, and we find no real satisfaction or happiness in life without obstacles to conquer and goals to achieve. [Dr. Maxwell Maltz, Psycho-Cybernetics]

When you have no ideals to reach, no goals to accomplish and no dreams to realize, you will fall prey to other people's ideals, goals and dreams. Anyways, mind seeks goals whether it belongs to you or to another. If you are not pursuing your own goals, you are definitely pursuing someone else's. You cannot stop yourself from doing this until you discover your own clear path to walk along.

Please stop and think for a moment. Do you sincerely believe that big accomplishments are possible for ordinary people? If you do, there is no more appropriate time than this—now. Take out a pen and notebook or journal and begin tinkering with your imagination. If anything were possible, what would you become? If failure is impossible, what would you do? If you are given a prior assurance that what you want is guaranteed, what would you want to have? All responsibility falls on your shoulder to figure this out by yourself. No one will do it for you. Not your parents. Not this book. Not your spouse. Not your boss. Not your friends. This is the assignment that you cannot delegate to anyone else. In chapter five, we will explore the psychology behind vision and how to go about casting and realizing visions.

In chapter four, I will show you how to take your attention away from the realm of hard-wired reality to the realm of versatile possibility so that you achieve your wildest dreams while naturally flowing with life.

Ironically, you begin changing your reality the day, the hour, the minute you cease constantly reacting to it. [John Kehoe]

Chapter 4: Change paradigm; everything else naturally change

Principle 4: when paradigm changes, reality adjusts itself to reflect the change

Introduction

Moving from the status quo to a new paradigm takes imagination and vision. [Ken Robinson, creative schools]

Whether you are a businessperson, an inventor, an artist, a politician, a student, an entrepreneur, a thought leader or a software engineer, Massive transformative impacts are only possible through the application of the principles discussed in this chapter. By a massive transformative impact, I mean a novel change project that results in the transformation of lives of millions of people irreversibly across generations and geographic boundaries. We are talking about big ideas, big thoughts, big visions, big dreams, deep inspirations and big changes that are trans-formative in nature. We are not talking about a little raise in salary, being healthy but poor, being rich and sick, being creative and broke—none of that. I am talking about big changes, transformative ideas that span the lives of millions of people [could be billions] who

will massively benefit from the creative energy that flows through you.

I am convinced that people are arbiters of their destiny. Everybody has the right to rewrite, reconsider and renegotiate what one is doing with his or her life and one can do that in a grander ways. Extraordinary things could be done unmistakably by ordinary people. However, the prerequisite for all massive transformations is a burning desire to do so. After researching the mindset of the top 500 successful people in the United States of America over a period of 25 years, Napoleon Hill articulated 13 principles that are commonly applied by all of these people in his legendary book: Think and grow rich. The first of these is a burning desire. Desire, burning desire—is the starting ingredient with which all incomparably big successes are achieved. Partly, the purpose of this book is to evoke that desire and mainly show you how it can be directed in the making of the big ideal you have been dreaming about for years into reality. If you consider yourself as an inadequate, unintelligent, poor, stick with me through this section and your will discover that you are not so. You are the center of mighty divine activity. People are constrained by the fact that they think of possibility from a point of view of the past reality. You might have been a complete flunk in the past. That is just one possibility in trillions. You can be

the best in the world now. There is another way of looking at possibility. Think of every possibility as a potential reality existing in the now. In fact, every human being is the center of creation sandwiched between the realm of reality and the realm of potentiality. Look at it as a magnet with two poles: north and south. The same way, every human being that walks the planet is a creative center with two poles: reality and potential. On one end, you perceive of yourself as a physical fleshly contraption made of cells, tissues, organs and systems. This aspect of you has five senses to probe reality in the physical realm. On the other end, you know in your heart that you are an incorporeal, massless and versatile brilliant light. You know that by the faculty of imagination you have been given, you can tap into any possibility now and here. Human beings alone possess that faculty. The faculty that can instantly free you from reality-entanglement and gives you access to the realm of possibility right away.

If you sit at a corner and watch how most people live their lives, do business, learn, raise their kids, contain their behavior—you will soon discover that overwhelmingly many people interpret life based on the past reality. “How do you know?” you might say. It is very simple: if you intentionally watch them living their lives, you will find them doing what they have always been doing. They extrapolate the future from the past, in thinking

and in practice. Ask them about anything. They pause for a moment, reach down to their past database and come back to you with past-colored answers. The purpose of this book is to shift your point of view from reality-entangled to potential-awakened. In the eyes of many traditional educated people, this is the equivalent of a cult or a blasphemy. If you stick enough, you will prove it to yourself that this is the principle and in fact, traditions are the cults and the blasphemy. Anything you have accepted without questioning is worth reexamining because most of your accepted traditions are your agreements to falsities. Any norm of life we have internalized and taken for granted is a form of social conformity. In this writing, I don't want to make any conclusion for you. Honestly, evaluate it and make your own conclusions.

As to me, I have discovered early on that many of the accepted traditions are not based on sound principles. As Mark Twain puts it, whenever you find yourself on the side of the majority, it is time to pause and reflect. Principles are not necessarily popular and not all popular things are life-ward. They are based on handed down succession of traditions from antique ancestry. There are, of course, enlightened traditional wisdoms that derive their insights from nature and there are also 'wisdoms' rather called 'traditions' that are based on false beliefs. In this book, we will dive deep into the natural principles on which all big success is

based and outline how they can be implemented in a day-to-day life. To explore about deep mysteries of life, we normally go to two sources of wisdom: science and spirituality (religion). Science is always incomplete and its approach is rather an intellectual reductionism but ancient spiritual wisdoms are ultimate wisdoms that can be validated only through experience but lack elaborate explanation for the 21st century mind. Compare the following excerptions for example:

By faith, we understand that the universe was created by the word of God, so that what is seen was not made out of things that are visible. ESV Hebrew 11:3

This excerption was taken from the Bible Hebrew chapter 11 and verse 3, English Standard Version. You might wonder how spiritually enlightened people perceive the manifested world as the expression of the un-manifested grander world. According to this scripture, the universe we live in is made out of the spiritual stuff labelled as 'word of God,' the logos, the divine intent. Even though evolutionary and incomplete, science also has something to say about the manifested universe as to have originated and gets its existence by a virtue of the intelligent mind, the un-manifested Spirit, Max Planck phrases 'Matrix of all matter'.

"All matter originates and exists only by virtue of a force…. We must assume behind this force the existence of a conscious and intelligent Mind. This Mind is the matrix of all matter." [Max Planck]

For many centuries, science was perceived as conflicting with spiritual wisdom and was stashed in academic corners due to this reason. After 400 years of painstaking and intergenerational scientific exploration from macro to micro and beyond, we have come to the following conclusion: Matter, if anything like that, originates and exists by the virtue of the force that penetrates, permeates and fills the whole universe. Where this creative stuff is not, there is not. One unified source expressed as diversity. There is only one source and the rest is its own infinite diversified expressions. Understand that the unmanifested universe remains infinite no matter how much is manifested of it as reality. The universe is a unified living organism that looks at itself through you—in your own specific way.

According to these sources of wisdom, the universe and everything in it originates and is sustained by the super-intelligent Spirit beyond compare, which I prefer to call the Spirit of God. Note that nothing is ruled out when we mention the 'universe' or 'all matter'; everything is in it. Everything from the scale of the current size of the visible universe that is 10^{25}m [93 billion light years] to the

incomprehensibly small dimension at the Planck scale (10^{-35}m). What is ruled out of these is God himself, the unmanifested foundation of the universe—the unmanifested universe—the unified field—the intelligent mind—that remains infinite, immeasurable and incomprehensible regardless what manifests of it—out of which all creation comes and dissolves back into. You cannot measure it. It takes itself to measure it—not anything, less than itself can measure it. That means, it takes the unified field to measure the unified field, if that were a feasible project altogether. You cannot use humanely language to explain it. There are no physical equipment to probe it. You don't have to travel to the edges of the universe to access it. It is not just everywhere—everywhere is in it. It is not just in the universe. The universe is bathed in it. There is no earthly model or metaphor you can use to depict it. It is an ocean of infinite silence, unintelligible intelligence with intact will of its own. No scientist or alchemist or artist or magician can put his finger in there and tinker with it. It is the realm out of the reach of the noisy mind. The only probe we have to access that realm of abundance is the faculty of imagination. And this faculty must be intentionally directed to produce desired results from the realm of potential that is inaccessible otherwise. What is impossible at the realm of reality is possible in the realm of imagination because imagination works with potential not reality. That is what gives me

complete confidence to proclaim that anything is possible.

However accessing this power as your source of wisdom, supply of material needs, endless joy, immovable security and mind-transcending peace, you have to be willing to do two things: Disentangle yourself from the cajole of the evidence of reality and identify yourself with your ideal. That is it. In the following pages of this section I will show you how you can do both at the same time.

Disentangling from reality entrapment

Disentangling from the assumption that evidences of the senses are ultimate truths has nothing to do with denying or avoiding factual realities at hand. Disentangling doesn't mean denying. It means acknowledging realities for what they are— opted-in possibilities unconsciously realized—and safely withdraw your attention from them. However, attention cannot be suspended for practically long time in real life. The question naturally comes, 'If I withdraw my attention from this factual reality, where will I focus it?' On whatever you consider the most important thing of your life. It is the equivalent of liquidating the bankrupting project and investing its allocated budget on the other project of higher return. Once you liquidate the former project, you commit to the new project. You stop lamenting, regretting and looking back on the dead project and start infusing life to the project of your worthy ideal. You can serve only

one master and that master should be the ideal of your life.

In the process of disentangling, you will confront with three adversaries that linger around for a while to see if you would quit: self-image, focusing on what one doesn't want and habits. Let's get started with the insidious adversities that you should transcend to take off from the ground.

Self-image

The "self-image" sets the boundaries of individual accomplishment. It defines what you can and cannot do. Expand the self-image and you expand the "area of the possible." The development of an adequate, realistic self-image will seem to imbue the individual with new capabilities, new talents and literally turn failure into success. [Dr. Maxwell Maltz, Psycho-cybernetics]

There is a secret place in every one of us where we hold private meetings with ourselves. At that place, it is only we talking to ourselves—no one else. Have you the experience of catching yourself while saying, "His nose is bent to the left; he looks a kind of cruel; I wonder what kind of a woman is married to this man." Or, "I can't afford that; how on earth could other people afford to buy such an expensive car? They must be corrupts or contrabandists.

Faithful person cannot buy them." Or, "He is accustomed to dishonor me. I expect that he will do the same in the meeting today. I hate this man. He shouldn't have held this administrative position."

These dialogues are common. Furthermore, most of them are negative. Furthermore, most of them are irrelevant. Even so, we always talk to ourselves in this manner. Guess what. Self-talk explains how we see ourselves as a human being and it is a typical cognitive expression of self-image. It is about people. It is about you. When you talk to yourself, you can hear yourself miniaturizing yourself, disempowering yourself, belittling yourself or the reverse. However, whatever you say to yourself you unquestionably execute them and produce results. That is the final statement that could be said about you. Anything you don't say to yourself, positive or negative, has no power to affect you. Regardless of all external factors, what you say to yourself will be taken as a final decision to be executed without questioning. On the other side, social mirror: people's opinion of you, norms and beliefs, accepted rules also affect you from the outside the same way you are affected by your own image of yourself. The most amazing thing is that people generally mirror back to you your own concept of yourself and nothing more. Look at the world: animate and inanimate as a mirror which reflects

back to you your own concept of yourself, your self-image on a real-time basis. When you change how you see yourself, people will synchronistically change their opinion of you. The only way you change your results is by changing your own self. Despite its appearance otherwise, social mirror is the exact copy of your own inner image, self-image. I have seen this in my own life as people reflect on what they think of me from time to time. I change my view of myself and see if it reproduces in other people's mind and the results were unmistakable. People reflect back to me my own belief about myself, my own self-image and my own evaluation of myself. I do it secretly and they do it openly; I do it first and they do it next. That is the only difference. By this, I do not mean that there are no established social norms that don't move fairly fast to be noticeable. Regardless of what you do and be, people have their own opinions and beliefs. However, as far as you are concerned, their belief changes continuously following the change of your own belief about yourself. That change might go as far as affecting their way of evaluating their own lives. The change you induce in their opinion of you provokes in them a new awareness for them to reconsider their own accepted agreements that runs against their cherished wishes. That is why people change people just by being. What you become affects people more profoundly than what you proselytize or preach or teach.

Nevertheless, when you have a distorted self-image and could not see it in yourself, you tend to believe that people have their own objective opinion about you. You incline to believe that your own projected image of yourself as having been originated by others. You generalize that other people's opinion of you never changes regardless of what you do. This fallacious conclusion emanates from your inability to see your own self-talk, deep beliefs, assumptions and unconscious persuasions. If you want to change how people see you, change how you see yourself. It has nothing to do with people—it has everything to do with you. When you change the image, its mirror reflection will change—this is the law. What you sow you reap. The energy you release, you get back reflected. The voice you put out you get back as echo. People will repeat anything you say and believe about yourself. By continuing to be and do what you have been and have been doing, you cannot stop people from maintaining their held beliefs about you. The attainment of anything: winning people's respect, good income, good relationships, perpetual joy, peace of mind and healthy body is possible only through the change of the core from which we live. That core, for many people, is identity.

In the past, many people participated in the making up of you. In fact, you are an unconscious formation of other people. That means you are not

responsible for whom you have become. However, you are 100% responsible for a person you are becoming as of now onwards. The making up of this man or woman—you—you perceive yourself to be is not your mistake. Nevertheless, it is your responsibility to change that identity if you feel foreign and inconvenient with that identity. That is your responsibility.

Identity is the summation of our self-image and the social mirror that reinforces it. We have no control over the social mirror directly. The change of self-concept automatically generates it. When we are not able to differentiate between the social mirror and the self-image as to which one is the cause and which is the effect, we tend to take the simpler one to mean the cause. Social mirror. Unquestionably, your environment affects you. Equally true, your inner world changes your environment and social mirror. Carefully read the following three verses taken from the old testament of the bible, which precisely depicts how our own self-image entangles with our expectation of how others perceive us.

And there we saw the giants, the sons of Anak, which come of the giants: and we were in our own sight as grasshoppers, and so we were in their sight. [Num 13:33 KJV]

Among the many things I have read about self-image, this one really mesmerizes me. To give you a brief background of what these verses are about, Mosses was leading the Israelites across the desert of Paran and 12 people who were sent to spy the land ahead of them returned from exploration and presented this report at a place called Kadesh. Notice that they have explored the land together and they have access to the same information. The ten of them reported as it is printed in verses 31 and 33 and only two came up with an outlandish proposal 'Let us go up at once and possess it'. The rest concluded their sensational report by the metaphor that gives the whole picture on what was in their mind. They said, "We were in our own sight as grasshoppers, and so we were in their sight." Amazingly, the large crowd totaling to 600,000 people agreed to the negative news and the bible reports on Numbers chapter 14 verses 1 and 2 that people raised their voices and wept aloud that night. They said, "If only we had died in Egypt! Or in this desert! Why is the Lord bringing us to this land only to let us fall by the sword? Our wives and children will be taken as plunder. Wouldn't it be better for us to go back to Egypt?" They went as far as extrapolating what might come as the result of their siege. They pictured vividly as to what would happen to their wives and their children.

If you imagine yourself as a grasshopper and others as giants: starting a successful startup or building a vibrant relationship will be preposterous. Your self-image is your agreement with the universe as to what you would like to achieve in this world. If you agree to take on the form of a grasshopper, the whole world will agree that you are a grasshopper. If you rewrite that agreement and perceive yourself as an unstoppable giant, the whole world will agree to make that a reality. We hold a secret self-image and as we move across a society, that same image is reflected back to us. When we see the reflection, we reinforce the self-image we held and this cycle continues forever. It is a self-fulfilling prophecy that we see in ourselves, we also see it being reflected by others too. That is how we entangle with reality.

It is a dynamics that plays back and forth between our self-image and its mirror reflection. When somebody gives you an opinion and you receive it, you are looking at yourself through that person's point of view. He adds his own bias to it but he doesn't create your picture altogether. Your life conditions, the energy field of your presence tells the story about you. People derive your meaning from those things. The key point here is your conditions of life are printouts of your own self-image. When you change your self-image, you change your conditions of life and other people's

evaluation based on them. Haven't you ever noticed the fact that heavy weight boxers stare into each other's eyes right before the contest to find out what you say about yourself. Your eyes give them a clue whether they might win or lose the game. At the end of the day, your assignment boils down to 'Change your self-image and leave the rest to unfold on its own accord.'

To your astonishment, when you stop seeking people's approval for who you are, what you need to do and what you are capable of being and doing, you open yourself up to infinite potentials that will soon begin to leave clues in your life through expression. You don't have to measure yourself up to the standards of other people; the only authentic yardstick you need to use to measure your progress is your level of excellence—the magnitude by which you exceed yourself every day. The worst mistake you could do in life is to compare or compete with someone else. It is good to learn from achievers. Nevertheless, we are created to be uniquely typical and we don't have a natural obligation to compete with any human being on earth. If you really want to prove it to yourself, grow every day and see what will become of you. Improve your skills; boost your psychology; understand principles; read books written by people, who already did what you aspire to do; be grounded in principles; learn to be relaxed; make it your plan to try new things; learn

to focus on what is worthy of your life. If you begin doing these, and never cease to do them consistently, you will begin to disidentify from your old identity and begin to assume a brand new person as of this moment onwards. Your identity, what you identify with, begins to shift and people will soon get the feel of the energy. Nobody will remember who you were unless you remind him or her. John Assaraf was a gang member—now he is a rich, kind and sharing personal development educator. Lisa Nichols was a poor woman with hellish self-esteem who found herself with no penny to feed her child. Now she is an inspiration for such people as she was to rise to the thrilling heights of life, free of lack and limitation. Bob proctor was a poor and low-self-esteem person who always owed someone some money. He worked in fire brigades and he confessed that there were incidents when he was hired only for hours and then fired. He so changed himself, nobody believes him when he proclaims in his seminars that he earned $4000 and owed $6000 because he now has a kingly mansion, a private jet, successful and happy family, the finest library and a company that runs all over the world. More than anything else, they have a project to start new schools in Africa every week. Do you believe that? If it were not possible, it wouldn't have been possible for these ordinary human beings. And if it is possible for them, with all of the rough roads they had to travel, it must be

possible for you too. You are another them and they are another you. We are essentially the same. When you begin to identify yourself with your ideals from time to time, it begins to crowd out anything else that doesn't resonate with that new identity. Therefore, the change of identity changes everything we identify with—the reverse is not necessarily true. By changing your identity, you change your income, people's valuation of you, your health, your relationships, your confidence, your contribution to others' lives—literally everything about you.

Error in Focusing on adversity

First of all, let me assert my firm belief that the only thing we have to fear is fear itself—nameless, unreasoning, unjustified terror which paralyzes needed efforts to convert retreat into advance. [Franklin Delano Roosevelt, first inaugural address, March 4, 1933]

Many people are captivated by the aspect of their life that they want to get rid of rather than being inspired by the ideal life they want to create for themselves. Focusing on what you don't want only paralyzes your effort and disables your energy channel which could have otherwise be marshalled toward the creation of your desired life. On the presidential inaugural address Franklin Delano

Roosevelt made in 1933, demonstrates this truth. At that time, America was emerging from the experience of deep economic recession in the history of the world. He was trying to awaken his citizens from the immersion of memory of poverty and lack to get inspired by what could happen if they use their mental and emotional energy in the creation of a new America under his leadership. This is the essence of leadership quality—pulling people out of the mentality of the past so that they will be inspired by their desired future.

The second form of reality entanglement is focusing on what one does not want. A Jewish psychiatrist Dr. Victor Frankl, in his heavily loaded small volume book 'Man's search for Meaning' puts it this way: Fear brings to pass what one is afraid of. He calls this phenomenon Paradoxical Intention. Contemplating on poverty with the motive to create wealth is a futile mental fatigue. We create more of what we fear. Reason. Fear invites the object of its cause. Fear is a hidden prayer for the opposites. Fearing something implies that we unconsciously anticipate the likelihood of its occurrence. Therefore, you are unconsciously asking for what you don't want when you act from a place of fear. Being motivated by fear, most of the time, reproduces the fear in all of its breeds.

I have asked many people that attended my seminars, people that share table with me at

cafeterias and people I meet in social circles this question: “what do you want?” Many will take it as a foolish conversation and ignore it. Most of those who respond would say some variations of the following:

I want to complete this course and apply for better job. You know, I am highly underpaid at my current position in this organization.

I want to move out of debt; you have no idea what it feels like to be in debt.

I want to extricate myself from this addiction. It is disgracing to be addicted.

I want to be a better person; I want to change my life; but I don’t clearly get on a pragmatic level what it means to be a better person. I have mental image of what that looks like.

I want to make money and pull my family out of poverty. But you know, it is hard given the conditions of this country. By hook or crook, I want to get US visa. I can earn 30 times as much as I can do it here.

I want to eliminate my fear of public speech. My hands soak with sweat; my chest pounds and my mind goes flat when I am on the stage. The more I try to control my fear, the more it prevails. What can I do?

My husband and I are at the brink of divorce. We are living under the same roof just to appeal to the social expectations of remaining married. Tell me, how I can change my husband. He doesn't listen or understand!

My business is at the edge of collapse; I have very crafty employees who only ask of payment raise. But they don't do their job. What approach do you propose to get things done and move out of bankruptcy?

My children are growing awry. They don't listen to me. I suspect that they have started abusing substance now. I punished them in variety of ways and they won't change. What can I do?

You might have always said something of this variation, if not exactly these ones. If you seriously evaluate these assertions, they have one common thread running through all of them: they react to the problems at hand. They are immersed in the very challenges they want to eliminate. There is nothing wrong with critically evaluating the challenge you want to resolve. The problem comes when your mantra becomes the problems themselves. At any circle, when you start talking about a problem of some sort, people listening to you lose patience until you stop and they take the turn to empty their sack of problems under your feet. They will tell you as many variation of your

problems as you could carry home. When you are done, your mind is spinning in the commotion of your problems plus other people's problems. Problems can't solve problems. Solutions do. However, solutions are on the flip side of the problems. You think this way rightly: if my problems have all been solved, what will be the difference. When you solve your money problems, what does it mean to you in terms of freedom, self-confidence, feeling good, and having any material stuff you want? After all, you don't need money. You need the stuff that money buys. What would you have become and done, if you financially succeed, with all the power that money bestows on you? So, can you directly switch to what it feels like to have all the money you want? Definitely, this feeling is different from the feeling that you might have when you aim at eliminating money problems.

A typical of this is an attempt to extract one's strengths from weaknesses. Traditionally, this is the most practiced form of 'personal performance improvement' approach and more so in political circles. The premise is this: if we tell people their weaknesses, they will improve them. In reality, continuous babbling over your weaknesses entangles you with your weaknesses rather than helping you to solve them. Everybody knows, at least secretly, what weaknesses one has in reference to accepted standards. We even know

more about our weaknesses than our strengths. Interview people and you will be surprised. They believe that researching about their weaknesses will give them a clue as to how to overcome them. However, it produces results that run contrary to the intention. What you resist persists!

Mind, specifically subconscious mind, processes information to reach a conclusion based on your beliefs, assumptions and expectations. If you think about problems, it scans its problems-database, makes meaning out it and organizes you to experience more of the same. Focusing on problems entangles you with realities of problems and your mind become equal to that state. Your subconscious mind doesn't understand your intellectual desires. Unless those desires are communicated to it with the language it understands, it will continue to produce results that are equivalent to the thoughts it entertains. If you are immersed in thoughts of lack, debt, divorce, self-doubt, bankruptcy—your subconscious mind will go to work to reproduce them in your life—taking it as your own command. Even though this is a traditionally accepted approach, war researches never ensured peace; anti-terrorism campaigns couldn't stop terrorism. Anti-corruption movements never stopped corruption. Did poverty eradication programs of millennium development goals eliminate poverty? I don't think so. The more

you think about your problems, your weaknesses, your limitations—the more you generate them. If we sow seed of 'problems', we harvest problems. You might wonder, "What else can I do if I have real tangible problems to deal with?" There is another approach to life. Think of the opposite of your problems: if solving your problems was possible right now, what would your life look like? How would it feel if you focus your attention on ways of growing rich rather than eliminating poverty? Does it feel the same to think of 'eliminating poverty' and 'building wealth'? This slight difference in how you feel brings about a big difference in what you produce in your life. If you train your mind to immerse itself in the possibility of realizing your fondly desires, sooner or later, your behavior changes, which in turn changes how you act and which in turn changes what you produce. Emotion generates behavior and behavior generates action, which ultimately produces results.

Think about this feelingly:
How does it feel to be a champion? How does it feel to be vibrantly healthy? How does it feel to go places, talk to like-minded people and get encouragement from everywhere? How does it feel to be wealthy to the extent that you are free to follow your dreams while money pours in every minute and you don't have to think about money again? How does it feel to be warmly applauded by

the audience when you finish speaking? I am not asking you to think about the 'how?' I am requesting you to imagine the feeling that run your body if all these things have already happened? This is the beginning of big successes. At the first glance, it might be hard to take it in and resonate with. Through practice, you will come to know that success has its roots in experiencing the feeling of 'wishes fulfilled' right now and here. When the feeling of 'wishes fulfilled' becomes natural, the means will reveal itself to you progressively. The feeling of the end will create the means to get there! When you fully commit to doing what you want, the means always shows up at the moment you need it. We will come back to this later in the chapter.

Habits

We are what we repeatedly do. Excellence, then, is not an act, but a habit. [Aristotle]

What is habit?

Habits are what we repeatedly do, more importantly, unconsciously. They control every facet of our lives: wealth, health, relationships, peace of mind and impact. Whether we be poor or rich; healthy or diseased; happy or melancholic; relaxed or stingy—habits catalyze all. It is, however, very fascinating that we can change our

lives by changing our habits. In exact the same way wrong maps lead to wrong destination, bad habits lead you to undesired results. Habit is a map to the future: desirable future or echo of the past. When we intentionally build them, they take us to the future we dream of. When we are unconsciously lead by acquired habits, they lead us to the future that reflects the past. Which future do you like?

It is worth the time we spend to analyze the meaning of habit as viewed from different perspectives. Let's see definitions of 'habit' as viewed from psychology, vocabulary and Wikipedia—the largest online encyclopedia.

The American Journal of Psychology (1903) definition: *Habit, from the standpoint of psychology, is a more or less fixed way of thinking, willing, or feeling acquired through previous repetition of a mental experience.*

Merriam Webster dictionary's definition: *Habit is an acquired mode of behavior that has become nearly or completely involuntary.*

Wikipedia: *Habit is a routine of behavior that is repeated regularly and tends to occur subconsciously.*

From these habit definitions, we can distill four distinct characteristics of a habit:

Habit is a fixed **way of thinking, willing and feeling**

This description explains that our thinking, willing and feeling patterns are habitual rather than intellectual. With this definition, your habits will never let you think differently, choose differently and feel rationally. This implies that change is never possible keeping those mental, emotional and behavioral patterns intact. All intentional changes start with the change of self-image and proceeds with focusing on your intentional priority and finally building habits that execute those intentions. Become aware of what you find yourself doing without planning. Do you find yourself hooked to internet without any prior plan to search for information, to connect to friends or contact your business customers? What is the most likely place that feels like a black hole gravity to you? I am not implying that all habits are bad. No! I am telling you to be alert and intentional in what you do. If you see yourself in a pattern that runs contrary to your life's ideal, it is time to pause and reflect. Being aware of the pattern alone has a massive power to loosen their infatuated grip on you. That is the beginning of big transformation.

You cannot change what you are not aware of.
[Thomas M. Sterner]

As Sterner said, you have to be able to be aware of your habits non-judgmentally before you begin to

change them. That is the beginning of shifting your thinking pattern, your decision-making, your behavioral response and your actions. That loosens you from the grip of old habits. It decouples you from fixed thinking, willing and feeling.

***Habits are acquired* from previous mental experiences**

That means habit is a pattern acquired from our past choices, decisions and actions that were repeated for adequate number of times. It simply is an accumulated past pattern. It reflects the past. It shows our preferred choices, spontaneous decision patters and our behavioral response to events. No matter what we know, how hard we work and how passionate we are, our habits lead us to the past. To the average person, planning for the future with our habits intact is like facing the future but walking backwards. That is why determined New Year resolutions fail to succeed. You see the future but you will never come close because you are walking away from it. In a long run, as you keep walking backward, your vision grow smaller and smaller until it is completely lost in the horizon. This puzzle inflicts the whole world. Your results and behaviors are predictable given your habits. If my past habits are acquired patterns, it means that constructive habits can be learned now but consciously.

This is what I practically observed in my own life: at the beginning of every month, my bank account swells. Before two weeks, more than 90% is gone. At the end of every month, there is some deficit. This deficit grows over few months. At the end of, say two months, I have to borrow money from someone. This bimonthly deficit grows over a year. A huge sum of deficit rolls to the next year. To keep myself in a borrowing eligibility, I return my debts until my whole salary is paid off to leave me with empty pocket. To solve this problem, my spontaneous reaction always is borrowing money from someone else. Always I owed someone some money. This habitual sinusoidal wave continues to recur until I became aware of the pattern.

Habits are fixed-outcome algorithms [repeated experiences]

What gives a habit its character is its algorithmic nature. Habits form through repetition of an experience. Neurologically, repetition prunes old neural circuits [brain map of old habits] and fires new connection which end up wiring new circuits [formation of new habits]. Whenever a new behavior is recognized, the subconscious mind looks to see if the behavior could be recognized as pattern that could be reproduced. The subconscious mind is a pattern recognition mechanism that always scans its environment if there are patterns to be made into algorithms. Machine learning is the machine equivalent of the

subconscious mind as a pattern recognition mechanism. Therefore, habits produce familiar results in the range of predictability because habits are predictable result-generating organisms. This implies that habits are recurring behavioral patterns that sustain the past by perpetuating our familiar results.

If we reinforce our novel experiences by repetition, we strengthen the neural net to support them; if we do not, our newfound neural circuitry quickly decays—not over years, but in less than a month. [Dr. Dawson Church, The genie in your genes]

Whatever we repeatedly experience mentally, emotionally or in action tends to map itself on the circuitry of our brains to later run effortlessly when cue triggers the experience. When a trigger or cue is recognized, our response spontaneously flows through the already wired brain circuits. Repetition forms wired brain circuits which will later fire together to generate behavior without our conscious attention. This also gives us hope that if past habits formed through repetition, we can form desirable habits through repetition.

Habits are nearly or completely *involuntary*

In fact, 95 percent of who we are as adults is so habituated through repetition that the body has been programmed to be the mind, and the body,

not the conscious mind, is running the show. That means that only about 5 percent of who we are is conscious and the remaining 95 percent is a subconscious body-mind program. [Dr. Joe Dispenza]

Our habits are automatic unconscious patterns we have nearly no control over. Habits virtually govern destiny. When habits run, most of the time, you are not aware of what you are doing. Your habits fly your life on autopilot. 95% of what you think and how, how you feel, how you behave and what you do are dictated by habits—according to neuroscience. The most astonishing aspect to this mystery is that you don't even know that this is so. Your body goes through routines regularly without the interference of your conscious mind. A fully developed habit positions the body to be the mind. According to Dr. Joe Dispenza, habit is said to be formed when body assumes the role of the mind. Even when you read this book, you might say to yourself, 'If that is so, where is the free will?' Free will is a mental faculty that seems to play a role of making intentional choices when we call up on it to do so. However, free will doesn't implement those choice in anyway. The subconscious mind is the doing machine while the occasionally monitoring mental faculty called 'will' is the choice maker. The 'will' makes intentional choices but the choice, the vision or the goal has to be delegated to the

subconscious mind to be executed on autopilot. We cannot engage our free will for so long as executing every bit of a process. Free will is a commander that comes now and then to decree instructions but it does not do the real work of execution. If you try to elongate its engagement, you might succeed for minutes but you will stress out and eventually burnout in a long run. Free will is not designed to execute; it is designed to make a choice of what should be executed. Who executes? The subconscious mind. That is the doing mind. Whatever gets in there—good or bad—is safe to be executed automatically. Therefore, habituating your vision, goals and tasks is the antidote to bad habits.

Habits *recur* regularly

Habit is one explanation for the fact that time proceeds forward into the future than receding backward into the past. Whatever you do now influences what has to happen in the future. Habit as pattern of the past propagates into the future rather than drowning into the abyss of the past. Make a choice; you will surely experience its consequences in the future. If we keep our past habits, the future is most likely the same as our past. Why? Because future always and only originate in the past if we don't prudently intervene now. What? That is true. You might say, "If that is so, what is the hope of creating a better

future?" That is a good question. You have all the power to interfere with the future now. After a while, 'now' becomes past. If you think, feel and act rightly now, you influence all seconds, minutes, hours, days, weeks, months and years to come immediately after your interference. Habits migrate into the future through what we choose to do right now; that is how they perpetuate our past old self—preferences and decisions. Do you know what? Whatever we do proceed forth and makes kingly mansions for us or impoverishes us to the ashes. We live in the eternal now.

The rear mirror puzzle

Have you ever wondered why people with bright minds grind to produce outcomes that don't measure up to their intellectual capacity? Have you ever noticed that determined New Year resolutions likely end up unrealized, in most cases? Have you come across people who start transforming projects and quit repeatedly that, if completed, could have changed their lives forever? I do. I always wondered why people with so much motivation to start, fermenting massive desire to keep going and bright minds to execute excellently quit at all.

I begin to ask this question sincerely, 'If determination, strong desire and bright mind don't significantly help when it comes to real success in life, what really does?' Many people are inflicted by life circumstances that they themselves

unconsciously create for not noticing the relationship between *their micro habits* AND *their massive consequences in years*. Results ensue from habits. It follows that trying to progress forward while being immersed in past habits is likened to driving forward while starting at the rear mirror. Despite your speed and the horsepower of your vehicle, you end up in rubbles if you face backward while driving forward. That is why many capable and brilliant people, despite their good motives, stuck.

Early on in my search and research, I came across Dr. Stephen Covey's book: The seven habits of highly effective people. At the first glance, I disagreed with the title especially 'The seven habits'. Does it just take habits to be highly effective? With that skepticism, I went on reading. When I finished, I knew at my core that habits are maps that lead you to a place they are designed to lead you. We follow habits and they take us, on autopilot, to where they are programmed to go. If we have good habits, we will succeed in a walk of life we choose, whatever it might be. If we have bad habits, we are unlikely to succeed. Habits control your income, health, relationship, peace of mind and all there is to life. Habits are external expression of their causative paradigms. Habits are paradigm in action. I am convinced that changing your habits is a prerequisite to changing conditions

of your life. All successful people differ from the rest by their habitual way of thinking, feeling and acting in any given situation. They have trained their minds to look for opportunities in everything that comes their way. They have indoctrinated themselves to find reason to feel good about themselves and the world. Because of that their choices, decisions and actions differ from the rest.

Somebody might say, “Who cares? Why should I bother myself while I am not in the number?” However, the more I look, the easier it became to find habit issues in every walking human being I ever encountered. It looks like there is an autonomous entity that controls the results we produce. That shook me to the foundation. I became delicately cognizant of this proliferating reality because I saw it in myself first and then in everyone else eventually. Even though it was obviously evident for years, that my results didn’t appear to be created by ‘intentional me’, I could not pin point the exact ‘thing’ that controlled my results. Commonplace wisdom asserts that our results are controlled by such external circumstances as national economy, marketplace, boss, employers, other people’s opinion of us or anything we could find in our immediate environment—but not we. That is not correct. The fact is that we don’t clearly see the link between how we think, feel and act, and their resultant

consequences, we tend to attribute our results to the immediate environment in which we find them.

The blind spot

There are two reasons why we fail to see the links:

- The time we create our life [now] is temporally distant from when the physical counterparts of our creation appear. We unintentionally muddle with negative emotions every day all day, for example, and that might result in various diseases in years. Cancer doesn't form in a day and neither do various cardiovascular diseases. Poverty doesn't land on you in a month or a year. They grow every day until we see them clearly. When they show up, we might blame it on God or bad luck. We might practice minute skills every day but their noticeable results might take years to be obvious. When it expresses, people will gather to talk about the exceptional talent God gave you though you know that you worked for it day by day. For the fact that our behaviors and actions don't produce immediate consequences, we fail to see the correlation between habits and results, however, their cause-result relationship is indisputable.
- No small thought, feeling or action produces giant results as it proceeds. However, if you repeat them over time consistently no

> matter how small they are, they compound into gargantuan results, which—do not seem to have originated from those tiny chronicles. We think minute by minute; we emotionally react to events and people minute by minute, we do things in the same familiar ways from time to time. Alas, we forget them. However, the universe registers every thinking, felling, choice, decision and act, no bypassing, that it solidifies them as we go our way into results—results that are strange to our own pondering. We create them and abandon their consequences to external factors from ignorance. That is why we can't see the causes and their consequences.

The challenge is this: you do not and cannot see the consequences of your choices, decisions, behaviors and actions immediately. It takes time for them to grow into disruptive conditions: poverty, disease, burnout, divorce, suicide, addiction OR opportunities: wealth, health, vitality, happy marriage, meaningful life and purpose. Small choices and decisions compound into giant results in years. The correlation between what you do now at a micro level and what would happen a little later in the macro level is never noticeable. The choice of a friend and the kind of place you hang out together, for example, could result in a thin bank account, poverty and being a crack addict or

the other way around rich and high-profiled. Your spontaneous choice of your trouser, your favorite place or a person could be massively influenced by your choice of an intimate friend. Your choice of a friend might shape your vision, influence the books you read, dictate the places you go, configures an archetype of people you meet, and eventually determine where you end up in life. Small choices as that can create a life that is completely different from the life that otherwise would be. Think about it. Now if you have unobserved habitual patterns, despite your desire, motivation and intelligence, could you achieve your life's ideals? If you encounter a friend in your sleepwalking state, habitually spend your precious energy, make familiar sloppy decisions, would you expect a good life—despite opportunities that come your way? No! Also, note that if only your choice of a friend [which is habitual] could influence almost all aspects of your life, how much would unintentionality and randomness affect your future? One choice leads to another and the other choice in turn leads to another. You might choose a friend habitually but you have no control over what that relationship might generate. Look at yourself now: you might unconsciously slip into destructive pattern of social media presence. Somehow, you know that you are squandering your life for something that that doesn't help you to progress toward your vision. However, it becomes your norm to start your day

by being disappointed at the fact that your photos didn't earn you 'like's on Facebook. You might, at a nudge of a friend, be tempted to watch pornographic videos—all of a sudden, you find yourself afterwards immersed in the guilt of doing it every day. In any case, you have no control over where that behavioral pattern may lead you. Imagine how far you can be swayed from your ideal if you leave yourself to the mercy of your habits.

If you are a university student, you might be in a habit of rising from your bed at 7:30am, going to toilet, having shower, being dressed, calling your best friend to go to cafeteria together, having protracted chats over breakfast, arriving at the first class late, being lashed out at by your teachers. Just around lunch, you moan and yawn, watch your mobile clock several times as the teacher continues to lecture, rush to the door when finished, hold your friend in the arm, blather the teacher, follow a familiar route to your dorm with your friend, drop your learning gadget in lockers and go to cafeteria. Now and then you curl and twist your hair, ask your friend if he is going to attend the afternoon class, go back to dorm and sleep if he said he wouldn't, wake up and go to a place where you can access a strong WiFi connection, surf though social media until dinner, call your friend or receive his call, go to dinning hall and have a similar dinner you had last week, head for DSTv room jabbing and giggling,

scorning and scoffing your dorm mate as he passes by on his way to library, meet the same students in the Tv room, talked and heard the same categorical theme as yesterday, go to dorm, try to read the missed class just to signify to your friends that you are in a play, sleep late at night and rise late in the morning to repeat the same routine all over again. Your case could be a little variation of this one but it is a habit any way. If you are not awake enough to see it, it motions you, it takes you places, it sticks you to a company of people with the same pattern, it dictates your vocabulary, it determines your grades, it defines your relationships with your friends and instructors, it gives you a predictable identity—it even defines the whole trajectory of your life after graduation.

Let's take hypothetical case of a university student to demonstrate.

A case with a hypothetical university sudent: she chose a friend who might affect her preferences in a negative way; that led her to focus on temporary pleasures; which led to addiction; that in turn led her to frequent night clubs; which led her to be exposed to unrestrained sexual intercourses; which in turn led her to sexually transmitted diseases of course to HIV; which led her to hopelessness and burnout; which led to the death of her dreams. This might lead to early grave.

Another hypothetical example with the same person: she choose a friend who love books; he handed her, Originals: Adam Grant's legendary book. From that trigger, she begins to consider starting global business before graduation; that thought leads to building teams; two months before graduation, she secured investor fund from crowdfunding; in two years after graduation, she flies to every continent to secure partnerships and business deals all around the world; her company operates in more than 50 countries now. Finally, she got married to this young man and gave birth to an angelic son. Their business keeps growing and scaling. She is thrilled at what is happening in her life now.

Just a single choice could lead you to a different possibility.

From a viewpoint of an average person, typical of the mass, life is controlled by circumstances, incidents, luck, or synchronicity of some kind. However, it never comes to the mind of a commonplace person that she is the author of her life's creations. Generally, it makes more sense to blame your lack of money on your employer than attributing it to your own psychological relation to money. It may be simpler to correlate your hot temper to your spouse's behavior than to your own unobserved habits. They have their own secondary contribution, but these aren't the ones that create your life unless you give them that authority over

you. Nevertheless, our own habits, though in insidious ways, control our results more than anything else does. The moment we become aware of this, it becomes our natural strategy to mobilize our powers and build our habits in accordance with the results we want. In effect, we make our habits our allies. More about how to build new habits on the next chapter.

Map to the past

Habit is a pattern of behavior [thinking, feeling and acting] that migrates your results to the future in a recurring basis. If we maintain our traditional habits, always, the future is going to reflect the past. If our habits made us poor in the past, their sustenance perpetuates that same poverty in our lives. If our habits landed us a divorce, it is likely that the next marriage ends up in divorce. Life flows from now into the future not from the future as an average person expects. In the final analysis, 'now' is an eternal time for us to bend every opportunity in our favor. It is an ever-present moment to make intervention in how life should unfold in our future. Whatever you do right now, proceeds to the future and confronts you. You can't escape, for example, the consequences of the act of reading this book. You can't bypass the consequences of the words you used while talking to your spouse last time. You cannot sidestep the effects of your decisions. Any time we choose a thought, entertain a feeling or take action, we

choose the future. However, many of us do what we do habitually not intentionally. Virtually, our habits create our future not we. Our objective is to build habits that take us to our desired futures. Then, by the virtue of our habits, we go to the future on autopilot.

People do not decide their futures, they decide their habits and their habits decide their futures. [Frederic Matthias Alexander]

If you really see to it, it is obvious that habits take us where we go. The question is, 'Are your habits taking you to the place you dearly desire or un-admittedly hate?' if your answer is the latter—to the place you un-admittedly hate—you have to do something about your habits if you want to change your life: Build habits that take you to your desired future. However, building positive habits isn't a common practice for many people. Why? Because it is a habit that you don't see your habits. You might indulge in social media opening links in tabs upon tabs, use unpleasant words, disrupt a person talking to you, affected by other people's opinion of you, procrastinate, talk all bad things about your friend and regret right away… it is a habit but you rarely see yourself doing them. It appears that habit is our own Phantom body that does stuff for us without us being aware. Being able to build habit is, in my view, one of the redeeming gifts the creator gave

human beings because without them our creative energies would have been trapped in relearning every routine daily. Once our routines are repeated enough to be habits, our cognitive energies are free to create. Habits are indispensable. However, they are double-edged sword. Intentionally built, they take you to unimaginable heights on autopilot. Unconsciously acquired habits lead you to the familiar mediocre past on autopilot. That is why building positive habits is vital. Enabling habits are built in two phases: hypnotic simulation [flow—end] and deliberate practice [process].

Hypnotic simulation [encryption]

Hypnotic simulation is the running of a mental show of a scene of the desired outcome after calming your mind to a drowsy state akin to sleep. We simulate the experience of how it feels to have achieved the end results of our goal by participating as a dominant actor in a simulated acting. We simulate the end not the process. However, your subconscious mind is impressionable when your conscious mind is temporarily suspended by calming it to a drowsy state. For this reason, we put our minds in a state akin to sleep while running the show because the alert conscious mind is so critical that it won't allow any unusual information to reach the impressionable subconscious mind [more about this in chapter 7]. Once the mind is in that drowsy, sleepy hypnotic state, we predominantly

play our part in the imaginary fulfilled desire. If you are an athlete, for example, you simulate ‘crossing a finish line and banner sliding down your thigh’ as you complete the run range first. Once this ‘finishing in first position’ message reaches your subconscious mind, through its miracle working orchestrating power, it begins to configure your practice regiment in such a way that you finish first. It also positions you for a psychological ascendancy over former champions as you are lining up on a track. It also informs your body to manage its energy prudently and avoid damage just to win. This is the very technique that helped me when I published my first book, Dream your life and live your dreams: the power of starting from the end, on Amazon in 2014. I had no writing experience whatsoever before that. The fact that I simulated the published book and congratulations from friends, it was published faster than it could have been. I felt that I was being led while writing and publishing. When I was about completing, I talked to every major publishing company in Addis Ababa to publish my book and none of them was willing to publish it for different reasons. As I was contemplating on the publishing options including paying for the publication service and distribute it on my own, it just dawned on me to look for web alternatives, which—I have never heard of before. I discovered that there were online self-publishing platforms like amazon and lulu.com. They were

real great opportunities for authors whose books are valuable at least to the niche readers for whom the books were written. It was published and I can't explain how exhilarating it was to see it on the platform the next morning I uploaded it. That is how hypnotic simulation enables you to accomplish things you cannot cognitively calculate.

Hypnotic simulation is used to build a mental script necessary for the formation of a process-blueprint and its corresponding habitual routines. Hypnotic simulation is the playout of the ultimate outcome as we want it to be. It is end-oriented. Many people flunk on stage despite their toils and sweats while practicing on the backstage. Hypnotic simulation facilitates the synchronicity of mind's intent with the mechanics of deliberate practice so that the mind and the body operate in in the flow. This stage of practice targets the subconscious mind which, once it recognizes the feeling of wishes fulfilled, knows how to device the simplest ways through which a goal is achieved. Once it gets the target to aim at, it navigates its way all through to it by the ways only known to itself. Once the target is recognized, the process becomes a flow. The 'how to' must originate in this realm of the subconscious which translates the blueprint [ultimate goal] into implementation. Prominent athletes like Michael Jordan and Tiger Woods know the benefit of this indomitable subconscious 'engine of doing' as a prerequisite to physical training.

This is how it works: every time a maneuver deviates off course [wishes fulfilled], the subconscious mind registers a deviation and brings it back on course because it knows where it is going and obviously, it is a goal-seeking mechanism. Therefore, hypnotic simulation shows the subconscious where we have to go and the subconscious takes us there on autopilot. That guided maneuver is what we call habit. That reproducible zigzag mental maneuver to the goal is what a habit is. If you want to do anything extraordinary, it must first be encrypted in the subconscious realm and then decrypted in the expressed world of habits.

Most of the habits that play out in our lives now have been programmed into us when we were naturally hypnotic. A kid in age range of 2 to 6 is in a hypnotic state [theta brain waves 4-8Hz] downloads every pattern it comes across and once the pattern is in place, it becomes a blueprint of life the grown adult lives afterwards. At this phase, a child is at a trancelike state whereby they tend to accept whatever you impress up on them and mimic whatever they find you doing without questioning and second-guessing. This means that kids of this age range learn from their surrounding through imitation. They soak up every norm, style, habit, manner, belief and way of life they happen to be in. We don't teach them; they learn by imitating us as we live our lives unconsciously. Now

that we are grown, we have developed language and cognition to reason with. This cognition barrier serves as a filter between what we see and what we register in the subconscious mind. An adolescent person's brain wave in wake state is beta which is a high frequency brain wave [>13Hz] that is far from being impressionable, unlike the kids' default brain wave which is theta. Beta requires hypnosis or other mind techniques to transcend it and access the subconscious mind. That is why we practice hypnotic simulation [encryption] to impress our subconscious mind with the end outcome. The subconscious mind, then, orchestrates reproducible behavioural patterns [habits] that eventually decipher [decrypt] the practical map to the goal. If the destination is clear to your subconscious mind, it calls forth the strongest energies of your whole being to accomplish it with excellence without laziness and tendency to quit. When you practice hypnotic simulation, 'how' is none of your business. The act of simulating itself organizes for you the most effective 'how' to do it.

Deliberate practice [decryption]

Once the desired aftermath is perfectly simulated, the next step is to express it in real life. At the outset, decide what skills to develop and what habits to build. Split the tasks and habits into their doable elements. Act on a doable and get feedback.

Based on the feedback, either further split the doable into its measurable elements or adjust your strategy to act in a different way. This intentional learning by doing and doing better on the next cycle is the essence of deliberate practice. Simulation is not the objective unto itself; it is the means to execution. Deliberate practice is an experiential training targeted to learning and improving while executing the real task from the blueprints of the simulated experience. In Anders Ericsson's words, one benefit of "learning while real work gets done" is that it gets people into the habit of practicing and thinking about practicing. At this level, a coach or a mentor might be involved both as a practice director and as an honest feedback.

Deliberate practice, unlike a hypnotic simulation, is process-oriented. It is practicing such that each practice generates learning which in turn improves performance. It is a continuous learning-by-doing process. Practice is intentional while learning is its unconscious consequences. If you are intentional about your practice, learning is guaranteed because your subconscious mind is there to grasp the pattern practiced. The objective of deliberate practice is to learn and improve on the next practice cycle. It is practicing and intentionally evaluating its outcome on a continuous basis. That is why deliberate practice forms habits and leads to mastery. For further reading on this topic, I

recommend Anders Ericsson's book, 'Peak: how to master almost anything'.
When you practice on the real work, 'vision' is none of your business; just do the job of practice with full presence. Where it leads you is the responsibility of the subconscious. I tell you this. Successful action never fails to produce successful results.

I discovered that unintentional reading became my habit, which I saw after it has already become a habit. Reading a book could become a habit; surfing internet, without specific purpose could become a habit. You have to be aware of what you are doing especially when you are routinizing your practices.

Section 2:

How an ordinary Human being can build an Extraordinary Life

Chapter 5: Who are you?

Redefining your identity

You are not your results—it be triumphs and humiliations—you are their creator. As results proceed, you remain as an intact observer behind every scene of life. You essentially are a potential of becoming rather than what is become.

Who you are not

You'll never know who you are unless you shed who you pretend to be. [Vironika Tugaleva, the art of talking to yourself]

In my experience, when a typical persons is asked as to who she is, she responds by mentioning her name, her academic qualification, her age, the university she went to, the businesses she launched, her professional career, her worth, when she was married and to whom, her children, and her social status. In real terms, say, your name is prof. Roza Roberts [deliberately used to avoid matching]. You were happily married to Dr. Alexander Roberts 20 years ago. You are 47 years of age now; you have two sons and three daughters. You have published 10 books in your field. You travel all around the world to present papers and share your scientific insights. You have published 160 articles on peer reviewed scientific journals

and you are among the most cited professors in the field. You have even developed a modest biological method to treat industrial wastewater at low cost. You have a two story building home and you have two latest Toyota cars one for you and the other for your family. You are one of the most respected researchers in the academic community. You have written projects and secured grants that amounts to more than 30 million USD. You are often mentioned in every major books and TV shows as a success figure that you have no examples to follow but you.

This is a typical of answers given to the question, “Who are you?” That is fine. How do you answer a question, if I point to a mango seedling and ask, “What is this?” The parallel answer would be, “It is a mango seedling; it has 8 leaves, with one inch diameter stem, small budding at top tip, 16 inch tall, no branches, no flowers, no fruits.” Is it just this? Potentially a mango seedling has roots, a stem, branches, flowers, fruits, and few meters tall. That is not it. It knows how to reach down into deep soils and pull water upstream to its parts. It knows how to use an electromagnetic waves coming from 93 million miles away to catalyze the reaction between carbon dioxide and water. It knows how to germinate, grows buds into branches, bloom with flowers and bear fruit in the right times. It knows to spice up the contents of its fruit as no human being can do. It knows which leaves to shed and

when. So much so, the mango seedling has an access to a very limited potential to express. It cannot, for example, bear lemon fruit if we want it to. It cannot grow 50m high. It has a predetermined line of growth. It demonstrates intelligence beyond words but it is precisely predictable. With 100% certainty, we know when it flowers and bears fruits.

Have you noticed a common thread running through both answers to questions: who are you and what is this? A human being defines who he is in exactly the same way he describes 'things'. It looks at it and make a mention of what appears to be at the observable level. Both the analyst and the 'thing under analysis' are treated the same way. You mention its color, it height, its contents, its age, its uses and features that are obvious in it. What about if I ask the mango seedling what it thinks of who you are? I guess it would say, "I don't know; I can't say that it is this or that because it changes and the changes are not predictable. It grows like us but it wouldn't grow to become what I predict it to be. It can develop features that didn't belong in the generation before it; look at me: I have been and am the same. You can precisely predict anything about me. About a human being that is awake, you can barely predict a thing. It can choose, at any time, to become anything of its choosing. It can change course." The seedling said it right.

A human being is different not in a sense that he has access to a different resources but in a sense that he is given the capacity to realize his imagination. If you see creation, a human being is the only creature that refuses to act in accordance with specified lines of nature—I don't mean to endorse this in a literal sense of a word. However, there is something much greater about a human being than what appears to be on the surface. Let's glimpse what we have done as a family of human beings:

> We have two legs to walk and run but no wings to fly; when we willed to fly, we flew above clouds and across oceans.
>
> We found ourselves on earth; when we willed, we could jump to the moon that is 385,000 km away and probed deep into space millions of miles away.
>
> We used to talk to the next person in the range of our vocal voice. When a flash of idea crossed our minds to do so, we could talk to a person on the other side of the planet.
>
> We used hand tools to dig soil and sow crops; when time came, we tamed oxen, horses and donkeys to pull a plough and relieve ourselves from drudgery. From a blue, it occurred to us to build contraptions that are even more powerful than animals and we came up with tractors.

We used sickles to mow crops; now we have contraptions that mow, thresh and separate seeds from chaff in one shot.

We used to see our faces in still waters; now, we can store the image of our faces and the video of our activities in what we call hard discs for the next generation. Very soon, we will be able to store information in atoms and subatomic particles.

What we are capable of doing, as human beings, is limitless; it is as big as the venture of our imagination. We can't predict what a given human being would grow to become. Even the wisest among us cannot guess what you are capable of becoming or doing. At any given time, you can conceive a thought and set out to materialize it. We are given the capacity to desire and the faculty to vividly imagine our desire and bring it forth into life on earth. That is what makes a human being a creature with infinite potential unlike other creatures. I want to make it clear that pure potential is at the foundation of every creature in the universe, not only humans. The difference is that human beings are built with the faculty of imagination that could conceive any idea and the quotient of faith that takes the idea seriously as truth. They are intrinsically equipped with the capacity to transmute potential into creation in the image of their own imagination.

In fact, a human being is designed to transmute potential into reality as part of an expression of the greater power that works ceaselessly through him. We know that this is true in our own experience because this power expresses itself in and through us as desire. This desire could be brought to vivid light to the finest of details through the faculty of imagination. In my experience, I notice a ceaseless urge of potential seeking expression in my writing and speaking. I wasn't trained to write. I had no literary or psychological background, but I feel like I was made to write and speak. I feel singular when it comes to raising people's energy. I feel the urge as a sensation that runs down my body. I feel happy and fulfilled when I write. I am sure I am created to do so. That is my inclination. It is my talent. I feel easy and spontaneous when I write, being alone, floating in a sweeping presence—marshalling word after word, sentence after sentence, everything falling into place to embody the vision that is already finished. I can't explain this in words. Something is really writing through me, not I. I feel the flow of divine energy through me even when I am typing these lines.

If you feel strange warmth when you think about doing something or consider becoming someone—a higher version of you, it is a clue that the higher intention is pushing its way through you. If I see myself from 'the conditions of life' vantage point, I have no hope of a better future because I reason

from these realities. On the contrary, if I see myself from a vantage point of potentiality, I have hard time putting label on myself—even good ones. From this viewpoint, I hesitate to introduce myself as a man whose name is Ashenafi, who published three books, the father of three children and the husband of a woman, cofounder of a company … That is not really I. I am a potential alchemist. I pick signals from potential fields and transmute them into useful signals like this book. I am here to give expression to the infinite presence that is radiating through me. We all are here to play with infinite potential creating something of grander nature and much more deeper than just making a living. We are not meant to suffer limited reality. We are here to enjoy abundance. “Which abundance?” You might say. The abundance that you are at the foundation of your nature. Please note that everything visible originates from something that is invisible and incognisable. Nevertheless, when you look at resource from a point of potentiality, these things can be created from infinite potential soaking us. Through the faculty of your imagination, you have the capacity to tap heavens for the benefit of all human beings. You are an arbiter between heavens and the earth. You are not, nonetheless, your results.

Your potential side

Potential is a pure field of existence that is essentially no-thing but every-thing emerges from within it. If I take ocean as a metaphor, our body, the physical world and the results we have produced are all ocean waves on the surface of the deeper and calmer body of ocean—pure potential field from which reality arises. It is also the realm of existence into which realities dissolve back. As ocean waves are insignificant as compared to the silent body of deeper ocean so is true with your realities as compared to the potential field from which they arise. What you have accomplished until now, including your biggest triumphs, is insignificant compared to the non-material potential field permeating and filling the whole cosmos. In potential terms, we haven't seen you yet. We have only seen the signpost, the portal to you. We don't know your name; we don't know how much you could accomplish. We have no clues what books you could write; we don't know what discovery you could make. We don't know you because we haven't seen you yet. You could write more than tens of books like Dr. John C Maxwell; or you could start a global business that ends up valuating number one in the world like Jeff Bezos. Or maybe you could be the originator of music genre like Like Mulatu Astatkie who originated Ethio-jazz. Maybe you could be a legendary mid-range runner like Haile Gebresellasie. Or maybe you

could have been an extraordinary fiction writer and philosopher like William Shakespeare.
I don't know you could be a business magnet like Richard Branson. Maybe by you could be a fountain of music genres like saint Yared of Ethiopia. Maybe you could be an altruist like Biniam Belete or mother Theresa. No one can begin to guess who you really are and what you are capable of accomplishing. It is a tragedy to start to define you by looking at your skin color, where you were born, your academic status, your gender or any variation of your manifested personality. The aspect of you that a commonplace person cannot see accounts for 99.99999% of who you are. Nobody really knows what you are capable of doing and becoming. Nobody can put numbers on you or tag you with titles. We don't know you yet. Whatever you have done to this present moment is a disguise of what you are capable of accomplishing. It is just one in numberless possible alternatives. You might be the best teacher in the school; maybe you are a sought after public speaker; or maybe you are a successful entrepreneur. Whatever it is that you have done, it is the tip of an iceberg. If you press for better life, there is much left. You can refine what you are doing to the exceptional best category or you could start a completely different industry altogether.
Your potential can be made into whatever you make it into. However, you cannot do everything. You have to choose something you love more than

anything else and commit everything you have to it. Even though potential is limitless, we cannot do and succeed in everything. You have come here to make a unique contribution no one else does. Do everything in your power to figure out that one thing: Listen to your intuition; ask honest opinion of believable people in your circle; attend to your inclination; read good books; attend seminars—what it is that you have come here to accomplish, if you haven't yet. Maybe you love mentoring young people; maybe you delight in speaking to the large audience; Maybe you love fashion-related arts. Maybe you enjoy painting or craft making. It is possible you enjoy interviewing successful people first hand on TV. Who knows you might well synch with mechanical design and prototyping. Maybe you enjoy motion graphics and animation. Maybe you like being a scientist, solving grand social problems. Maybe you enjoy coding; it is possible that, you love setting up team and leading people toward specific goal; or maybe you love to build businesses that transform the way we live. Perhaps you move people into tears when you sing; you love singing. Maybe you are a woman of humor, you love writing and acting comic plays. Maybe you enjoy science fiction writing—writing stories from the blue. Who knows? There is no limit to what you can do.

Question. If every one of us has an inclination of some kind and has access to abundant potential for realizing them, why is the world full of people who

are unfulfilled? Why are many people wandering around with unrealized dreams—unmet desires?

Before we deal with these questions, let me bring something to your awareness. For practical purposes, everything created by human beings proceeds through two phases of manifestation: blueprinting and formation. The first one is conscious and the second one is subconscious. We imagine them and internalize them first; then the subconscious mind moves them into form of reality. We create blueprints in our minds first and prints them on the walls of reality by in-flow action. This means that whatever reality we have created for ourselves, consciously or unconsciously, follows from internalized thoughts. Form follows consciousness!

The question is, where do thoughts, the fundamentals from which we create blueprints, come from?

Where do thoughts come from?

In 2005, the National Science Foundation published an article regarding research about human thoughts per day. The average person has about 12,000 to 60,000 thoughts per day. Of those, 80% are negative, 95% are exactly the same repetitive thoughts as the day before. But where do thoughts come from?

Many experts argue that this data is not accurate. Because I am not a neuroscientist, I have no idea

whether it is accurate or not. Regardless, I know from experience that this data has some truth to tell. Forget the 95%; even if it is 60%, where do those thoughts come from? If 95% my thoughts are the same thoughts as the thoughts I had yesterday, it means that there is a reservoir of thoughts on which to think. The reservoir from which we get almost constant type of thoughts is a collective mind we are bathed in 24/7/365. The same way gravity field covers the earth, collective mind engulfs the whole atmosphere even beyond the earth's gravitational field. From the first man to 7.8 billion people living now, the collective memory of wars, famine, natural disaster, empire expansions, slavery, suicide, divorce, murder on one hand and abundance, love, nature's beauty, advancement, altruism and peace is roaming around in the psychic body of our collective consciousness in the space around the earth and beyond.

If the belief that 'the universe is holographic' is true, human consciousness maps to the whole vast space in the universe. Virtually, the collective mind baths every single mind on earth. An average person thinks from this big mind. This big mind contains all the frequencies of thought that have ever been emitted by human mind. Now, consider our brain as an antennae rather than a hard disk. Depending on what frequency it is tuned in, it receives the resonating frequencies in a collective

thought field on a fly. It doesn't require our conscious attention; any living brain is attuned to this mind field and scans its contents every single second. When thoughts pop up in our head, we mistakenly take that to mean that we are thinking. One thought leads to another and to another until it is too noisy to understand what is going on. That is not thinking; it is a mental activity. A person who leaves his mind to the mercy of collective consciousness has given up his virginity and adulterates with strangers. More amazingly, the kinds of thought frequencies we attract are the ones that resonate with our conditioning. Do you know what that means? You attract clan of thoughts that make sense to you based on your experience. If you are thinking about your lack of self-confidence, all thoughts relating to low self-confidence chock your antennae right away. The day you were humiliated by your parents when you were child, what your friend told you about the scene he saw while his father was disgracing his mother saying, "You amount to nothing; you are useless." Thoughts attract their own breeds. You become hooked to the memory field of experiences all human beings have ever gone through regarding the issue of 'low self-confidence'.

According to neuroscience, we are on autopilot 95% of our wake hours. We are consciously aware only for 5% of our wake hours, intermittently dispersed across the 95%. Understand this! During 95% of our

wake time, we think from collective mind and for 5% we think from 'our private conscious mind' that draws ideas from your paradigms that draw its existence, in turn, from the collective consciousness you grew in. This means, our mind processes other people's thoughts for 95% of our wake life and processes intentional thoughts only for 5% of our wake life. This is a gross approximation. In my observation, an average person thinks from the collective mind every moment of his wake hours. For a major portion of our lives, we live on other people's philosophies, fears and attitudes. Do you see that?

When the flow of information is from the outside in, you hold your consciousness hostage to the consciousness of the people producing the information. [Dr. Dawson Church, Mind to matter]

Leaving your mind unprotected is the equivalent of letting other people use your physical gadget—brain—to think with. That is why we live like others live, revere what others revere, fear what others fear; go to college when other do; become football club fan because the majority of our friends do; seek out celebrity's signature because other do so—we blend in—we conform. We agree to traditional norms and beliefs of other people without even questioning what it is we are agreeing to. We become servants of tradition. What is the point

here? If you are comfortable with your position, there is nothing wrong with that. However, there is a different approach if you want to express your unique nature extraordinarily for yourself and for the benefit of fellow human beings in the world. The question here is, 'How?' in the following pages, I will use the potential-reality model to explain how any interested human being, from where he is, can write a new script for his life and go about realizing it on a practical level.

Potential-Reality model

When you arrived here, you arrived as pure potential. No name, no title, no possession, no skills, no language, no ego, no education, no history, no story, no culture, no norm, no identity, nothing. You were just pure being—the active edge of potential field. You were a radiating powerful creature appearing from nowhere. Your parents said, 'Let's give him a name!' behold you had a name.

Even though you originated from grand intent, you were born into collective mind, a tradition that has ceilings, walls and floors—that has unjustifiable limitations of its own. You had to fit in. Neuroscience shows that during your first two years on earth, you were in what looks like deep sleep as viewed from your mother's point of view. This also means that you were highly awake to the world of

dreams, potentials and imaginations as viewed form your source of origination—pure potentiality. This also means that you were in deep slumbering regarding the real, material world—means that you were dreaming reality. Eventually, you began to sense the real world through your five feelers. At first, you didn't know that your hands were yours; you were shocked when you first noticed them making intermittent moves at your sides. Because you made sense of your mouth from the very first day since you sucked breast, you used it to feel your environment and check whether it belongs to you. You reached out and bite everything in your environment to feel if it belonged to you. You bite your hands and legs and then began to use them because you felt them. As you do so, you were also being continuously desensitized to the world of dreams and potential. It is the equivalent of walking up to this world forms and sleeping from the world of potentials.

Diagram 5.1 shows how we start out as pure potential and proceed to be entangled in the world of reality.

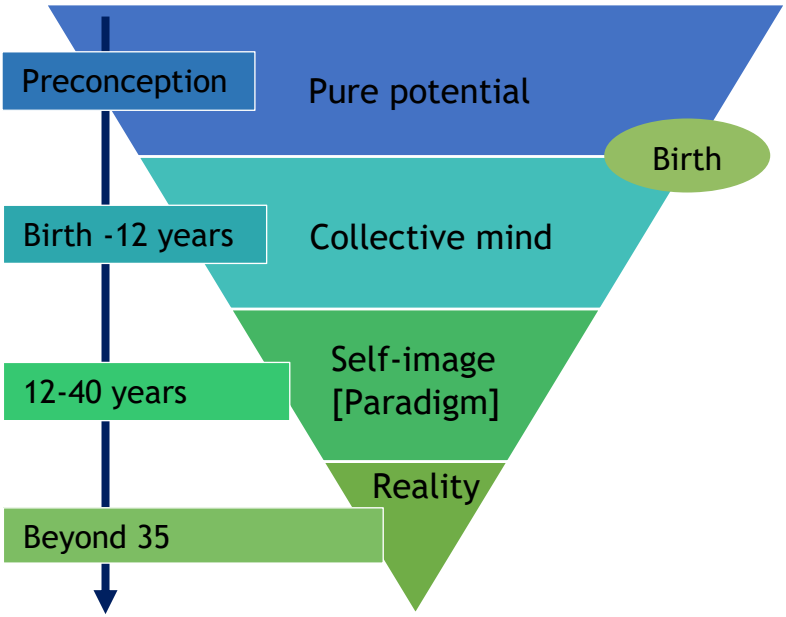

Diagram 5.1: Potential—reality model

Between two and six years of age, you were in a trance-like partly awake to the realm of reality and partly awake to the realm of potential. During that time, you devoured every pattern, belief, norm, and practices of life as you saw others do it. Your brain was rapidly forming brain circuitry that reflected your experience and learning. You took other people's beliefs, patterns of thinking, lifestyle and orchestrated them as your own—patterned it into your brain. And you began to take form of reality in the mold of collective mind your parents were part of. Then you began to learn from

elders' experiences what is possible and what is not; what is good and what is not; what is true and what is not; what is acceptable and what is not; what is edible and what is not; what is believable and what is not—you soaked up tradition of the tradition you were born into. You became conditioned and defined with the boundary of that belief system. You began to put your name in whatever you heard others said about themselves. Whatever predicate you used after a pronoun, 'I' suggests what aspect of a collective mind you have personalized. If you found yourself saying, "I can't do that because I am not athletic." That is a personal version of a collective mind, 'How can we build wealth in the poorest country in the world?' At 12 years of age, you so soaked up the collective mind into your consciousness that your bowl overflowed—you began to protect your territory. When you had enough of collective mind, you began taking form in your own version of that mind. That is what we call paradigm which would become the basis for your identity—your self-image.

From that time on, you proved to the world what you perceived about yourself through the results you produce. Your results became the lagging expression of your self-image. Your results became signposts to your invisible persona. Results were messengers of your self-image. However, through the process of social conditioning, you forgot how

results relate to your self-image. Because of this, you thought that results were standalone creatures that you have to fight from the territory of your life. Nevertheless, experience taught you, I think, that it was nearly impossible to surmount results at the level of results. Many people make New Year resolutions at the end of every year and nothing seems to change as the year recedes. Many people go to college and learn new professions with the hope that their educational degree will change their living standard. Not few people add extra working hours to their already overscheduled days with the motive to get themselves out of lack of money. In doing so, they diminish their sleeping hours, reduce the quality of time they take with their loved ones and eliminate the slot of time for self-reflection. Don't you think that this lifestyle will take out even more money, in a long run, from their income through increased medication, loss of productivity, and dysfunctional family—rather than improving their living standard? In a nutshell, the attempt to change anything without primarily changing self-image prove to be improving nothing in life—instead runs contrary to what you want.

The potential-Reality model in diagram 5.1 shows that you started as pure potential and ended up reality entangled. Your objective is to pull yourself out of the collective mind, write a new life script for your new self and go about creating it.

On the potential-reality model we have discussed about, there are four layers of existence in every human being: pure potential, collective mind, self-image and reality. **Pure Potential** is a limitlessly flexible and infinitely fluid side of your nature. It permeates and fills every atom of your being. It also permeates and fills every other creature in the universe including the seemingly empty spaces in the cosmos. When you are at the level of pure awareness, penetrating presence or pure potential, your intent permeates and fills all creation. When you have a purposeful intent that goes in harmony with the laws of nature—your intent serves the whole—your intent begins to orchestrate all earthly forces including people, technology, resources and money toward the materialization of your intent. All creation proceeds from this potential field. During creative imagination, you will be in this vast field of potential where anything is possible.

Collective mind is a set of evolving waves of collective consciousness on the surface of potential field. It is like myriads of big waves and small waves that play on the surface of oceans. Ocean waves don't exist if ocean is not underneath it. In the same way, collective mind is a set of thought wave patterns or mind clusters that continuously interfere with each other constructively and destructively and refines itself to reflect the level of social evolution. This collective mind, through its

specialized version of your parents and teachers re-specialized itself in you. Your self-image—who you think you are—is founded up on this foundation—collective mind. In other words, collective mind becomes the mold in which your fluid potential self solidifies itself and assumes shape. Whom you would become as a grown up is shaped by the norms, beliefs, traditions and ethos of this giant mind field. Dr. Stephen Covey termed this collective mind field 'social mirror' in his legendary book: The seven habits of highly effective people. In his own words, he writes, "If the only vision we have of ourselves comes from the social mirror—from the current social paradigm and from the opinions, perceptions, and paradigms of the people around us—our view of ourselves is like the reflection in the crazy mirror room at the carnival." Unfortunately, we derive our self-image—concept of who we think we are—from this crazy mirror room at the carnival.

Once a self-image of yours is vividly refined, our subconscious mind takes it as a blueprint to create reality that matches it. Your reality literally becomes the printout of your self-image. As a man thinks in his heart [subconscious mind], so is he. The subconscious mind never creates anything that is not consistent with the self-image we secretly hold of ourselves. This is why mere hard work, getting advanced degrees, or changing spouses—

leaving self-image intact—can't get us the results we want. This is the secret at the plain sight that inflicts billions of people all around the world, 'Your self-image reproduces itself in your reality.'

This is a bad news for a rational person who thinks that he consciously leads his life. As to you, evaluate your life honestly. Is everything in your life: your health status, personal worth, quality of your relationship, sense of purpose, peace of mind, social contribution etc. is your own intentional creations? In your own definition of what success is, are you successful? If yes, I am happy for you, really! To me it was the opposite. I would say that I was not successful in any measurement. I was a purposeless wanderer who strolls through life just to make ends meet. I asked, "What happened to me?" That inquisitiveness kept me going to the extent of making it my purpose to share with other human beings what I have discovered along the way. You really are who you think you are subconsciously. Changing that inner image changes everything on the outer side. However, to change it, you must first be aware of it. How can you change your self-image and liberate your creative energy? In the coming pages, I will show you how you can trans-from your self-image into the ideal you would like to express. Ready!

Transforming your self-image

How your self-image expresses

We cannot change what we are unaware of, and once we are aware, we cannot help but change. [Sheryl Sandberg, Lean in]

You are aware that life has much to offer than your current reality; that is why you are reading this book—you are searching for something more. You are also aware that other people have already done what you are aspiring to do. That is what you are seeking in this book. Whether you realize it or not, you already have an intuition that change is possible. Otherwise, you wouldn't have read this book. You subconsciously believe that possibilities could still exist. You are searching for that possibility.

Many people know that their life isn't doing well but they are not aware of how to change it. If you know that every power it takes to change your life is already inside you, you wouldn't search for it all over the place. In this section, I will bring it to your awareness that the only thing you have to change in this world is your self-image only. Every toil, hard work, searching and researching you have been involved in boils down to doing that one thing: change your self-image and leave the rest to its own evolution.

Your question at this point, I feel, “What is the evidence that my results are the expression of my self-image? How can I know the contents of my self-image that I can change it?”

The first question will be addressed at the end of this subchapter. Let us address the second question now, “How can I know the contents of my self-image so that I can change it?”

Because self-image is a mental construct of who you think you are, it is not visible; however, you can see it through its effects. Self-image has two phases of expression: the first phase is self-talk—mental dialogue, what you secretly say to yourself; positive or negative as it may be, self-talk could be either voiced aloud or hushed mentally. The second phase is its manifested extension—your results, the reality of your life. Positive self-image speaks positive self-talk; your goal seeking mechanism—your subconscious mind—takes your word and makes it flesh. Therefore, your subconscious mind forever has one purpose—converting your word [self-talk] into flesh—results. The subconscious mind does not argue with you as to the nature of your self-talk. Nevertheless, it doesn’t subtract from or add a thing to your diction. It materializes negative self-talks with the same fervor it does the positive self-talk. The responsibility of your subconscious mind is execution. Your responsibility as a conscious being is to provide it with desirable self-image to work on. You give it a goal and it

achieves it. Let us start from the visible aspect of self-image: ***results***.

Results tell the truth!

You and I might argue on many subjects and may disagree in all of them. What we cannot disagree on is results. Neither you nor I can argue on the numbers on one's bank account, or what is registered on one's medical history. We cannot debate about it; it is the fact. What we don't agree on is what caused it. There are as many interpretation of why our results are that way as our number. Many people, the majority, say that those results are determined by such external factors as the company they work for, bad luck, genetic issues, lack of opportunity, lack of money, the country they live in—you name it. However, they cannot justify why many others exposed to the same external factors achieved extraordinary success, even starting out on rougher roads. Why isn't this 'law of external factors' you are talking about true in case of these people. They live in the same country, worked in companies of comparable status, in the same ocean of bad luck [if any], in the same fiercely competitive environment—how could those people succeed? The 'law' cannot be a principle even if one deviation is registered. External factors, even though have their place in affecting the speed with which we can succeed, they cannot completely bring us to the halt and

stop us from achieving what we set out to achieve. We know that blaming our problems on external factors is not justifiable and it doesn't solve our problems too. If someone, in the same condition, could transcend these external factors, it means that anyone else could defy them. Because they are not principles.
In reality, there are no problems apart from us. We are part of the problems we are trying to solve. In fact, we are their predecessors. When we see the world, we see our face in it like a mirror. We project ourselves into relationship, business, career or any life circumstance we come across. All of your results are silent creations of your own self-image. Unless you understand that your self-image is the blueprint of your life's realities, you spend your precious years battling with the ghost you cannot see. At the end of the day, you will lose the game of life, being defeated.

The fact that you blame your problems on external factors, means that you have given them powers to control you. If government is your perceived problem, your problems remain until a new government enthrones. If you are stopped by lack of money, you must have to wait until the twist of luck brings you money at your bedside while you are sleeping—and that won't happen forever. You are hindered by your bad boss means that you have to wait until he dies or changes his attitude before you

can do anything about your problems. This is impractical. You are subconsciously admitting that your problems are not under your power. That is why you cannot change them.

You might say to yourself, "How can I be sure that what you are talking about is practical? Are there real examples to justify this?" Let me present you with one real-life example—with rare parallels—of those who changed their life's oddities into fortunes just by changing their interpretation of who they are. This man is Nicholas James Vujicic.
According to his autobiography, Nicholas James Vujicic was born on December 4, 1982 in Melbourne, Victoria, Australia. He was born without limbs: no hands and no legs. His mother refused to see him or hold him when the nurse held him in front of her, but she and her husband eventually accepted the condition. He had no chance of success whatsoever because his condition was very challenging even to survive, leave alone inspiring others by example. Nicholas James Vujicic is an Australian motivational speaker born with tetra-Amelia syndrome, a rare disorder characterized by the absence of arms and legs.

In 2005, Vujicic founded 'Life Without Limbs', an international non-profit organization and ministry. In 2007, he founded 'Attitude is Altitude', a secular motivational speaking company. Vujicic starred in the short film 'The Butterfly Circus'. At the 2010

Method Fest Independent Film Festival, he was awarded Best Actor in a Short Film for his starring performance as Will. In 2010 he published a book titled, 'Life without Limits: Inspiration for a Ridiculously Good Life', at Random House and it has been translated into over 30 languages. He also published seven other inspirational books since then. In August 2011, Attitude is Altitude released a single and music video by Vujicic called "Something More".
https://en.wikipedia.org/wiki/Nick_Vujicic

This man believes that there is a blessing in everything. As the name of his company, 'Attitude is Altitude' suggests, he believes that life's altitude depends on one's attitude. Attitude towards self, towards other people and towards the world we live in. Anchored in this principle, he even considered his disability as an ideal condition through which God expresses himself. He used to say, "I will be married to a beautiful and caring woman; she will give me children; I hug them because it doesn't require arms to hug; I have a heart to hug with." Now he has four children, two pairs of twins—two sons and two daughters. Against all odds, he became one of the most successful people on earth. What this man first changed wasn't his physical condition. It wasn't people's opinion of what might become of him. It wasn't his financial state. He changed his attitude toward himself. He trained himself to see beyond the physical. He accepted his

condition and asked, “What can I do with this?” He placed his priority on getting right as to who he perceives himself to be. It is then that his life took off. No arms, no legs but he was able to comb his hair, brush his teeth, swim, move around, pick phone handle and talk, use his pseudo leg toe to type in computers at more than 40 wpm—lot more. He doesn’t ask, “How can I flee this infliction?”, he doesn’t consider it infliction anyway, he asks, “How can I use this condition to help me and more others?” He changed his self-talk and he eventually changed people’s perception of themselves.

Our self-talk eventually embodies itself in results. His results couldn’t have come from elsewhere because he wasn’t supposed to be in his current status in human ways. He changed his self-talk and it became a plain fact. What we confides in ourselves during self-talk becomes a plain fact that the whole world sees. Results are only the lagging expression of self-talk. Our solid results have once been only whispers in the mind—self-talk.

Self-talk

Be careful how you are talking to yourself because you are listening. [Lisa M. Hayes, Score Your Soulmate]

Do you believe that your inner conversations affect your outcome? In our seminars, we ask such questions and almost all audience responds, “Yes!” What many people don’t realize is that they talk to themselves about all issues of life all day long and that it does not just affect it, it fashions outcomes at that. Lisa says it well, ‘because you are listening.’ I cannot overstate the fact that we execute our own decrees only. Your own voice is the most believable voice to your subconscious mind. Even though it looks like we are under influence of our external environment, which it does to the degree we allow it to, at the end of the day, the final decision is made by the decree we utter—self-talk. If we inwardly say that it is possible, it is possible. If the whole world says that it is impossible, and only you—a single person says that it is possible and stands firm, it is possible. Nothing in your life has been realized except with the use of this inner word. Every second, word becomes flesh. We have adequately said in this book that, every physical creation has its initiation in the consciousness that brings it forth.

Be mindful of your self-talk, it is a conversation with the universe. [David James Lees]

When you self-talk secretly, you hear it first and the whole universe overhears it, next! Self-talk is a

conversation with the universe. Another implication of self-talk is that it remains secret only for a couple of days, weeks, months or rarely years. Talking about a human being, James Allen said, “He thinks in secret, and it comes to pass: Environment is but his looking-glass.” According to this great philosopher, environment plays the role of a looking glass only. What does it do? It allows you to see through it. It doesn’t create what you see. It allows you to see what is already out there. In this case, the world, environment or external factors allow us to see the contents of our own thinking only.

While your results show what you believed to be true about you up until this moment, self-talk hints to what is going to unfold in your life in the future. Every second of our lives, we self-talk. Some talk positive things about themselves many others talk horror, lack, rejection, or impossibility for the major hours of their days. When we are aware, we can listen to what our ‘self’ says to us. When we are on autopilot, the self-talk is pushed to the background of our mind as mental activity. Major portions of people on earth do not intentionally listen to their self-talk and even if they do, they abandon it as an unimportant mental chaff. That is the very reason they are unable to see the real cause of their results. Self-talks hint into what would unfold in the future. By intervening now, we can change the whole course of our lives. ‘Now’ is

an eternal time during which we have access to unlimited potential and all dynamisms necessary to realize it.
If you are conscious enough to listen, your self-image expresses itself in your self-talk. A graduate applying for a job, for example, might come across 1000 people lining up for the same job. An applicant who says to herself, “How can I prove to be the best among 1000 people applying for the same job? This job is not for me. Let me try any way.” Will surely prove to herself that she was right when she said ‘This job is not for me.’ If she manages to pass to the next screening stage, she will likely be cut off at that stage. If she perhaps manages to qualify for interview, the interviewers might sense in her some incongruity, lack of commitment, or low energy and mark her below the cut point. Guess what? She did it to herself. When she does the interview, every energy she radiates expresses the fact that she will not qualify for the job; her body language, her voice tone and how she gestures confirm that this job is not for her.

If a young man goes to a business pitching event saying to himself, “There may be better business ideas pitched before me; I don’t feel like securing an investor for my startup.” Guess what? Investors will discover a crack between his passion and his business and all of them will decline him. He might lure them to see lack of enthusiasm, complacency

or anxiety in his behavior. Finally, the jury will politely thank him for his participation but he has got to look for other opportunities. “Thank you for participating!”

If a young woman contemplates on the idea that she has ugly complexion and is unattractive, eventually she will provoke every man to see her as she sees herself. Every evening she looks at herself in mirror and say, “I am not attractive. Maybe this is the reason why he didn’t even notice me while I was trying to catch his eyes.” When self-talks about her unattractive body, the whole universe overhears it. Men begin to see in her what she has already figured out. Her self-talk goes before her and organizes things in such a way that her prophecy is fulfilled. It eventually becomes the final decision that no one violates. If a gentle man finds her in an attractive mood and says ‘you are beautiful’ she would say, ‘Are you ridiculing me? Be honest! Are you playing sarcasm with me?’ She doesn’t believe him because the image she holds in her mind and what she frequently says to herself is more real to her than the man’s compliment. She will eventually drive away young men who used to admire her beauty. When they dismissed, then she says to herself, ‘I was right when I said I wasn’t attractive. Nobody seems to be interested in me.’ Self-image verbalized through self-talk is a self-fulfilling prophecy. The same applies to money,

relationship, health, skill and success. The good news is that it is never too late for anyone, young or old, to change his/her self-image and change everything along the downstream.

This is what you do every day of your life: you think, feel, evaluate and make decisions on all issues of your life based on your self-image. However, this self-image evolves from time to time based on what you achieve or failed to achieve, what you become aware of or otherwise, what you learn, books you read, people you encounter and experiences you have been exposed to. If you are not consciously attending to your self-image, this is what happens: your self-image creates your reality; your reality allures you to think in the same pattern that created it in the first place; that pattern of thinking reinforce the same self-image; the self-image creates more of the same results in its own image and likeness and so on and on. This vicious circle goes on indefinitely until you lose track of what causes what. This is what you do now!

Map your results to self-talks

In diagram 5.2, it is shown that self-image leads to self-talk and self-talk leads to results. You cannot directly see your self-image. However, it expresses itself in us as self-talk and outside of us as results. If you go back in time and evaluate what you said to yourself when you faced a challenge or came across opportunity, you can relate that self-talk to

its consequences. For now, let's focus our attention on the relationship between your income pattern and your inner meaning of money. Let me share with you my own version of the story.

Few years ago, I was recommended to a big organization by someone to work on a very important project. Two of the decision makers called me to their office to discuss on the main elements of the project to be executed. At the end of our discussion, the president of the organization was mesmerized by what I proposed and said, "This is what I have been looking for, for the last twenty years; Being able to Train the human heart was my prime desire my whole life and I find that in you now. I wonder if you could tell me how you embarked on this journey." To make it short, he was overly happy about the proposal. I submitted the proposal in few weeks and it was warmly endorsed by the entire congregation—no reservations. I was told to develop a complete implementation plan and budget for the project. I prepared and sent the document; it was endorsed without any comment. While it was two weeks away from implementation, something I cannot explain in here happened. It had nothing to do with the project but the project was suspended because of that. If the project had been implemented, I could have earned upwards of two million Birr [government tax excluded] and the big future in

that area. I went back in time to those weeks when we made a deal and found out something strange. I was expecting that the project would not be implemented. I asked "Why?" Whenever I thought about a project, my mind went blank and I couldn't see myself executing the project. Reason? My self-image said that this money is too much for me to earn and that the project is too big a credit for me to deserve. The self-talk was so intense and vivid that the suspension of the project came as no surprise to me. I knew that even before the decision makers knew, but somehow intuitively. It is strange but it is true. I had so low self-image concerning money that I pushed the project away. Dr. Gay Hendricks calls this phenomenon 'Upper Limit Problem' in his book 'Big Leap' The same thing, Dr. Maxwell Maltz terms, 'distorted Self-image.' Since then, I made the inventory of my life in all other departments: health, relationship, work— strangely, I could map every result in my life to the self-talks I ran. Finally, I came to see that there wasn't any result that I did not self-talk about before any one of it was here. I literally spoke my results into being.



Diagram 5.2: Self-image in expression

Now I invite you to make evaluation of every bit of your results and map them to your preceding self-talks in that sphere of life. To avoid complications, just start by focusing on these three spheres of your life only: wealth, health and relationship.

Table 5.1: Result-to self-talk mapping

Spheres of life	Real results	Preceding self-talks
Income pattern [wealth]	• Income sources • Monthly income • income-expense pattern • expectations	Go back and figure out how you self-talked about each issue • X • Y • Z …
Health condition	• Hospitalization • Diagnosis • Accidents • Follow ups	Go back and figure out what you self-talked

		about each issue • X • Y • Z …
Relationship [with]	• Spouse • Children • Friends • Employers/employees • Colleagues	Go back and figure out what you self-talked about each issue • X • Y • Z …

If you do it right, every result in each sphere has its preceding self-talk. There will not be a result that fail to be mapped to a self-talk of some kind. The self-talks could take any form from muttering in your own head to making a presentation in a large crowd. It could range from the words you used during your startup pitching to spotting a startup partner. It could span from what you say inwardly about your nose to landing an abusing boyfriend. It extends from feeling lack to empty bank accounts. Everything in your life starts in you. Don't make it an intellectual argument; it is very important that you experientially know this fact. Until you prove that to yourself in the above exercise—by exploring your own believable experience—stop reading for a

moment and take time to map your results to your self-talks.

Why Result Mapping is sometimes inaccurate

There is one way your result mapping could give you inaccurate results: if you were on complete autopilot while you made decisions on issues of your life, you cannot articulate what you said to yourself. This is the equivalent of making decisions when you are heavily intoxicated and then made accountable for your results. In the same manner, when your mind is running wild intoxicated with mental activities, which you know not of, you cannot accurately map your results to your self-talk. Self-talk is the conscious aspect of your mental activity. If you are not conscious, you cannot hear your 'self' talk. You talked something anyway.

I encourage you to take time, be honest and evaluate your own life. This is the most pragmatic and useful section of the book. Map each of your results to your self-talk. Do they match? If you conduct an honest evaluation, they do match. If they match, which one created which? Did your self-talk create your results or your results framed your self-talk? Both make sense. At the first glance, results seem to be precursors of self-image. For example, if you failed a job interview, it is natural to self-talk about the failed application.

'Didn't I answer all the questions they asked me?'

‘Maybe I looked complacent and unpassionate?’
‘Maybe there were more experienced people than I was among the applicants.’
‘It is possible that the job was reserved for someone and the job interview was just a formality.’
‘The jury members seemed uninterested in me from the moment I walked in anyway.’
It is very easy to notice your self-talk when you think from the reality at hand, like failing the interview.
However, self-talk is not conspicuous as such when the thinking comes from the memory of the past. For example, you might have failed the job interview for the second time this time. Before you went to the later interview, you might have said to yourself,
‘I don’t know what interviewers are looking for. Let me try it anyway.’
‘I will lose nothing by trying. Failing isn’t a new thing to me.’
‘Maybe this crooked interview jury has already reserved the post for someone and this is just a formality.’
‘Because I am eager I will not land the job; things don’t work for me when I am eager.’

You never stop self-talking for a second. When you are consciously aware of what your mind is doing, you become aware of your self-talk. When you are on autopilot or not thinking, your mind goes wild in

mental activity. You might be in dark as to what your mind does, but in the midst of the noise, your subconscious mind is making decisions based on your past pattern. This is why we are unable to relate our results to their creators—self-talks—because we are unconscious when we self-talk most of the time. Self-talk is the conscious aspect of your mental activity, which never ceases for a second. Especially when new challenges or opportunities arise, your self-image breathes a compelling self-talk into your awareness which dictates what must be done concerning the situations. When you are on autopilot, your subconscious mind follows the familiar routes of creation and creates results that resonate with the past. That is why being aware is the prerequisite in changing results.

Starting all over again

We have now come to a historically different point in your life. From this time on, no one can convince you that your life is a handicraft of external factors. From this time on, you start a new chapter in your life that is extraordinarily majestic. You loose yourself free from false ethos that says, “You must change your country to be wealthy.” No! Rise up and remove all false self-imposed limitations that impeded you from realizing your unlimited potentials. When that is done, you are almost born again. Your life would be represented in diagram

5.3. Your life is disentangled from reality-entrenched external world.

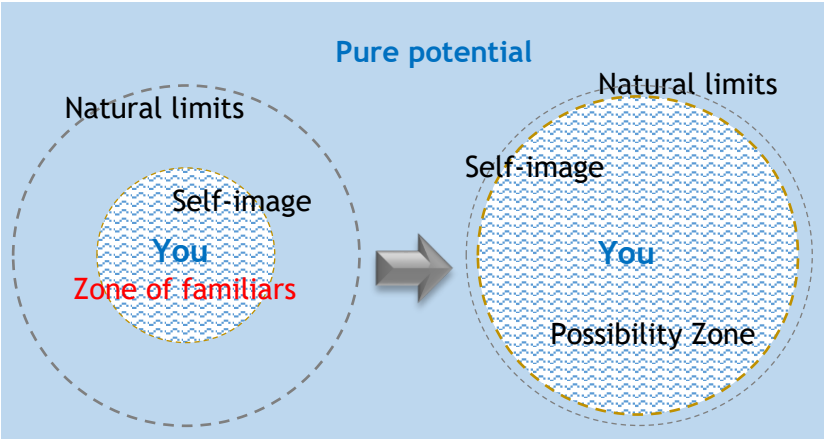

Diagram 5.3: Expanding the area of the possible

Look at the above diagram. Those who believe that external factors determine their lives live in a fenced-in zone of familiars. Those who awaken begin to live their lives from inside out.

> Who looks outside, dreams; who looks inside, awakes. [Carl Jung, C.G. Jung letters Vol. 1: 1906-1950]

According to Carl Jung, those who look inside awake. They begin to live conscious and intentional life. The illusory forms of the external world hypnotize and entrance those who look outside as

a source of the truth. They walk like in slumbering. If you ask me, “what is the most important lesson you have learnt in your whole life?” I would spontaneously say, “Whatever change I desire, I can make it in myself. The external world of forms is only the lagging expression of my inner world.” This is enormous to me.

Treading the Possibility zone

Once you see the psychological fence confining you in the fence of the familiars, you could transcend those false limitations and realize your potentials, explore the area of the possible. It is false that the lack of money can keep you in poverty. It is not true that you live in a developing country would diminish your opportunity to grow rich. It is utterly false that your physical conditions will stop you from achieving your dreams. These are all false assumptions. However, there are realistic limitations that seem to be natural, at least to our understanding of how reality works. Of course, those seemingly natural limitations could also be defied. But it is not what makes sense to the mainstream population. Let those who are interested in levitation, teleportation, remote viewing, going through concrete walls, moving objects around without touching, non-locality or immediate praxis—study and practice advanced metaphysics. This book isn’t about these things. There are natural limitations to what can happen in

the physical world: the extent to which we control our thoughts, being certain of what unfolds the next minute, the speed by which we praxis, the capacity to know all things, and possibility of propelling your body with the speed of light. In the boundaries of these natural limitations, we can accomplish things that could only be dreamt by the majority of people on earth. As we stretch our psychological limitations—what we believe to be possible—new opportunities begin to open up. As we go beyond the self-imposed confinement, new possibilities begin to populate the horizon. You end up in an adventurous possibility zone where extraordinary things can be accomplished. Regardless of whom you become, what you achieve or do, the pure potential remains infinity. That is what gives us guarantee that anything is possible.

When you are in a possibility zone, you would say, "What is the opportunity in this challenge?" When you face a problem, "What can I do to use this problem to advance to the next higher level in my life?" You will ask yourself not how you can go through your problems but rather ask yourself as to how to grow through your setbacks. You think firsthand from the point of view of potentials and possibilities. That is the beginning of extraordinary life. Now, your mental energies are liberated to think about even bigger things. The next step is to ask sincerely big and heartfelt questions with

complete innocence. When you ask, ask like a person who doesn't know the answer because you don't. If you do, there is no need asking. Expect that there is an answer to the question though you don't know it.

Sincerely ask big questions

> A question opens the mind; a statement closes the mind. [Robert Kiyosaki]

What is the principle behind asking questions? Why should I ask questions and who is going to answer it?

You don't answer anything; you ask unassumingly and expect the answers to come to you. But you have to believe in the process of asking questions and receiving them. When you ask questions, you are dealing with the unknown. When you are dealing with the unknown, you are tapping potential which lies at the foundation of everything that is known. Tapping potential is possible only when you deal with questions, questions you know not answer of. Questions open up mind; statements close the mind down. That is right. When you make a statement about something, you freeze the mind that you are addressing. 'I can't do that.' Is a statement. "Are there ways to do that?" is a question. The first one tells your mind about the

fact to take. The second one triggers the mind to search for the answer in its own way. It provokes creativity. It incites intentional thinking. Small kids are natural adepts to asking questions but we lost that zest as we grew adult. We trimmed ourselves to the little and narrow expertise we have developed in the past. The past, however, is not exciting and is not relevant to the future any more, even more so in the 21st century.

The way of changing core beliefs

Phil McKinney observed that kids are curious to ask questions and get answer for them than we do. However, this natural curiosity is lost over time. In his book, 'Beyond the obvious: killer questions that spark game-changing innovation' he says, "What I realized at that moment was that the natural curiosity of kids gets lost over time. As adults, we use our education and past experiences to solve the problems we face rather than relying on questions." He goes on to say, "It's these historical assumptions of what works that prevents organizations from generating new ideas." In McKinney's view, questions are best ways to generate creative ideas. "After all" says McKinney, "you can't change your core beliefs about your organization or industry unless you change something in your perspective about your business, your industry, your customers, or yourself." McKinney said it right when he wrote, 'you cannot

change your core beliefs about your …' without getting a new perspective. That is why I strongly advocate asking questions like kids because that is the way of changing core beliefs or long-held self-image or organizational culture. Unless we question the status quo and ask questions about possibility, how else can we break out from the trap of current reality?

Look at kids. They are busy asking questions.

"Baba!"

'Yes, son.'

"Why is the sky blue?"

"Is this why we came here my darling? Please eat up your pizza and let's go home."

"Do you know why I ask you, Baba?"

'I don't know. What is it?'

"Some people raise their faces to the sky while praying." The kid eagerly continues, "Is there where God lives?"

'Yeah, son. He lives there, I guess.'

"Why doesn't he sometimes come down and talk to us?"

'He does sometimes.'

“Had he ever talked to you, Baba?”

‘Yes, he did, but very rarely.’

“What does he look like?”

I have to stop here because kids won’t stop. What? Who? Where? When? Why? Why? Why? Why? Why? The worst of all the questions they ask is, “Have you ever…? Why?”

Warren Berger writes in his book: ‘A more beautiful question’ citing the brain scan findings of University of Washington, “At the University of Washington, advanced brain-scans reveal an explosion of connections (synapses) between neurons in young children’s brains—amounting to about a quadrillion connections, or more than three times the number found in an adult brain.” Small kids have neuron synapses that is more than three times the synapses in adults. Why? They ask questions; they observe; they learn. They are not ashamed of being labelled ignorant or they don’t want to demonstrate modesty by suppressing their curiosity. They relentlessly learn in all opportunities they find. That is why a kid four years of age can walk, run, talk, listen, write, read face, understands norm, and more, from nothing.

As they progressed through school, those questions were quenched and were replaced ‘sit down, shut up and listen to me’. Curiosity and researching new

things was replaced by memorizing facts. They were made to believe that memorizing facts was a good way of learning. They are even graded based on how much they can memorize not by how much they inquire and learn. Learning was mistaken to mean memorizing. Knowing answers could help you in schools but knowing how to ask questions is the skill you need in the real world. Why are questions important?

1. From reality to possibility

Question repositions your reference point from fact-entrenched reality to fluid possibility. It shifts your reality-identified self-image to possibility-conscious new ideal self. It awakens you to the realm of the unknown—that is where the treasure is. It dehypnotizes you from the realm of fixed reality. When you ask questions, you move from the known to the unknown, from reality to possibility. Imagination becomes your fashioning instrument. Creativity becomes your mode of living. In the game of life, there are no competitors, only goals. A man that can imagine is free from competition. Imagination is an ascension into potential field; competition is a descent into the limitation of the material world. Many people think that Google is competing with Amazon or vice versa. Nevertheless, these people have trained themselves on how to chart new territories and occupy inhabited lands. How? They ask big

questions and they set out to answer them. No one can compete with this.

2. Beginners' mindset

Once I watched Jeff Bezos being interviewed in front an audience and he said, "Being an inventor requires to be a domain expert. So inventors have this paradoxical ability to have 10,000 hours of practice, and be a domain expert and have the beginner's mind, have that look at it freshly even though they know so much about the domain and that's the key to inventing. You have to be intentional about it. 'I'm gonna become an expert and I'm gonna keep my beginner's mind.'" He meant that they don't regard themselves as knowing complete answers. They ask questions. Whether it is in business, sports, entrepreneurship, arts, innovation or academia, asking questions liberates you from stagnation.

3. The power of unknowns

When you know something, it is no more potential. That is why, I believe, God leaves the future unknown. He wants us to turn it into anything we want. But if we knew every detail of tomorrow: whom we meet, what we converse, the vocabulary we use, when we die, who is going to be next to us on our flight from X to Y. You know what, this detail is supposed to be made by our intentional choices. There is no fixed hardwired future to discover. Future is fluid to be shaped, flexible to be modified

and dynamic to evolve. As many believe, we don't encounter the future that is out there in its own right. Consciously or unconsciously, we are creating it now. Otherwise, there would have been no need for writing this book. The future is for you to shape in the process of answering your big questions in life.

Asking implies not knowing; not knowing implies freedom from limited facts. If we want to create reality that is different from the known facts of our lives, the way to go is to ask questions in the realm of the unknown. In the unknown, there is limitless potential for expansion. That is what growth is—growth is an expansion into the unknown.

What is the question that I should ask?

As an adult, you translate the unknown between your current reality and the ideal you aspire to create into a big good question. That is the only question you have. Reality is the known. The ideal you aspire to create is not yet known, at least experientially. Big companies like Google and amazon put this question into its answered format; they call it Massive Transformative Purpose [MTP]. They ask big questions and they purpose it into a phrase that signifies that the question is answered. There is unlimited potential in the realm of the unknown and you could enter it only through asking questions. You pose a big purposeful question and

reshape it into its desired answer—then making it 'real answer' will become your unwavering calling.

Google: "Organize the world's information."

Singularity University: "Positively impact one billion people."

Salim Ismael wrote in his book, *Exponential Organizations*, "On closer inspection, you'll note that each of the statements [referring to the above MTPs] is also very aspirational. None states what the organization does, but rather what it aspires to accomplish. The aspirations are neither narrow nor even technology-specific. Rather, they aim to capture the hearts and minds—and imaginations and ambitions—of those both inside and (especially) outside the organization." [Salim Ismael, Exponential organizations]

The fact that asking big questions propel your mind into the frenzy of imagination that will free you from being stuck in current reality. The question is, "What shall I ask?" Every one of us asks questions all day long but internally. The natural way an average person sets out to ask questions is, "How can I go out of debt? How can I eliminate this disease? How can I mend the relationship that is

falling apart? How can I overcome lack of money? How can I control my fear of public speaking? How can I quit my job and start business? How can I flee poverty?" You mention it. There is nothing wrong with the intention behind asking these questions. Every one of us wants to be free of debt, disease, lack and bad relationships. However, the mind runs into problem while interpreting these questions. The subconscious mind understands only what you want to create not what you want to get rid of. Therefore, your questions must be directed from 'what is—reality to be changed' to 'what should be—the ideal you want to create'.

In 2018, our company was involved in a soft skill training project financed by world-bank in Addis Ababa, Bole Lemmi Industrial park. The project was primarily focused on soft skills training to the women who were then to become garment operators in the park. In one occasion, I was training young women on 'attitude'. I started by asking a question, 'who among you want to own part of the company in the coming few years?' The majority of them laughed jeeringly; some of them showed skeptical faces; few of them were angry with me just for asking the question. I asked them, "why did some of you laugh? Not few of you showed skeptical faces. Why? Still few of you were even angry with me. Why?" They told me the reality at hand. "Look", they said, "We are paid an entry

level salary of 850Birr a month. House rent—dust floor, no ceiling, and mud walls—is at least 700 Birr. We need food to survive; we also need hygiene materials and cosmetics to groom ourselves modestly; some of us even have kids to feed. The salary we earn can barely cover the house rent. It isn't in our awareness to be an owner of a company and we don't believe it is possible. Our aim now is to earn just enough to survive." For your information, one dollar was 28 Birr equivalent at the time. It means that they earned $30 a month. This is the reality at hand. It is understandable.

I then went on giving them examples after examples of people whom they could relate to, who started out on rough roads than theirs, and made fortunes beyond expectation. I also showed them how they could use the industry park as a school of transformation rather than a company for which they work. I showed them the upcoming opportunities in Ethiopia for which they can prepare to realize what I proposed to them. I also brought to their awareness how they can start small and then gradually scale up, leverage people and resources and partner with others. I also showed them the opportunities that the government is laying down for experts in industrial parks. In the afternoon of the same day, I brought the question up again, "Who among you want to own part of the company you are about to join in the coming few

years?" Most of them raised their hands, blooming in faith and radiating hope. They have completely changed their concept of what was possible for them. On the tangible level nothing changed. They are going to earn the salary mentioned above; their basic necessities and their market price never declined. What happens is that they changed their fixed way of thinking about their future. They changed their self-image. They begin to see from possibility point of view. "What if we could own part of the company we are joining?" At the end of the training, they presented me a gift and thanked me for showing them a different aspect of life. some of them told me that they will go for owning the company no matter what happens in the middle. I met some of them in factory's production lines during our visit and they told me that it really is possible to do so.

In my experience with people, before you convince anyone that they can achieve something of consequence regardless of their past, you have to reposition them in a different story to which they can relate. That is why story telling is one of the most alluring instruments to get your audience's attention when you speak in public. If you could tell people about real-life stories of the figures they could relate to, you can lift them up from the pit of their memories and inspire them to see possibility through those stories. People carry

around their own stories from the past. They see life through the filter of those stories as if there were only one line of possibility imposed on them. But when one discovers that her story is a narration of one possibility, she begins to try other alternatives. It is very difficult to talk people out of their perceived stories into stories they want to tell about themselves, otherwise. However, if you succeed in moving out of your story into some other ideal story you make up for yourself, change of any magnitude is possible. When you begin to see yourself in a different light, opportunities begin to become visible, you begin to see your challenges for what they are rather than coloring them with your past experiences. There is no need to deny your past; accept it; acknowledge it. But also understand that your past path of life is just one possibility among the trillion others. The prudent question is, “Do you really want to write a different story with your life? Do you want to create a new reality?

The truth is you should not fight poverty. You should not struggle with lack. Make it clear in your mind that you are seeking prosperity and abundance. You must not fight disease. There is no need to read about the disease you contracted. Your ultimate intention is not fighting disease; it is realizing vibrant health. It should be vivid in your

mind that you are after revitalizing your body and living an invigorated life.

Look at diagram 5.4. There are two sides to what is going on in your life: the first is the reality at hand: income, health condition, quality of relationship—these are knowns in the equation of your life. The second is the ideal you aspire to create.

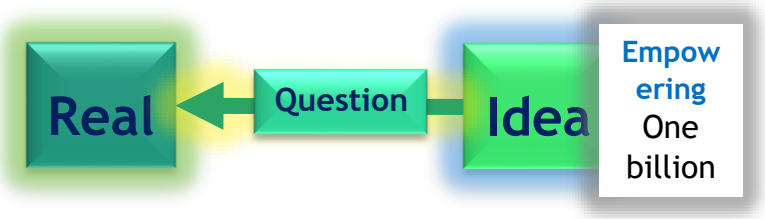

Diagram 5.4: Bridging the gap between ideal

It is not a reality yet. If it is, it is real only in your mind. Our objective is to objectify the ideal in your mind on the ground for everyone to see and experience. To do that, you require more money, more time, more wisdom, more skill and more people to support. Are there these things at your disposal now? No! you need them but they aren't there. The only resource you have is to ask question first, "Is it practically possible to realize my ideal?" We have already learnt that there is unlimited potential available to you to realize your ideal. At least, you intellectually know that it is possible to turn your ideal into real. What remains unknown is the vast blank space between your current reality

and imagined reality. ‘How can I move from here to there?’

The fact is that no one knows, at least precisely, as to how to get resources, form team, raise fund and go about laying down every process to micro detail. At this point, let us concentrate only on the ideal you want create. What is it? I suggest that you make the value you create for other people at the center of the ideal you want to create—not the money it earns you. Be in any profession; do any business; follow any passion—at the end of the day, you are compensated by the people who use the value you create. Therefore the service you deliver is at the core of the ideal you want to create. Being a millionaire, building a mansion, buying fancy cars, going places—are the byproducts of creating value for others. If you are a singer, care for the audience you serve more than anything else in this world. If you are a businessperson, care for your customers. Their problem is your problem; you have to solve them. In this view, we should even be more concerned about the value your people need rather than just your felt value. Therefore, creating value goes beyond making producing or delivering services; it is about serving the human heart and mind. Well-tailored value eliminates people’s prevailing problems. It raises their living standards. It ensures holistic wellbeing. It boosts health.

A typical question looks like, “Can I empower 100,000,000 Africans to realize their wildest dreams in the next 10 years?”

And when this is converted to actionable Massive transformative purpose, it looks like this: ‘Empowering one hundred million Africans to realize their dreams’ In an individual level this may be termed, Worthy Ideal.

There is one ‘taken for granted’ assumption behind this question: I have a talent to inspire and empower people. As far as ‘the how’ is concerned, the methods could be various: books, audiovisual packages, live seminars, webinars, online courses, online and offline coaching programs, training of trainers, retreats, annual conferences etc.

Here is the catch. So long as the MTP feels foreign to you, it doesn’t do you any good. Cold thoughts never materialize. It must be rushing through your blood stream and electrify your nervous system for it to begin to materialize. It must literally become flesh embodied in the emotional molecules of your body—to be realized. It should become part of you like your limbs and organs of your body. How do we do that? It will be covered in this chapter under a subsection, ‘Starting from the end’. Read on.

For now, be aware that mere knowledge in the cognitive domain cannot be realized unless

impressed on the subconscious mind. When the subconscious mind receives the information, which it does only through the medium of emotions, it begins to configure everything in you and outside you for the realization of the ideal: your self-image transforms, your habits change; resources become available; you meet people whom you have never imagined possible. The most effective processes start to unfold in ways that may be considered incalculable. What is not impressed cannot be expressed. Impression leads to expression. In the next subsection, I will show you how to re-imagine yourself on the basis of the unlimited potential you fundamentally are.

Re-imagine yourself

There is only one corner of the universe you can be certain of improving; and that is your own self. [Aldous Huxley]

In 2007, Dr. Joe Vitale published a book titled, 'Zero limits: The Secret Hawaiian System for Wealth, Health, Peace, and More'. When I finished reading the book, my head was spinning in thrill. This is the story. He writes about a strange concept known as 'Self I-Dentity through Ho'oponopono', which is loosely translated as 'correction'. At the core of the story is Dr. Ihaleakala Hew Len, a strange psychologist who could heal hospital-full mentally ill people without even seeing any one of

them. “How can this happen?” My skepticism grew as I read in the book a line of conversation between the author and his friend. The author’s friend says, “He’s a psychologist who healed an entire mental hospital full of the criminally insane, but he never saw a single patient.” The author says, “Really? How can this possible?” He grew eager and wanted to meet this man as his friend kept on telling him about Dr. Hew Len’s strange healing technique. Curious as he was, he was even ready to hire a professional to search and find this man.

Finally, he found him on internet and began email conversation. In one of the emails to Dr. Vitale, Dr. Hew Len wrote, “Humanity has accumulated addictive memories of perceiving others as needing help, assistance. Self I-Dentity through Ho’oponopono (SITH) is about releasing these memories within our subconscious that replay perceptions that say that problems are “out there,” not within.” According to this man, we experience all circumstances that are seemingly external because we hold an inner memory of them subconsciously. When we release those inner memories, self-image—identity—we free ourselves from its imprisonment; we also free others because we clean the memories of collective mind at its basis—the subconscious mind. Whatever we do to our subconscious mind, we do to all human beings because humanity have one subconscious mind. In my view, this can mean ‘change yourself and the world will be a better place for all’.

This man operates with the premise that what happens to you or for you has roots in you. If you encounter two people lashing out at each other on street, you witness that particular event at that specific time and place because there is something in you that resonates with this condition. If you release that memory, you clear your future from such and the fighters will also cease. From this, we can conclude that our self-image decides the people we meet, the incidences we encounter, the opportunity we land, and all other synchronicities of life. Change your self-image, everything else will change to correspond to the new self-image.

Dr. Hew Len told Dr. Vitale that he never saw patients professionally. He never counseled with them. He agreed to review their files. While he looked at those files, he would work on himself. As he worked on himself, patients began to heal.

It was even more fascinating to Dr. Vitale when he learned that after a few months, patients who had been shackled were being allowed to walk freely. Others who had been heavily medicated were getting their medications reduced. And those who had been seen as having no chance of ever being released were being freed. Not only that, the staff also began to enjoy coming to work. Absenteeism and turnover disappeared. They ended up with more staff than they needed, because patients were being released and all the staff was showing up for work. Today that ward in Hawaii State Hospital is closed.

It was a mind-boggling experience for Dr. Joe Vitale to take. However, one big question remained unanswered in his mind.

He asked, “What were you doing within yourself that caused those people to change?”

Dr. Hew Len paused for a while and spoke, “I was simply cleaning the part of me that I shared with them; taking total responsibility for your life means that everything in your life—simply because it is in your life—is your responsibility. In a literal sense, the entire world is your creation.”

Finally, Dr. Joe Vitale reflects up on hearing Dr. Hew Len say the above,

“This is tough to swallow. Being responsible for what I say or do is one thing. Being responsible for what everyone in my life says or does is quite another.” He continued,

Yet the truth is this: If you take complete responsibility for your life, then everything you see, hear, taste, touch, or in any way experience is your responsibility because it is in your life.

According to Dr. Hew Len, we cannot experience anything on the outside of us unless we carry its memory on the inner side of us. By changing those inner memories, which I termed in this book ‘self-image’, we can change our experiences of life on the outside of us. The people you meet and what they say, the organization you work for and how much it is willing to pay you, your spouse, your friends, the neighborhood you live in—are all reflections of what is happening inside you. When the inside is changed, the outside world will amend

itself to correspond to the new inside—self-image. I am overjoyed to share this wisdom with you. It liberates you forever. You should not squander your energy on irrelevant external things when it comes to changing your life's conditions. As Aldous Huxley said, there is only one corner of the universe you can be certain of improving and that is your own self.
But what does changing yourself mean? Does it mean changing your income? I often hear people say, "I want to change my life. Tell me how I can earn more money." It is very easy and tempting to begin to think about change from what you would like to avoid rather than from what you are inspired to create. Such questions are asked out of fear and others out of scarcity mindset.

In the last section, we have discussed the essentiality of asking big good questions and that the questions should be directed to the good of other people. And we also said that these essential questions should be converted into actionable positive clauses called 'Massive Transformative Purpose' for organizations and 'worthy ideal' for individuals. Why is that important? It is important because the way we disassociate ourselves from distorted self-image is by associating ourselves with the ideal we aspire.

Self-image expresses itself in two phases: self-talk and results. If you are not happy with the results

you have created for yourself, take your attention away from it intentionally. Results are wrong things to focus on if the purpose is changing them. For example, if your bank account is near blank, you cannot do anything about it. You cannot act on results because they are facts on the ground. What you can change is how you talk to yourself about it. What do you say to yourself regarding this fact? That is what determines your future results. Do you feel sorry for yourself or go about creating a different story?

Out of fear

Many people inwardly talk to themselves saying, "How can I earn more money and solve my money problems?" A common thread that runs through all traditional problem-solving approaches is to try to eliminate the problems directly. 'How can I earn more money? How can I get rid of this disease? How can I get myself out of this hellish relationship? How can I move out of debt?' There should be a mindset that was responsible for the creation of these circumstances in the first place. All these questions imply reactions to the past. The more you ask these questions, the more entangled you become to the very problems you are trying to solve because you are reinforcing the same mindset. That is why many people, despite their good intentions, live in poverty disproportionately to their effort. That is why many people are obese regardless of their

effort to eliminate it. By asking questions related to our problems in our lives, we are reacting to the past. There is a saying that goes, 'what you resist persists'. By resisting what you don't like—by reacting to it—you are focusing your attention on it. And know that whatever you invest your attention in flourishes—good, bad or indifferent.

Therefore, our mission is to change our center of focus from problems—that are solidified realities—to possibilities—which can take any form we give them. Not only that, problems are low-energy ideas that weaken us; possibilities are high-energy ideas that invigorate us.

Out of scarcity

The other problem with change is that we tend to be selfish. Have you ever heard people passionately say, 'I want to become a millionaire. I want to start my own business so that I shall not have to answer to any boss. I want to build the most envied mansion in the city'? There is nothing wrong in these assertions. But why should anyone else be interested in these zest? People who say these kinds of things will always chase after their own tails and never catch it. Why? When you are focused on narrow selfish ambitions, you derive people away from you. Nobody wants to collaborate with you. Successful Entrepreneurs never cast vision around their own personal lives—never. They ask how their initiatives incorporate and inspire others to lend

hands in the process. If all your inquiries are about the house you want to build, the millions dollars you want to earn, the places you want to go, the reputation you want to build and the company you want to own—why should other people be interested in you? Whether it is your friend, customer, partner, spouse or employee, selfish needs do not inspire others to collaborate. You might say, "Can't I do it myself?" You can do it yourself but it might take forever to realize it. If you could inspire and engage others, you can leverage other people's resources, expertise, network, money and more and achieve your dream fast while empowering others to do the same.

The vision that includes everyone

Exponential organizations, all of them, employ the principle of leverage. If you help one million people to achieve their dreams, you will have one million plus hands to support you to succeed. You leverage the resources of one million people to achieve yours. Therefore, the level of your success depends on the relevance and quality of value you create and the number of people you serve.

Let us revisit MTPs of exponential organizations:

Google: Organize the world's information.

Singularity University: Positively impact one billion people

TEDx: Ideas worth spreading

Xprize: Build a bridge to abundance

Tesla: Accelerate the transition to sustainable transportation

Uber: The best way to get wherever you're going

Do you see anything personal in these massive transformative purposes of exponential organizations? No! It is all about what they do, the value they create and the service they deliver. It is about others and it is not about themselves. Look at Uber's MTP: The best way to get wherever you're going. Plainly, Uber hasn't pronounced its selfish interest. It is what Uber aspires to serve 'you'—their customer—whether you are a commuter or a driver. This doesn't mean that Uber doesn't want anything from this service—they want billions of dollars—but that is secondary to them. That is why they have such a massive impact on everyone who comes across them. You cannot neglect something you are part of. That is what they do—they make you part of them as a customer, a partner, an employee or an investor.

I am amazed how these people, consciously or unconsciously, aligned their purpose with the principle written on the bible [Mark 10:43-44], "Instead, whoever wants to become great among you must be your servant, and whoever wants to be

first must be slave of all." According to this scripture, service is what makes you great. We all know that everyone of us want to live fulfilled life and if someone comes along and helps us to create good life, won't we willing to pay him? If somebody takes you from where you are in life now and guides to where you want to go, won't you be helping him to do the same? You will. It is a human nature to do good for someone who does good for you.

Therefore, anyone who aspires to live a purposeful and fulfilled life must find ways to help others to live the life they aspire to live. We have unique ways to do that. By moving out of your stories, you can begin to think of how you can be of service to others and create abundance for yourself. In this, I am not promoting servitude and sacrifice. Instead, I am proposing to you a big life that incorporates others. I am instead suggesting to you the life that leverages millions of people, massive resource, invaluable networks and monetary backing. This will radically transform you and expand your self-image.

In this view, you are required to shift your focus from problems to possibilities and from narrow self-oriented goals to others-oriented value creation and service, which inspire others and you alike.
To demonstrate how we can make this shift and change our self-images, I use diagram 5.5 as model.

Fulfillment

In the diagram 5.5 are three circles connected in a loop. The first circle is the fulfilment circle. By fulfillment I mean, enjoying the ecstasy of being alive, tranquility and peace of mind, experiencing abundance, high sense of purpose and meaning, vibrant health, meaningful contribution to other people's lives and, being fully alive. In a nutshell, fulfillment is enjoying the joy of life in its fullest.

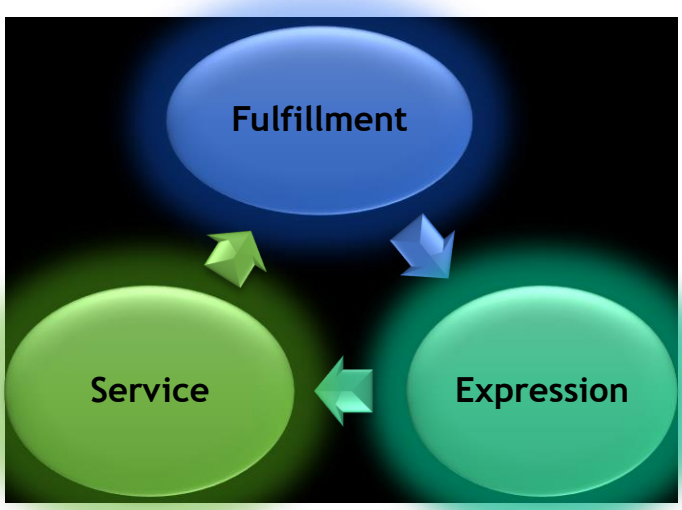

Diagram 5.5: Fulfillment cycle

Fulfillment is also being an agent of abundant life for others with whom we come across. Fulfillment is majorly an inner business with external symbols.

Expression

The second circle is circle of expression. According to Merriam Webster dictionary, 'Expression' means 'something that manifests, embodies, or symbolizes something else' I love this definition of expression. In this book, by expression I mean the embodiment of our inner unique life experience into something that is external. Expression is giving external presence to something that is internal. I used this word with the premise that we are uniquely coded to represent the only entity in the universe. Unique as we are, we have a unique line of expression in this world. Line of expression is commonly known as talent. Talent is an inclination for a unique expression. Artistic, literary, technical, mechanical, athletic, leadership, entrepreneurial, graphics and pattern art, aesthetics, business, therapeutic, public speaking—whichever it may be, you have an inclination of some sort. Your inclination carries a unique energy signature with which you express yourself to the world. Every one of us has at least one evident inclination, which is conspicuous even to others. Note that talent is not merchandisable. You have to develop it into something that can be of value to others. It is only then that others will be willing to be your customer, employee, partner or investor.

Service

The third circle is the circle of service. Can you tell me a single person on earth who have become rich, popular, influential, sought-after or highly paid expert without adding any value to other human beings? There is none. Every penny registered in rich people's account was once ago in someone else's pocket. How did it get there? The now-rich person delivered some value to a person who in turn reached down to his pocket and exchanged his money for it. It could be emotional or functional value. Every great company and every extraordinary human being recognize the fact that serving others is the surest way to be successful.

Going big

Before I lay down for you how you can re-imagine your ideal self, let me show you how the majority of people think in relation to changing their lives. If you attentively observe how people approach life, you will find out the following: they enter the fulfillment cycle at a fulfillment circle. They start with one person at the center of the universe—themselves. They start with one person rather than a million or a billion other people. This is too small a goal to inspire big life. They think of change in life from the vantage point of self-fulfillment. What is in it for me? How can I get extra money? Will it make me feel good? How can I be rich? How can I start a business? How can I setup multiple sources

of income? How can I find the soulmate that loves me? Their philosophy of life is centered on fulfillment circle. They are driven by these questions. You might say, “Is there anything wrong in these questions? Doesn’t every one of us ask that?” There is nothing wrong in the questions and every one of us asks those questions. But there is one fatal error in where we enter the cycle.

The ultimate purpose of life is fulfillment, of course, and every one of us wants to be fulfilled. But how? You might want money. How do you get it? You want to be rich but where does the riches come from? You want to start business. Everybody does. There are other businesses in the same category. But what is the difference? You might want to setup multiple sources of income. I do. But why should people be motivated to deposit their money into your bank accounts when you are sleeping? Why? This is where many, many people miss the mark. If you want all these things, isn’t it true that other people also want the same. After all, your money comes from someone else’s pocket. If it does, why are they willing to pay you? Now, which one precedes: being paid or giving people enough reason for paying us? Unless they reach down in their pocket or take out their check slip, you won’t be paid. The money you are looking for is in other person’s accounts. What do you do? You have to give them enough sincere reason why they

should give it to you. That is what value creation does for you. If you want to be rich, go create value for millions of people who will in turn compensate you for it. Find ways to deliver the highest quality ever service to people in need of it. They will be willing to help you when you are in need of their support.

I know from my experience that this works. Without my request, my students nudged me to have them develop a website, organize seminar events, manage social media, edit and produce YouTube videos and more. In one instance, I have been holding seminars every two weeks in Addis Ababa Science and Technology University as of 2016. A woman used to come to the seminar without disruption. Finally, she asked if there was some way she could help me, especially in publishing my workbooks, fliers and brochures. I said, "I will let you know when there is a need; thank you very much." When she saw that I wasn't asking, she printed more than a thousand business cards for me and sent it to my office. During the same period, 'Aqua Addis spring waters' used to send me packaged water for my seminar audience to my disposal, at Addis Ababa Science and Technology University which is found at the distant vicinity of the city—with its own transport. Leza FM radio program [Berhanu Degafie] allowed me without limits to use his weekly programs to share my view

to the broad audience. The packaged water delivery was even initiated by him. Nega Bonger Hotels [Daniel Nega] allowed me to use their hotel halls to conduct my seminars for free. Manyazewal Eshetu organized almost all of my seminar events for more than three years for free. The list goes on and on. When people recognize unique value and sincere service in you, they are more than happy to help you.

Serving first

Order, succession! An average person has a philosophy: reap and then you will sow. It becomes very clear if you intently listen to people when they converse around circles. Employees would say,

'If we get raise on our salary, we will accomplish our work beyond our job description.'

Here is my question to you,

'Have you demonstrated good attitude and exceptional skills during your stay in the company? Do your personal records show that?

'No!' they continue angrily, 'Do you expect me to do a job for which I am not paid?'

Tell me! Which one, salary raise or better value, should come first. If the company puts all its accounting [expenses and revenues] documents in your hand, would you pay the employees first and

expect them to return it in their work or let them create value and generate revenue out of which you pay them? What about if they couldn't create the value they promised. Would you go about increasing their salary and expect better value? That doesn't work. We live in the world that rewards good works not good promises.

Always, creating value and serving others for better life should come first if you want others to do for you what you expect of them. The value you create and the service you deliver goes out into the universe as the farmers' seed goes into soil. You sow first and harvest next. You serve first and are paid next. You create value for others and then others deliver to you the value you want next. Make this a rule. It works in business, relationship, entrepreneurship and other areas of endeavor.

Let me refer back to the fulfilment cycle model.

If you have a way to serve people, solve problems or create values for other people, you will definitely be compensated for the value you created and service you delivered. People could pay you in various ways: recognition and compliment, recommendation and word of mouth, monetary payment, partnership, investing in your value creation, become a customer, share resources, etc. These in turn gives you courage, inspires you to continue, and empowers your

financial arm. With these rewards, you can fulfill your personal needs in life: build house, buy car, go places, have more free time to read, meet good friends, well nourished, have access to even more empowering technologies and people etc.

When you are fulfilled, you will have access to more means—money, network, resources—to refine your talents and skills. You will have adequate quiet times to explore your gifts and refine them. You will have uninterrupted moments to push your skills to limit, tap more of your potential, improve your leadership skill, and learn new ways of doing things. This leads to mastery, which positions you for better service.

As you master your skills and improve as a person, meaning that you express and refine your talent, you can even create high quality value and serve more people. The more people you serve, the more you are fulfilled. The more you are fulfilled, the more refined your become in terms of how you express. The more your expression is refined, the higher quality value you could deliver.

We have now come to a conclusion. Changing your self-image means changing your point of view from problem-oriented and self-centered issues to inspiration-fueled and value-centered. We move out of our selfish stories to a bigger story that includes others. We move from problems—the very

things we don't want—creating value for millions of people—the ideal we want to create. This is a big leap.

Let me share my own approach with you,

Honestly, when I started out, my prime goal was to create value for others and that was successful. For three straight years, I gathered people from all walk of life and trained them as to how they can change their lives. Some of them healed their body. Others rescued their businesses from heading for bankruptcy and made them profitable again. Still others unearthed their buried dreams and started new careers: writing, interior design, herbal garden of medicinal plants, starting TV show etc. Few others changed their controlling behavior with their families and some even recovered their children from dangerous addictions. I saw these happen firsthand and I was mesmerized by the invaluable value I was creating for others. In this process, I was being trained to refine my presentation, communication skills and addressing contextual audience. The problem was that I wasn't compensated for the value I was creating. Why? Because I haven't packaged my value vehicles so that people will pay for them. Every time I conducted seminars, people would ask to buy DVDs, audio materials, online courses, coaching programs and retreats. I didn't have one. Result? I wasn't compensated for the value I created. Some of them go as far as promoting my services and

recommending me to organizations where I began earning money.
Was I creating value? Yes! Was I compensated for it? No! That is where many people quit. I went on researching how to create value vehicles and I learned a lot. I have learned one of the unparalleled lessons about how one can package his knowledge and expertise into value vehicles from Brendon Burchard. This books is just one example of those vehicles. Amazingly, my seminar audience were pointing toward those vehicles by asking DVDs, audio material, online courses, coaching programs and more. They hinted as to how to create value for myself but I didn't get it. Now that I have shared my experience with you, you don't make the same mistakes I did in leaking value for long time.
Do you see a prevalent need for which you can create value? Do you notice an inclination of some kind in you that you can develop and refine into an engine that creates value for other people? If you hold on to them, these two questions have the capacity to rewrite you life's script. As far as I am concerned, to this day, I have come to develop my version of the three circles in the fulfillment cycle as in the following.
This is what I do,
Service circle
My question: 'What is the value I could create that makes me significant in this world and how do I get a sincere feedback on that?' Answer: 'help fellow human beings realize their wildest dreams; get

feedback in terms of money, partnership, word of mouth promotion, recommendation etc.

Expression circle

My question: What is the best way I could express my unique self in the service of other fellow human beings?

My answer: Inspire and empower people through speaking and writing.

Fulfillment circle

My question: What do I stand for in this world?

Answer: Awaken humanity to its true nature

My overall worthy ideal: Awaken humanity to its true nature for full expression of life and holistic wellbeing

Chapter 6: Live on purpose

What is purpose?

Life is not meaningful unless it is serving an end beyond itself, unless it is of value to someone else. [Abraham Joshua Heschel]

Look at every plant; colony of bees; ants under rocks, a herd of cattle, every creature in seas, birds of the air, algae occupying the surface of barks of trees, yeast in a dough, every human being in every village—what is it doing? It is growing, multiplying and expanding. Increase is the principle of life because life expresses itself in increase and expansion. Look at a plant. It starts out as a seed; it goes on to germinate and grow buds and roots. It goes on growing stem and stretching out branches; it then blooms with flowers; then sheds flowers and bears fruits. In a fruit are seeds. The process starts all over again. Note that a plant manifests several qualities—seed, leaves, roots, stem, branches, flowers, fruits with seeds in it—and completes the cycle of producing seeds that are multiplied many times than the seed that was put in the soil. In so doing, they harbor nests of birds, feed animals with their fruits, casts shade for animals to get cool, release oxygen for animal kingdom, beautifies the

sceneries, houses wildlife—almost all of what it does is beneficial for other creatures. It serves an end beyond itself. The intention of nature is that life fills the earth.

Life's purpose is growth and fuller expression. Yours and mine are exactly the same in this regard. We all feel the urge of life for more beauty, tranquility, wealth, wisdom, health, oneness and joy, all of which are the expression of the one life that animates the universe—our bodies included. If what you desire is for your personal expression and the fuller growth of the whole, you notice that the intelligence more powerful than you are is seeking expression through you; It is the very power and intelligence that created you. You can think of yourself as an active edge of infinity, where the invisible potential realm and the realm of reality interface. You are the center of cosmic activity where pure potential—an intangible realm—solidifies itself into real tangibles. As you are the mediator of these two realms, you conceive [become impregnated with] potential and give birth to reality. We all feel this urge to grow and expand, at least sometimes, and ignore it. Haven't you ever been inspired and fired while watching a television program or listening someone speak or reading books or biographies?

Purpose is finding out your gift, your talent, your inclination and develop it into the best it could be and deploy it for the service of fellow human beings, which in turn earns you unimaginably massive return. Find out your gift, develop it and give it away—that is the purpose of life. Purpose includes others. It includes your growth and the fulfillment of others through the service of your growth. The same way plants bear fruits and fulfills the beast of the jungle, your growth and expression should be of value and service to others. In the fulfillment cycle diagram depicted in the previous chapter [revisited below with modification], we have three elements in the full cycle: *fulfillment, expression* and *service*. Fulfillment is about what you want in life: the money you want to earn, the lifestyle you want to adopt, the soulmate you want to meet, the places you want to visit, the health status you want to attain, the joy you want to enjoy—and more. It is about you. Everybody around you wants these things either. The point is, for example, 'How do you go about earning money?' The money you are looking for is already in someone's bank account. How do you get it? Would you go about burglarizing into banks? The only feasible way I know is to create an exchangeable value for the mass of money you want. Money is only a symbol of value. Every one of us, we human

beings, want to first take and then give. The paradox is that everybody else wants it in that order too: get and then give. It doesn't work that way, however.

Oprah Winfrey, one of the richest woman in the world with a net worth of 2.6 billion USD [Forbes magazine, 2020], said, "The reason I have been able to be so financially successful is my focus has never, ever for one minute been money." I believe this must be right. For those who chase after money, it will take wings and fly away the more they chase after it. According to Oprah Winfrey, she has been expressing her gifts and earning much money became a default for her.

At the end of 2019, I invited Dr. Girma Ababi, the founder of Eliana health care to share his entrepreneurial experiences with my students at Addis Ababa science and Technology University. One of the things he said kept on echoing in my mind from that time on: "You do the best you could do to serve; you do whatever is possible to be your best and money becomes a default." He said that from deep conviction that my awareness permanently shifted. He is right and his results justify what he said. One of the enlightening ideas I learned in the course of time is that almost all people want good life, at least secretly, and they

want it first. This is a blessing for a person who is conscious. Why? While everybody around you wants good life and wants it now, you can start helping them to do so as a priority. Let your priority be serving others and creating value for them first because they want to be served first. That is a good opportunity. You can have as many customers as you could serve. The question for you is, "Do you have something of value to offer?"

Have you mastered any skill: leadership, coaching, design, arts, Engineering, cooking, coding, speaking, persuasion and communication, therapeutic—so that you could help people out of their problems or inspire them to their potential future self? Who you have become can be expressed in a way of reaching out to people. All of us wants either or both of the following: solve problems and/or inspire ideals. If we can offer the value we create or the service we deliver to solve problems or inspire ideals, we can get what we want as a natural harvest.

You can get everything you want in life if you will just help enough other people get what they want. [Zig Ziglar]

If you have a well-developed skill, attitude, habit or performance, there are ripe opportunities out there to deploy them in the solving of problems or inspiring of ideals in people's hearts. Therefore, the perfect alignment among your gifts and the value it could create and the need it meets makes up purpose in life. If there is much value to create and many causes to serve, but you don't do that, your potential remains untapped and the purpose of life is not fulfilled. On the other hand, if you have invested everything you have in the development of your skill, attitude, habit or performance but there are no causes to serve with those developed talents, you have wasted your potentials. The following diagram is modified from diagram 5.5 in chapter 5.

On the purpose cycle in diagram 6.1, two new circles: circle of feedback and circle of purpose replace circle of fulfillment in the previous diagram.

This is the modification I have introduced in this diagram. In the previous diagram, a typical person enters the cycle at the fulfillment circle, meaning that they engage in life from a point of view of 'Is there anything in it for me?' will it fulfill me? How can I get extra money? Will it make me feel good? How can I be rich? How can I start a business and

make a lot of profit? How can I setup multiple sources of income? How can I find the soulmate that loves me?

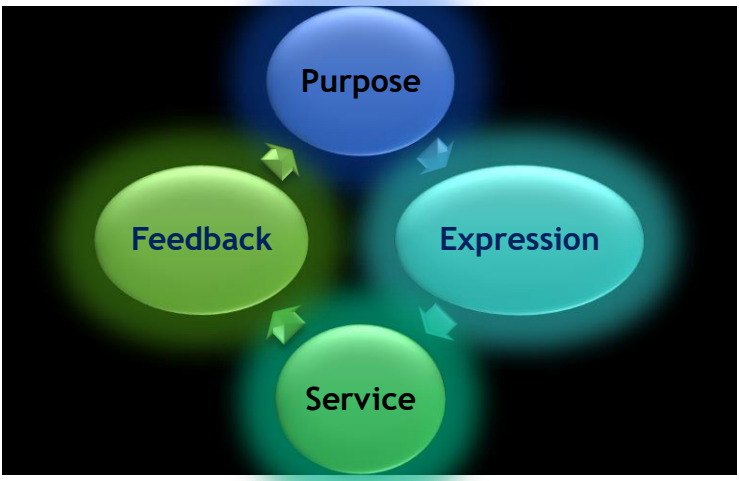

Diagram 6.1: Purpose cycle

It is all about self. Every action proceeds from this premise. A thought of profit precedes a thought of service. A thought of money precedes a thought of value. A thought of self precedes a thought about others. When you do life's businesses with the mindset of 'self-fulfillment first', you will miss the essence of doing the business altogether. If you want to succeed in life with 100% certainty, reverse the order of your priority—from self, money, fulfillment first—to others, value and service first—

you are on the way that surely leads to extraordinary success.

The reason is simple: the whole world wants to be served first, make profit first, get money first, be loved first, be honored first, be fulfilled first … they want everything first. This is a great opportunity to succeed surely. Walk away from the wisdom of the crowd, now. The crowd wisdom says, "Compete! Do anything possible to get your share of a pie!" I would suggest you do the opposite. Stop competing! Reverse the order of your priority. Seek to serve first, to honor first, to help first, to make them feel good first, help them get what they want first—competition becomes irrelevant. In this case, you enter the purpose cycle in diagram 6.1 at circle of purpose. The first question you ask is, 'how can I be useful to others given my calling and natural talents?' No body competes with you in this offer. If you really see to it, you will not find one in a million who truly ask this question. This is how you go around the cycle one by one.

Purpose: Start from your life's purpose, from recognizing your ***inner resources*** and gifts. Make a point to do what you love doing and make your priority developing them in the process of doing what you love.

Expression: Expression is refining your gift or talent with the aim of meeting other people's needs and demands. the objective here is to develop your gifts having in mind that its development is useful and relevant to the segment of people it targets. Look for opportunities in the world where your gifts can be applied and ***develop*** them in a way that it can be useful to others, in meeting the needs of and inspiring ideal in other human beings

Service: Service is a way of using the refined talent as an instrument to transform other people's lives in a big way by offering values. Find ways to ***serve*** with your gift. Create values and package them into its appropriate value vehicles so that you can serve others in a big way.

Feedback: Make sure that your values are truly useful to others through proven ***feedback*** loops like buys, recommendations, word of mouth promotion, partnership, resource sharing and more.

If you have something, you truly love doing and you intentionally invest your time in its development, there definitely exists the need for it in the world. If you graciously serve other people by the use of your gifts, and if you are able to generate real value for them, feedback in its various forms will be a default.

Therefore, living the life of purpose requires that you match-make between two mutually dynamic worlds: the inner world of calling and gifts and the outer world of value [usefulness] and service. According to Sir Ken Robinson, finding what you stand for in this world [your element], requires matching what lies within you with the outer opportunities to implement it.

Finding your Element is a quest to find yourself. It is a two-way journey: an inward journey to explore what lies within you and an outward journey to explore opportunities in the world around you. [Sir Ken Robinson, Finding your element]

Anybody can do this in any setting. However, it requires the intensity of attention on your part to commit to it no matter the appearances or other people's opinions. If you are a government employee, you can offer your organization to serve

with your talent on Saturdays and Sundays—don't ask for overtime payment. If you are electrically inclined, maintain all electric lines and mend the electronic appliances in offices, just for free. If you are good at event organizing, offer to help in organizing meetings, trips, discussions, get-together events—in a creative way. Whatever your inclination is, there are opportunities to implement them right at where you are now. If you don't feel like doing it there, you can search for coaches, events, volunteering campaigns, travel organizers, seminars, retreat programs—and offer to help for free but don't hide your intentions. I cannot exhaust the list of what can be done; it is your responsibility to find out. Note that you can do this at weekends and after 5:00 pm every evening without having to leave your current job. If you are currently working for additional hours into night, you can choose to stop working for those extra hours and invest them in this big cause. That is what it means to invest in your future.

Sow and then reap

You sow your talent—that is your seed. You protect it from birds and monkeys; you nurture it with fertilizer and water. You create an environment where it thrives by unweeding it. When an appropriate time comes, its greens beautify

sceneries, it releases the fragrance of its flowers and finally it bears fruits. It is the same with human beings except that we choose our path of development unlike plants that operate from the urge of nature [instinct] completely. Behind the development of your talent is the universal potential field that streams every seed on earth to fulfill its purpose—germinate, sprout, grow branches, blossom with flowers, shed flowers, bear fruits and start the whole cycle all over again. It is the same intelligence that orchestrates the whole universe from shimmering minuscule elementary particles to galaxies with hundreds of billions of stars.

The same power and intelligence is at work to bring your purpose to light. In exactly the same way every level of plant growth—germination, sprouting, branching, flowering, shedding and bearing fruit—is vital, every level of your growth is as equally vital. You are perfectly ok at all stages of your growth; there is no more important level than the other. In case of a plant, there are people who enjoy the sprouting twig; there are others who love the leaves and the branches; there still are others who commune with the flowers; others enjoy the fruits. Every step of development is vitally important, however. In the process of mastery—perpetual

growth, no one process is more important than any other and even the end is not more important than the process that leads to it. Where you are in life is perfectly ok now. If you take this to your heart, you won't obsess with hurrying the process up. Every step has a purpose; there is time for everything.

When you start out as an amateur in the making in any walk of life, there are people who need you to complement their lives at that specific stage. There are still other people who want your service while you are showing demonstrable growth curve. There are many people who don't believe in what you are doing until you show a sign of fruit bearing—until your flowers blossom—meaning until you become visible and popular—until many people come out and say something good about you. There are still people who can't open themselves up for the services you have to offer or the value you have to add until you invite them to your living room. They just find comfort in putting their fingers into the hands that were nailed to the cross—like Thomas—they want to see the family you built, the company you run, your bank account, your wife's testimony, what your employees or employers say about you, how you live your life in reality—you mention.

Astonishingly, there are also people who are already in need of your service or the value you create for them regardless of the level of your growth. As you grow more, as you refine your gifts more, as you hone in on new levels of skill, as you move on to the next level on value scale—your life becomes more influential, and you end up accessing resources and people you have never dreamt of. As you grow out of the crowd, your quotation for your value becomes completely subjective to your discretion rather than a marketplace price. That is when you begin to recognize the fact that you are the maker of your life—not the competitors in the marketplace or the employer handing out your paycheck at the end of every month. Everything starts and ends in you. That is a good news!

Therefore, purpose consists in finding your gift, developing it and finding opportunities to express it while adding value to or serving others. That is it. What is your gift? Finding it out is your first task—you cannot afford to postpone or pend this. Once you find it, exercise it while adding value to or serving others. Learn while serving others. This is, in my view, the most valuable investment you could ever make in your life. There is no rulebook as to how to start. Some people discover their gift incidentally while engaging in activities, pushed to

the edge by catastrophes in life, or happen to find themselves in the horizon that triggers the gift. You either find it and then develop it in the process of serving others or begin serving other people in what feels close to your heart and then refine the aspect of the work that inspires and fires you. You can begin doing what you love to do as a vehicle that takes you to your majestic purpose—the reason why you do what you do OR for what grand purpose you do it. More on this in the next subsection.

Purpose is a complete sowing-reaping cycle. When sowing and reaping is complete—meaning that when you perpetually refine your gift and develop it and, give it away as a service to or value for other people—you live a purposeful life.

Is it worth the investment?

Why should I bother myself? Can't I live carefree rather than perturbing myself over finding my gift, developing it and giving it away for the service of others?

To be honest, I cannot answer these questions objectively. It is up to you. Small life has a price; big life has a price too. Small life doesn't cost that much but it feels like a cheap product. It isn't interesting. It gets us in trouble now and then. It is full of lack and limitation. It gives you a bad feeling

about who you are. It makes you crawl on dust while you could fly above the clouds. Big life on the other hand is expensive. It requires that you pay additional price for it. But once it is paid for, it feels luxurious and interesting. It gives you additional leverage to broadly express who you truly are. It amplifies what you do. It feels good and you take pride in the price you have paid for it. Is it worth the investment? It liberates you from lack and immerses you in abundance. I don't know! You know! If you pay a price for good life, it will be a negotiated deliberate price. If you pay a price for bad life, it is going to be an imposed price and you will have to pay it for lifetime.

The purpose of purpose

Living without bothering yourself about purpose is possible; in fact, many people live that way. To make living a worthwhile—meaningful and fulfilled—to your own discretion—you might have to consider exploring an unusual ways of looking at life. The usual way is to constantly react to what comes your way. The unusual way is to design your course such that you come across, more or less, your consciously chosen experiences of life. That is what the purpose does for you—it organizes things in such a way that you attribute deeper meaning to the routines of your days. To make it completely

plain for your own judgment, I give you seven reasons why it is vital to find your purpose to make living on earth worthwhile.

Reason no. 1: **purpose gives your life shape and direction**

Have you ever come across individuals who always start new projects and originate new ideas but end up quitting almost all of them? I guess, you do. Maybe it is you. Every one of us has at least some unfinished projects that incriminate us every time we have reason to remember about them. Whether it is a writing project, pursuit of a perceived calling, a starting up of an entrepreneurial venture, following through with physical exercise or diet regiment, commitment to change one's habit—it requires courage and character to complete them to the end. It is very hard to move out of your long-lived experience and tradition that has gathered momentum over years without a compelling reason to do so. If you have a habit of quitting and procrastination, one way to intervene is to pause and reflect on why you do what you do. Do you have any purpose in doing what you are doing? Is there a compelling cause behind what you do? Is that what matters to you the most to the exclusion of anything else? If that were so, you wouldn't have developed a habit of quitting.

Among others, purpose generates passion—energy for action—to consciously complete a project we start. If you have loose or vague reason as to why you do something, you will likely quit. We all have dreams, wishes and desires to realize. How many of our wishes, desires and dreams have been realized, however? Many of them haven't been, have they. Why? Realization depends on how discriminately we are able to focus our attention and how consistently we exert effort into the process of its realization. What does determine the quality of attention and the consistency of the effort we exert? Purpose—profound meaning we ascribe to what we do. Benjamin Disraeli said, "The secret of success is constancy of purpose." Purpose transcends the money we earn, the popularity we might gain, the stuff we accumulate or the social class we aspire to be part of. It pierces us down to the core of who we are and the significance we hold to the world we are part of. When we find the kind of reason we will be willing to live for and die for, we generate massive passion as a consequence. We don't normally follow our passion, contrary to what many would say, we generate it because it doesn't exist unless there is a profound meaning behind what we do. Passion is the consequence of a clear purpose. Passion is the energy you release in the process of going where you have determined to go.

Now, one reason many people change their jobs, have many unrealized ideas, switch careers, change countries and spouses is because they have vague or unclear purpose in life. Purpose draws from within you whatever you need in this world to prosper, fully express your causes, be happy and healthy, and contribute to the betterment of the world. If you really see to it, you will discover that you possess the potential to be anything, regardless of your current condition of life. To be the best you could be, you need just one thing: clear purpose. What happens when you have no clear purpose? When you have no clear purpose, more often than not, you live a shallow life because you change things before they mature. People with less clear purpose tend to switch businesses, change careers, quit working on their ideas to completion and instead generate a new one. While their hands are working on a process at hand, their mind wanders off to searching for new ideas. They never settle for one major thing. These people's resumes are full of list of things they have done but they are barely good at anyone of them. They jump from job to job, career to career, business to business, place to place, relationship to relationship and finally to no avail. They change their decisions even based on TV news, social media posts or opinions of their friends. What is wrong in switching? Just one thing:

that is you will never master anything your whole life. You become amateur in everything you do. You will never be able to generate enough energy—passion—to complete a task or a project. Excellence becomes a resource in short supply in your life. As you might know, having many incomplete projects deeply frustrates you to start another project because you feel deep inside that you are not going to complete it anyway. Starting and not being able to complete even destroys your self-confidence to start a project that is worthy of your life. That is why you might be hesitating now, if you do? One thing is enough—read Gary Kelly's book, 'One thing' as an invitation of a dear friend.

Does it take laboring to the bones, switching careers often, working at several places, working for extended hours, getting higher degrees—and literally working yourself to death—to be successful in life? Do toil and drudgery justify real life? I have come to understand that it is not enough just to toil in sweats and work for extended hours to succeed—to enjoy the best life has to offer. We have to understand the vital priorities of our lives and discriminate between what is good and what is vitally important. In what is traditionally known as Pareto principle, 80/20 rule holds in almost all spheres of our lives. For example, about 80% of our

sales revenue comes from only 20% of our customers. 80% of our success comes from 20% of our efforts. 80% of the day's accomplishment comes only from the efforts exerted during the 20% time we spend on the work. Sometimes, 95% of the outcome is generated from 5 or 10% of our total effort. If you feel that this principle doesn't hold, just audit your day this evening and see for yourself if it does or not. What have you risen to do in the morning and what have you brought home while heading for bed? What does this imply? Most of what takes our time, effort and attention produce only a trifling portion of the expected outcome. The rest is chaff. For most of the time, we are busy producing nothing. This means that we are busy doesn't mean we are productive; we are hardworking doesn't mean that our efforts are relevant. If we understand what outcome we want to produce and what attitudes, habits and actions leverage the process, we might not have to work as hard and heartless as we do now. That is where 'purpose' intervenes. Purpose draws a thick line between what is vitally important and what is 'somehow good'. Therefore, you shall not ask yourself, 'Am I indolent or hardworking?' But rather ask yourself, 'Am I on purpose?'

Reason no. 2: **Purpose quenches distraction**

Purpose gives you the ability to guide your attention—in the midst of competing alternatives in the 21st century—in a consciously chosen direction. Therefore, you can control the temptation of being distracted by the things of 'inapt value' from the viewpoint of the ideal you want to create. Everything and everyone demands your precious attention. Social media post, TV programs, mobile notifications, calls from friends, memories of the past, fear of how the future might unfold all compete for your attention. Your attention is your precious investment of your creative energy. When you have no clear purpose, this creative energy is spent on jumping from one unimportant trivia to the next. That is the waste of life. If you really want to tap your unlimited potential and develop your talent into massive opportunity, finding your purpose is worth the time you spend in getting it right. That single quality of being on purpose spares much of your time that you would otherwise spend on making choices from an unlimited list of alternatives available to you. A typical person with loose purpose is characterized by being distracted, swayed, change his mind or regret his decisions based on TV news, YouTube videos, friends' opinion or hearsay in the marketplace. What protects you from such experience is to take time to find out or create the purpose for which you are willing to live

and stick to that forever. As time goes, purpose takes its own dynamic evolution and you don't have to worry about that now.

Reason no. 3: **Purpose lives in the present moment**

One of the oldest follies almost all human beings have is that 'time exists as a series of linear past, present and the future'. It is as if the future is autonomous and has nothing to do with what you do now. No matter what you think or do, the future comes with its own lucks and misfortunes, according to this view. From this belief viewpoint, they fear what might unfold in the future as if the future has its own life separate from theirs. Therefore, to make their future better than their past, they try everything like crazy. They apply for new courses; get other degrees, switch jobs; start new businesses, change their living places; learn new skills; part old partnerships or form new ones. These they do to escape the unpredictable plague or land opportunities that might arrive with the future. As they proceed through these new experiences, they eventually sense that this is not what they wanted because every new experience eventually invites a different alternative from itself. So what? They go for another set of amendments. What if that doesn't work? No

problem; they change their mind and hunt for another opportunity.

This is how the primitive brain is structured: to hunt gazelles and avoid getting hunted by lions. How long can this hold? It depends. For very few it takes a knockdown, a blow or catastrophe—a Moment of immense attention: accident, disease or lose, to even pause and ask, 'Is what I am doing worth my life? Is this all there is to my life? If my life has to end here now, what was the purpose?' For many it takes a mid-life crisis: inability to win bread for family, divorce, addiction, bankruptcy or being obsolete in the marketplace. For many it is a life-long companion. It could be a generational poverty, second-nature unobserved habits, or full-immersion cultural baptism. The conforming majority live in submission to whatever happens and they don't bother risking this 'purpose stuff' I am talking about here. They think, 'This topic is outlandish to them. It is not for them; it is for a favored few.' However, the present moment is available even to animals and plants—that is, in fact, their permanent abode. Plants and wild animals live in the present moment.

'Now' is the eternal field of potential. You can be sure about where your life is heading only by what you do now—not in the future, not in the past. Right now, you can stop reading this book and do one of

the 10,000 things available to you. Call a friend; sketch your purpose out; surf social media; watch TV; go for a walk; work in garden; sleep; read another book; outline your next book; play music; do aerobics; go to bar; go to library; drive out of the city to where you can find undisturbed nature; lay on your back and think—do you see how fluid and dynamic the present moment is? But what determines what you are likely to pick from the 10,000 things waiting to be done? Your purpose. The present moment is an eternal potential field waiting to be realized. However, realize what? You cannot realize infinity because the unmanifested remains on the background of creation all the time. If you become a trillionaire during this lifetime, it is too much for us on this side of the world. To infinity, a million is no different from a trillion. God is not impressed by whatever you accomplish because it is already in the store of infinity. Note, however, that you realize infinity in installments by the demand you place on your potential in the present moment. How? By doing something of highest importance right now. When? Now! If reading this book is not your life's vital priority, I advise you to stop now. What you do now is what is sure of realization. Purpose gives you that filtering instrumentation and empowers you to say 'No!' to the trivia that comes your way. It awakens you to

the ‘now’. I cannot overemphasize the fact that ‘only the things you do now bear fruits after its kind.’ Don’t deceive yourself: you either do it now or not—there is no between. In this view, by what you choose to be and do now, you dictate what must unfold in the next eternal now. That is what inspires me all the time.

Clear purpose has the power to keep you immersed in the present moment. Purpose gives you the single-mindedness necessary to produce results in the midst of utter distractions that drive you away from the present moment. When you are on purpose, ‘now’ matters the most—in fact it is the only thing that matters. There is no future, no past—only the present moment. In the present moment, your ego dissolves, and you become part of what you are doing. Until you become part of what you are doing in the ‘now’, you can’t do anything of consequence. No alternatives, no sidetracks, no options. In this singularity of the mind, you become ultra-focused on what it is that you are doing to the exclusion of the whole universe. When you are in the present moment, something miraculous happens: you become a thin interface between pure potential and reality. Big things begin to pour out through you effortlessly.

You become the center of cosmic creativity. That is what every one of us needs, I believe.

Reason no. 4: **Purpose generates passion**
Another thing purpose does for you is that it fuels what you do with passion—the energy of execution. When you are on purpose, because of the continuous supply of invigorating energy, you don't feel tired, drained and bored. Many people quit doing what they do, not because it is hard to complete it but because they feel exhausted and drained to push further. When you are on purpose, it is easy to be in flow—merge with what you do—in the present moment, focused and animated. Being passionate and animated is the outcome of clearly defined purpose. I often hear people say, 'Follow your passion.' I don't precisely know what they mean by passion. Nevertheless, passion is the energy that keeps you fueled and animated when you do something you love or something important to you. This means that passion is the consequence of having something worthwhile to work towards. That is why many successful entrepreneurs consider their long-hours of work, often into the nights, and often times experimenting without success—a play rather than a drudgery or toil. They have adequate energy to deal with setbacks and temporary failures. This holds true for artists, politicians,

athletes, scientists, startups, innovators—and many others. When you have a clear purpose and sturdy determination behind what you do, nothing can stop you from doing it. Why? Because purpose generates passion—power of execution.

When you know what you do, why you do it and its impact in the world, you will have the patience to bear with the 'how'. That leads to mastery and exceptional excellence. That leads to the creation of high quality value and delivery of high quality service. This in turn leads to unparalleled compensation and payback. When you are an indispensable value creating human being in your circle, organization or society, being compensated for your contribution is literally natural. Being compensated, recognized and commended in turn amplifies what you could do and gives you more power and leverage for your future actions. The spiral of growth goes on and up. In all these processes, your passion—your power for execution—keeps you going while many quit.

Reason no. 5: **Strong purpose bestows vibrant health and long age**

> *'Stronger purpose in life is associated with decreased mortality.'*

Aliya Alimujiang and associates conducted a research to find out the relationship between purpose in life and mortality and published their findings on article, 'Association between Life Purpose and Mortality among US Adults Older than 50 Years' on JAMA Network Open on May 24, 2019. Their research findings show that strong purpose in life is associated with longer lives. Aforementioned researchers from the University Of Michigan School Of Public Health analyzed data from 6985 individuals over 50 years old and concluded "Stronger purpose in life was associated with decreased mortality." They also believe that "Purposeful living may have health benefits."

There are also many researches that reaffirm that people with a sense of high purpose tend to live longer and exhibit vibrant health through ripe old ages. Another research article, for example, published on April 1, 2018 on National Center for Biotechnology Information and National Institute of Health database, revealed the relationship between purpose in life and health. According to Shirley Musich and associates, those with medium and high purpose in life had significantly lower health care utilization and expenditures, increased compliance with preventive services, and higher quality of life. They stated that purpose in life is

strongly associated with better physical and mental health outcomes among older adults.

The reality on the ground is different, however. According to Study by Global Burden of Disease (2013) that was published online on LANCET on June 8, 2015, globally, only 4·3% [nearly one in 25 people] of the population had no burden of disease or injury sequelae in 2013. This means that more than 95% of world population suffered a disease or left footprints of diseases in their health as sequelae. The same study shows that a third (2·3 billion individuals) of the world's population experience more than five sequelae, of which 81.4% were experienced by people younger than 65 years. Sequelae means the aftereffect of disease or injury of some kind.

I think nobody wants neither to die prematurely nor live long with agonizing diseases. I believe every one of us desires to live to ripe age in vibrant physical, mental, emotional and spiritual health. Purpose in life makes a scientifically recognized major contribution to longevity and holistic health. Therefore, the question is whether one wants to commit himself to be healthy and live longer life that is worth living. If you are one of those aspiring human beings, finding your purpose prior to engaging in life’s routines is crucial.

The only reason we stress out is because what we do might not give the highest meaning we are searching for. Highly purposeful people are not stressed out even though they often work hard. Why? They enjoy the process and are not obsessed with results. They consider their work as a play or part of their enjoyable mechanics rather than a toil or drudgery. The flow they experience because of their stronger purpose in life positions their body to generate lower cortisol levels and, lower levels of proinflammatory cytokines, which are associated with mortality. Therefore, anyone, in fact all human beings, who want to live longer and healthier should see to it to have a purpose for their lives as a prerequisite of all their choices and decisions.

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Reason no. 6: **Purpose expedites Mastery**

According to George Leonard, the author of 'Mastery: The keys to success and long-term fulfillment', mastery is a process not destiny. It is a journey along a specified path. When the object of the journey is not well defined, however, the process becomes one of the 'cruise to nowhere'. Whoever sets out, in this manner of the mind, ends up in a vast ocean with no specific harbor to land. Leonard writes in his book, "The trouble is that we have few, if any, maps to guide us on the journey

or even to show us how to find the path." Commenting on the age of this interconnected digital world, he says, "The modern world, in fact, can be viewed as a prodigious conspiracy against mastery. We're continually bombarded with promises of immediate gratification, instant success, and fast, temporary relief, all of which lead in exactly the wrong direction." Mastery is a journey in which destination gets farther as you approach it. It is a lifetime growth and refinement in specified sector of your choice. In a journey of mastery, one forever grows with difficult skills increasingly becoming easier. Whether your pursuit is leadership, entrepreneurship, arts, politics, athletics, innovation or coding, the fundamental principle remains the same: in a journey of mastery, you will never get there. The journey is the goal; the process is the product. There are many things at the periphery of everything you do but there must be a core to it. For example, social behavior or culture, history from various vantage points, how lifestyle associates with technology, media and its proselytizing power, conflict resolution, change initiation and management, scenarios, patterns and foresights are all necessary pieces of knowledge that a politician must know at the periphery of her vision. However, the politician's vision is what all these pieces of

knowledge are meant to edify. Regardless, there must be a central theme around which everything else grows.

Many people hold that knowing little from everything widens their opportunity to improve their lives. Ten years ago, I was filling up an online scholarship application form for PhD, on which I came across a section, which had a mandatory requirement to be filled. It said, 'your special skill'. I was almost paralyzed to write a word in that space. I sat down and thought to myself, 'Haven't I had a thing for which I have a special skill in my life after being in education for all those long years?' That piercing question didn't leave me for long time after that. By the way, I resigned from filling the form right away. At that time, I often stayed in my office to late night at times up to 3:00am. What was I doing? What was I trying to build? I don't know but I was always busy doing something which ended up equipping me with no skills to show for. Eventually, I have discovered one thing: the world needs a highly specialized knowledge and developed skills compared to general knowledge and less-developed skills. A mass of knowledge without way of implementation might be useful for academic practice but it is nearly useless in the real world or in solving real problems.

If you really want to move away from such places as where you are not meaningfully productive, the first question to ask yourself is, "What am I doing with my life and why?" This question invites you to explore what you want to do with your life before you squander a major portion of your precious years. It saves you days of meaningful life. Purpose gives you the power to consciously guide your attention. 'The jack of all trades is the master of none,' is a good maxim. One well-developed talent is worth a thousand average skills. When we concentrate on developing our talents and improving skills in a specific walk of life, mastery is possible. In this book, I am not promoting that talent is everything. No! I am qualifying the power of developed talent. Consistency and toughness count more than pure talent. However, if you take two people, one naturally talented and the other completely foreign to the matter, the talented one will likely master the skill with lesser effort in shorter time. Because mastery is a process, not an outcome, people need a stronger reason for staying on course. If you stay on course, any difficult skill can become simple through practice. Mastery is about breaking your own record once in a while.

Purpose gives you the traction necessary to stick to the task enough time to be perpetually the best in

your category. It alerts you when irrelevant invitation lurks in your awareness. The potential you—your ideal self—whom you could ever become potentially—unfolds through a constant application of your energy to a specific talent or skill. Starting and quitting, toggling objectives and changing decisions frequently will only distract you and thins your energy out. They drain and disempower you. As you start out, if you are young especially, try out as many things as possible to explore consciously where your heart inclines. Once you choose what is the closest to your heart, stick and relentlessly grow in it every day. Exceed your own self every day; refine your habits, skills and attitudes that surround it. Forever! That is mastery. If we leave our attention to the mercy of inundating digital intrusion, we are likely to switch our objectives every hour, if not every minute, and ultimately prepare to be puppets of crafty content creators that drive us unconscious. We eventually become a channel through which they think and feel. We lose our originality and authenticity in everything we do. Isn't it worth the time it takes to find your purpose, refine it and employ it for the service of humanity and the abundant expression of yourself in life? I think it is.

Reason no. 7: **Purpose gives profound meaning**
Take a typical urban worker in one of the cities of the world. The alarm rings at 6:00am in the morning. This woman is up out of her bed; rushes to shower [if any], grooms herself a little bit, go to kitchen and stuff her lunch box, run to public bus or commuter train, or company service. Stacked up like a matchstick in a train, she travels to a destination that is close to her workplace. She pushes her way across the crowd and dislodges finally. She arrives five minutes before the finger print reader ticks off the 'in time arrival'. She then runs to a dressing box, wears her work gown and hurry along production line aisles, smiling ostentatiously to her co-workers while passing by. Here begins the chore of the day. No talking; no smoking! Just work. After what seems to be forever, here arrives a lunchtime after too long chorus hours. She reaches down in her bag, takes the lunch box out and runs to the dining area just to save some minutes to chat with her friends. Before they know it begins the lunchtime is over. Back to work. After long, long hours, the time comes to go home. Many employees glance at their clock now and then until the final minute celebrates their going home. She collects her stuff, sighing deep leave her workplace to find transport back home. Sad faces pretending to smile

authentically scatter away from the dungeon. When she arrives home, she sits for a while and begins preparing her tomorrow's lunch box. She then comes back, takes a television remote control at her hand and switch it on. She drags her dinner plate to eat in front of the screen. Celebrities appear on the screen several times to indoctrinate how the life would look good if one purchases what the figure is advertising. Hypnotized for a while, nature begins to push her to its spa which is going to take the next several hours. When she is through, the alarm rings again. The next day begins in exactly the same way as the day before. This is life for many people. I am not judging anyone or implying that these people are wrong. No. I am just bringing to your awareness what is happening to the lives of many people around the world. Even the white collars are not that different given that they don't find meaning in what they do.

On May 28, 2019, the World Health Organization [WHO] included workplace burnout in the 11th Revision of the International Classification of Diseases (ICD-11) as an occupational phenomenon. WHO defines burnout as a syndrome resulting from "chronic workplace stress that has not been successfully managed." According to WHO, Symptoms include feelings of energy depletion or

exhaustion, increased mental distance from one's job, negative feelings toward one's career, and reduced productivity. This all will push the work force to a big inevitable question, 'What am I here to do in this world?' that should be addressed as soon as possible. We now know that negative stress arises from working on something we don't resonate with or something we are not being able to find meaning in or something we don't care about. We know for sure that human beings are way more honorable than profits and products. Many exponential organizations are beginning to organize their work environments such that employees can work on what they enjoy and develop their talents in the process. We need not change the organization we are working for or the profession we are in to find our purpose. It requires only to be consciously aware of what we are doing, what aspect of the work we like and whether there are opportunities to work on them most of our time.

In 2017, Gallup released a startling report titled, 'State of the global workplace' and used the following conclusion as a subtitle: '85% of employees worldwide are not engaged or are actively disengaged in their job.' The implication of this conclusion is enormous. Disengaged employees are not productive. Disengaged

employees also suffer stress because they are continuously stirred by their supervisors to catch up; stressed employees, as a consequence, are vulnerable to disease; stressed employees are less creative and underperform even in established routines; productivity suffer; absenteeism and medical expenses soar; stressed employees instigate family fracture; it steals away from individual's and family's wellbeing. Stress also leads to burnouts. This is disaster. This is not necessarily due to the lack of purpose on the part of employees. Many organizations call their customers 'kings' and positions their employees as 'slaves'. This is one of the most unresolved social fallacies the world has ever experienced. How come do fellow human beings who produce a product, do the marketing, acquire customers, serve customers, carry out sales, do the accounting, sweep the floors—not deserve the honor the customers do? In the coming years, these companies need to restructure their HR systems in order to make their companies into that which honor and benefit all of its benefactors. The fact that the commercial sector is so focused on profit, families fractured, environment destroyed and deprived people of living their fondest purposes. I believe 21st century is going to be the century of purpose and higher consciousness.

Those who found purpose in life never separate work life from home life. Their work is part of their vacation, their entertainment, their play and hobby. They are free of doldrums of weekends and apprehensions of Mondays. At this point, the reader is invited to evaluate her own life honestly. If you are not enjoying what you do, whether or not you are employed for someone or running your own business, you have to pause, ponder and reflect. There are practical measures you could take to move out of this trap—I will come back to this topic in the immediate next section. You can find your purpose—the ideal for which you feel deep love and meaning—without needing to quit your job or your business. Can we distill purpose out of our current jobs? Can we find something to work towards on weekends and during after-job hours? Yes, we can. Opportunities are everywhere at all times if you look to see our purpose in life.

Reason no. 8: **Purpose is part of the grand design**

Musicians must make music, artists must paint, poets must write if they are ultimately to be at peace with themselves. What humans can be, they must be. [Abraham Maslow, A theory of human motivation]

While writing this section, I opened Google Chrome browser and typed in a search bar, ‘How can I find my true purpose in life?’ In 0.53 seconds, Google came up with 4,760,000,000 search results [May 31, 2020]. This is a staggering number of ways various webpages are indexed for a search term ‘purpose’ in Google, which are relevant to the query. It is an indication that this theme is being searched massively. This explains how many people are longing to live the life that gives them meaning and the life that justifies why they are here on earth and what they stand for. Massive Employee disengagement at workplace around the world is the direct reflection of lack of purpose or inability to find meaning on part of the employees in what they are doing. In the previous section, I referred to Gallup’s 2017 report as concluding that 85% of employees worldwide are not engaged or are actively disengaged in their job. This is a huge implication of how lack of purpose affects business productivity and macro economy now and in the future. Generally, life without purpose is a ship without map and compass in the midst of sea at that.

Doing much in the labor market without a compelling reason to do so is a waste of life. Life, in my experience and opinion, isn’t so much about what you do and what you have, as it is about the

meaning you attribute to the living itself. Regardless of the extraordinary technologies available to every one of us today, we still seem to be remote from living a meaningful and fulfilled life. We now have commercial flight jets to cruise above the clouds, mobile phone that makes us available all the time and anywhere, the social media that give us the power to search for old friends or do customer relations for our business, the cloud we could entrust our data with—etc. Are we healthier, happier and more fulfilled than ever before? No!

In 2018 prof., Otto Scharmer published a book under title: 'The essentials of theory U'. The book discusses about the three giant divides: social, ecological and spiritual divides that humanity is faced with in the 21st century and new approaches to solving them. Scharmer reports how human beings are at the critical time in history regarding their relationship to their highest future potential, their future possibility. He calls that a Spiritual divide. The spiritual divide, according to him, can be summed up by the number 800,000. "More than 800,000 people per year," says Scharmer, "commit suicide—a number that is greater than the sum of people who are killed during wars, murder, and natural disasters combined. Every forty seconds there is one suicide." He argues that this

catastrophe is the result of people not being able to find meaning in life and in all they do—not being able to connect to their higher future potential-Self. When they cannot see a better future, when they have no purpose to live for, they commit suicide. [I recommend Prof. Otto's book to the reader.]

How did we get here?

As human beings evolved from agriculture to industrial age and from industrial age to an automating and hyper-connected age of internet of things, a massive evolution of human consciousness has been taking place. We started out with our hands and legs during the Stone Age and all of a sudden, we stumbled across a phenomenal discovery of fire. It helped human beings to cook food and to protect themselves from predators, heating and lighting, forest clearing, tool making and more. They then began taming wild animals for food, transport and labor. Then comes agriculture where selective crop production and permanent settling began. During agriculture age, they used their own muscle power [labor] augmenting it with animal labor to do more work. As their capacity to make more sophisticated and integrated tools improve, it led to industrial revolution. Industrial revolution is a landmark in human history when human beings began to move away from nature and

replace human muscles with manmade contraptions in the unprecedented scale. For about 300 years, we have been trying to make ourselves free of labor and drudgery aggressively.

And the industrial revolution started with water mills followed by steam engine and refined itself through the invention of fossil fuel, electricity, Internal combustion engine, telephone, radio, commercial flight, television, computer, [+mobile] phone (+smart), and internet. As you might speculate, these discoveries went beyond just replacing human muscles and reached far into human intelligence and emotions. All routinized tasks could now be modelled into algorithms and can be taken on by artificially intelligent machineries at the present. In a near future, a major portion of driving, piloting, clerical and accounting works, assembly lines, supermarket points of sale, banking are tasks to be delegated to these machineries. Machine learning is even going beyond that—learning patters from the vast array of information available on internet and internet of things and making scenarios and patterns out of it.

The ever-evolving industrial automation and replacement of human labor [muscles] undermined the power that men claimed to have due to muscles. 'Men are no superior or more powerful than women' is a well-accepted idiom now because

muscle is no more the relevant source of power in economy as well as in politics. As we farther advance into the middle of the 21st century, human muscle becomes less important to economic activities and, imagination and creativity become increasingly more important. This equalizes the role of men and women in economy, politics, education and more.

With the same token, the era of artificial intelligence and automation, machine learning, internet of things, 3D printing and robotics is making irrelevant the need for routinize-able cognitive skills. Human beings are and will forever be pushed to higher-purpose-works and creative dimensions from doing a repetitive chore—which will soon be left to intelligent contraptions. This is the golden era of purpose and creativity for human beings like never before in the history of humanity. People are currently asking themselves, "What am I here to do?" Any skill or profession is vulnerable to disruption. The 4.76 billion internet search results for purpose hint into a growing sensibility of human beings for purpose and meaning in life—both men and women.

Man has forever been trying to free himself from the drudgery of work and the innovation of technological solutions to do so is accelerating from time to time. We are transiting from a traditional

economy that needed an intensive human labor to an economy where human beings can impart their intention onto computer codes and smart machinery. Human beings have ever been outsourcing their muscle-work, memory, and thinking to outside agents as they successively transition from stone age to the current industry 4.0. Now, we are trying to download our own consciousness to artificial machineries meaning AGIs [artificial general intelligence] at the moment. When machine learning reaches its full swing, these machineries can do even other complex tasks than such narrow tasks as driving, sales, printing or surveillance. Machines, could even do what a rudimentary human consciousness does [this is the highly debatable subject, however]. What does that mean to you? As we advance into the 3rd decade of the 21st century, human beings are positioned to do purely humane works like creativity, artistry, sports, leadership, altruism, holistic politics, sustainable ecological design, entertainment, life-long learning and education, futurism and more. Anybody who strives to make ends meet by the virtue of his muscle labor and routinized intellect is prone to perpetual struggle and ever-increasing anxiety.
What is the point?

During a transition from agricultural age to industrial age, there was a massive downsizing of farmers meaning that farmers migrated to cities to be industrial workers. Why? Because their farming and harvesting job was being taken by the-then emerging technologies: tractors, combiners, pesticide sprayers and haulers. The industrial revolution however made something strange possible inadvertently. In previous eras, men were artificially superior to women because they were assumed to have more power as characterized by their strong muscles. Note that during agriculture age, the whole family would work on land. When industrial age came, it didn't have to employ the whole family, not even the husband and the wife. They go their separate ways to get hired in factories. Even then, the amount they paid male and female for the same job wasn't equal because there was an assumption that men did more work than women. This attitude spill over to works that did not even require physical force. As automation and muscle replacement continued, the thick line between men and women disappeared. That gave rise to, however unconsciously, women's right and equality movements all around the world. When the need for strong muscles was gone, men's dominion over women was also gone. That is why we witness woman movements all around the world and that it

produced practical results in politics, the right to learn, prohibition of premature marriage, the right to be paid equally, prohibition of genital mutilation, suffrage, the opportunity to participate and more. The industrial age removed, by the way of unintentionality, the roadblock placed in front of women for epochs. Here we are, men and women, equal but equally incapacitated to compete with artificially intelligent machinery that by far outdo us on taking up routine work in the era of disruptive technologies. What do we do? We need profounder purpose and meaning to live for than just passing through the trivia of daily work. This is what people are secretly asking on internet 'How can I find my true purpose in life'. If you really notice, nature is pushing humanity, in a way of rapid evolution, toward awakening from the slumbering of material world into life of purpose and meaning—life that is good for all.

Don't hesitate for a second that every one of us is here for a purpose to serve. Dr. Bruce Rosenblum, in his book, 'Physics encounters consciousness' says the following: "But during that split second before our "familiar" quarks and electrons came into existence, the Big Bang had to be finely tuned to produce a universe in which we could live. Quite finely tuned!" It is amazing to hear science reassure

that the universe from subatomic particles to galaxies is designed to serve a grand purpose—it is not an accident. “Theories vary,” says Rosenblum, “According to one, if the initial conditions of the universe were chosen randomly, there would only be one chance in 10^{120} that the universe would allow life. Cosmologist and consciousness theorist Roger Penrose has it vastly more unlikely: The exponent he suggests is 10^{123}. By any such estimate, the chance that a livable universe like ours would be created is far less than the chance of randomly picking a particular single atom out of all the atoms in the universe.” Now we are heading back to the original intent for which we are all here—purpose.

If the above explanation convinced you of the need for finding and pursuing your purpose in life, the following section is for you. This is how!

Recognizing purpose

In May 2020, a young man named Tesfa Silesh from a rural village in East Gojam zone, Ethiopia called to tell me a story that fascinated me.

Being amazed I asked, “How did you get my number?”

He answered, “My nephew is a student in your university and a permanent attendee of your seminars. He is here because of Covid-19. He told

me how you are cultivating the young generation in Addis Ababa Science and Technology University and fortunately I am also doing the same with plants."

In his voice, he radiates immense curiosity.

He said, "Mr. Ashenafi, I have a vision of covering desolate Ethiopian mountains with forest: herbals, fruits, plumbers and others. I have seen that it is possible by doing the same on the land that I own. I have made my backyard into a little jungle now."

'What inspired you to do this?'

He continued, "I spent many years in informal gold mine fields in western Ethiopian regions and I thought to myself 'why am I risking my life to the possibility of being robbed and even killed?' If money is the goal, is this the only means? It dawned on me that I can also mine green gold in my own backyard and decided to come back home to start just that."

I asked, "How did it come to your mind to do this among many alternatives that were possible?"

He promptly replied, "Oh Mr. Ashenafi, I love plants wherever I go. I knew I could be successful if I work on them on a grander scale."

'What can I help you, Tesfa?'

He knew what it was that he wanted.

“I want to contact individuals and organizations whose mission is to support projects on afforestation.”

I asked him to record a video and publish it to YouTube so that he can always refer to that to show what he is doing. I said I could also share it with my network for you.

He said, “I am a fifth grader to understand that but my nephew will help me in doing that.”

In 15 days, he uploaded an amazing video to YouTube. He is the best example that anyone can find his purpose in life and pursue it.

Finding your purpose

Many people believe that ‘pursuing purpose’ is only for the people who have much money to live on and the luxury of enough leisure time to experiment on their cherished hobbies. According to them, the rest of us are doomed to live the life that comes our way. They would say, ‘you have got to have money to live on while working on your purpose; having money to live on will give you the extra time needed to experiment on what your heart desires. Or maybe you should be a member of a well-off family where you don’t have to do anything to win

bread but pursue your purpose.' No, that is not true. It is about responding to your calling with what you have right now. Almost all the time, all we need to figure out and live our purposes in life is part of our design; it is a built-in in our very nature. If you have a calling for a certain cause, you are already given the talent or the gift it takes to realize it. Nevertheless, it requires that you develop your talent because it is your responsibility to refine your raw gift into something of value to you and to others. Talents are givens but skills are workouts.

In this book, 'calling' is synonymous with 'what one innately loves to do'.

About a year ago, a first year student happened to be attending my seminar in Addis Ababa science and Technology University. At the end of the seminar, he followed me to my office.

"Could I talk to you, Sir?"

Sure!

"What you have presented in this seminar sank into my bones and I couldn't help following you to your doorsteps," He continued, "but you know, sir, sometimes luck drops you in places like this where you cannot think of pursuing your dreams because

it is purposed for a different thing [He was referring to the university]. Here you go to class, work on assignments, participate in group projects and prepare for exams. This is a different place and pursuing my dream is not thinkable in this setting. My dream in life is none of these."

What is your dream? He hesitated for a while and said, "I want to be a football player."

Really?

"Really! That is what I wanted to be from childhood and I am good at it now but sir …"

What are you doing now?

"What else can I do, sir? I attend classes, go to library, work on my assignments and prepare for exams."

"What time do rise up from bed every morning?"

He gestured implying, 'is this relevant?' and shrugged his shoulders, "around 7:00am and sometimes at 8:00am when there are no morning classes."

At what time do most students rise from their beds, in your opinion?

“Most students in my dorm, for example, rise between 7:00 and 8:00am”

What time do the top world footballers rise, in your opinion?

“I don’t know but they must rise pretty early in the morning?”

Why?

“Because they have practice regiments to go through?”

Does this university forbid rising before 7:00am?

He laughed guiltily. “No! Do you mean to suggest that I have to rise early and practice?”

No, I didn’t make any suggestion. I am bringing to your awareness the fact that you are not up to the challenge and that the university has nothing to do with that.

“What can I do, Sir?”

First of all, to be a footballer, you have to really want to be one. If you desire enough to be one, ways to do so must become obvious. If you want to be a world-class footballer in the capacity of Cristiano Ronaldo, you must practice at least as he

does, adding to that your own flavor and uniqueness. What do you think?

He nodded in agreement. “Yeah, this is what I want, sir.”

Put aside a block time for this cause and consistently practice. Develop special skills and take part in tournaments that come your way. When you practice, make a deliberate practice on certain skills and get a feedback on their headway. Build your social media profile and deposit your special practice videos and game experiences. Seek out to coaches and managers abroad. Do these incessantly.

He nodded. “Thank you Sir. I will do that.”

When he left, he wasn’t the same man. He radiated hope and hinted determination.

As this young man, not few people know what they want but have hard time figuring out how to go about it. Knowing what you want to be and do and, even going a little further into being good at it is only half the way. There remains to be considered the quality of the value you create and how the recipients of your value feel about it. You want to be a footballer. That is wonderful. Why should, however, Barcelona FBC help you to be in their

squad and earn in a week what the majority of people in the world don't earn their whole life? There must be an exceptional demonstrable skill and winning attitude on your part in exchange for their allowance. The world gathers to applaud, praise and reward you only after you will have done your homework. You become valuable and the world qualifies you thereafter.

Finding your purpose is about figuring out your calling, refining your gift to create value in the capacity of your calling, matching that value to the need of humanity and get rewarded for your contribution. Clear purpose has all of the four elements in here. You might say, "How do I know whether or not I am living my purpose in the first place?"

Evaluate your life

Before you embark on the exciting journey of finding your purpose, it is worthwhile to investigate and audit your current life. Each of the following statement is to be rated on the scale from 1 to 10, 1 being 'It is not true about me.' and 10 being 'it perfectly describes me.' While rating your real condition for each statement, it is required of you to be honest to yourself. Carefully read the statement, ponder your current condition and give it an appropriate rating.

1. I am proud of the person I am becoming.
2. I feel that I am here to do just this one thing. I am living my calling.
3. I am doing what I love that I hardly feel I am working at all, I feel like playing.
4. Because I do what I love, I am consistently developing my talent into skills, which I have an evidence to show for.
5. I am developing and refining my talent into something of value for others.
6. There is a need in the world for the value I am creating.
7. I package my values into value vehicles [products and services], which could serve specific contextual needs.
8. Those who need the value I create are willing to pay me for it or reward me in other ways. Some people even offer to buy my services or products.

When you complete rating, add values for all statements and divide it with eight. Marks below 5 show that you are far from living your purpose. Marks between 5 and 7.5 imply that you are consciously or unconsciously knocking on the door of your purpose but inconsistent or skewed to one direction. For example, if your marks for the first four statements are higher than the last four, like

the young university student, it means that you have a hint of what your calling is but you are not developing your tools consciously. Average marks above eight are good signs that you are on your purpose. Wherever your mark falls, the material I am about to discuss hereafter is for sure of value to you.

There are other straightforward ways to know if you are living your purpose at your current work. Does 'what you do' give you a profound meaning? Are you eager and full of enthusiasm to go to work in mornings? Are you tired and depleted when you go back home in evenings? Will you go for another job if a new company proposes to you a significant raise? What makes you work at your current job? Do you go to job just to earn money, to pay bills and win bread for your family? If your answers are yes to most of the questions, you are not living your purpose. It is as simple as that. Now that you are ready to find your calling and pursue it, let's dive deep into how you can find, develop and refine your purpose in life.

Regardless of the industry you are in, your geographic location or your current conditions, purpose in life has four components woven together. Having one in excess will not compensate for the lack in the other. All four are equally

important. However getting the order wrong can cost you extra years of labor, loss of vitality, relationship breakdown or ill health. Fine-tuning these four components to each other like guitar strings produce a harmonious musical melodies. In pursuit of purpose, cacophony is a disaster. What are they? Calling [what you love doing, talent [raw gift, or potential of being] needs [relevance of your value offer to the needs in the world] and feedback [reward in different forms].

Do what you love

What is your calling?

What does resonate with your heart? You are called to live the life that positively impacts other people's lives.

One of the following is true about you:

1. You love what you do: in job, education, business—or anything you are currently doing. You feel like you were born to do just that.
2. You don't hate what you do but you don't enjoy it either. It is ok. Maybe it doesn't hurt to be there, maybe, until you find a better place.
3. You hate what you do: running your current business, attending classes or commuting to your current work. You go just to win bread.

Which one, honestly, are you in? Many, many people are in the 2nd and 3rd category. Very few people do what they love. What comes to my mind in looking at those few people is, "Is being fortunate to do what one loves a luxurious, outlandish and impractical thing to even think about? Is it only for a select few?"

Whether you are a student, a businessperson, an artist, a philanthropist, an employee, or a politician, you can relate to one of the above experiences in what you do. Gallup report, 2017 reveals that 85% of employees worldwide are not engaged or are actively disengaged in their job. In my experience, more than 50% university students don't enjoy going to class rooms any more. I also came across few students who attend every class and developed as many as five commercial-grade technologies until they graduate.

If you are in a category of the 'indifferent'—2nd category—and the category of the haters—3rd category—for whatever reason, just pause and think about it. Would you like to squander your precious years in this manner or rescue yourself from the regret of ripe age? It is absolutely your choice. Napoleon Hill, with the initiation of Andrew Carnegie, distilled the lives of 500 most successful people of his time in America over the span of 25 years and came up with 13 principles that are lived

by these people every day. The first principle is ‘desire’. Burning desire, inner attraction to something, loving something without the need for external justifications. Burning desire is not just a wish; it is a complete surrender of your resources to what you love to accomplish. It is what you singly commit to in the presence of 10,000 distractions.

Have you yet figured out what it is that you love doing? Many people don’t even want to converse on this issue. Why? In truth, many people dismiss the idea of ‘do what you love’ not because it is impractical or outlandish but because they believe that they are not cut out for living a ‘luxury’, as they perceive it, of ‘doing what you love’. Isn’t doing what is worth your life the necessity rather than luxury, however? Can you afford to trade your life for something that drains your energy, keeps you unhappy, fences you in mediocrity and gives you no meaning? Is it a luxury to live your natural life—which is living the way you want to live? Please don’t get me wrong. Every choice has its own price. If you abandon your calling and squander your gifts, you will pay for it in unhappiness, melancholy, mediocrity, low self-esteem, no legacy etc. If you decide to embrace your calling and develop your gifts, you will pay for it in hard work, being alone, rejection, risking uncertainty, cold-shoulder, being gossiped for insanity, you name them. However,

note that both are giant prices you have to pay in either case. The worst thing is that the regret of 'life not lived on purpose' follows you to the grave. It is even transmittable to your loved ones. When your kids ask you, "Baba, why are we here? What is the purpose of life?" responding, "I don't know my angel; you figure it out for yourself" is more painful than being stabbed on the chest.

Squarely, are you living your calling? If you are not sure what your exact answer is, go to the 'Evaluate your life' section and reassess your current conditions based on each question. Come back here and reread the question above again, 'Are you living your calling? Are you doing what you love?' If not, take some time privately and really think before you make a decision. What you decide here is going to take you on a completely different path you have never imagined possible.

At this point, I believe, you might want to find and live your purpose in life except perhaps for fear of risks. Let me assure you that you don't have to risk anything for this sake. To make it explicitly clear, your current condition is the perfect spot to start with. You don't have to be any other way to find and pursue your purpose. Where you are, what you have and what you don't have are all perfect. Let's go!

Start where you are

Should I quit my job or drop out from school to do this 'purpose' stuff? No, you don't have to. In fact, you can use your current job as a launching pad and fuel for implementing your purpose. If you see to it, there might be the aspect of your work that fires your passion. At your current work, without hidden motive for extra perk, find ways to do what it is that you love doing in the best way possible and improve it every day. You might be discovered by your supervisors or may not. Keep on researching new ways of implementing them, however. The point is that you keep on doing your stuff until the value you are creating becomes too indispensable to blend in and disappear among the average.

It is always utterly practical to start at where you are right now. Are you a businessperson, a student, an artist, a politician, a lawyer, an athlete, an employee for x company, an entrepreneur, an unemployed or what? Regardless, what aspect of your current work do you love? If you are a student, for example, your works could be, attending classes, participate in group projects, reading in library, joining clubs, participate in volunteering, working on your innovation projects, take part in student union leadership, taking part in techno expos, attend seminars on and on. If anything is missing, add to the list.

Organize the list from your most loved involvements to the least liked ones. What are the top three most liked involvements in the list you have made? Take the first one and write down various aspects of it. For example, if your most cherished involvement is 'joining clubs', which aspect of the club participation do you like: socializing, learning, touring, teaching, discussing on new ideas, making new people, having fun, organizing and leading teams, participating in team projects, speaking to the crowd, contributing to the good—which activity do you love the most?

Do the same with your second and third choices, say for example, participate in volunteering and attending seminars? Are there similarities among the aspects of the involvements you love doing? Find a common meaning for the aspects of the three choices you love doing.

Which of these verbs represent that meaning: educate, serve, create, nourish, build, delight, entertain, inform, heal, connect, inspire, share, persuade, nurture? If you do this exercise mindfully, the answer might well hint into what your calling is.

With this rough analysis to start with, Begin experimenting on it to experientially see what it feels like to be in that role. The more you do what it is that you love, the easier it becomes to develop

your gifts than the average spectator does. Keep on researching on how to do it the best way ever and do it.

Get honest feedback. Be open to welcome both positive and negative feedback. Get better the next time. Get feedback from social media comments, friend's [who truly care] remarks, the results you produce and the number of people who offer to work with you. focus on your strengths and improve them. Don't focus on your weaknesses—I know the tradition advocates that you must be focused on your weakness. Believe me; focusing on your weaknesses will reinforce your weaknesses. Focusing on your strength makes you better at it and refines what you are good at. Get feedbacks etc.

If you think you don't love any aspect of your current involvement, however, go for the next option.

Work as a part-time Explorer

What is the one thing that you will be willing to do for free and still sustain your joy and find meaning in it? I have been conducting seminars for three straight years for free. The people I served, nevertheless, paid me in several other ways, which I have explained in the other section of the book. Attend seminars, visit events [expos, bazars, festivals], volunteer, give free service, visit

companies, find coaches, interview successful people, take art courses, read books of the people you admire—and see where your heart inclines. If you listen, the message is clear—you are here to serve a way greater purpose than your small selfish end. Your calling is obvious—you love people who are already doing what you love to be doing. I love Bob Proctor for a reason, though. I always wanted to be doing what he was doing—awaken people to their true abundant nature so that they live their highest purposes. He gives me hope and assurance that my dream can be realized. He is a signpost to my calling. See where you heart inclines and dwell on it. When I talk with people about this same issue, they unanimously ask, "What about the experience and academic credentials I have accumulated over years?"

If you are an unemployed, there is a great deal of opportunity for you, perhaps especially. Let us agree on a commonsense. You are an unemployed means that you are not working and you are not earning any money. But, I believe, you eat, drink, breathe and wear, yeah? Why don't you serve? While most of your conventional friends tread every vacancy website and walk their legs thin distributing their resumes to every company they come across, why don't you do something else? Make a deep research about a company that already

does what you love to be doing. Study their vision, their products and services and offer to work for them for free, on a different condition though. You demonstrate an exceptional work ethic and produce the best results ever you could possibly produce and, you improve it every day. You do two things: one you refine your calling for free but experientially. Two, there is a chance to get hired in the company.

I watched, a YouTube video of a street dweller young man, Alonso Jones with stage name 'Turf', who practiced dancing on streets because he love dancing. Through dancing, he earned money for his daily bread but eventually made it to the American got talent got a standing ovation from the crowd and 'Yes!' from all the judges. He says, "I ran away from school and said I am dancing and my Mum kicked me out of the house." He was one show away, a moment ago, from this triumphant performance but he was long, long practices and discouragements away before he was on the stage. He stayed on street, tweaking his gift and earning his immediate living until he appeared on that exciting stage. Whatever the case, his developed gifts paid off.

The opportunity to explore is open to every one of us whether we are a student, a businessperson, an entrepreneur, an employee or an unemployed. If

you are an employee, for example, your excuse is, “I have to win bread for my family. I cannot afford to go without paycheck even for a month. How can I take risk and pursue my calling?” The truth is you are not determined to be living your calling in the first place. If you were, there would be ways to do so. Here is how. Find out what you love, first. If you are not sure, follow the steps I have outlined above to find one. Once you find what you love, commit yourself to the following:

Make a vow to yourself to discharge your responsibility at your current work the best possible way ever. Find ways to express the best version of yourself at your current job regardless of perks and raises. You don’t have to quit your job to explore, do you? If you really want to do so,

Allocate block time at weekends and a part-time after 5:00pm to work on your calling. With this time, explore. Read books, attend seminars, offer to deliver free service, visit bazars, get coached, volunteer in the works you love, go to networking events, visit practitioners of the industry you love—do whatever it takes to find and refine your calling. When you get it, drill deep through deliberate practice. By the way, when you volunteer or deliver free service, you refine your calling and develop your skills on one hand and serve others on the other. Therefore, you can stay on your current job

and explore as a part-timer. When time comes to leave your job, it means that your gift has prepared a place for you in terms of generating a dependable income. To live a calling, a student should not necessarily drop out; an employee should not necessarily quit his job; a businessperson should not necessarily slack on his business-doing. In fact, I suggest that you dismiss the idea of 'leaving your current place' whether it is job, business or education.

Employees can stay on their job contributing in the best way to their employer's progress but still keeping actively working on their purpose. University students can start their companies while still attending academic classes. Businesspersons can keep on creatively running their current businesses while experimenting a more meaningful and scalable business on the edge. Security on one side offsets risk on the other side. There are also individuals who take every risk it takes to pursue their purposes without needing to have side jobs. It is up to you to figure out which way works for you. The bottom line is that you don't have to go anywhere to generate greatness—you carry it within you. That is very important.

There are people who advise, 'take a leap and the landing platform will appear under your feet.' It might work for those people have done enormous

work on their psychology, especially on how to navigate through the unknown. For many people, experience shows, it doesn't work. Therefore, I advise you to remain on your current job, education, or business until you begin producing enough results.

I am not promoting reluctance or hovering in the middle. This is what I suggest: your current position gives you the necessary financial and emotional security to focus all your energy on what matters the most. Otherwise, your mind thins out between your daily needs and your long-run life's purpose. Guess what? If you are in that situation, you will find yourself often slipping into your daily needs, which will rob you of your vital energy, which you could otherwise invest in your purpose. Adam Grant enumerated examples up on examples of the people who remained in their jobs for their base security while intensely working on their ideal purposes.

> But don't day jobs distract us from doing our best work? Common sense suggests that creative accomplishments can't flourish without big windows of time and energy, and companies can't thrive without intensive effort. Those

> assumptions overlook the central benefit of a balanced risk portfolio: Having a sense of security in one realm gives us the freedom to be original in another. By covering our bases financially, we escape the pressure to publish half-baked books, sell shoddy art, or launch untested businesses. [Adam Grant, Originals: how the Non-conformists move the world]

He even goes further to taking the founder of Ford Inc., Henry Ford and Bill gates, the founder of the giant company Microsoft Corporation, as an example to justify this. Writing about Henry Ford he said, “Henry Ford started his automotive empire while employed as a chief engineer for Thomas Edison, which gave him the security necessary to try out his novel inventions for a car. He continued working under Edison for two years after building a carburetor and a year after earning a patent for it.” Adam Grant talks about a number of other people who have started their giant companies while working for other companies. He added the story about Bill Gates in this manner: “And what about Bill Gates, famous for dropping out of Harvard to start Microsoft? When Gates sold a new software program as a sophomore, he waited an entire year

before leaving school. Even then, he didn't drop out, but balanced his risk portfolio by applying for a leave of absence that was formally approved by the university—and by having his parents bankroll him." Entrepreneur Rick Smith notes, "Far from being one of the world's great risk takers, Bill Gates might more accurately be thought of as one of the world's great risk *mitigators*."

Warning! Be cautious to be disciplined and get a feedback of your progress at all times. If you are not growing, there is a danger of hovering over the horizon but not being able to land your ideal life.

Does it require me to make upfront investments?

You don't have to make an upfront investment; you don't have to take courses; you don't have to acquire new tools and gadgets; you need not leave your town. You might have heard people say, "If I had that gadget, I would have done this. If I had taken those courses, I would have been technically fit … If I had developed that skill, I would have proficiently done this and that… if I lived in that town, I would … If I had that Canon 5D Mark IV camera, I would have produced a world-class …" They are right, yeah. They are wrong. If they had badly wanted to do what they are pitying themselves over now, they would have had what they wanted. The crucial question is, "do you commit to use to its full potential whatever

resource you have at your disposal?" If you do so, you will be surprised as to how much resource is available to you to do what you need to do now. When you outdo your resources, sophisticated resources begin to pour in your palm. Most of what you want to pursue your purpose is locked in your naturally gifted talents and your capacity to find ways to do them. New gadgets, courses, other towns might be important for your progress but this is not the time. When you really need them, they will come.

For now, start with the faculties of your mind, your desire, your curiosity, your mobile phone, your old denims, your voice, your skin color, your gender, your geographic location, your fears and doubts, your authenticity and honesty, your uniqueness, your faith and courage—for now these are the resources you need. You use what you have—that is what you need right now—and you will find what you need at the right time when you truly need them. Believe me what you have at your disposal now is more than adequate to start with. Mysteriously, people don't need more than they have; that is why they have them. Even poor people? Yeah! Even if you have more while you need less, you wouldn't recognize the surplus. That is why we abuse the abundant information on internet

against ourselves. We don't really need that much information for one's life time. By implication, that is why many financially rich people suffer insomnia on a comfortable bed. Their awareness cannot wrap itself around what the fancy bed is all about. If you use what you have at your disposal, what you truly need will fall into place. That is how your calling expresses itself through what is already available.

At this point, you must have started recognizing your calling or you must have started exploring it. Does, but, finding your calling guarantee success? No! Finding your calling is a prerequisite for success but it comes in a package that also contains the toolbox you need to implement it. That is talent. Talent is a gift that enables you to do in the best way what you love to do with the least amount of effort.

For those of you who believe that doing what you love doesn't make you fortune, I have selected the top three world's wealthiest people on earth and what they believe about 'do what you love'. I did this because many people connote success with money and that financial success is difficult or the impossibility doing what you love. The reason I prioritized financially successful people is obvious: for one thing, many people attribute a word success to money and secondly, many people yet believe

that the financially better off people are callous to the things that are purely humane—like purpose and calling. First, I found out that success is not just amassing material wealth even though it is vitally important to be comfortable at money matters. Success includes inner wellbeing, authenticity, peace of mind, healthiness and vibrancy, aliveness and life energy, high-level relationships, meaning and purpose, contribution etcetera. Those who have enormous material wealth and elevated publicity without sense of purpose in their lives are all unhappy, unhealthy and empty inside. Secondly, on the other hand, I know many successful people that are purposeful and contributing than unsuccessful people. when it comes to money, not all rich people are unkind and not all poor people are generous, if at all, it is possible to be generous without having anything to give away. We unconsciously equate, especially financially successful people, with stinginess and greed and poor people with kindness and generosity. It is as if saying poor people became poor by giving their material possessions away and rich people became rich, in contrast, by robbing others unfairly. That is not necessarily true.

Jeff Bezos

I found a mesmerizing speech on Daily Motivation, which, Jeff Bezos, the founder and CEO of the world's giant company Amazon made, "If you don't love your work, you are never going to be great at it." He also pointed out that there are pieces of the work we love that we don't enjoy doing but we have to understand that it is part of the work. "What was hard for me," he said, "was deciding to work hard, deciding to use my gifts in certain ways, to challenge myself, to do things that I didn't think I could do, to put myself in uncomfortable situations. You can choose a life of ease and comfort or you can choose a life of service and adventure. Which one of those, when you become a 90-year old woman, are you going to be more proud of? Tomorrow, in a very real sense, your life, the life you author, from scratch, on your own, begins. How will you use your gifts? What choices will you make? Will inertia be your guide or will you follow your passions? Will you follow dogma or will you be original? Will you choose a life of ease or a life of service and adventure? Will you wilt under criticism or will you follow your convictions? Will you bluff it out when you are wrong or will you apologize? Will you play it safe or will you be swashbuckling? When it is tough, will you give up or will you be relentless? Will you be a cynic or will you be a builder? Will you be clever at the expense of lost trust or will you be

trustworthy in the expense of immediate benefit? Tomorrow, and in a quiet moment of reflection, narrating for only yourself the most personal version of your life's story, the telling that will be most compact and meaningful, will be the series of choices you have made. In the end, we are our choices. Build yourself a great story!" Can you stand up and say, 'Yes, Sir!' in the face of these soul-searching questions or hide your face and run away? It is your choice. However, if you do run away and avoid these questions, they will appear incessantly at every spot you tread so long as you are alive. Why not answer them?

Steve Jobs

I found the speech Steve Jobs did for young people on youtube and transcribed for you to see. Jobs starts, "I am convinced that the only thing that kept me going was that I loved what I did. You have got to find what you love. And that is as true for your work as it is for your lovers. Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work." He asserts that the only way to do great job is to love what you do. Here it goes, "And the only way to do great work is to love what you do. If you haven't found it yet, keep looking. Don't settle. As with all matters of the heart, you will know when you find it. And like any great relationship, it just

gets better and better as the years roll on. So keep looking until you find it. don't settle." [Steve Jobs, founder of Apple, NeXT and Pixar]

Warren Buffet

I hope you know who Warren Buffet is. Few years back, he was the number one wealthiest person on earth and as of May 2017, he was the second wealthiest person in the world with a total net worth of $73.3 Billion. On one occasion, he was being interviewed with Bill Gates sitting by his side. The assembly hall, cinema configuration with staired seats on two floors, was full of young people eagerly sagging into the stage to hear what the wealthiest man on earth has to say about how to succeed. He said with a usual authentic smile all over his face, "You really want to be doing what you love doing. don't give up before you find it."

Few months ago, I sincerely wanted to study about the insider stories of this man. I found the interview Peter Buffet, Warren Buffet's son, gave on CBS and heard him say about his father, "We never saw anything other than a guy that loved what he did and worked hard around the house." He also said that both his mother and father always said to their children, "Do what you love." My farther research got me into finding the book written by him, titled, 'Life is what you make it'. On this book, Peter wrote about his father this way. "For my father—

and now for me—the essence of a good work ethic starts with meeting a challenge of self-discovery, finding something you love to do, so that work—even, or especially, when it is very difficult and arduous—becomes joyful, maybe even sacred.

It is only a slight exaggeration to say that when my father was working, he went into an altered state, a trance. He'd emerge from his office, wearing his usual outfit of khaki pants and a worn-out sweater, and there would be an almost saintly calm about him—the calm of a person whose ego has completely merged with the task at hand.

If my father had been working mainly for the money, his efforts would have quickly dulled into a routine—a job. What has kept him sharp and engaged for all these years is the intellectual challenge, the serious and consequential game. That part of it is new every day.

As I found out later, peter is an Emmy Award winning musician and his brother Howie Buffet is a farmer and a photographer. They had been ceaselessly encouraged to pinpoint and do what they love doing rather than being in a family business. They were to create their own lives. One of the things Warren Buffet doesn't like, as Peter says, is the issue of inheritance and capital misallocation.

What is the point? The point I want to make here is that many people shy away from living their calling because they believe that they cannot make a living in them. However, the life of these giant financial successes show that you can live your calling and make not just a living but fortunes in them.
“Ok, I got it.” you might say,
“If that is so, shouldn’t I quit my business and go finding my calling? I feel being attracted to music.”
“If living my calling is that much rewarding, what is the point in me attending the classes I hate? I mean, shouldn’t I drop out of a university and start building drones, which is what I have always loved to do?”
“Oh! I didn’t know that. In this view, shouldn’t I quit my job and start out as a standup comedy right away?”
Come down. Doing what they love isn’t what guaranteed success for these people. There is something more.

Develop your talent

All children are born geniuses; 9,999 out of every 10,000 are swiftly, inadvertently degeniusized by grownups. [Buckminster Fuller]

Talent according to Cambridge dictionary means:
a natural ability to be good at
something, especially without being taught
Any person reading the Cambridge dictionary meaning of 'talent' will conclude that talent is natural and it is also skill. This is utterly misleading. To every human being is given a potential for becoming: a potential to imagine, learn, develop and create. However, each one of us is endowed with a sense of direction, or proclivity toward being 'someone'. We are not predetermined but we are not directionless either. If we search enough, we can find within ourselves a preferential tendency for something: art, athletics, public speaking, politics, philanthropy, entrepreneurship, art of persuasion, educating, inspiring, singing, writing, innovation—you name them. However, tendency is not a skill. There is no such thing as 'natural skill'. However, a potential to develop any skill is in every one of us. Though every one of us has a natural [or acquired] inclination for something, not every one of has developed them into exceptional skills that earns us fortune.
Hard work without loving what we do and without having an appropriate methodology to execute it could be full of busyness and motions but not fulfilling. At the end of the day, you end up feeling drained, dissatisfied and unfulfilled. On the other

hand, having a world-transforming talent and not doing anything about it is a tragedy. The majority of people find themselves in either of these two categories about which Robert Half said, “Hard work without talent is a shame, but talent without hard work is a tragedy.” If you know your calling in life and don’t do it, you will find yourself in a class of people who faint in music concerts, worship celebrities and become footballers’ fan. A typical of this class of people motion through life being hypnotized by the exceptional deeds the ordinary people do. Even though they are conscious enough to recognize their callings, they are equally indolent enough to keep its tools—talent—undeveloped.

If you, on the other side, are a relentlessly hard working human being without being crystal clear as to what the higher purpose his labor produces, you become bitter and hostile. Record breaking athletes, electrifying singers, prize winning film producers, researching professors—fall in this category. Some of them earn a huge amount of money in a very short time, amass material wealth and earn celebrity status. They show up with an impressive appearance, which is envied by their fans. Nevertheless, some of them reportedly suffer burnouts, depression, melancholy and even suicide. Why? Because they are diligent enough to develop

their talents but oblivious enough to ignore their callings at the same time.

Let's see if you can relate to this. For a moment, get yourself a private place where you can freely tinker with your experience. Sit down quietly and be willing to let go of your prejudices and fixed convictions about what you have done to this point. Empty your mind. Now you are alone with yourself. No one can criticize you for your thoughts and opinions. However, your own conscience will not let you go away with dishonesty and hypocrisy. Be honest. Haven't you ever wished to do something passionately, maybe writing a book or composing a music or innovate technology, and failed to follow along that path for whatever reason? Haven't you ever confided with yourself, "What a fortunate person is she? She speaks in front of a big crowd like talking to a friend. I wish I would be like her." If you have one, your experience shows that you have a talent to develop. Note, however, that talent simply is an inclination not a skill and the there is no such thing as a fully-made natural gift. Having a talent for music doesn't guarantee being a Grammy award or Emmy award winner—the skill does. Therefore, talent is what you find within yourself but skill is what you intentionally develop in line with your talent. Your talent is a current potential form of your future skills.

Nature gives its creation the potential to … To human beings are naturally given the ability to show proclivity for something, the capacity to imagine something that only exists in the mind, and skill to learn anything from the scratch. In short, we have in ourselves an engine of alchemy that can transform intangible qualities into tangible functions. Science cannot get these things right because they are in the realm of the ethereal, consciousness. Cognitive psychology, neuroscience and other experience-based sciences try to see electrons with the light that has a wavelength of an atom. When you try to study the realm that is finer than the tools you use to study it, you are laboring in vain. You might be tempted to study consciousness based on the experiences it produces. What tools of imagination, for example, do you use to study imagination because you cannot understand imagination unless you imagine? What physics do you use to study your proclivity for physics? What faculty do you use to investigate how you learn because learning happens in a domain far deeper than cognition? You didn't use language to learn language, did you? Does the effect necessarily reveal the cause explicitly? In my view, No!

I cannot deny the fact that I spontaneously incline toward, be indifferent to or shrink back from something. Frankly, however, I don't claim to have created those experiences. I experience them but I don't intentionally create them. I imagine but I don't know what does that in me. In the same manner, we have affinity for or exceptional attraction toward something—no logical justification. Maybe, we acquired such tendency from early influences in our lives or the experiences of our ancestry through our genes or they are the fundamental elements of our nature. Regardless, experience shows that, we are more inclined toward something than to the rest. How do you explain the special aptitudes 4-year old kids demonstrate in mathematics, music, writing or gymnastics? You might say, "They practiced it. It is their parents' influence." That is right but why was this specific kid preferentially attracted to music and not gymnastics and vice versa? There must have been an inner resonance between the child and the thing practiced. That is what I refer to as talent in this book.

I believe it is in our fundamental nature to preferentially incline toward something. You have all the right to stand in the opposite position. In my view, debating over whether or not talent is natural

only serves an academic purpose. To be practical, it suffices to evaluate your incontrovertible experiences. Are you more attracted to music, athletics, politics, poetry, technology, public speaking, painting, singing, entrepreneurship—or equally attracted to all? If you meet the following people one by one, where do you stick? A record-devouring athlete Haile Gebresellasie, a techno-business tycoon Jeff Bezos, a hooking novelist Sydney Sheldon, a pop singer Michael Jackson, a personal development trainer Bob Proctor, the TV news anchor Christiane Amanpour, a scientist Nicolas Tesla, a serial inventor Thomas Silva Edison, a successful investor Warren Buffet, a relentless engineer and industrialist Henry Ford, a reseafrching author Napoleon Hill, a mesmerizing human rights activist and visionary Martin Luther King, a trend-setting composer Mulatu Astatkie, a humorous TV show host Steve Harvey or a figure of praxis and the peace Noble Prize winner Dr. Abiy Ahmed? Which one interests you the most? When you see your talent in others, yours awaken. The purpose of modelling after your heroes is to awaken your own talent within you. They inspire you to take actions because they are living testimonies that it is possible.

I strongly believe and my experience suggests that all human beings have gifts of life. Some people discover it early on, others at some point in their lives and the majority go to grave without knowing what they have been carrying inside them. As Dr. Myles Munroe says, many people go to grave with books, songs, architectural pieces, paints, technologies still in them. Why? Because they don't believe that there is a gift in them. They think that the term 'gift' belittles their intelligence and undermines their effort. I have a question for you. Did you create yourself? Did you even ask for this life? Did you participate in the making of your body? Did you choose your parents and place of your birth? Did you choose the culture your were born into. Did you select the color tone of your skin and even your height? Regardless of who you are, your answer should be, 'No!' We can agree on this because we are talking about the tangible things all of us can witness. What about the intangible gifts like the ability to imagine, a proclivity for something, the capacity to learn, the capacity to memorize, the ability to think, the ability to empathize, the ability to share others' feelings? Haven't you found them within you without any effort on your part? If you endorse these things as gifts, why not talent—the gift of preferential desire—the gift of tendency?

Therefore, rather than being persuaded by scientific discoveries or the speculations in this book, be convinced by your own authentic experience. By the way, you don't know what your experience doesn't validate. These days, I am reserved from endorsing any piece of 'information' or 'knowledge' that my experience doesn't validate be it scientific, cultural or religious. After all, your experience is your feedback of your understanding of yourself and the world around you. Let my life tell the story. Do I have a talent? Let my skills and fallouts justify that. Do I have a calling? Let my character tell. An extended debate over, 'Is talent natural or made' is a foolish labor. Do you believe that you can make your own talent? Go ahead make it. Do you believe that talent is nature's gift? Go ahead discover it. What you test and validate is what is truly real to you. You might have read thousands of books and attended thousands of seminars to see how others see life. At the end of the day, you must come back to your own perspective from which you see the world.

As such, there are various views about talent that sometimes stand polar opposite to one another. These views can be categorized in three: 1) talent is only for the few chosen ones; 2) There is no such

thing as talent—only practice and effort; 3) talent is given to all but few develop it. Let's see.

Category 1—rare breed

Some people have a religious [not scriptural] notion of the word that talent is given only to the called ones. And calling is, in this view, confined to the ones that are consecrated and sacred by a divine will. What about the rest of us? God forbid it but we are spectators of those who are sacred. This is how crafty religious leaders have their followers believe that it is only through them that God reveals himself to the crowd. Whether this is true, study the scriptures and know the truth for yourself.

Category 2—effort matters

The polar opposite view to this is that talent doesn't exist; hard-work your way to exceptional skills. Relentlessness, uncompromising and stubborn effort is all you will need. It takes a deliberate practice, not talent, to be a world-class expert in your field.

Category 3—first talent, then effort

There are also mediums who say, everybody has a talent—a gift of life—of some kind. Yet, talent requires effort and practice to develop. Raw talent is like a fertile garden, which can potentially grow

anything if you work on it but there is also a chance for it to be abandoned to weeds. Those who ignore their talents relegate themselves to the class of mediocrity and commonplace. This view, though, recognizes the importance of both talent and effort.

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The category 2 point of view

This is the point I want to make here: of the people I have studied, almost all researchers and research-reporting authors fall in category 2. This is my observation. They make deduction of how exceptionally skilled and world-class experts develop their skills by looking at their practice regiments. For example, a typical of these authors is Anders Ericcson who coined a term 'deliberate practice' in his book 'Peak: how to master almost anything'. His point is clear: deliberate practice is what makes best-in-the-world sorts—the world-class musicians, the Olympic athletes, the Nobel Prize–winning scientists, the chess grandmasters, and the rest. The research works he cites are based on looking carefully at how these 'best-in-the-world sorts' go about practicing skills development. However, it doesn't look, at least deep enough, at the energetic resonance of attraction and

fascination that that these people have for what they do—that underlies all practice.

A few months ago, I read an amazing story from Anders Ericcson's book. The story is about the Hungarian psychologist named László Polgár who proposed to a woman named Klara telling her that they would experiment his 'genius' theory on their own to-be-born children if she is willing to marry him. She said, "Yes!".

"In the late 1960S" says Ericcson, "the Hungarian psychologist László Polgár and his wife, Klara, embarked on a grand experiment that would consume their lives for the next quarter century. László had studied hundreds of people who were considered geniuses in one field or another, and he had concluded that with the proper rearing, any child could be turned into a genius. When he was wooing Klara, he outlined his theories and explained that he was looking for a wife who would collaborate with him to test his theories on their own children. Klara, a teacher from Ukraine, must have been a very special woman, for she responded positively to this unorthodox courtship and agreed to László's proposals (for marriage and for turning their future children into geniuses).

Susan [April 1969], Sofia [November 1974], and then Judit [July 1976] were born from this unusual marriage. Before they set out on a deliberate practice regiment for their first daughter, they enlisted various options of training and finally Klara settled on Chess. Erickson emphasizes their commitment to deliberate practice saying, "László and Klara home-schooled their daughters in order to spend as much time as possible focusing on chess." To make a long story short, Ericsson concludes the outcome of this expedition as follows:

- Susan was just four years old when she won her first tournament, dominating the Budapest Girls' Under-11 Championship with ten wins, no losses, and no ties. At fifteen, Susan became the top-ranked woman chess player in the world, and she went on to become the first woman to be awarded grandmaster status via the same path that the males must take.
- Sofia, the second daughter, also had an amazing chess career. By winning eight of her nine games and drawing the ninth, she earned a single-tournament chess rating—that is, a rating based only on the games of that tournament—of 2735, which was one of

the highest tournament ratings ever for either a male or female player.

- Judit became a grandmaster at fifteen years, five months, making her at that time the youngest person, male or female, to ever reach that level. She was the number-one-ranked women's chess player in the world for twenty-five years, until she retired from chess in 2014.

The intention of this research was to prove that deliberate practice alone can create a genius—no talent worries. Yes, that is possible. When it comes to life, however, developing a skill and winning a game are not sufficient to fulfill you. You need to be doing what you love and you need to be developing the talent in that line. That gives you meaning and the passion to carry on in your routines. Only experience tells whether these girls, as they grew older, were enjoying what they did and whether or not they felt fulfilled. At the end of the story, Erickson himself concludes, "In particular, psychologists have found that an expert's development passes through four distinct stages, from the first glimmers of *interest* to full-fledged expertise." There is a phrase 'from the first glimmers of *interest*' which signifies that interest is the starting point for all deeds. Because

researchers see the appearance of things as it mechanically happens, they fail to see what happens on the inside when the to-be-experts deliberately practice. Why many quit and few stick. For all success, I believe, what takes place inside [whether they love what they do, belief that what they do matters,] takes supremacy over what appears to happen on the outside. Being an expert all it takes to be a fulfilled human being. That is why I emphasize the need to be animated by what you do.

Reflecting on the same story, Ericcson quotes what Susan Polgár said in a magazine interview. This is what he says, “In a magazine interview Susan Polgár spoke about how she first got interested in chess.” He quotes Susan, “I found my first chess set when I was looking in the closet at home for a new toy,” she said. “I originally was attracted to the shape of the figures. Later, it was the logic that fascinated me and the challenge.” Do you notice two outstanding words here: attracted and fascinated? This is the catch. These words carry a message that Susan was attracted to the shape of the figures of chess characters and was even fascinated by the challenge it poses. That is what kept her practicing chess for long hours every day to qualify for a

grandmaster status. This is what talent is. Talent hooks you in when you practice.

The category 3 point of view

To my own amazement, after years of researching and reflection, I came across an endless list of successful people from all walks of life and from all around the world which tells a compact story: Exceptionally successful people are the ones that do what they love to do and go about mastering it with massive effort. This list contains no researchers, reporters or speculators. It contains people who talk from their own experience. They are first-hand witnesses of what works and what doesn't. They have results to show for their assertions and conclusions. The list is endless: Warren Buffet [Investor], Mulatu Astatkie [recognized music composer], Bob proctor [personal development legend], Steve Jobs [Techno entrepreneur], Steve Harvey [TV host], Abiy Ahmed [politician], Jeff Bezos [founder of world's largest online retail]—you mention them. You remember the story about Peter Buffet from the previous subsection. At the advice of his father, Peter pursued what he was naturally inclined to do and, eventually won Emmy Award in music composing.

In 1961, an unhappy, poor and confused young man met with a man named Raymond Douglas Stanford, with whom he has an acquaintance. This man asked Bob Proctor a couple of questions, which transformed his life forever.

“Bob, do you think I am a happy person?”

Bob thought for a while and said, “Yes, I do!”

Stanford continues, “Have you ever seen me sick?”

“No!” Bob didn’t get what he was going for.

“Had you ever seen me when I was broke?”

Proctor answered promptly, “No, I hadn’t.”

When he finished his questions, he stared Bob in the eye and squarely said to him, “You are the most miserable person I have ever met; you are always sick; you are always broke” when he got his attention, he proceeded to tell him, “there are certain laws that govern happiness and if you just follow them, you can just keep growing happier and happier. You and I have an ingenious system built within us to keep our body in an excellent working order; there is an exact law that governs wealth.” He then handed him a legendary personal development book ever written by Napoleon Hill, ‘Think and grow rich’ to read and just do as it says.

He read the book several times over and his paradigm eventually began to shift.

He then, started a cleaning business, which eventually expanded to Toronto, Montreal, London, Boston and other cities in the world. He remembers a day when he passed out on street and was taken to hospital during carrying out his usual business. He felt that the work wasn't for him even though he earned a lot of fortune through doing it. He quit his business and joined Nightingale-Conant Company to learn how he moved out of debt-pattern and succeeded and yet wasn't vitally alive doing it. Back then, Nightingale was the most distinguished and legendary personal development broadcaster and trainer in the world. He worked there for five years and then started a training company, which has now translated into a company that works all over the world—ProctorGallagher Institute. As you might know, he changed the lives of millions of people all around the world, probably more than anyone else—just teaching people how they can change their concept of themselves. He says, "I love what I am doing. The right business for you is doing what you love to do. Think of what you love to do."

Another person from a different continent almost did the same. His name is Mulatu Astatke of

Ethiopia. Hoping that he will be a fulfilled person by becoming a rare engineer, his parents sent him to study aeronautical engineering in North Wales, England in 1956. However, Mulatu found in his heart a compelling attraction to music. He began trumpet lessons in London's Trinity school of music, though he was meant to go to aeronautic classes. While he was in London, his desire was farther provoked by performances demonstrated by the Caribbean and West African musicians. At this, he began to consider being in music seriously.

By 1958 Mulatu was the first African student to enroll at what would soon become the Berklee College of Music in Boston. There he traded in his trumpet for the vibraphone. By 1960 he was living in New York City, where he spent more than six years taking part in the world of American jazz, interacting with Latin musicians, making records and performing in concerts.

By the time Mulatu returned to Ethiopia later that decade, he had developed the concept of "Ethio-Jazz" and was actively experimenting with this new, hybrid musical style. Ethio-Jazz draws on multiple trends from the American jazz scene, including bebop and modal jazz, combined with melodies and harmonies based in the Ethiopian modal system.

In 2017, he appeared on Seifu EBS show. Seifu asked, “What would have happened if you just studied aeronautical engineering, which you were sent to study in England?” He laughed and said, “Many airplanes would have crashed.” Now, he travels all over the world doing concerts and sharing his creativity wherever he goes. At 74 years of age, he radiated as much enthusiasm and curiosity in music as he did when he was in his 20s.

During the show he said, “If anyone does what he loves to do, he can succeed in life. Unless you get your talent, you might become an average person but you will never become an outstanding person.”

It comes as no surprise that the world’s best achievers advise the same:

Warren Buffet [investor]: You really want to be doing what you love doing.

Jeff Bezos [techno-entrepreneur]: If you don’t love your work, you are never going to be great at it.

Steve Harvey [TV show host]: Your gift makes room for you.

In this case, they mean ‘talent’ by, ‘what you love’.

Almost all of the people who outstandingly succeeded in various walks of life—business, art, potential development, investing, innovation—advise that getting your talent and developing it intentionally is too indispensable to neglect. This might run contrary to what researchers [especially in the field of cognitive psychology] and research-reporters conclude—effort is all you need—but it is more first-hand, experiential and authentic. Moreover, these practitioners reveal what is going on, on the inside when they shuffle through the external mechanics of deliberate practice. I honor both outlooks because they hold their own truth from their vantage points. I take the emphasis, however, that 'talent discovery is a prerequisite' from the doing-models and 'effort is what matters the most' from the researchers of the field.

My Conclusion: Talent is a raw gift, a potential for becoming, that everyone on earth possesses and its discovery, its creation if you will, is vitally important. Whichever way, talent is useless unless developed into practical skills through deliberate practice. Discover [or create] your talent and develop it.

Calling

Calling is what you are here to do, or at least, it feels like that. It could be to serve, to educate, to connect, to guild, to delight, to create, to entertain, to transform or to nourish. Calling is others-oriented. Your calling is to serve others while expressing your true authentic being. Calling is a way of sharing yourself.

Talent

Talent is a path of development along which you realize your calling with the least effort. It is a path along which you realize your unlimited potential. To live your life at a pragmatic level, you need a specific path of development which you can master your whole life. Talent might express as a gift of persuasion, humoring, invention/innovation, entrepreneurship, music, athletics or any form of expression.

Skill

Skill is an execution tool. It is a mechanics through which idea becomes matter. Skill is a mechanics of execution. It is developed not given. It is where wood becomes furniture; recipe becomes cake, voice song, speaking public speech, idea technology, mental stories a novel, imagination an architectural model; business model a business; mental picture a painting; it is where the raw material is transmuted into a product. It is

where ether condenses into its corporeal expression. It is where mind merges with body. When you start out to develop a skill, the body does a different thing from what the mind intends it to do. As you practice, your body begins to imitate your mind. Skill is said to be developed when the body becomes the mind—when the body can do the mind's intention perfectly without effortful supervision on part of the mind. Skill development is a way of automating your body.

How do you go about discovering or recognizing your talent?

There are two major views on talent finding: some say that 'you don't discover talent; you create it.' This view assumes that there is no naturally available talent to be discovered. Others would say, 'your talent is already obvious in everything you do; it requires you only to be aware of the clues.' This view is based on the premise that we have naturally given talents and that there are clues for such. Whichever view resonates with you, hold it. What matters is that you find and develop it.

To discover your talent, or create if you will, you can follow these four steps: ***explore***, ***contemplate***, ***experiment*** and get ***feedback***. Before we get into details, please allocate a block time at weekends and after-work hours and get yourself a private space to work on it free of other people's bias. At this level of your development, I advise you to confide it with yourself alone. Keep journals every time you think you make a discovery of some kind or come across a shift in your awareness.

Now, let's go.

Explore

'Explore' has two aspects: reflecting on your *past experience* and imagining how it feels like to be in a given role by projecting yourself into *future possibilities*.

Reflect [experience]

Go back as far as you could remember inito the past and make note of what you always found yourself doing, what you enjoyed doing, what your hobbies were, and what your honest friends told you about your nature. Is there a common denominator in all? What school events [sport, music, drama, innovation expo, painting exhibition, cultural shows, and tour trips] did you like? What courses or teachers did you like? What clubs were you a

member of? Why? What were you looking for in all that: artistic expression, innovation, music, inspiration, connection, humanitarian acts—what? Answer the questions that you feel are relevant only. Jot down your answers under every question and figure out a common element in all of them. A common element gives you a clue of what your talent is. Organizing team, tinkering with invention, painting, singing, playing athletics, inspiring, comedy, speaking in front of a crowd, writing novels, hosting a TV program—which one feels natural to you to do? Which one feels like you are made for it if you have to do it for the rest of your life?

Imagine [future]

If you couldn't get any clear pattern or a clue out of your experience, take a heed whether mentally and emotionally experiencing different options leave clues that you are mysteriously attracted to a given choice. Volunteer, offer to give free service, join clubs, attend seminars, read books, visit bazars and expos, go to theatres, research in internet, get a mentor, read biographies of people from diverse industries, watch documentaries and direct interviews—try as many exploration means as possible taking into account which ones are readily available to you being in your current conditions.

To save yourself time and energy, make a list of the most plausible options to choose from and, do your imagination experiment. Reading books or biographies are no excuse—you can do them regardless. I have read hundreds of books written by serial entrepreneurs, musicians, heavy weight lifters, scientists, investors, coaches, transformative leaders, personal development educators and many others during the last ten years. That gave me an unmistakable clue as to which one is closer to my heart than the rest.

Can you imagine being a politician, a good politician at that? Does it feel good? If not, cross it out. Can you imagine yourself designing a constellation of AIs that solve problems related to climate change? Yes or No? Can you imagine yourself as being a captivating musician, moving her audience into complete thrill? Can you imagine yourself being on stage, speaking to thousands of people, awakening them to their true potentials? Can you imagine people coming up to you with seemingly unsurmountable problems and go back enlightened to the capacity of transcending every one of their life's challenges? Can you imagine…?

If you have a slight inkling of what your gift is, you know where to check. Attend to your feelings as you imagine yourself in a role that you choose playing.

If you feel that you have a gift of singing, imagine yourself in front of a friendly crowd eagerly waiting to sing with you. How does it feel to walk up to stage, scan the curious audience and see a synchronized motioning of the audience as you start signing? Is that your thing? If it is, you know it. Repeat this many times to see if the emotions sticks. If emotions stick, that is your gift, at least grossly. As time goes by, it refines itself into clearer and clearer path on which you can confidently walk. However, you must invest as much time as possible in doing this because it is your life.

Warren Buffet said in his interview by Tony Robbins, "Investing in yourself is the most important investment you'll ever make in your life. There is no financial investment that will ever match it, because if you develop more skill, more ability, more insight, more capacity, that is what is going to really provide economic freedom." The easiest thing you could do, as of this time onwards, is reading books and watching YouTube videos that you think will give you a clue as to what your heart inclines towards. Do you want to be an artist, an inventor, an athlete, a philanthropist, an entrepreneur or a public speaker? Take the role you want to play and imagine yourself doing what it is that you want to do in there. How does it feel?

Energizing, indifferent or depleting? List them in order from the most energizing all the way down to the most depleting. Start doing the most energizing one on a part-time basis. It is your responsibility to find ways as to how you could implement this, given your unique conditions.

Contemplate

Did you find a clue as to 'what your gift is in its crude form' in the exploration step? If yes, think of ways as to how to act on it. In this case, go directly to step three: experiment. If not, think about it again. You might say, "Is there a simple way to know whether or not I am gifted in something?" This is how you know whether or not something resonates with your gift. It flows in harmony with your unique nature if it adds to your energy; it runs in discord with your unique nature if it retracts from your energy. How do you know that? You feel it. Your emotions keep you informed about the direction of energy flow in your system. Your emotion is the most valuable energy sensor given to you to notify you in the real-time as to the conditions of your energy system as you navigate through life.

Think about it. The reason I suggested that you have to be aware of how you 'feel' rather than how you 'think' is because feeling is a sensation of moving

energy. You feel good when your energy is filling up. You feel bad when your energy is leaking out. Whenever your energy leaks out, you feel depleted, drained, exhausted, tired and bored. When you energy is filling up, you feel excited, inspired, energized, refreshed and curious. I am not talking about a food-energy; I am talking about a subtle cosmic energy that bathes and animates every cell of your body. This is the equivalent of saying that you either gain a piece of life or lose it while doing something. You know which of those is happening through your feelings. All positive feelings build on your energy while all negative feelings are sensations that show you that you are losing energy. Therefore, figuring out what resonates with your uniqueness is as crucial as keeping your body animated or bringing it to the halt eventually—through your choices. It is a choice between being alive or making naïve motions through life. It is the difference between joy and melancholy. You have no control over your uniqueness—it is there—but you do have control over your choosing the affairs of the world that resonate with that nature. Think about this. Really, contemplate.

Based on this premise, contemplate on your past experiences and your imagined future. Which experiences have invigorated you and which ones

have always depleted you? Make a list of the ones that invigorate you and write them from the highest to the lowest priority. Two or three suffices. To avoid bias, start acting on the second or the third and then progressively go up to the first. Or do them in parallel if it is convenient for you. Keep journal. Which one is the sector, the industry, the undertaking or the cause that energizes you the most?

Experiment

The experiment is conducted, supervised and audited by you. You do this with your part-timer but with your full-heart. If you have nothing else to do but this, work on it with full-time and full-heart.

Once you get a clue of your gift, find ways to experiment. The best way to do that is to volunteer or offer to serve for free in a cause, company or campaign you love being part of. The other way is to be employed in an enterprise that does what you aspire to do—a hotbed of sorts for your talent development. A bright side of volunteering free service or being employed is that you don't have to experiment from the scratch. They have already laid a foundation for you to see what is happening on the ground. You are there to learn and create. You are free to experiment on the established facility and system without any need for upfront

investments. More than anything else be prepared to do more but treated less than the employees in the company. Your prime goal is to validate your talents, develop it while working on useful tasks and see if you will be able to create value for others.

If it is something you could do alone, just start doing it today. If you need nobody and no-thing to work on it, the like of which is writing a book, tinkering with innovation, practicing vocal, practicing athletics, designing, rehearsing speech, or any regiment that can be implemented on your own, you can start tonight. Maybe you need to download some video tutorials from YouTube or get practitioners' guidebooks. Or maybe you need to subscribe for a gym club. I was in this category. I couldn't find the organization of my liking which I could serve for free or a place to go to practice, I started everything on my laptop and used my sweet silent nights during which I was alone. That was a blessing. From that time onwards, I have been practicing what I perceived to be my calling: awakening human beings to their true potential nature—meaning that any level of glory exists in the realm of potentiality for every human being who is courageous enough to realize it. How do I do that? By developing my gift [talent] of persuasion, that is

what I think I have, through writing, educating and speaking. This book is the outcome of a painstaking experimentation on my part to develop my gift to the next level. As to you, your story could play out in a completely different way. The bottom line is that you have to figure out your gift through experimentation and develop when you feel that you found it. You can start from intuitive place; so long as your intent is held in place, you will eventually evolve into it even if you started from a wrong place—if there were such a thing as a 'wrong place' at all.

When it comes to working on your own autonomy, you might run the risk of going distracted and sidetracked. Discipline—self-governance—is going to be your number one asset. Working on your own also has its own advantages:

1. The advantage is that you are free to schedule your tasks.
2. You can evolve what you do as fast as possible as you notice change in your skills and awareness.
3. You can choose to work on very specific aspects of the task.

The disadvantage is

1. You might run out of pattern and fail to maintain traction on what you do.

2. You might fail to see yourself neutrally in order to evaluate your progress.
3. What the organization wants you to do might not be irrelevant or not your priority.

While you do what you do, attend to your feelings, not just your thinking. How do you feel doing that? Do you feel energized or tired? You cannot cheat your feeling—it tells the truth. Energized? You are doing something that connects you to the vital energy that keeps you alive and animated. As Oprah Winfrey puts it, you are fueled by the energy of your work when you do what you love to do. Drained? You are doing something that is disconnecting you from your vital source, something that depletes your vital energy. Simple as that. If you are constantly drained while doing something or a specific aspect of something, go for another option. Don't waste your time. What you do either adds energy to your life or retracts from it. Therefore, pay attention to your energy system as you experiment with various activities.

Look at how Oprah Winfrey reflected back on her life in her book, *The path made clear*:

> "Up until then, I'd been a news anchor and reporter. I knew I was not my authentic self. And my bosses certainly made no secret of

their feelings. They told me I was the wrong color, the wrong size, and that I showed too much emotion. I could feel I was misplaced. Even though the six o'clock news was a time slot most young journalists covet, I was never fully comfortable in that seat. And, when I look back at the tapes, I can still hear the pretend anchor voice I used on air. It wasn't until I was unceremoniously "demoted" to cohost of People Are Talking that I experienced the first spark of what it means to become fully alive. During the show, I interviewed Tom Carvel, the Carvel ice-cream man, and the actor who played Benny on *All My Children*. Not exactly glamorous, but as we talked, I felt lit up from the inside, like I had come home to myself. When the hour ended, there was a sense of knowing resonating within my heart and radiating to the hairs on the back of my neck. My entire body told me this was what I was supposed to do. As a reporter, I'd been exhausted all the time. I really had to drag myself in to work. But after one day on this local talk show, I was energized in a way that fueled every cell of my being."

Finding your ‘thing’ is a prerequisite to a fulfilled life but action is mandatory at all steps along the journey. One action is worth a ten thousand theorizing, if not more. Nothing happens, regardless of your good intentions, until you take action. To be frank, more often than not, things aren’t crystal clear at the beginning; anyway, you have to start and be conscious of what happens on the journey. Those who tell you that they knew everything from the start are lying. Authentic people admit that nothing is plainly known to the tiniest grain but will surely clarify as you go. It is like the torch flash in a think darkness. The flash will not wipe out the whole darkness but it can cut through it and illuminate your way as you progress. Even though we start with a sense of destiny and perspective in mind, things elucidate themselves as they unfold. You can’t afford to wait until all things are clear because such a thing doesn’t exist. No amount of imagination, contemplation and thinking over will compensate for one action. Take action. Go forward.

Is there a need to read books? Go ahead, read. Does the work require you to offer free service? Write the offer proposal and submit it to the company you want to serve. No hesitancy! Go ahead. Should you volunteer or join a club? If you feel belonging there, why not? Should you attend a seminar? Please, do

it. Should you research and conduct interviews for your first book? Do it gladly. Do it and collect feedback from how you feel when you do it. Your body ceaselessly exchanges energy with what you do. If it takes away your energy, you feel drained, tired and bored. A continuous leak of energy might, in a long-term, build into disease. If you feel energized and excited, it means that you are dealt energy packets from the realm of potential field.

Maybe you choose to watch YouTube videos. In fact, this is the simplest and the most effective thing you could do. Do you know why? Simple: videos carry stronger emotions than books or other printed materials. That means, it gives you a quick and effective way to get emotional feedback from how you feel about the story in the video. If you want to be a singer, watch a successful signer while he electrifies his entire audience. Then go study how he does that and then contextualize it to your own unique disposition and special gift. Then find a way to try it yourself.

That is how I started seminars in Addis Ababa science and Technology University with eleven students showing up for the first event. Then about eleven people showed up from all around Addis Ababa city, after successive radio promotion, for the public seminar I organized for outsiders. Just that eleven magic number. Then hundreds of

people attended our free seminars per event; that is what lead to a paid training of 3500 garment operators for Bole Lemi Industrial park, a project financed by World Bank. Then followed paid seminars for organizations. When I started, my PowerPoint slides were cluttered with text and my presentation was full of facts. I was nervous while talking to an auditorium-full of people. Now, I am easy talking, use humors, metaphors and stories to liven my presentation. My PowerPoint slides are neat and graphic. I engage my audience. In the process of serving others for free, I was developing my talent and refining my skills.

When you experiment,

- Attend to your feelings
- Evaluate the level of clarity in your mind. You refine your gift—see if your mind attains a clarity illuminating enough to stay on that track.
- Measure the progress of your skills objectively through other peoples' feedback, a measurable positive change on your skill; and subjectively how you feel about it.
- If the results show that what you are doing is not your 'stuff', go for the next. Do this cycle

over and over again until you know that you get it.

All this lead us to the final step to talent discovery and development: get feedback.

Feedback [internal and external]

Only the fool continues to do what he has been doing without evaluating whether or not he is getting favorable results. The final step in this process is to get feedback as a yardstick to signal we are on the right path. Feedback is a course-correction information thread, which enables you to see whether you are on the right path, progressing forward and generating value along the way. In this case, we seek feedback to answer the following questions:

> Is this my talent? [Whether or not I am on the right path]
>
> Am I developing my talent? [Whether or not I am progressing]—measurable skills
>
> Am I able to create value along the way? [Whether or not I am creating value along the way]

These pieces of information come from two sources: your own experience and and others' feedback.

Of the three questions, the first one is answered by the feedback that comes from your experience only. Majorly, you answer the first question by attending to your feelings to see whether the enterprise you are working on is in alignment with your talent or not. If you are consistently drained, tired and bored while doing the task, you are not gifted at it. It means that you are on the wrong track. If you are consistently energized and excited about what you do, you are on the right path. In this case, go for the second question.

Am I developing it? The second one is answered by an overlapping information that comes from both sides: others' opinions and your measurement. In most fields, we can take objective measurements of your performance meaning whether your skills are developing with regard to certain criteria. Wherever objective measurement is possible, give priority to that feedback. The measurement could be taken by others or by you. To avoid your bias, you might have others to do the measurement for you. You can also solicit for others' honest reflections or opinions on your performance. This information could be misleading as opinions could carry distorted motives. To be sure, you can evaluate the consistency of such information from such sources and also whether they frankly tell you

the aspects of your skill that you need to improve. Only positive feedback might arise from genuine heart to want to encourage you. it could also be flattery. Do the compliments agree with objective measurements?

The third question, Am I able to create value along the way, on the other hand, can only be answered by the feedback that flows from other people's behaviors and actions. You might be well intentioned to create value for others but your intention never replaces the practical need of the people for whom you create value. This means that 'the essence of the value you create'—its practical utility—is validated by the recipient of the value—not you. Nevertheless, the feedback of your recipients is often subtle and indirect. Your customers, for example, reward you for your value by coming back again and telling others about your value. They have equal power to penalize you by avoiding your values and disseminating bad news about you. The same applies to your audience if you are a musician, a painting artist, content creator, TV program host or cinema house. But how do you know if people's feedback is genuine or flattery? In my experience, people are genuine and authentic when they respond to your whatever offer,

1. When they are willing to buy your service or products or offer to buy customized services or products at premium rates, the feedback is believable because people don't lie with their money.
2. When they come back time and again to buy or access your services or buy your products or take a dedicated time to encourage you, it is believable because people don't waste their time in something that they deeply don't consider valuable.
3. If they recommend you to others, to their friends or family members or colleagues or customers about the service and product you deliver and if those people come to you at their recommendation, it is believable because people don't trade their loyalty for the sake of other people's benefit. Furthermore, people feel free to tell the truth about how they feel about you in your absence. That is why the word of mouth advertising has become the most effective and least-cost mode of advertising in the era of social media.
4. When people ask you for your advice as to how to do what you did or coaching or mentoring services, it is believable because people don't aspire to open up their minds and hearts to learn from a substandard model.

5. When people propose to help, it is authentic because people don't like to invest their money in something that doesn't grow. If they offer to help, that is the indication that you are on a path of growth and that they want to contribute to that growth.

Whether the feedback is objective or subjective, at the end of the day, the responsibility to make decision rests on your own discretion. Because whatever decision you make now affects the rest of your life for worse or better, it requires honest analysis on your part. I suggest that you make an irreversible decision if you want to progress forward in the direction of your calling. Finally, boldly decide as to what you really want to invest the rest of your life on, taking 100% responsibility. What needs do you want to meet and what values do you want to create? In the next section, I will show you how you can use your built-in gifts to create values and meet the needs of other people and as a natural and an inevitable consequence of this, how you become the ideal you aspire to become.

"Finding your Element" Sir Ken Robinson says, "is a quest to find yourself. It is a two-way journey: an inward journey to explore what lies within you and

an outward journey to explore opportunities in the world around you." By 'Element', he means the purpose for which you live or what you stand for in this world. According to Robinson, living the life that is meaningful and worthwhile to you and valuable to others, you need to explore two realms: inner realm of your calling, built-in talents, desires, aspirations and imagination and, outer realm of opportunities like needs, problems, challenges and aspiration of other human beings that can be met by you. Matching who you are and what you have on the inside with the needs and aspiration of the world is what makes you a great human being. The inner journey must always lead to the outer journey and the outer journey must proceed from the inner one.

If you are not valuable to your customers, employers, circle of friends, audience, family, society, or the general marketplace, you cannot live the ideal life you aspire for yourself. The whole story of personal development is about making yourself relevant and valuable to the important needs in the world. Many people think that they will have more life, more joy, more adventure, more meaning and more power if they have more of external things like money and fame. Life lived from outside-in, however, always suffers from

external pollution and lack of originality. It is almost a disease. That is why I emphasize the need for figuring out your calling and talent as a prerequisite for landing an external opportunity to valuable to fellow human beings. Now that you are familiar with how to figure out your calling and develop your talent, lets go to the external-half of the journey—meeting the needs of other people by creating and delivering value.

In diagram 6.2, the inner journey from calling recognition to talent development is represented by the circle at the left side—circle of expression—expressing your passion—and outer journey of meeting needs through value creation and receiving feedback is represented by the circle at the right—circle of service. So far, we have discussed about how to explore the inner realm of calling and talents. In the subchapter that follows, I will show you how to pin down the prevalent needs in the

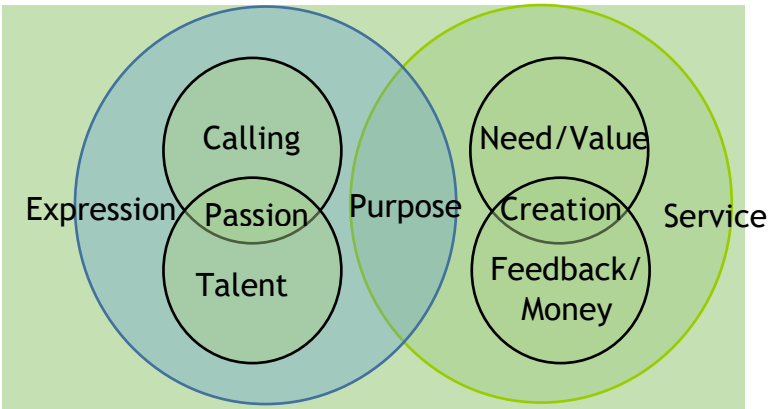

Diagram 6.2: Elements of purpose

world that are pertinent to the value you could create the best way doing what you love to do and expressing your talents.

Meet needs by creating value

My life's goal is to be of service to a greater good. Wherever that true calling takes me, I've always been willing to go. [Oprah Winfrey, The path made clear]

What is need?

Need is the gap between current reality and expectations or perceived possibilities. Every generation has its own unique set of needs. In the history of humanity—the rich and the poor, healthy and sick, a professor and the sheep tender, the

literate and the illiterate, the young and the old, the women and the men, the celebrated and the commonplace—all had needs. Based on this, there is barely a single human being on earth who doesn't have any needs in any form. If all the needs in the world were taken away at once, human advancement and civilization would halt to a screeching stop.

Now, needs have no boundaries because emerging technologies are continuously lifting bars of our expectation regarding what is possible and at the same time leave traces of its footprint in society unnoticed which would soon become the next problem to be solved. In fact, technology, art [especially science fiction movies], entrepreneurship, digital contents [text, audio, video, animation and motion graphics] are predisposed rather to generate more needs than they would meet. That is what makes the world the most exciting place to live for entrepreneurs. Human beings have indeed become 'need' engines. When one problems is solved, it opens new cracks for new needs. Otherwise, there wouldn't have been any social, economic political and technological evolution. No needs means no growth; no growth means no life.

At this time in history when we could fly above the clouds with ultimate safety, cruise across oceans in luxury, almost shake hands with the person on the other side of the globe, went as far as developing projects to mine asteroids, working to colonize Mars, browse internet with contact lens, hit a print button here and get the printed 3D version of our computer model on the other continent, digitally sequence a human genome and more—we have even more needs than ever before. Every next day, we become aware of more needs. Needs arise as a consequence of being aware of possibility. Every intervention to meet a need leaves trails behind itself—as a kind of problems—and also opens up to a fresh horizon of new breeds of needs—as a kind of aspirations. A typical example is industrialization which started as a process of increasing productivity and reducing poverty, but rather ended up wrecking the earth's ecology beyond natural regeneration. Does artificial intelligence and machine learning take our problems away? Yes and no. Yes, in that it liberates humanity from routine labor and cognitive fatigue and no in that it leaves many people jobless and frustrated, just one example. Needs remain across all generations regardless the primitiveness or civilization of that specific generation, believe me on this. However,

the values we create to meet them and the value vehicles we use to deliver them change.

Needs may take two perspectives from a point of view of an entity in need: problems and aspirations—the need to solve current problems AND the need to realize aspirations. The first perspective comprises of challenges to be surmounted, problems to be solved, and pains to be relieved. The second need includes dreams to be realized, potentials to be actualized, aspirations to be lived, talents to be developed, skills to be mastered and/or Goals to be achieved. The first category of needs is initiated by the extent to which we lag behind our minimum expectations and the second category is initiated by how far we want to go beyond our current reality. Both needs are, however, numberless like the stars in the expanses of the cosmos.

Do you know what this means? It means that there had never been a time like this before that is full of opportunities for those who sincerely want to make big impacts in the world. Now that needs are abundantly present everywhere and will be increasingly so in the future, what would you do with them? If you focus on meeting your needs only, you shrink your life to ‘one’ while ‘a billion’ is potentially possible. Investing one’s lifetime just to

solve one person's problems or realizing one person's dreams isn't the life that is worthwhile. Using one's life to transform one billion lives is the kind of life everybody wishes. What if it is possible to meet the needs of a billion people while doing what you love doing and expressing your unique talents? The most fascinating thing you could ever imagine is the possibility of using yourself—just that—to change the lives of millions and billions of people around the world without any binding requirement for upfront investment, exceptional mind-power or any other resources.

You have everything it takes to solve many of the world's problems. The thing of the matter is many people don't believe this. Because of this, they mute their callings and abandon their talent in its crude phase. They then go for a traditional way of making a living: they get degrees upon degrees with the hope that their value will increase; get jobs that demand far less than their potential competence; trade their lives for money— hoping that, in all these, one day life will bestow its unexpected favor upon them. They settle for something much lower than their expectations and sleepwalk through life as if fearing to fall from a sitting position. What these people haven't understood is this: every resource necessary to

realize their wildest dreams while making the world a better place is right within their reach—in fact, within themselves. What is that? It is the 'potential to create and deliver value' with the purpose of meeting other people's needs! If there are unlimited needs in the world and that you need your resourcefulness to solve them, isn't creating value for others the uncharted territory? But what exactly is value?

What is value?

Value is any-thing or no-thing, tangible or intangible, that meets needs. Another way of making it clear is describing value by what it is not. Value is not a product, a service or money. Products and services are value vehicles that carry values to the recipients.

Postal envelop is a value vehicle; message is the value. Mobile phone is a value vehicle; an anywhere anytime call, a message, a chat, a music are values. Coffee mug is a value vehicle; the aroma, the taste and ultimately the stimulation is the value. Using this example, let's connect need, value and value vehicle.

Problem: *feeling dizzy*
Need: *the need to be energized*
Value: *energizer in an appropriate vehicle*

Value vehicle: *coffee mug [substance], suspense story [curiosity], working on something your love [passion]*

Value is a flip side of a need. Whenever need arises, value is in demand. Whenever value is demanded, the embodiment of the value in its appropriate packet—value vehicle—is mandatory. When the value reaches people who have needs for it in its appropriate packet, money will most likely come in as a validation feedback. Money is an inimitable measure of positive feedback because, in normal conditions, people do not lie with their money. Precisely targeted value never fails to earn feedback in many formats the most obvious of which is money. I will talk about money's role as a value exchange medium—but not as a store of value—later. Having access to partners, investors, media coverage, endorsement, word of mouth promotion, recommendation, access to network of influential people are very few indicators that you are creating the value that meets or surpasses the targeted needs. All these elements have direct monetary value. In fact, we have talked in previous subsections about resourcefulness, which means the inner power of your calling and the development and use of your unique talents to leverage resources, contacts, money, expertise

that belong to other people for mutual growth. In many cases, the value you create might have two or more faces as seen from different points of view. For example, AirBnB created a platform, which meant earning extra income for house owners, safe and cheap accommodation for tourists, big traffic for advertisers and a commission for AirBnB. Robert Peters writes on his book 'Growth hacking' "It currently [2014] has more than 500,000 listings for lodgings available for rent in 34,000 cities and 192 countries. A wide variety of spaces are included, from whole house to rooms and even some private islands!" Therefore, if you are resourceful like founders of Airbnb, you can extract values for the prevalent needs in the world from the resources that are registered in other people's names.

Value—is what meets needs.

Comfort, function, beauty, simplicity, utility, feeling, taste, speed, loyalty, knowledge, hope, enlightenment, happiness, meaning, health, peace, durability, variety, luxury, class, relationship, bond, love, care, safety, recovery, trust, health—are all examples of value.

What is Value Vehicle?

Value vehicle is something or no-thing that embodies value. If you have a fur jacket, which you bought just for the warmth it offers during cold seasons, the warmth is the value you bought to

meet the need of being warm during cold seasons and the jacket is its value vehicle [embodiment]. Warmth should be embodied in the jacket to be delivered as value. Even though other values are also embodied in the same vehicle like lightness, color, comfort and fashion-ability, warmth is the dominant value for this specific need. Can warmth be embodied in a different material other than fur? Maybe, yes. That is what makes value vehicles tentatively relevant to the process of value transfer.

Take another example: food. Food could be chosen for its nutritional value, taste, aroma, organic-ness, freshness, function, utility, texture and more. But figuring out which one values are expected of which types of foods is the responsibility of the catering manager. It suffices to understand that your customers, if you are a restaurant, are not coming back to your restaurants for food. They come back for values ranging from food attributes, the tidiness of your dining rooms, the music genre you often play, ergonomics of your furniture, cordiality of your hospitality and more. Value is more of a psychology than a thing. However, because value is an idea than a material, you need to embody it in its appropriate packet of delivery—that is value vehicle. But note that it is not the vehicle people pay for; it is the value.

Value vehicles—is what embodies value.
product, food, a software, an online course, e-commerce platform, YouTube content, technology, audiovisual products, cafeteria services, music concert, TV programs, public speech, song, car, house, clothing, cosmetics, fashion products, home furniture are all examples of value vehicles.

What you must know about value creation

My objective here is to show you how to use your naturally given talents and create unique values for millions of people around the world while doing what you love doing and reaping a hundred and a million folds for yourself. Before that, I want to show you why the value creation process in the 21st century is radically different from the previous centuries and how to approach it. I observed that there are two forms of value based on whether or not value can be decoupled from its vehicle, at least immediately. The first form of value is inseparable value [e.g. warmth from cloth] and the second form is separable value [e.g. content from paper-book]. Let's see what separable values are and why they are relevant to you. It is a familiar phenomenon of the 21st century that products, businesses or organizations are disrupted every few years. Are the values they used to create disappearing for good? Did Kodak, for example, filed bankruptcy because photography was no

more? No! Values can rarely vanish; they are rather refined and improved. What happens is that they are decoupled from their traditional vehicles and are embodied in different vehicles, that are cheaper, faster and versatile. Values can be decoupled from their vehicles and when they do, they open new markets and pose challenges to the existing ones. We have so advanced that, in 2020, many values can potentially be decoupled from their expensive, complex and resource-intensive value vehicles and be embodied in cheaper or even free ones. In response to this phenomenon, R. Buckminster Fuller coined a term Epheralization, to represent the ability of technological advancement to do more and more with less and less until eventually you can do everything with nothing.

What is the point? Here is the point. If you are an author who were repetitively turned down by publishers, it means that you can, with 100% certainty publish your books for free. I published two books to amazon using just this freedom. If you are an entrepreneur who failed to spinoff your startup just for lack of capital, there are ways now you can raise funds or make fund irrelevant altogether. If you are an educator who couldn't afford to rent hotel meeting halls to host your audience, you can do this for free to the global audience. If you are a techno savvy, who couldn't

put your technology together for lack of skills to join dots, you can learn these invaluable skills just by downloading free YouTube tutorials. If you are a social entrepreneur who couldn't implement your vision just for lack of fund, there are crowdfunding you can go to to raise the necessary fund now. Resourcefulness is a more important in the 21st century than the resources themselves. This is what excites entrepreneurs in this era to envision big impacts that are greater than what their resources will allow for. If you recognize a need in the world that resonates with your perceived calling and talents, you can find ways to create and transfer values to the recipients with available tools to do so.

Any economic and business activity hinges on the concept of value. Wherever value goes, economy follows. And value is migrating from atoms to bits, from commodity to knowledge, from material to immaterial. That is why the economy of the 21st century is said to be digital economy or knowledge economy. Those who know how to extract value from resources are at better position than those who literally own the resources. We can give examples upon examples to justify this: Airbnb, Uber, Ride [Ethiopia], Groupon, Etsy and numberless others. Even Google organizes and indexes contents and pieces of information

generated by other people. These examples prove that values can be created with the resources that are already available elsewhere—you need not have a massive upfront capital to do this.

Even if you see how the pattern changes with the wealthiest people in the world from Andrew Carnegie to John D. Rockefeller, Henry Ford, Warren Buffet, Jeff Bezos, it shows that value is moving away from atom based commodity to bit-based knowledge.

Before we decide what needs to serve and what values to create, therefore, let's see the peculiar ways values are created and transferred in this contemporary economy. Value decoupling, value converging and value niching'

Value decoupling

From generation to generation, as technology advances and awareness expands, Values have been refined from their crude existence into their district forms. Because of these, until very lately, value has been barely separable from value vehicle that embodies it. A typical example is energy. Energy as value has been as old as the human existence on earth. We knew that plants won't grow and bear fruits for the cave dwellers unless the sun light was available. Therefore, our lives as cave dwellers entirely depended on the sun as plants use sun light to photosynthesize, animals in

turn depended on plants—and we depended on both. After fire was discovered, we learnt that those plants could give that energy off in the form of light and heat when burned. That helped them to cook their foods, protect themselves from predatory animals and to create more tools. Further awareness enabled human beings to dig out and extract coal, the concentrated form of fossilized plants, which could even furnish more intense energy. This opened human minds to even explore further and discover petroleum, which would become the energy carrier [carbon] to fuel the next human civilization. Later, human beings discovered electricity. Back then, because they were aware of coal and petroleum as energy carriers and water as a good heat transfer medium, they generated electricity from coal-fired steam. Later extractable energy was associated with gravitational potential too. Then they used falling water to generate electric energy, which could then be taken long distances along conducting wires. We also knew that hydro-electric generation dams were useless unless it rains and sunlight [electromagnetic field] was the agency that evaporates ocean water, moves it across the atmosphere and hands it over to gravity field to drop it on highlands which then follows gravity gradient back to its source home—ocean. A human

being asked, “If electromagnetic field [with gravity field] is the form of energy that instigates hydroelectric energy, why can’t we directly harvest sun light?” He said to himself, “Possible!” Now, we directly harvest sun light to generate electricity. For millennia, human beings were in the business of decoupling value [energy] from wood, then from coal, then from petroleum, then from electromagnetic-gravity fields and then from the electromagnetic field and now from zero point field. Currently, there are initiatives which work on how to generate electricity from zero point field, which is the realm wherein the unified field bubbles into precursors of matter—the transition phase between no-thing and a thing. The jump of value from wood to coal to petroleum to gravity to electromagnetic field cascaded the technological advancement and economic development alongside it. But these value leaps weren’t a fundamental breakthrough of value decoupling as value was jumping from one form of matter to another. Now it is jumping now from matter to matter but from matter to bits. That is the ultimate difference of value decoupling of this century from the rest that have gone by.

Every technological discovery, social advancement and economic breakthrough is the results of our progress from the world of macro to the world of

micro and to the world of fields or forces. Every time we sink deeper into fields, we decouple values from macro, heavy, costly, sluggish value vehicles and recouple them with lighter, versatile, cheaper and faster value vehicles. In the above example, energy [value] was decoupled from wood, then from coal, then from petroleum, then from gravity, then from electromagnetic field, and now recoupled with zero point field. Zero point field is the realm wherein the genesis of the corporeal world happens. As we move from the macro to the micro and to the fields, value decoupling becomes limitlessly possible. Decoupling value simply means migrating value, conceptually, from the conventional value vehicle and generating the same or better value from other finer value vehicles.

Those who think that products and services are synonymous to values are perpetually moved out of the marketplace by those who are aware that values are quanta of psychology rather than things. When values are pulled out of their traditional vehicles and people begin to look for them elsewhere, those traditional businesses hope that their customers will come back if they improve their customer relations. Once a value you are creating is decoupled from a traditional value vehicles you embody them in, no amount of kingly customer service would keep your customers

coming back. 21st century exponential organizations recognize that many values can be decoupled from their traditional vehicles and be identified with new ones. That is what their business models are based on. Kodak epitomizes what has happened to many individuals and businesses with the traditional 'product development' paradigm. Now, it is going to be more so with many similar individuals and businesses who don't understand the dynamics of relationship between value and its vehicle.

The Kodak's paradigm

Making long history short, in 1892 George Eastman founded Kodak Company. They started out as a dry plate manufacturer and gradually evolved into a business of photography. They set a mission for themselves, 'making photography as convenient as a pencil'. For the last upwards of hundred years, they did just that. In 1973, they hired a fresh electrical engineering graduate called Steven Sasson who would soon join Kodak's Apparatus Division research lab. Peter Diamandis writes on his book, 'Bold: How to go big, achieve success and impact the world', "A few months into his employment, Sasson's supervisor, Gareth Lloyd, approached him with a small request. 'Fairchild Semiconductor' had just invented the first "charge-coupled device" (or CCD)—an easy way to move an

electronic charge around a transistor—and Kodak needed to know if these devices could be used for imaging." Diamandis continues, "By 1975, working with a small team of talented technicians, Sasson used CCDs to create the world's first digital still camera and digital recording device." The camera was toaster-size, 8.5 pounds of weight and had a resolution of 0.01 megapixel. Because, back then, they were in the mainstream photography business in the United States, and that they controlled 90 percent of the film market, 85 percent of the camera market, 140,000 employees and a $28 billion market cap, they couldn't take Sasson's proposal of digital camera as commercially feasible. They asked, "when is it going to be ready for the quality photographs we produce now?" Sasson calculate the time based on Moore's law and said, "Fifteen to twenty years!" What? Twenty years? "Forget it, Sasson," they said and went on. However, they made a decision to ignore this breakthrough technology out of ignorance about the value they were creating. Was it photography. No. photography was just a value vehicle not the value itself. What was the value? Documenting life, capturing fleeting experience and preserving memories in photographs and recordings. They couldn't differentiate value from its vehicle. They thought they were in a chemical and paper business

while they were in the memory business. They missed it.

In 2012, Kodak filed bankruptcy and moved out of market once and for all regarding chemical and paper photography. What did it miss? It missed that values could be decoupled from their traditional value vehicles that might be weighty, costly and inflexible and be imbued onto lighter, cheaper and versatile value vehicles. In the past, value migration was possible from one material value vehicle to another which is of material nature. These days, value migration is possible from atoms to bits, from hardware to software, from material to immaterial. That is called digitalization. Once a value is digitalized, it can readily be decoupled from its vehicle and, once that happens, its vehicle is rendered irrelevant. The following examples demonstrate this.

Table 6.1: Value Decoupling

Industry [Business]	**Value**	**Previous Value vehicles**	**Current value vehicle**
Music industry	Music	Tape recorder, Sony Walkman, Cassette Tape, VHS,	iTunes tracks, YouTube songs,

		DVD, hard disk, flash disk	
Book publishing	Content	Papyrus, scroll, paper, ink,	Electronic books
Photography	Memory keeping, experience capturing	Chemicals, tape, paper, album	Digital photos
Postal service	Message transfer	Paper, envelop, stamp	e-mail, SMS
Energy	Energy	Wood, coal, petroleum, gravity	Sun light

If value decoupling were impossible, there hadn't been a way I could share this book with you for free. It wasn't possible that, in a traditional economic configuration, I build my video-sharing channel and share my contents with the world—only big broadcasting stations were capable of doing that. Now you can take our online courses, involve in our coaching programs, subscribe to our membership benefits from anywhere in the world. These things could happen because 'content' was decoupled from hard copy publishing and content sharing was decoupled from TV stations, meeting halls,

classrooms, live seminars and geographic proximity. When value is digitalized, it takes on itself the quality of an immaterial—it dematerializes.

Depending on your vantage point, what is exciting or worse is that all businesses in the value ecosystem will be shaken when a specific value is decoupled from its conventional value vehicle. When music was pulled out of cassette tape, cassette and tape manufacturers, tape recorder manufacturers, music publishers and distributors were all disrupted. For example, all music publishing houses in Addis Ababa, of which only few people remember Electra, Ambassel, Tango, Z, Marathon, Genet, Dallas, Kokeb, Dinbulka, Supersonic, Solkuku, Walya, Yared, Mebruk, Ethiosound, Melody, Axumite, Wudasie, Tizita, Bati, Zazira, Imbilta, Dalol, Ayalew Mesfin and Muhammod music publishing houses were completely wiped off after the introduction of smart phones and audiovisual sharing platforms like YouTube and iTunes. All music distribution channels, video renting shops and electronic shops [that sell tape recorder, CD player, Tape cassette, Walkman, film cameras, film, radio, etc] are gone with them. Nobody remembers about them now. Why? Because they considered their businesses as being based on offering publishing services

[cassette tapes] rather than businesses based on creating music itself. In a near past, an SMS and mobile-app-based city transport Services Company called RIDE disrupted traditional Lada taxies in Addis Ababa. They added extra values of lower cost, traceable routes, guaranteed travel safety [passenger robbery and abuse can be tracked] and minimum waiting time. What did Lada taxies miss? They thought that the value 'made-to-order transport' was inseparable from the value vehicle 'Lada taxies'. Currently musicians, film production houses, cinema houses are desperately struggling. They are hoping that the old good times will return. What they don't understand is that once a value is decoupled from its old vehicles, alas, it won't come back again. That is final. This is what many call disruption.

It is only a matter of time to see that almost every sector, organization, industry, business, lifestyle based on traditional 'commodity' thinking will be disrupted because every value is being digitalized across all sectors. Some value vehicles such as food and clothing will remain sticking to their values, I hope, for long time. I assume that it is hard, and even uninteresting, to decouple flavor, nutritional value, texture, fiber ro roughage and other dietary values from food and embody them in other things other than food. The rest: transport, education,

health, communication, manufacturing, logistics, business, sales and marketing, finance, retail—and about anything you could think of is either already disrupted or in the process of being so. By disruption, I mean a permanent migration of value from its traditional value vehicles into newer value vehicles which are, by far, cost effective, easy to move, accurately reproducible and abundant—the extreme of which is online digital value vehicles. Values that ride on digital value vehicles are most likely to go cheaper or free compared to their traditional atom-counterparts. In the contemporary economy, atom-based values are inflationary because of perceived limited supply and bit-based values are deflationary because they have abundant base. For example, I can share this book with a million or a billion people without losing a thing. This trend inevitably makes conventional businesses too costly and too obsolete to survive.

Writing about this on his book, 'Bold', Dr. Peter Diamandis says, "These Six Ds are a chain reaction of technological progression, a road map of rapid development that always leads to enormous upheaval and opportunity." The six D's [six D's of exponentials] he refers to are Digitalization, Deception, Disruption, Demonetization, Dematerialization, and Democratization. This is what peter means by 6Ds. When a process or a value

is digitalized, it enters a deceptive phase of exponential growth, which is unnoticeable to a commonplace individual or organization. Once it emerges from this deceptive exponential growth, it leaps to a phase of disruption where new markets are created and existing ones based on traditional value vehicles are disrupted. This is possible because digitalization makes the use of materials irrelevant in the process of creating value—this is dematerialization. When a value is dematerialized, the cost of a product or service is gone because we don't need them anymore. Eliminating money from the equation is known as demonetization. Once a value is demonetized, it can be reproduced and shared for a very low price or for free. When money is taken away, almost everyone could afford the value and hence the value is said to be democratized. It is said that a typical farmer in Kenya can now afford to buy a smartphone with a computational power that is equivalent to the one, which former US president Bill Clinton had access to when he was in office. This a complete blow on the monopoly of value creation by corporations and big businesses and the opening up of that power to individuals that have no money and lives in African rural.

No product or service is immune to disruption because, once digitalized, values could be

decoupled from their customary products and services. This awareness gives you a wisdom to think in terms of values rather than in terms of products and services. When you begin to think in terms of values, the number of options available to you to create and transfer those values become limitless. By playing with the options, you can come up with a process of value creation and transfer that demands minimal upfront capital or none altogether. If you are a singer, you don't want to cling to full albums that should get published on DVDs—you would want to build tracks around which you form a value ecosystem. If you are a university professor, you can take your experiences and insights to create value and transfer it to every village in your community through the power of internet. If you are an entrepreneur, you want to take more time to develop your customers on social media or any virtual space of convenience and design values that attune to their needs—in line with what you love to do and what are good at—rather than indulging in product development—which is the thing of the industrial era. I suggest Steve Blank's book: 'The Startup Owner's Manual: The Step-by-Step Guide for Building a Great Company by Steve Blank and Bob Dorf' for more on customer development. If you are a clay maker, a physician, chef, gym house or an architect, you can

share your best tips and experiences across internet and build your customer base, attract partners and build loyalty for free. If you are a restaurant, you can develop a platform where people virtually meet and share their experiences regarding your services and what needs to improved—this helps you to take your business to the next level.

What can be done is limitlessly enormous. Value decoupling and its consequent disruption in many of its forms is going to speed up. Resources are being liberated and powerful tools are being democratized. Internet coverage is being expanded on every continent. If you just take Google's Alphabet project Loon [constellation of balloons, 4G-LTE], Greg Wyler's OneWeb [constellation of 2000 satellites, 5G], Amazon's Project Kuiper [constellation of 3,236 satellites], SpaceX's Starlink [constellation of over 12,000 satellites gigabits of connection speed] and Boeing's O3B [mPower network, multi-terabit satellites], the whole world is going to be connected to internet before 2025. What is the implication? That implication is that entrepreneurs located anywhere in the world will be connected to all the resources they need to create value and impact the world like never before in the history of mankind just from where they are. Peter Diamandis reflected his conviction of what is to happen next, "And as the population online

doubles, we're likely to witness one of the most historic accelerations of technological innovation and global economic progress yet seen," on his latest book 'The future is faster than you think'

The idea that most values are being decoupled from their traditional value vehicles and that the world is soon to be internet-connected is a exhilarating news for entrepreneurs who have no resources but want to impact the world from their insights and creativity. Value creation, promotion and distribution has never been as easy to let lean entrepreneurs to enter the market as it is right now. Therefore, the question is, "What needs do you want to solve and what values do you want to create with all the resources that are available to you?" The era before internet was the era of mass production and mass media—people needed to conform to the preferences of everyone else in their choices of products and services in the market for lack of alternatives. It also demanded abhorrently huge capital for entrepreneurs to start value creation. The era of internet, however, is the era of de-massification and the rise of niches.

If the twentieth-century entertainment industry was about hits, the twenty-first will be equally about niches. [Chris Anderson, The Long tail]

No matter how unconventional or unusual your value is, not only in the entertainment also but also in about every industry you could think of, there are people out there who need it desperately. For example, the majority of books reaching publishing companies weren't published because of the cost associated with printing, distribution and shelf space. The decoupling of content from paper books enabled amazon, for example, to publish all electronic books presented to it, those that comply with copyright regulations of course. Why? Because publishing, distribution and shelf-space were completely dematerialized and demonetized. It costs nearly nothing to publish and distribute a book electronically. This opened up a massive opportunity for those who want to impact the world through their writings.

Tips on how to create and transfer value

If you really want to create and deliver values based on your inner resources, this is the time to do that. In the past, value creation and delivery was for those giants who have enough capital, media affiliation and network of people who have the experience. Now, you can create values that can run on bits or crowdfund your startup; you can use creation platforms [e.g. GitHub for software], promotion Medias [e.g. YouTube] and transaction

platforms [e.g. amazon] to be able to create, promote and deliver your values to its recipients all over the world. I assure you that you will never fail for lack of resources of any kind if you do your homework of articulating your value offer on your part perfectly. You can start with what you have and add more features to your facility as you go forward. You might ask me, "How can I do that?" I don't even know what value you are offering and which niche your priority is. I don't know what impact you want to make. I don't know for what purpose you are doing all these. Your specific context determines what it is that needs to be done. But you know your context more than I do. Therefore, you can find ways to do the job in your own context and there is more than enough knowledge and 'how-to' tactics out there. Go search for them and when you find implement them—that is it. It is your responsibility to study and experiment. Take responsibility to find the best answers to your question. The following are the tips that are helpful for you to get the gross guideline of how to go about creating and delivering value.

Decide your niche

Trying to reach all ends up reaching none. This was the worst mistake I have ever made in my own endeavor to create value for a fuzzy and blurred need that pertains to about everybody. When you

set out to create value for someone, your must have a clear understanding of that 'someone' and why you choose that niche among many options. To some people, niching a customer might seem like narrowing the reach. That is not true because there are many people in every niche. If you target the whole population with a grossly defined value offer, nobody feels like belonging in there because it doesn't recognize their perceived identity. Naturally, there is no value that meets the needs of the young and the old, the women and the men, the urban and the rural, the working and the unemployed, the stylish and the everyday, the businessperson and the farmer, the physically impaired and the athletic, the parent and the unmarried, in exactly the same way. In my experience, the best way to figure out a niche is to follow these four steps:

- Be clear about the need you want to serve in alignment with your calling and gifts [at this stage, you need to be free of the bias of the needs in the world—just follow your own heart] If you base your value creation on the prevent needs in the world without regard to what you love to do and what your talent is, you will soon quit for lack of passion. You can start with a guess of which niche has those needs.

- Investigate where those needs are prevalent—where it is a predominant need: among youth, young women, people with disabilities, men above sixty, unemployed people, university students, unfulfilled government workers, or …? Was your guess right. In many cases it is right.
- Then, refine your assumptions by seeking firsthand information from the crude niche you have identified [you can use social media to offer value and get people's genuine comments—unsolicited comments are the best sources of motives because they carry unconscious beliefs and assumptions]—be cautious that many people are not able to articulate their own problems in words.
- Characterize the new niche and begin to create value for it. You can start by reviewing values created by other people: books, software, movies, technologies, business, seminars, lifestyle and others—and see how people respond.

You begin to see a consistent pattern on how people comment and thereby express their own deep motives as to what they need for themselves. That gives you a workable niche on which to focus.

Decide the need you want to serve

Your callings is your natural disposition to want to meet a certain need by creating corresponding value. Your calling dictates what values you aspire to create. Unless you have inner resonance with which needs to serve and what values to create, your chance of succeeding is low, if possible at all. In my case, I believe my calling is to inspire and transform those who are available. I mainly focus on young people—people who want to be a ***force of influence*** for massive and positive changes in the world—especially [not necessarily] university students. I serve the need I discovered in the majority of students, that is, 'to positively impact the world in a big way by using one's inner resources only' by cultivating one's resourcefulness. I create the following values: shift limiting paradigms [liberating from self-sabotaging beliefs], cultivate resourcefulness [inspire creativity], and help to create transformative values [stimulate creative action]. That was what I have been doing in Addis Ababa science and Technology University since 2015 and I witness that many lives have been transformed in my very sight. Evaluate your position with respect to the following three questions:

Whom are you going to serve and why?
What needs do you want to meet?
What values do you want to create?

How do you do that? [This can only be answered by researching and experimentation]

Analyze your options of value vehicles

Your talent is your natural gift the mastery of which enables you to craft a value- embodiment vehicle. If you have a gift of singing, you craft a way you to get across your music to your audience. How do you create and transfer it? What business model do you use to get lyrics, the music and produce a video clip for your song? How do you disseminate it: YouTube channel, concert, DVD or what? There are numberless options of value vehicles to embody just one value. To create a value of entertainment, for example, such value vehicles as standup comedy, movie, public speech, fiction book, social media post, animation can do the work. However, your talent—your natural inclination should inform your decision as to which competence/s is easily cultivable in you. Do you enjoy writing stories, develop animation characters, develop motion graphics for every character and every scene, maybe writing codes and do these and many others sitting in front of a computer screen for long hours? If not, animating screen characters is not in the taste of your gifts. What about standup comedy? Do you commit to writing stories, practicing and rehearsing every scene, adding humor to every

voice and commit perhaps to overcoming your audiences' indifference to your humor and come back again? If not, that is not for you. Sit down and check every option available to embody your value of entertaining.

Your talent dictates your unique way. My talent, for example, is a gift of persuasion. I incessantly work on mastering this gift in three ways: writing, educating and speaking. I write, educate and speak—that is how I mounted myself on a perpetual journey of mastery on writing, educating and speaking. You figure out yours. Be on your guard always that your are value-minded and not value-vehicle-minded.

Embodying the value

To be able to deliver the value in its appropriate package, I train myself to develop the skill of writing, educating and speaking. I published two books on amazon not sincerely for the purpose of teaching others but as a way of learning how to write. I have been conducting live seminars, free of charge, in Addis Ababa Science and Technology University for four plus years in a row not particularly to transform others but to train myself the basics of how to really do that. To my amazement, I was doing both of training myself and transforming others. By using those skills, I have written this book, on which you have an absolute

authority to endorse or invalidate from your vantage point. Whatever you make out of it, from zero to hundred, that is acceptable. For me, if you have been reading it to this page, you must have found some value in it. However, if you ask me to evaluate this very book after two years, even I will definitely make fun of how immature I was when I wrote it. That means your valuation of this book depends on where you are in life. Some value it high and others low. Surely, it is of value to somebody. Of course, this is not the best book; this is how best I am at this level of my development. I am on the making. Therefore, regardless of your level of awareness and skills, you can create value for someone in need but the value vehicle in which you embody it makes you relevant or irrelevant to the marketplace. Your task is to embody it in its feasible vehicle. Currently, I craft my values into books, live seminars, coaching programs, livestreaming and online courses. What about you? How do you design the whole process of value creation and its embodiment? If you have a value that can transform the whole world and you cannot package it so that it is embodied for others to use, it remains only a mental euphoria. Until a value is packaged and ready for delivery, there is no way it can reach its recipients directly from your mind.

Think of value all the way from its essential vehicle to packaging, delivery, refunding policy, timing, loyalty, and other attributes surrounding value.

Monitor your journey

How do you know that what you are doing is worthwhile? How do you check if the 'value' you are creating is really meeting the needs for which it is designed? How do you know that your talent is serving the purpose for which it was appropriate? As Jim Rohn always said during his seminars, 'success leaves clues'. In the same token, there must be a clue that signifies the extent of usefulness in what you do. At this point, you know whom you serve, what needs you meet and what values you create to do that all. However, unless external and objective evidence supports your assumption, you are still in dark of whether or not your values are useful to them. In other words, your value recipients should validate your assumptions through their feedback. Feedback come in many forms some of which are direct buying [money], partnership, word of mouth, recommendation, access to network, support, referrals and many more. However, our contemporary society bestows a lopsided trust on money's capacity to measure value as a yardstick. Furthermore, money is believed to be a sacred symbol of success. Because of this, it is believed that people don't lie with their

money. Therefore, by buying your values, recommending it to their acquaintances, giving testimony of it to others, or partnering with you, people are justifying that they put significance in the value you offer. And unless your value is validated by those who receive it, because value is created for other people's needs, how can you validate the significance of what you do? Simply, your value recipients are the only authentic niche of population who can tell the usefulness of your value. How do they do that? The best way they do that is to buy your values and also spread the good news to others about the benefit they drive from it. With their money, they say what they want to say. When people are willing to give you money for your value offer, you can confidently progress forward to refine and increase the quality of your value. When they refrain from buying, that aslo has a strong message, "It is not compellingly useful to me or maybe it is irrelevant." A purpose of life completes when you sow value and reap feedback in its various forms of which money is the most penetrating one.

Deliver value—Get feedback

Many sales people preach about the value they sell by overemphasizing how useful it is going to be to the prospect customer. If a prospect suddenly asks, "Have you used this product yourself?" and a

salesperson responds, 'I haven't but many customers gave testimonies about it; that is how I know that it is of value to you too,' that very moment that prospect loses interest in it. Why? It simply is because, people impulsively believe your testimony—your claim of conviction of a product or service—if you have paid for it yourself. That is why we say that money is the best feedback tool to tell the truth about people's valuation of value offer. No hypocrisy is involved in the repetitive use of money in buying a value. People don't spend their money on something unless they associate value with it.

But, what is money?

> Economists say that something is said to be money if it serves as a predictable unit of account, store of value, and medium of exchange over a reasonably long time.
>
> **Unit of account:** people think of the value of something in terms of monetary units. It is a basis on which exchange happens. We convert our perceived values into money and then exchange the money for what we want rather than directly exchanging values—which was the case in barter. This characteristic of money to serve as a value-

yardstick is what separates its function from barter. This is about fair transaction.

Store of value: this quality characterizes money as something that retains value over time. We accept a payment for something now with the expectation that we can retrieve the same purchasing power when we buy something else later in time. This is about predictability.

Medium of exchange: meaning that it can be used to conduct transactions with relative ease and portability. We exchange our values for money because others are also willing to receive the payments we make in terms of money. It is a temporary placeholder for value; it holds the value we exchanged for it until we exchange it with other values. This is about trust.

Don't make a premature judgement at this point. After reading through these pages, you will decide for yourself if the bills in your pocket fulfill these criteria. Keep reading.

In human affairs, at least in my opinion, there is nothing more intensely involved in everyone's daily life than money. We pay for literally everything: food, clothing, transport, shelter, entertainment,

education, health care— just in about everything you put your hands on, money is involved—can you tell me just one activity or process or item or service that doesn't involve money? To sincerely answer this question while writing along these lines, I looked to see it there was anything in my office that was money proof. There was none. The clothes I wear, the walls around me, the doors and windows, the flipchart and its stand, the camera and its stand, the shelves, the books, the chair and table, the laptops—in all of them was money involved. Woven into the fabric of our daily living, money is taken for granted but rarely understood. For the majority of us, money remains a mystery in plain sight. If it weren't a mystery, with all the rigor with which every human being chases after it, everyone would have been rich. But is that so? No! This is what Joseph Stiglitz, a noble prizewinner in economics, has to say about this mystery, "By 2007, the year before the crisis, the top 0.1 percent of America's households had an income that was 220 times larger than the average of the bottom 90 percent. In the first post-recession years of the new millennium (2002 to 2007), the top 1 percent seized more than 65 percent of the gain in total national income" on his book 'The price of inequality: How today's divided society endangers our future' Do you see that. The first statement implies, as far as

many can go, that the 0.1% top households enjoy life: buy stuff, go places, have free time to focus on what matters, help loved ones in their needs, attend expensive seminars and networks, invest in lucrative businesses—220 times the ones that are in the bottom 90%. The second statement can be approximately translated as, 'If the total national income is taken as a $100, one person takes $65 and the 99 people will flock after the rest $35. Do you think that the 99% understands money the way the top 1% understands it. No. If they had, this disparity would have been significantly narrowed. This means that different people have different levels of understanding about money. Many people sincerely believe that the printed notes, minted coins and their derivatives like check are money.

A man named Willie Sutton was known as a notorious bank burglar in New York in 1930s. He was once asked why he robbed banks and he famously replied, "Because that is where the money is." Willie Sutton had the same understanding as the average person in the city. He believed that banks were where the money was and he broke into them to take the money. What he didn't understand was how the 'money' got into the banks.

Note: I will not try to tell you the evolutionary story of money—it is

beyond the scope of this book; it deserves a volume of a book bigger than this. Leaving extra reading to you, I will briefly tell you how money evolved to this very day and what it implies to your personal, business and family life.

In the seminars we conduct, I often ask people to take out any currency bill, it be US dollar or Ethiopian Birr, and look up on the upper left on the inner side of the bill and read what is written on there. They would read, 'Payable to the bearer on demand'. What does that mean? Answers come in little variation of the following,

'When I present a bill to a product or service provider he/she is legally required to accept the bill and give me a product or service that equals the face value of the bill in exchange.'

Ok, but why is he/she legally obliged to exchange a product for a paper bill [digits in computer]?

'Because it is a legal tender.'

What qualifies a piece of paper as a legal tender, though?

'Because the government says so. You cannot do otherwise anyhow.'

Now everybody is confused. Some individuals even get angry at this question. Many people don't know

why a paper bill and minted coin qualify as legal entities through which value is exchanged. Nevertheless, almost the whole of human race sacrifices anything perceivable—family, youth energy, health, peace of mind, integrity, honor, dreams, relationships, joy—for its acquisition. Many people flee their countries to find fortune [money] in foreign lands. Many, many, many people compromise their integrity and human honor to manipulate other human beings just to earn what they call money. Still many squander their whole life working on something they don't love and resent the whole world for that—just to earn money and make a living. Many still cheat, steal, rob, burglar into banks, deal drugs, kill, black-market, accept bribes, hack bank accounts—any criminal acts you could think of added to this list—just to get this paper genie. Many people miss out on their passions and creative expressions and settled for boring jobs just because jobs are where the money is—remember Willie Sutton—burglary is dangerous but that is where is the money anyway. Because they think that pay-raise will give them extra monetary power, they struggle for it. If they perhaps get it, what they hoped to possess is already out of their reach—got more expensive than the added salary. They sit down in bewilderment and say, "I am working hard; I am paying whatever

it takes to earn more money. Why is my life not improving?"

I am shocked when countries including my dear country Ethiopia make five year plans or ten year roadmaps and in that they set a goal to improve their citizens' living standards by say 2030 by increasing their per capita income to this much dollar. Really? Will the citizens' living standard improve if those numbers double? I am experientially sure, No! From 2004 to 2020 my salary went from 990 Birr to upwards of 11,000Birr [excluding allowances] but my life didn't improve 11 folds. This means that in the contemporary monetary and economic system, money doesn't store value. It leaks value. That is called inflation. In 1986 [or 1978EC], a quintal of Teff was 60 Birr. In 2020 it is 4400 Birr. Its price increased by 73 times in 34 years. Do you understand why this happens? Do you think it is due to an increase in market price or a decrease in money's purchasing power, loss of value this means? It is the later—leak of value, loss of purchasing power.

On July 4, 2008, near the height of the hyperinflation, a beer at a bar in Harare, the capital, cost 100 billion Zimbabwean dollars. An hour later, the same beer in the same bar cost 150

billion dollars. [Charles Wheelan, ‘Naked Money: a revealing look at what it is and why it matters’]

This is might look like a figurative speaking; this is however a literal truth. At some point, Zimbabwean dollar had so little value that Zimbabwean merchants began weighing bundles of notes rather than counting them. To avoid printing so much physical notes, the government of Robert Mugabe, at one point, produced the largest bill ever recorded in money history: a $100 trillion note. What? Yeah, you read it right. A ‘100,000,000,000,000 Dollar’ was written just on one dollar note.

I cannot say the exact number of people who don’t understand money but surely ninety something percent of the global population doesn’t understand its true meaning. I didn’t either. As additional needs arise and my salary grew from time to time, I was worse off. I began asking, “What happened? Why doesn’t the pay-raise translate into better living?” In my curious quest to know this, I stumbled across Robert Kiyosaki’s legendary book, ‘Rich dad poor dad’. Then Edward Griffin’s little book, ‘The creature from the Jekyll Island’. Since then, I read many books on money. By the time I started reading such books, I couldn’t believe what they tried to communicate—until I read a little

booklet published by US Federal reserve itself, ‘The modern money mechanics’. The first sentence of its introduction section reads, ‘The purpose of this booklet is to describe the basic process of *money creation* in a "fractional reserve" banking system.’ What? Money creation? Before it goes deep, it mentions the three types of money used in transaction in the united states: currency (paper money and coins in the pockets and purses of the public); demand deposits (non-interest bearing checking accounts in banks); and other checkable deposits, such as negotiable order of withdrawal (NOW) accounts, at all depository institutions, including commercial and savings banks, savings and loan associations, and credit unions.

In section ‘What Makes Money Valuable’, this is what it says about a dollar we almost revere as a paper genie, “In the United States neither paper currency nor deposits have value as commodities. Intrinsically, a dollar bill is just a piece of paper, deposits merely book entries. Coins have some intrinsic value as metal, but generally far less than their face value.” What? Just a piece of paper? A book entry? May I believe this? It is up to you. A little down the page it reads, “What, then, makes these instruments: checks, paper money, and coins-acceptable at face value in payment of all debts and for other monetary uses?” It gives the

answer, “Mainly, it is the confidence people have that they will be able to exchange such money for other financial assets and for real goods and services whenever they choose to do so.”

The booklet proceeds to explain how banks evolved out of goldsmiths and how they began to create money out of nothing.

> “It started with goldsmiths. As early bankers, they initially provided safekeeping services, making a profit from vault storage fees for gold and coins deposited with them. People would redeem their "deposit receipts" whenever they needed gold or coins to purchase something, and physically take the gold or coins to the seller who, in turn, would deposit them for safekeeping, often with the same banker. Everyone soon found that it was a lot easier simply to use the ‘deposit receipts’ directly as a means of payment. These receipts, which became known as notes, were acceptable as money since whoever held them could go to the banker and exchange them for metallic money.
>
> Then, bankers discovered that they could make loans merely by giving their promises to pay, or bank notes, to borrowers. In this way, banks began to create money. More notes could be issued than the gold and coin on

> hand because only a portion of the notes outstanding would be presented for payment at any one time. Enough metallic money had to be kept on hand, of course, to redeem whatever volume of notes was presented for payment."

Do you see now that the printed bill notes are bank versions of the 'deposit receipts' of goldsmiths? Gold smiths charged fees for their vault safeguarding services—rented vault shelf space—to keep your gold safe in their vaults; banks charge interest for their loans—for the receipts they handout to you as though you have deposited gold with them—while not. It means that they collect interest on something that doesn't exist. Now you can take that receipt [bill notes] to buy anything because it is thought that you have gold in the bank's vault that is equivalent to the face value of the bill you are holding. If you want your gold, you can always redeem it by returning the bills [receipts] to the banks. Hence, 'payable to the bearer on demand' means that the banks are required to redeem your gold [payable] when you [bearer] return their deposit receipts back to the bank. Therefore, 'payable to the bearer on demand' has nothing to do with the provider of goods and services in the marketplace, who carries

out transactions based on mutual trust not obligation.

Money is DEBT

However, the goldsmiths soon discovered that many people who deposit their gold with them didn't come to collect their gold for long time. Even if they did, they transferred the gold in the process of transaction to someone else who, in turn, would deposit the gold with them or other goldsmiths. Therefore, there had always been a gold deposit that remains in their vault no matter how much was drawn by the depositors. They thought, "Why don't we issue receipts on these 'demanded' gold deposits to someone else who would pay interest as a loan for use of the deposit receipts to buy stuff?" It then became a trend. If you don't have gold but want to get loan from goldsmiths, they would hand you a deposit receipt so that you can use it for any transaction. But note that you will pay an interest on the receipt as if on the gold.

Do you know what this translates to? The goldsmiths collect interest on the gold that they don't own—in fact the gold that doesn't exist. When the debtor returned the deposit receipt to the goldsmiths with the interest, the receipt was rendered useless until the next debtor appears. When the next debtor picks up the receipt, the paper-receipt magically turns into a genie bill which earns interest for its

issuers and the power to buy anything to the borrowers. What was then a ‘deposit receipt’ had become a ‘bank note’ or ‘book entry’ in a contemporary monetary system. Do you know that the bills you are carrying in your pocket or the book entries you own in your bank account were created because someone else was in debt for them to be created? There is no debt means there will not be money. In today’s society, money is debt. If all the savings are withdrawn as gold and the debts in the world are paid off, money will disappear.

However, in the context of this economy, many of the deposit receipts are issued without anything—gold or silver—backing them up. they collect interest on receipts which are not tied to any deposit whatsoever. When you return the receipt, they get their interest and the money will be cleared out of the system into nothingness. Until the borrower shows up at the bank counter, money doesn’t exist. The moment they make book entries into your account, money pops up out of nowhere. Of course, all these are carried out in the premises of a fractional reserve banking system [I suggest that you read about a fractional reserve banking system].

In contemporary monetary system that is, fiat money and fractional reserve banking,

$$money = debt$$

When all debts are returned, all the money in the world will disappear because it doesn't exist. Banks make profit from interest on debt that is created out of the blue. An average person might think of how banks make profit this way:

A saver deposits his money in the bank for 5% interest rate [just example]. The bank takes it and loans it out for an interest rate of 10%. Therefore, the 5% difference goes to bank as profit. Ahahaha aaaaaaaaaaa… ahahahaaaaaaaaaaaa ……ahahahaaaaaa… Wrong. They don't even care about the profit you are talking about. Based on the changing law of a specific reserve requirement of a given central bank [national bank], they keep a fractional reserve in their account [or their account at central bank] and loans out the rest. Let's take an imaginary example, where the reserve requirement of a certain central bank is 10%. Lets say that you save $100 in bank X. This saving deposit gives the banking constellation the right to collect interest on additional $900 [90+81+72.9+… = 900] in the full cycle. The following table shows the fractional banking taking into account the reserve requirement of 10%.

Table 6.2: Fractional banking

Saving [dollars]	Loan [dollars]	Reserve [dollars]
100	90	10

90	81	9
81	72.9	8.1
72.9	65.61	7.29
65.61	59.05	6.56
…	…	…
$999.999 \approx 1000$	$899.999 \approx 900$	$99.999 \approx 100$

At every cycle, saving is the sum of loan and reserve. As you can see from the table 6.2, the total volume of money grows from 100 to a thousand. The extra 900 dollar is created through issuing debt only. At the end of the cycle, the loan is nine times as big as the saving and, the reserve equals the amount saved at the start. This means that the saving wasn't loaned out in the first place. Saving is solicited just for a reason that it gives the banks the right to create soul-sucking fiat money out of nothing. In this case, the banks enjoy interest on the 900 dollar they created from the blue. If however, the loan [900 dollar] is paid off, the banks settle with the interest they collected up until that time. The only way you could pay the debt off is either through value creation [like investors do] or borrowing. You might ask, "Where does the money come to pay the 900 dollars while only 100 dollar is in the bank reserve at the end?" Other debtors will make it available to you; don't worry. As other

debtors come in, new money is created and you can take that to pay for your debt. You borrow money to pay debt, which keeps you in debt. Ahhahahaaaaaaaaaaaa! That is why they demand your collateral.

Every dollar gives the banks the right to collect interest on non-existing 9 dollars. If a reserve requirement of a given central bank is 25%, every z100 deposit gives rise to the creation of z300 more. In countries like England and USA where little physical currency is used in market, the banks' reserve requirement is low. On the other hand, in countries like Ethiopia where people use physical currency than electronic ones, the banks' reserve requirement is higher. The lower the reserve requirement, the more money they could create. As more fiat money enters the market, without significant growth in the production of goods and services, there will be more money per unit product than before. This means that more money chases after each product or service. That is what we technically call inflation. Note that inflation is the result of more money—not the result of less output. Every fiat currency introduced into the marketplace gets its life from the existing ones. As the life of few currency is divided among a host of fiat currency, the life thins out—it loses its intensity. The life that used to be possessed by one

dollar is now distributed over 10 dollars [in case of 10% reserve requirement]. That is inflation—the decline of currency's purchasing power.

In the process of money creation, governments, central banks and other depository institutions including commercial banks have their own roles, which might differ according to specific condition of a given country. If you want to know more, read books written on the subject. I suggest the following books:

1. The scandal of money: why wall street recovers but the economy never does [By George Gilder]
2. Naked money: A revealing look at what it is and why it matters [By Charles Wheelan]
3. The money crisis: how bankers grabbed our money and how we can get it back [by Peter Stalker]

The phantom-money

During the era of barter, we used to exchange values with values [or value vehicles]. During the era of gold, we exchanged values with gold and vice versa. Gold served as a medium of exchange, unit of count and store of value. During the era of gold standard, we exchanged gold with money, values with money or money with money. Money served as medium of exchange, unit of count and store of value. After WWII, the dollar was tied to gold and

all currencies of the world were tied to dollar. In 1971, US president Richard Nixon took the gold off the standard. From that time on, money creation has become a way of wealth creation for governments and banks. It opened a new epoch of fiat currency. During this era of fiat currency, we exchange values with phantom-money, which might puff up, shrink or disappear at any time. Fiat money serves as a unit of count [temporarily] and a medium of exchange [so long as we trust in its power] but never as a store of value. Therefore, based on the definition of money, fiat money is not money—it is phantom-money. If you are a 21st century young man or woman aspiring to put your dent in the world, chasing money is not for you. The reason I went about explaining about money to this length is the fact that many people sacrifice their lives in the process of its acquisition without even knowing what it is and what it is not. Here is the conclusion:

If you follow the phantom-money, it will show you exactly where the real money—value—is fashioned. If you ignore the message and chase after it with the purpose of finding out more, you will end up in a paper-shredding mill.

It is worthwhile to understand where money goes and why it goes 'there' as it rides. If you see closely, money moves away from where the need is recognized and toward where value—an antidote of need—is created. When it reaches its temporary destination, it sets value into motion in opposite direction. It doesn't rest because values have to be exchanged among people who are in need. That is why it is called currency, which can be loosely translated as 'the act of circulating'. Money cannot rest because it was purposed to circulate, facilitating the movement of values across people, businesses and nations. The movement of goods and services is possible because of the movement of currencies of the world. Currencies move opposite to the direction the values.

A nation, for example, is in a trade deficit means that more values come in from elsewhere and more money flows out to balance that. This also means that the nation's citizens have more needs to appease than values to offer. For this nation, the solution is to raise people's awareness as to what controls the flow of money than creating jobs for them so that they will not coup against the government. This is a reactive and unsustainable way of addressing the problem of unemployment and trade deficit. When the concept of 'value creation' is well internalized, both unemployment

and trade deficit will halt to a stop. Therefore, by merely looking at the direction of cash flow—money flow—we can tell the level of value creation in that territory. It holds at individual level too. Therefore, if you want to be at advantage, you need to be on the side toward which money flows—that is value. From this time on, take money for what it is—symbol of value—and focus your attention on the various ways to create value rather than chase after money.

If you are always in debt or struggle to make ends meet, it means that you have more needs to appease than values to offer. To reverse this, you need to find ways to *create value* for other people in synchrony with what you love doing [calling] and what you are gifted at [your talent]. Value, by the way, is the expression of your life's energy. Your life's energy is capable of making a remarkable dent in history only when you operate from the center of love—when you do what you love doing. If you create value doing what you don't love and not gifted at, it might start out good but grows with time to become a cold chore. This is why many people prematurely quit and that is why the successful people we have talked about in this book all emphasize that 'you have to make it your mission to find your passion [your calling and talent] if you want to succeed' in a meaningful way.

How can I create value and earn money doing what I love?

The first time we made a radio call to the public to attend my free seminars in Addis Ababa Science and Technology University, eleven people showed up the first day—mind you, it was a free seminar. From time to time, that number grew from eleven to hall-full of people who were positively influenced beyond my expectations. Some of them changed their family policy in a way that surprised their family members who always wanted to enjoy the level of intimacy that was happening. Some of them moved their businesses out of a downward spiraling into a rapidly growing ones. Some of them healed themselves from various ailments like chronic stomach burn or excruciating headache. Many of them completely changed their self-concept that some of them began dusting off their long-forgotten dreams and started working on them. I remember a woman who began writing a book at the age beyond fifty. I also remember a woman who developed a project, secure funding and collected traditional medicinal plants to be cultivated for research and extraction of medicine in Paulos hospital in Addis Ababa. And on and on and on. I have been doing all these without any academic training in the area of psychology and personal development. But it was my perfect calling to awaken in ordinary humans

the dimension of potentiality in them which could turn anything around.

After two years, I have been conducting a paid seminar in Nexus Hotel and twenty-seven people showed up. At the end of the seminar, one of the attendees was the one who attended all of my free seminars in the university. He called and told me that two other people were talking among themselves about the seminar. He told me that they said, “This is the first time I have attended such a transforming seminar; I think we robbed him for attending such a seminar for this fee. He should at least double it. Next time, we will invite all of our friends and close acquaintances to this seminar so that the seminar will keep on going and make big impact.” I could learn that people were driving profound values from what I would consider a play—the thing that I love doing even for free. I boarded on a cascade of word of mouth promotions and recommendations, which enabled me to deliver trainings to employees of various organizations without having to go through boring and often times corrupt bidding procedures. Eventually, the company we cofounded with my friend—Infinity consulting plc—ended up in the World Bank project in which the training component of 3500 industry park employees was subcontracted to us which we did successfully. Now, we are transforming the

company so that it could flourish in the digital, networked and leveraged business landscape.

You can now do a million-fold of what I did in less than the time it took us to get here. This is how. When you do what you love doing and become increasingly good at it, you generate a potent energy called passion. When you apply yourself to something you resonate with—you love it means—you will always have dispensable energy at your disposal. As you continue to do what you love and master the skills thereof that are needed, your passion begins to thicken into creation—which is the solidification of your creative ideas into realities. Passion without creation is no better than daydreaming. The conversion of ideas into realities is therefore a rare skill that only the successful people demonstrate. In diagram 6.2, purpose is the intersection of expression [personal development] and service [usefulness to others].

When your life energy starts as a wish, an ambition, a passion, an imagination and culminates in creation of those ideas into their physical manifestations, purpose is said to be fulfilled because the purpose of life is growth and expansion. If you zoom in the diagram 6.2, you will find out that *passion* is the intersection of doing what one loves and being increasingly good at it. On the other hand, *creation* is the intersection of

our response to others' needs [usefulness] and validation feedback [money]. In summary, the intersection between passion and creation is value. Look at diagram 6.3 which is created out of diagram 6.2. Let's take diagram 6.2 and zoom in a little bit. In the left circle, you find passion—the intersection of calling and talent. In the left circle, you find creation—the intersection between value [antidote of need] and feedback [money as validation feedback]. Now, cut passion and creation out of diagram 6.2 and push them into one another until they intersect horizontally. That is where the blue oval on the left and the green oval on the right came from in diagram 6.3. The blue oval on the left represents your passion, which is the perfecting synchrony between what you love doing, and what you are increasingly good at. That is the life energy you generate when you function from your highest potential. Note however that this energy is rendered useless it, in some way, meets the prevalent needs in the world.

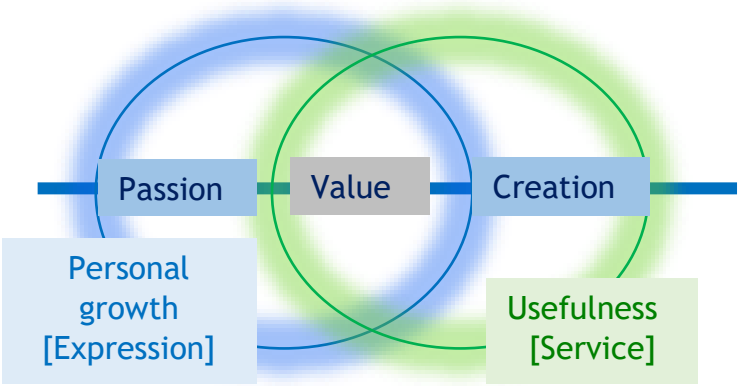

Diagram 6.3: Value

Let's take a falling water as a metaphor—for example Abay falls. Let's say, the energy contained in the falling waters is your passion. Whatever that energy does is your creation. For example, if you leave this water to chance, it digs into ground few inches every year, it releases beauty, it generates mist, it interacts with light and forms a rainbow, it gives off a thunder-like sound—but none of its creations are capable of extracting that energy for use. A person with passion for music, for example, might occasionally entertain his friends, even trigger such talents in them, or participate in arts clubs or is inspired when others do it—but if she leaves this passion to chance, she loses what might potentially become the fountain of music for the world. Therefore, our passions must be directed such that it generates creations that might be

useful to others—at least a major part of it. If we go back to the metaphor, Abay has ever been climbing down the Ethiopian highlands for thousands of years without generating electricity, attracting tourism, being used for fishing or being used for transportation as an artificial lake. If you only take the electricity part, it required to build a dam across the river, install turbines and electric generators, and, direct falling water to those spots to generate electricity while going its way. In exactly the same way, we have streams of life energy flowing through us. Unless we direct that life energy such that it generates useful creations for others as it flows, it is useless. It is only sounds, temporary inspirations, dreams and fantasies until you begin directing it to create something with it.

That is what is portrayed in diagram 6.3. Unless your passion is so directed to create usefulness for others, you will not drive a meaningful benefit from it. Value, in this diagram represents the usefulness that can be generated by applying your passion. Two things are worth noting at this point:

- **Drudges:** The creations of your life become useful to others only when it is generated from your passion—the juice of your life energy. If you generate anything out of brute force or mechanical effort, its usefulness is limited. Those people who work hard for long hours but

never enjoy anything in what they do will end up depleted, drained, tired and sick. They might achieve the results for which they set out, but they have too little energy to enjoy them. At the end of the day, they will ask, "Why? Why is life happening this way while I give it everything I have?"

- **Woolgatherers:** If you have an obvious passion for something and do not direct it toward creating something meaningful—something that you think matters the most—it is by no means better than having it not at all. Those people who have undisputable passion for something but do nothing with it are full-blown daydreamers who would carry with them ideas, dreams and inspirations that never come true.

These are the extreme cases of being on either the passion or the creation end. The working principle is to come to the middle where passion and creation intersect. It is clearly important that you have to have passion for what you do and that what you do must be useful to others. This mid-point, as shown in diagram 6.3, is called Value.

On the gross level, the intersection between personal growth [expression] and usefulness to others [service] is purpose. At the practical level, purpose translates to the conversion of your passion into creative force so that you create value for

others. N.B: Creation is anything that one generates with the use of one's passions. It could be a piece of music, a book, a coaching program, technology, a public speech, an online course, comedy show, an athletic performance, an art piece, a poem or a piece of software. When your creation serves the purpose for which it is designed, it is called value. Value is not any creation; it is the creation that is useful to others!

Can I succeed doing what I love?

In fact, if you are to succeed in truth, your success must flow doing what you love doing. Unless you find meaning in what you do, a mere doing doesn't produce true success.

Match-make your passion to needs

With the passion that I have, what kinds of needs can I meet? What are the possible list of needs from which to choose, that which perfectly fits my inner resources? Articulate your passion, list out the most common needs and prioritize them based on perfect fit.

Go into the world and figure out the prevalent needs in the world that you can meet primarily using your gifts, insights and creativity. Even

though many people advise to the contrary, I strongly suggest that you start working from in-out meaning from your passion to the world's needs not from needs to passion. Always ask yourself, 'How can I be of the best service to the world?' rather than 'what can I do to be of best service to the world?' This question has nothing to do with what you do; it has everything to do with the quality of life's energy you put into what you do—whatever it might be. There is no good or bad business; your energy makes it so. It is not what you do but rather the quality of your attention, your presence and your passion for what you do that makes it extraordinary. Can you merge with what you do—can you unite yourself into what you do—can you flow with it? Regardless of what you do, if you could put your entirety into what you do, the outcome will soon be marked as extraordinary. I cannot overemphasize the fact that your passion should not be compromised when you choose the needs you want to address.

The needs could take two forms: problems and aspirations. Of course, there are no natural boundaries between these categories of needs. Your problems could be the source of someone else's aspirations. To be able to solve a problem or meet a need, you must be inspired by it. The inspiration—initiation, stimulation and fire up, if

attended to, could eventually grow into your aspirations—desire, ambition and goals. It is a point of view. Even so, problems are what people want to eliminate and aspirations are the ideals they want to realize. Problems show the past—what has gone by—and aspirations show the future—what is yet to come. Through experience, if you haven't yet, you will realize that there are no problems to solve but only aspirations to realize. Decide which need category you want to meet for now. Do you want to work on solving problems or pioneer a completely higher-level novelty that would eliminate *the need for solving such problems* altogether. For example, unemployment is a problem for those who want to be employed. However, they want to be employed because they think that there are no other options to earn living. Nonetheless, they can be initiated to join an entrepreneurial journey along which they create values that will solve Grand National and global problems whereby make colossal impact in the world—not just making a living. Therefore, you can be in a business that educates graduates on how to improve their employability skills or in a different transformative business, which educates the graduates to create values that change the world for the better. Understand that every human being that ever lived and is now living wants, at the

deeper level, to realize their highest potentials rather than patching up their deficits, mistakes and old stories. Therefore, you can start your journey of value creation by solving problems but eventually evolve into a high-profile value creation that initiate people to transcend their personal limitations and ultimately transform the world.

At the outset of your exploration, decide which category of needs you want to involve in: meeting prevalent problems or pioneering new path of transformation? Make your own research to decide. Both require different perspectives and mental models on your part. But make sure that the path you choose falls in the horizon of your passion.

***See to it that*,**

The struggling business feels the immediate need to move out of the mess; but the aspiration remains under the untold story of building a business that runs in all of the six continents.

A poor person has an urgent nudge to secure her three meals and a studio on an apartment but at the core of her being, she desires an abundant life that spills over to the rest of the world.

A person who is in a marriage that is at the brink of collapse has a compulsive need to keep his family together but deep inside he yearns

to be a source of overflowing joy and radiant love energy whose mere presence extends joy, calm and peace for others.

The hidden motive we all feel—the motive for expansion and expression—but the very which we keep in dark so that others won't discover it in us—is what instigates innovation, art, politics, entrepreneurship and other endeavors to create values for the rest of us who are in none of them. That is why most of us are poor. This is a call for abundance!

Here are a few examples of what the needs look like:

A need for realizing one's potentials—books, live seminars, online courses, coaching programs, masterminding programs etc.

A need to be healed without pharmaceuticals—herbal or energy healing

A need for brief but hands on courses for startups—Practitioners' guide course for startups

A need for accountability and transparency in government services—Software for community forum and activity tracking

A need for focused and relevant education—short and pragmatic courses

A need for organic food—organic food chain from agriculture to kitchen

A need for on-demand workers—employee-employer match-making platforms
A need for startup funding—startup-investor platforms, crowdfunding sites or matchmaking platforms for startups, crowd, investors and banks
A need to automate a specific process—a technology for automating a process
A need for peace and stability—Johan Gultang's wisdom of conflict resolution
A need to effectively educate kids—a method, technology or learning process that gamifies learning
A need to work from home—ICT-based jobs that need no physical attendance
A need for hands-on experience for students—Easy-to-use student placement online platforms

Profile your niche segment

Make no mistakes: always start from your passion. Ask yourself, "Given my passion, what needs or set of needs can I meet?" However seldom practiced, it is a common sense that knowing your passion makes it easy to pinpoint the most relevant need you want to pick. When I started out in 2010, I had many problems to solve namely inadequate income, bad health, too much toil and too low results, deteriorating relationship and not knowing my purpose in life. As I discovered what was essentially wrong with me, I began investigating if I was alone.

Almost everyone I came across has some combination of the above problems. Maybe little or no money problems but much relationship and health problems. The other intriguing truth I have discovered is that all of these problems have just one cause—paradigm—subconscious conditioning. Before that time, I believed that I consciously controlled my results but I was in error. I learnt that we are controlled by an unconscious conditioning we received into our irrational emotional mind that I referred to in this book as a subconscious mind. I evaluated my life and that was consistently true. Two years into my exploration, in 2012, I knew without a shadow of doubt that we were all in this together—I mean all of humanity. Especially after I read books written by a cellular biologist Dr. Bruce Lipton and a neuroscientist and chiropractor Dr. Joe Dispenza, I was blown away by what they had to explain about our nature from a point of view of their scientific researches. I applied it to my health first and to my relationship with my wife next and it perfectly worked. At that point in my life, I made an unwavering decision that I would teach this to every human being I came across.

In April 2013, I left Bahir Dar University and joined Addis Ababa science and Technology University. In July 2014, I published my first book, 'Dream your life and live your dreams: the power of starting

from the end' on Amazon. After two years of painstaking study on this subject, I launched a public seminar for our students and the general public from within and around Addis Ababa. I witnessed firsthand the magnitude of transformation that occurred among the people that attended the seminars in terms of relationships, dusting off dreams, self-discovery, health, business, talent expression etc.

I was totally biased as to which niche segment I should focus on from that time on. You can go to my YouTube channel [youtube.com/GreatnessByChoice] and see my videos—they are targeted to everybody and I think nobody feels like it is for them. The number of views [small] and the length of time [small fraction] everyone spent on the videos tell this story. The live seminars were useful almost to everyone that attended the seminars because I touched literally every topic available in personal development: self-image, focus, potential, desire, vision, relationship, health, happiness—you name it. That made me believe that my seminars are for everybody.

I thought discriminating among the mix of people to be addressed would diminish the impact of the seminars and the videos too. Through experience, however, I noticed a pattern. When we announced

a topic of the next seminar, for example, people with common interest [young, businesspeople, women etc] came and those who thought it wasn't for them ignored it. I lately came to realize that clearly specifying the niche for which you make a product, produce a content or deliver service is inescapably important. The aspect of value, a feature of a product and the add-ons to your service are determined by whom you are going to serve because different niches of people prioritize different aspects of things. Nothing can be made to perfectly fit the requirements of all. People prefer to go to specific places to look for a specific thing they want. That is why niche profiling is utterly important.

Typical examples of niches,

- Women above forty [specific]
- University students who want to positively impact the world [specific]
- People who are not satisfied at their current jobs [specific]
- Mothers who have difficulty with their teenage children [specific]
- Young woman with relationship problems [specific]
- Children between 6 and 12 who want to discover their talents [specific]

- People with hearing disability [specific]
- People who want to thrive expressing their talents [specific]
- Farmers who have small plot of land and want to improve productivity [specific]
- Small businesses with difficulty selling their products [specific]
- Retirees who want to share their experiences and earn money [specific]
- Authors and Public speakers [communication, monetization, business models]
- Street dwellers [age, gender]
- Startups [fund, insight, partners]
- Technology Investors
- Entrepreneurs [techno, social]
- Diasporas who want to …[Arab, USA, Europe]
- Artists who [type, age, gender, status]

The value profile might be a combination of some of the following: age group, gender, lifestyle, work type [businessperson], aspiration [entrepreneurs for e.g.], geography, special interest. The more specific you make it, the more valuable your offer becomes. Niching might not be necessary, depending on the nature of what you do, at the brand level: personal brand, product brand or service brand. A niche could be and should be

decided based on a specific product, video content [YouTube], service or value offer.

Profile your value

What are the fundamental components of the value without which the value is useless? It requires you to sit down and profile a product. For example, in personal development education and public speaking, message is the thing you cannot omit. If you have no message, don't appear on the stage. However, you can build on that with essential add-ons like humor, stories, case studies, metaphors, call to actions, tools of 'how-to'. In profiling your value, it is important that your niche take part in the process. Before you even involve your niche in the process, it is worthwhile to study what others in the similar field are doing and how their communities are reacting to their creations. Social media comments is the best source of insight and research.

There are two levels of value profiling:

Obvious values

If you purchase a TV set, the minimum service you expect is being able to toggle and watch TV channels on the TV screen and its ability to connect to other devices such as DVD player. It cannot be less than that. You don't ask the vendor whether their TV set got these—it must have them. This list of features that you expect the device to contain is

an obvious value. Now a days, TV set is coming with USB port, a receiver and wireless facility—that are being standardized as part of a product. The features which were once fancy luxuries are now standardized components of the products. What used to be add-on values sometime in the past are now obvious values. If you are an online content creator, you must know the obvious values you cannot omit and the add-on values you can use to add extra value to your niche segments and followers. Especially as things keep on being digitized, what were once independent expensive products become only add-on values, which cost both the maker and the consumer virtually nothing. Therefore, you don't mention that your product has an obvious values because it must have them. You don't say, if you are a car vendor, "We offer a motor with the car!" do you? A motor, even though a vital part of a car product, is not mentioned—it is taken for granted. However, the cc, horsepower, mileage, sound, rate of acceleration, hood clearance—could be mentioned as a special offer of a specific company say, Toyota.

Add-on values

Add-on values are useful product or service features which haven't yet been standardized as a mandatory component. Even though they are add-ons, you rarely ask any payment for them. You use

them as a differentiator and value booster than standalone values that could be sold. If you just take your smart phone, camera, flashlight, radio, GPS are standard components of the phone. You don't ask if your smart phone has a camera. Decades ago, cameras were standalone products. Now they are a piece of chip and lines of code. Decades ago, live seminar recordings were separately packaged into DVDs and sold as a product. Now days, they are made available for free to everyone who attend the seminars. Therefore, you must know which values are obvious values and which ones are add-ons in your industry.

Start from the soft and the digital

To begin creating value, you don't need big investment—even if your industry requires massive upfront capital. You can always take a soft, digital and cheap path.

Grossly, there are two types of values based on their value vehicles: values with material value vehicle and values with non-material vehicle. Values with material value vehicles require upfront capital to start. On the other hand, you can start creating values with non-material value vehicles just from your creativity and a smart phone. This electronic book is a non-material value vehicle for the content-value I am delivering. It literally costed me nothing in monetary terms [except my precious

life's energy] to create and deliver this value to your disposal. It doesn't cost me an extra penny for even distributing it to a million people. That is why individuals and companies in businesses that involve digital products harness the power of network and make it into a billion-dollar-worth company from virtually nothing. On the other hand, the smartphone, tablet, or laptop you are reading it on is a material value vehicle. An enterprise that manufactured the gadget invested some money in making it. This means that if you want to create value that embodies in the material value vehicle like the smart phone, you need capital to create it. However, there are also non-material aspects to the value. A smart phone is not just a phone. It is the convergence of many values most of which are embodied in immaterial value vehicles or small chips: camera, torch light, radio, TV, calendar, library, media player, audio recorder, clock, GPS, games and many more. Therefore, people don't buy smart phone just for the physical hardware that it is but for the values that have no physical bodies. Even if the value vehicle is strictly material, it has immaterial components.

Are you a chef? If you are, you know that a recipe, nutrition profile and its health benefits are soft components of the physical food. Can we digitize these components by shooting videos and show

people how to prepare a specific food based on our recipes? By doing so, we position ourselves as an expert in the field of food preparation and nutrition. What is the benefit? The benefit is that you might attract partners and investors that finance your dream-organic corner restaurant and attract future customers who believe in your food. You can also share it with your community, restaurants and other chefs. If you are a hair stylist, you can shoot videos while doing your craft and explain about the shapes of skull, hair types, seasons, styles etc. You can review hair cosmetics, recommended hairstyles for various contexts, match between face shape and hairstyle.

If you want to have a fashion studio, you can shoot videos on body types, relationships between colors, stripes and patterns and skin color and, height, fabric types, festivals, holidays and seasons, ironing and clothe placing methods [woven, knitted] to a community of your to-be-future-customers, others tailors and fashion studios. If you are an innovator and technology prototyping needs an upfront capital, you can start by reviewing technologies in the range of your interest and get feedback from your community and in the meantime prepare design blueprints, attract investors and crowdfunders, spot partners and also get talented people. A coach could extend his coaching insight,

sport fit review and so on just from his smart phone. Are you a painting artist? You can start YouTube channel and educate amateur artists on how to get inspiration, fundamental elements of shapes, mix color, make shadow, review paints, and create art piece? You can create courses on essential pieces of knowledge and skills in painting. You can also tell stories of the successful artists and inspire others to do the same. There is always a soft component to any material product. If the value you create involve the use of materials and money, you can start from the soft version of the product and eventually evolve into your fully developed value creation startup.

Seek for feedback [especially on social media]

In all you do, be sensitive to people's unconscious reactions and conscious responses. Search engine algorithms are so effective not because they are brilliant creations but because they take people's unconscious reactions as an authentic feedback. Not all reactions are authentic though. Persistent unconscious reactions are authentic and can be taken for truth. When you start your journey of value creation for people, get people's feedback and see if there are consistent patterns. There are two phases [forms] of feedback: value profiling feedback [VPF] and value creation feedback [VCF]. VPF is a spontaneous feedback you get from social

media community just for being there and posting your photo or tag someone in your post. They have something to say about it: press the like button, send emoji, write, ‘what do you mean by this’, ‘Wow, you are beautiful’ compliment, send friend request, follow you, and numberless others. Anybody on the social media has access to value profiling feedback. This means that anyone can use his friends’, community’s and followers’ feedback and synthesize a pattern which can be translated into a potentially transforming value profiling data. This breed of feedback helps you to better understand the real needs, spot your niche segment and be able to profile your value offer to meet the needs. You can even get the insight of what people really need from the comments and suggestions the people leave on social media feed posted by other similar creators. This category of feedback comes in the form of likes-dislikes, views, shares, follows, comments, suggestions, critics, comparisons and more. You can learn a lot from these feedback as to what to change and improve in your value profile. If too much emotion is involved in the comment, suggestion, compliment or critics that is expressed either in euphoric or attacking words, it has nothing to do with you and you can safely ignore them. For example, if a feedback says, ‘You are stupid!’ just see it, release it and go your way. It

isn't about you—it is about the person who is saying that. If, on the contrary, a feedback says, 'You are the most intelligent women in the world!' that is a good comment but it is of no avail.

However, the second phase feedback—Value creation feedback—can only be earned through intentional value creation process and evolution based on responding creatively to the first phase feedback. You can begin earning money as the second phase feedback begin to pour in. When I say feedback in this case, I don't merely refer to likes, shares, follows, 'you are marvelous' compliments or 'improve on this' suggestions'. These are the types of feedback you look to see: purchase offers, partnerships, supports [monetary or otherwise], invitation to platforms, affiliations, media coverage, word of mouth promotions, recommendations and giving access to networks. Inevitably, you will receive these feedback. The most important thing however is how you handle these feedback. Unless you are prepared to respond to them timely, you will not be able to earn money with what you do. You must be able to create, package and deliver value relatively easily but maintaining your loyalty and integrity to your community. This is the most crucial step in making money doing what you love doing and expressing your cherished talents. If you receive a purchase

offer, do you have a value to sell, or the ability to make a value out of a well-profiled value specifications? If someone or company asks to partner with you, have you prepared a term of reference on which to make a deal? If an investor is interested in you, do you have a well worked out business model and skill to pitch it? I have had a great problem with this phase of the process. I received many purchase offers, partnerships, supports, recommendations, media coverage and word of mouth promotion—but I had no idea how to check them in. that is where this book, our online courses, coaching programs came from.

Final remark

When you do this, you fulfill your purpose:

- Get what you love—find something that is worthwhile to invest your whole life into
- Find out in yourself a gift, a talent or an inclination for which you could train yourself to be perpetually good at with the purpose of realizing your potential
- Figure out the most important need in the world, which you would commit to meet through the expression of your passion.
- Get response as to whether what you do is useful and relevant to the recipients of your service

Sharpen the saw! Go over every process to diagnose deviation and correct the course! This you do for the rest of your life.

During the first two processes, you generate passion—a cosmic energy that gives you potency to accomplish anything you apply yourself to—tap your unlimited potential and realize your dreams.

During the next two, you create value and validate it through feedback that the recipients of your value generate—you become pragmatically useful to the world you live in, transform lives and change the world for a better.

When you do this to the best of your capacity, fulfilling your purpose becomes an inevitability. Life is worth living and living on purpose is what gives life its glory. I have devoted a big portion of this book to this chapter because I believe that purpose is what gives you a courage to go for the impossible and when it is done gives you a sense of fulfillment and satisfaction for doing so.

In the next two chapters, I will talk about how you can apply what you have learnt at the level of your conscious mind, subconscious mind and body—your conscious mind to imagine, subconscious mind to assemble and your physical infrastructure to

manifest whatever it is that you want to accomplish in this world. In these chapters, I will not discuss, to any detail, the underlying principles of how imagination, impregnation and creation work. If you are interested in theorizing how these things work, go to section one and read the four chapters in it—you will get the 'how' of the workings of these things.

Chapter 7: Imagine the end

Imagination is everything; it is the preview to life's coming attractions. [Albert Einstein]

Dream your life and live your dreams

In 2018, I happened to watch a DreamWork's animation movie 'Kung Fu Panda' with my sons. It was the story about the legendary fight between an adept Kung Fu fighter, Tai Lung [tiger], and the improbable Kung Fu figure, Panda that came to be called 'Po' later. At the beginning of the movie, Panda [Po] had a dream where he saw himself being the furriest kung Fu fighter in the whole china who travels the land in search of worthy foes. As demonstrated in that scene, his enemies went blind from overexposure to his pure awesomeness. He radiated energy that made his foes powerless even to contain their bodies. The narration on the background by Po himself goes, "Even the most heroic heroes in all of China, the furriest fighters, bowed in respect to this great master." While contemplating on this, his father called, "Get up, you are late for work," from downstairs. When he woke up, he found himself in a utensil store of his adopter—a big bird [flamingo of sorts] portrayed as his father.

As he rose up, he tried to flex on his back with the intention of springing up on his feet, as he saw

himself doing in the dream. He repeatedly did that but he couldn't rise up. The upstairs floor was shaking under the shock of his massive body.
"What are you doing up there?" said Dad.
"Uh, Nothing!" he kept on shaking the floor under his massive weight.
Disappointed for being distracted, he went to a shelf where the effigies of monkey, mantes, crane, viper and tigress were erected and call on their names one by one in a desperate hope of being like one of them.
"Let's go; you are late for work."
"Coming!"
Hearing this, he almost rolled down a stairs and fell flat on his face on the kitchen floor. Being on his face on the ground, Po said, "Sorry Dad!"
"Sorry doesn't make the noodles; what were you doing up there? All that noise!"
"Nothing! I had just a crazy dream."
"About what?" Dad was eager to hear, obviously, his own expectation of what it could be. "What were you dreaming about?"
Po was perplexed as to what to say because he knew what pleased his father.
"What was I …huh I was dreaming about eh…. huh …. huh ……. noodles."
"Noodles? You were really dreaming about noodles?" his suspicious was clear.

“Eh, yeah. What else would I be dreaming about?” Conversing this with his father, he already started serving noodles to the eager customers waiting.
The father jumped all over the place saying, “my son finally had a noodle dream.”
He handed him a bowel with food in it, tied an apron around his waist and said, “You don’t know how long I have been waiting for this moment; this is a sign Po.”
Po looks at the apron anxiously and wondering what he has gotten himself into.
“A sign of what?” asked Po, confused.
With overflowing ecstasy the father said, “You are almost ready to be entrusted with the secret ingredient of my secret ingredient soup. And then you will fulfill your destiny and take over the restaurant.”
He then jumped to a plumber platform above which photographs were hanging from the wall and pointing to a photograph said, “I took it over from my father who took it over from his father, who won it from a friend in a game of mahjong”
Po’s Dad was almost exploding in excitement about his son’s readiness to take the restaurant over.
“Dad, dad, dad it was just a dream.”
“No! It was just *the* dream. We are a noodle folk. Broth runs through our veins.”
If you pause the video and look at the two faces—Po and his Dad—one is confused, frustrated,

disillusioned and unhappy; the other is delighted and expectant respectively.
“But Dad, didn’t you ever, I don’t know, want to do something else—something besides noodles?”
“Actually…”
Po looks very eager to hear.
“When I was young and crazy, I thought about running away and learning how to make tofu.”
“So why didn’t you?”
“Oh because it was a stupid dream.” Laughingly, with obvious gesture of guilt continued, “Can you imagine me making tofu? Ahahaha …making tofu?”
As he said this, his voice was one of a fading echo. He then suddenly got angry, spiked the knife into chuffing lumber and said, “No! We all have our place in this world; mine is here and yours is..”
Po cuts in, “I know, is here.”
Dad suddenly reached out for bowels of soup, grab them and said, “No, it's at tables two, five, seven, and twelve,” and populates Po's stretched arms with them to be taken to customer tables. He pushes the sides of Po’s mouth towards his ears and said, “Service with the smile.”
Even at that very moment, carrying all the six bowls on his two arms and one on his head, Po was glimpsing the jade palace through the restaurant’s wide window.
The conversation ends here! The most obvious thing in this scene was that Po’s father wasn’t as happy and neither was Po.

Life continued with Po's heart fixated on Kung Fu while practically working in the restaurant of his father.

One day while he was serving soup to numberless customers in the restaurant, he heard a drum blow from Jade palace, signifying that a major event was going to take place. As he was uncontrollably eager to see what was to happen, he drove the consumers out and run to the palace partly struggling with the noodle cart his father forced him to take with him. Making long history short, with synchronicities that occurred at the day of public selection of the Dragon warrior, master Oogway chose him to be the future dragon warrior. However, his friends and master Shifu resented that choice and told Po that he shouldn't have been in the Jade palace in the first place. "You are a disgraced fat Po. You cannot fight Tai lung who is coming against us soon. You cannot even touch your toe." One day while he was alone—disappointed by his friends' constant disdain, his friends happened to pass along the way he was sitting in solitude, talking about him. He overheard what they said. They said, "Master Oogway should have chosen the one who knows Kung Fu or at least the one who can touch his toe. ahahaha….." All of them were scoffing and giggling! They were referring to his fatness. The next morning, he went away disappointed to a private place and sat under a peach tree, devouring dropped peach fruits. When Master OOgway

suddenly appeared from nowhere, Po was at the edge of a cliff, his mouth overly full with peach fruits. He was considering quitting his wildest dream—being a dragon warrior.
Mater Oogway said to him, “Po, I understand; you eat when you are upset.”
Po pretended that he wasn’t upset. “I am not upset. Am not upset.”
Master Oogway insisted, “So why are you upset?”
Po poised and said, “I probably sucked today more than anyone in the history of Kung Fu; in the history of china; in the history of sucking.”
“Probably!” says Ooguay.
Po continues, “Those five totally hate me.”
“Totally!” says Ooguay.
“How can Master Shifu turn this [squeezing his big belly with his hands] into a dragon warrior? I am not like the five: I have got no claws; no wings; no venom; even mantis has those vies; Maybe I should just quit and go back to making noodles.”
Master Oogway calmly says, “Quit? Don’t quit! Noodles? Don’t noodles! You are too concerned with what was and what will be. There is a saying: Yesterday is history, tomorrow is a mystery, but today is a gift. That is why it is called present.”
Oogway hits the peach tree with his staff under which Po was sitting as he walks away and a peach falls into Po’s open palm. As master Oogway disappeared into nothing, he made his mind to go back to Jade palace, get the training and realize his

dream of being a dragon warrior. That very act make master Shifu to change his mind, take him to the birth place of Kung Fu and train him with a full heart.

When Po and master Shifu returned from their training expedition, it happened that Tai Lung was on his way to the village where they were. Therefore, master Shifu takes the responsibility of stopping Tai Lung for enough time until the rest of them including Po goes to the village and remove the villagers before Tai Lung arrives. In the meantime, Po found his father as he flees the brutal destruction of Tai Long with the villagers. They hug each other. Po's Dad wanted to talk Po in the business of restaurant again.

"Po, forget about everything else. Your destiny still awaits. We are noodle folk. Broth runs deep through our veins."

"I don't know Dad. Honestly, sometimes I cant believe that I am actually your son."

"Uh, Po I think it is time I told you something I should have told you a long time ago."

"Okay!" said Po.

"The secret ingredient in my secret ingredient soup is…"

"Uh!..." Po was almost sagging into his Dad waiting to hear what would become a turn in his life.

"The secret ingredient is …Nothing!"

"Uh!" Po's eyes lit up and in bewilderment stared his Dad in the eye and before he says anything,

“You heard me. Nothing! There is no secret ingredient,” affirmed Po’s Dad.
“Wait, wait… it's just plain old noodle soup? You don't add some kind of special sauce or something?”
“Don't have to. To make something special, you just have to believe it's special.”
Po looks at his father with dawning realization and he reaches down into his bag and picks up the Scroll, which he received from master Shifu—as Kung Fu tradition goes—as a sign of sacred power that empowers him to do the impossible.
He took out the scroll and stares at it. The only thing he could see was his own image reflected back to him. Because he expected that a magical power of some sort jumps at him from the scroll, he already begins to radiate that very power as he looks into the scroll. That same power which he radiated is reflected back to him as he stared into the scroll. It was his own image. As that tradition goes, the scrolls weren’t given to the Kung Fu candidates until they believe that they deserve the greatness for which they set out. When they receive the scroll at that elevated state, they see what they expect to see because it is in them not on the scroll.
Po murmurs to himself, ‘There is no secret ingredient.’ He got it. Nothing else can make him great except his own image of himself—his imagination. You imagine it to be so and it is so.
At the end of the movie, he confronted the invincible Tai Lung and beat him. Following his

victorious triumph over Tai Lung, he run to his village to herald a good news to his villagers. The villagers appeared from where they hid themselves from the infliction they expected from Tai Lung. As he appears through a maze of dust, the villagers recognized him right away. They shouted, screamed and clapped in thrill. Almost every one of them ran to meet him and tried to lift him up but they couldn't. He was the same heavy fat Panda. His father pushed his way through the crowd, "He is my boy! A big lovely Kung Fu warrior is my son," and jumped into his arms. When his dad slipped off his hug, the five stars namely Tigress, Viper, Crane, Monkey, Mantis arrived and looked at him in reverence. Tigress bowed down and said, "Master!" All of the five bowed down following Tigress and said, "Master!"

Panda was surprised to hear that from the same guys who humiliated him for even wishing to be in the Jade palace leave alone being a dragon warrior. 'Master?'

At last Po—who was the most unlikely fighter to win—was trained in a winning mindset and engaged the fight and won Tai lung. Regardless of adversity's might and Panda's unquestionable natural incongruity for a purpose of Kung Fu, he became the best dragon warrior beating Tai Lung, that was a scary dreadful fighter who shook the iron shackles of a prison from his legs and wrists, that chained him to the ground.

That is the message of the story!

1. People are quick to tell you about your weaknesses and deficiencies extinguish, your burning desire and talk you out of your dream. Your dream is your dream; it is not theirs. Realize that your dream is already real in you; forgive them—they don't know that. Dreams come to people who are the weakest of all because dreams carry their own life energy with them.
2. There is no secret ingredient; you become what you imagine yourself to be. Imagination is all that matters.
3. Your limitations must give way when pursuing your dream is your only option. Focus on your dream not on facilities of its realization: thin athletic body, much money, dependable experience, education, more.
4. People will applaud you not for having a dream but for realizing it. You achieve your dream and people validate what they see. That is how it goes on this side of the world.

Regardless of what happened in the past, what your acquaintances said and what physical evidences approve of, you can recreate your life in the image and likeness of your ideal dream right now. To create an ideal life from the scratch, there are four inescapable steps you need to follow:

Imagine

Create a scene symbolizing ‘visions realized’
Relax and feel it as it happens: hypnotic simulation
Let it happen

Imagine

Without leaps of imagination, or dreaming, we lose the excitement of possibilities. Dreaming, after all, is a form of planning. [Gloria Steinem]

Throughout the book, I have said that a human being is fundamentally pure potential—potential of becoming; 99.99999% of us is yet to be revealed. You came here as a potential of becoming. You were nobody as you arrived. You had no name, no title, no class, no money, no education, no language, no culture and no anything. In the course of time, you have become a person you have become now because you picked among the unlimited number of possibilities this one possibility of becoming. However, you are not really just this one. Unlimited number of possibilities are already here and right now as potential. There always remains the unlimited, nameless, formless, unbounded, status-less potential seeking expression through you. I mean this not figuratively but literally. You are limitless at the core of who you are. Compared to what you

could potentially be, the person you have become is utterly miniscule, regardless of the level of your achievement. Look at yourself as an active edge of infinity—a cosmic creative center through whom anything perceivable can happen. No matter how much of you is manifested, the 'real you' remains in the realm of the unmanifested. You cannot entirely come out into the world of matter, forms and ideas. The unbounded, unlimited and unintelligible 'you' remains on the background of events in your life. Therefore, the 'you' that is visible, has a name, in a limited height and weight, is a physical address—a tent—and a temporary expression of your unlimited potential self.

Recently, I came to discover the latest information about the universe that the event horizon [the visible universe] has 2 trillion galaxies in itself and each galaxy in turn encompasses, on average, 100 billion stars. The universe is 93 billion light years across from one edge through the center all the way to the opposite edge. We also know, however, that the universe expands far faster than we could develop technologies to measure the speed. We also intuitively understand that more territories of the universe keeps on manifesting as we look to see new horizons. As we expect to see, we see. Perhaps, the universe is infinite or maybe beyond what a human being can measure using physical equipment. What leaves me awestruck and

speechless is the fact that the seemingly empty space across the expanses of this vast universe is teeming with conscious and living intelligence. Even though the space between cosmic bodies [stars, planets, comets, asteroids] looks like empty to the average person, in fact, that is where the essential substance of creation resides. Not just that, this living presence permeates and fills every atom of your being to the brim. This living presence, divine matrix, interestingly, bathes the whole universe and even beyond what we could see as event horizon.

In the bible, Psalm 139:1-8 [NIV], the psalmist kind David inspires lyrics for a song that reads as follows:

> "[1]Lord, you have searched me
> and you know me.
> [2]You know when I sit and when I rise;
> you perceive my thoughts from afar.
> [3]You discern my going out and my lying down;
> you are familiar with all my ways.
> [4]Before a word is on my tongue
> you know it completely, O Lord.
> [5]You hem me in—behind and before;
> you have laid your hand upon me.
> [6]Such knowledge is too wonderful for me,
> too lofty for me to attain.
> [7]Where can I go from your Spirit?
> Where can I flee from your presence?

[8]If I go up to the heavens, you are there;
if I make my bed in the depths, you are there."

The life force, the living presence, the unified field, the field of potentiality we talked about earlier is expressed here as the *Spirit of God* that hem everyone in behind and before, the presence that fills every realm from depths to heavens. It is established in this lyrics that this living presence perceives our thoughts before we verbalize them. Did you get that? It means that information is processed and is stored not in your skull, but in the field that pervades every atom of your nervous system. The singer explains also that there is no hiding place from this permeating presence. He asks, "Where can I go from your Spirit?" This justifies that the whole universe from depths to heavens—from corporeal to ethereal, from giant stars to infinitesimally small subatomic particles—is occupied by this inexplicable living presence.

In the other section of the Bible namely Heb 11:3 [NIV], it is written,

"By faith, we understand that the universe was formed at God's command, so that what is seen was not made out of what was visible."

One of the irrefutable principles written about the nature of creation in the whole Bible that is 'what is seen was not made out of what was visible'. If

you study quantum mechanics intently, you will find that matter is ultimately formed from immaterial field of potentiality. What is seen is made out of what is not seen—not just that but also matter is made out of immaterial presence. Science seems to get closer to the ancient wisdoms of religions and traditions of the world on the nature of nature. One of the greatest scientific minds ever lived, Max Planck, spoke about matter on which he spent a major portion of his life researching.

As a man who has devoted his whole life to the most clear-headed science, to the study of matter, I can tell you as the result of my research about atoms, this much: there is no matter as such! All matter originates and exists only by virtue of a force which brings the particles of an atom to vibration and holds this most minute solar system of the atom together… we must assume behind this force the existence of a conscious and intelligent mind. This mind is the matrix of all matter. [**Max Planck**, 1944 Florence Italy conference address]

"All matter originates and exists only by virtue of a force …" says Planck, "we must assume behind this force the existence of a conscious and intelligent mind." As a conclusion to his painstaking study, he said, "there is no matter as such!" For the first time in history, science confirms what ancient religions

and wisdoms always held without going into the details of how it works.

Contemplate on the implication of these conclusions:

Bible: What is seen was not made out of what was visible.

Science: All matter originates and exists only by virtue of a force … we must assume behind this force the existence of a conscious and intelligent mind.

The most natural question must emerge from this inescapable conclusion:

If what is seen is made out of what is invisible, and if the invisible exists as pure potential and, if potential is a limitless field of existence, why do we fight over everything that is seen?

If this were true, how are poverty, war, hatred, greed, suicide, corruption, disease and all social dysfunctions possible?

Why aren't we able to extricate ourselves from lack, disease and all forms of dysfunctions in our personal and family lives?

If the substance out of which everything originates—the field of potentiality and infinite intelligence—immerses the whole universe

including our own bodies, how could we build a society whose tenets are based on the premises of fierce competition?

Answer: we live from subconscious memories of the past and current evidences of our senses that reinforce those same memories; we, as a society, have long ago abandoned our freedom to imagine and create new stories?

The only way we can transcend our limitations and accomplish super-human deeds is through the use of our imagination.
Oscar Wilde noted that anyone who lives within their means suffer from lack of imagination.
Are you a university student anxious of the unemployment awaiting?
Common tradition says, *'you need to be able to find a job'*
…but…
Can you imagine inventing or innovating a technology, a methodology, an art piece or a model that solves a problem that inflicts millions of people?

Are you an unemployed youth searching for a job?
Common tradition says, 'prepare a professional CV, visit job sites, go to job fairs, learn interview tricks and get a good job'
… but …

Can you imagine recreating yourself from the scratch, finding your passion, increasing your personal value and becoming a global person of influence at your chosen walk of life?

Are you a startup struggling to keep traction?
Common tradition says, 'find ways to survive a rapidly changing marketplace and continue making profit'
… but …
Can you imagine inventing an industry, developing a new business model or building a company that is an object of a thrill for your shareholders, coworkers and customers?

Are you an artist trying to imitate Mr. …?
Common tradition says, 'get your art exhibited next to the art pieces of the most celebrated artist'
… but …
Can you imagine your art piece being carried by every airline, hotel chain, tourist operator, celebrities, major museums, brands and more?

Are you a university professor with a title of no significance?
Common tradition says, 'conduct conventional researches and publish articles on foreign journals; teach from other authors' books, attend conferences and criticize harshly'
… but …

Can you imagine translating a reservoir of your knowledge, experience and curiosity to learn new ways into a paradigm shattering book, business, technology, or any other social facility that changes the lives of millions of people in your country?

Are you a musician overwhelmed by copyright breaches?
Common tradition says, 'get the government articulate copyright laws'
… but …
Can you imagine giving away every bit of your wisdom and music for free and still become financially free, travel places and enjoy life as you explore new cultures and pick new inspirations?

Are you an employee who feels that she is out-of-place?
Common tradition says, 'Go get another job'
… But …
Can you imagine using your passion [calling and talent], make your job a place of refinement and test of your passion, create immense value for others and, live life on your own terms.

Can you imagine…?
Imagination is, for lack of words, the most potent creative intelligence in the whole universe. I more than like Albert Einstein's definition of imagination. Imagination is the preview to life's

coming attractions. It is current mental movie of future reality.

Everything we take for granted from the airplanes we fly above the clouds, mobile phones that make us accessible everywhere, driverless cars that are about to populate our streets and highways, the internet that connects us all at the fingertip, satellites that roam across vast spaces, AIs that perceive human languages, nuances and emotions, were all caprices to the previous generations. The realities in this generation were only aspirations and wishes for the past generations. From this viewpoint, the most successful people in the world are a 'reality version' of your 'untapped potential'. They were all emergences from the realm of potential by the power of imagination. Reality simply is a delayed expression of creative imagination. If current conditions of your life are the consequences of your past imaginings, future realities of your life will be the consequences of your current imaginings. Whatever you are capable of being and doing as an individual is already there in the realm of potential—your responsibility is to be able to imagine what the end would look like if it were already a reality. What would it be like to be a person of holistic success—success being measured by your own yardstick?

Remember: your responsibility isn't creating anything; it is rather to open yourself up and let ideas permeate your conscious awareness. You are

here to let things happen—not to make things happen. You just let go the past and let come the future. If you are just easy enough to let things happen through you, inevitably, creative ideas begin to populate your conscious mind right away. Imagination is the act of letting ideas flow to and through you rather than trying to hammer mental images into subjection. Be humble to admit that you don't create ideas; they come to you when you least expect them. The first step in recreating your life is to, at least, suspect that there could be other possibilities lying dormant in you.

Steps to realize your ideal

How do we use our imagination, nonetheless, and tap our unlimited potentials and realize the wildest of our dreams? There are four prerequisites for effective imagining:

1) Focus on the ideal you want to create, 2) begin with the end, 3) ask great questions and 4) Let emotions give a clue

Focus on the ideal you want to create

Problems aren't solved; they dissolve as you evolve. [Derek Rydall, Emergence: seven steps for radical life change]

There are two approaches to life: reacting to current conditions of life and proactively creating desired realities. The commonest approach is the

former one: reacting to conditions of life. There is always a problem to solve, a disease to treat, stress to manage, deficit to perfect, poverty to alleviate. The thing of a matter is that all conditions of life are consequences of deep-seated beliefs and old thinking patterns. You don't solve them as Derek said, you evolve through them—you transcend them. Current realities are reflections of the past environmental conditioning. So long as those beliefs and thinking patterns are kept in place, results are going to recur. Reacting to problems doesn't solve a problem and furthermore it creates additional problems to react to. This is what reaction to realities does:

- As we react, we reinforce the very reality we are reacting to whether is disease or poverty. It gets stronger rather than weaker.
- It blinds us from seeing possibilities; it becomes the object of our default thinking.

When we add the two, reacting to effects or symptoms or realities, at best, cannot solve problems and in fact reinforce them even the more. The worst of all is that it debilitates our capacity to imagine possibilities. Reaction glues us to the past. Reactive people never think. They react in compulsion. Therefore, reacting to current conditions of life—debt, deficiency, lack, bad relationships, diseases, unhappiness—is a wrong investment of attention. The more we react, the

more we become entangled and strangled to the every things we react to.

An average person in lack of money, for example, will automatically find ways to earn more money. In so doing, she works for long hours perhaps in several jobs and cutback on her expenses. In the meantime, she puts herself in exhaustion and eventually builds massive physical and mental stress, which might eventually grow into sickness. I am not inferring that hard work induces stress. My point is this: this young lady didn't ask as to why she was in lack in the first place. Even now, she doesn't ask if her hard work can emancipate her from lack permanently. The next thing she will likely react to will be her stress and its consequences. In this fashion, she has given herself away to be tossed away by conditions of her life. This is life out of control.

You can never achieve anything of consequence by reacting to the current condition of your life. What would you do?

The first thing you have to do is to stop reacting. Come down. Your current conditions of life are what they are. They are expressions of your past beliefs. They are here for a simple reason that they were called into being by the old patterns of your own thinking. By reacting to them, you are contradicting your very nature. Reacting is the equivalent of an autoimmune disease. An **autoimmune disease** is a condition in which

your immune system mistakenly attacks your body. If your immune system continues attacking your own body, it will do it until you are gone. Reaction is a condition in which you mistakenly attack your own creations and strangely enough, continue producing them. Problems are just symptoms of a state of consciousness one is in and they will continue to exist as long as that state of consciousness is reserved. They are not standalone creatures—they are shadows of your own state of consciousness. Therefore, reaction to your shadow is a wrong approach to living because your shadow does what you do. Stop reacting. You have a full stake in what you are reacting to. What would I do? The second approach to life is to withdraw your attention from what 'is' and direct it to what 'could be'. If anything is possible, which it is, what would you be, do or have? What service do you want to provide? What company do you want to setup? What Now, ask yourself seriously, "What is the one thing that is worthy of my life to deserve my attention for the rest of my life?" In introspect, this is a question about your central purpose. What are you doing here? What do you want to do with your life? At this stage, you are not asked to figure out 'how to realize your wants?' What is asked of you is to get yourself a slot of time and privacy space to sit down quietly and figure out what it really is that you want to invest the rest of your life in. When you have a feeling that you get it, articulate it in

question format [more on this in ‘Ask questions’ subchapter].

As long as you attend to debt, weakness or lack, you carry its consciousness. And we know that form follows consciousness. It is insane to attend to something you don’t want and expect something you do want. With good intentions, billions of people attend to their problems with the motive to get rid of them. In reality, their problems grow stronger and bigger as they attend to it. Why? It is because attention gives life to and sustains whatever it is invested in. invest your attention in your strengths—not weaknesses. Invest your attention in the riches you want to create—not the abject poverty you are in right now. Invest your attention in the feeling of vibrant health—not in the possibility of your disease getting worse. Even though common wisdom dictates the opposite—know your weaknesses; figure out your problems; study about your disease—it only got us into more weaknesses, more problems and more diseases. The principle is this: attention is neutral—it gives life to whatever it is invested in—disease or health, poverty or riches, melancholy or happiness. This is the principle.

The whole story of life is the story of how we invest our attention. It isn’t two, three or a hundred; it is one. Your attention is the investment of your creative energy. Where attention goes energy

flows. Where is your attention all the time? On problems or on possibilities? Attending to problems creates more problems; attending to possibilities opens up more possibilities. Choose the later one. When you take your attention away from current conditions of your life, they lose ground on your creative energy—you liberate your creative intelligence and its potent energy. The question is, 'What do you do with that creative energy once it is liberated?' Here is what you do with it: you invest it in the most important thing in your life. In my experience, radical shift begins when you have this awareness of liberating your creative energy for the most important projects of your life. This is a grand leap from hell to heaven. This is the beginning of living really fulfilling life.

Big precaution: Attention is life energy—you give life to whatever you attend to! It is like torchlight in the darkness. It brings to vision a part of reality on which it shines.

Give your attention to the current conditions of your life and you will repeat the same old familiar life ten thousand times.

Attend to a brand new ideal you want to create and, against all odds, you will realize those ideals.

You move forward to encounter just what you have been investing your attention in. The future is the unfoldment of the present moment. What you do

with your creative energy now will inevitably bear fruits and ripen in subsequent present moments, which we call future. Future is not time. It is the unfoldment of the present moment. This is always true. Be careful what you are doing right now. If this book, you think, is not worth your time, please put it aside and go for the most important thing. After all, this is what the book is all about. If your are internally urged to reflect on your life, please sit down quietly and in private, and do the math. Are you honestly living the life that you are proud of. If 'yes,' I am happy for you. Keep crashing. If 'No,' you have to really resign for a while—maybe for a day—from what you are doing and ask, 'what is all this for? Is this increasing or decreasing my life? Am I growing or deteriorating?' Check you internal energy. Make no mistakes; your energy is the most trusted signal of how you are living your life. If your energy is depleting and, you feel angry and tired from time to time, that is a sign that you are on a wrong track. If you are teeming with invigorating energy and passionate about what you do, keep on doing it.

In conclusion, focus your attention on what invigorates you and gives you a feeling of expansion. What invigorates you and gives you a feeling of expansion, definitely, resides in the domain of your dreams. What is the one thing you want to give the world during your stay on earth?

What is the one thing you want to apply yourself to on earth? That is how you make the wisest investment of your potent and creative attention energy!

Begin with the end

The present moment doesn't recede into the past; it advances forward into the future. You move forward only to encounter your current imaginative creations. If you want the future to unfold the way you like it to, imagine it now! [Transcending Limits]

Have you had an experience of having an inspiration run down your spine and you were stuck because you asked yourself a wrong question, 'How do I do that?' Many people turned down their dreams and extinguished their inspirations because, they thought, they didn't know how to realize it?

> I want to start an organic food chain from agriculture to kitchen but I have no capital to do that.
>
> I always dreamed of writing captivating novels but I don't know how to put stories together and beautify them with literary artistry.
>
> I have an idea of designing an equipment that generates a field that shocks the fighting aircrafts in the air and brings them to the ground before they cross into an aerial

territory of my country. But I have no budget to develop a prototype.

So what? Oops! They have already quitted. The main reason they quitted is because they didn't have, they think, the means to materialize their dreams. For the average person, quitting is an acceptable behavior if there is no means to do it. What these folks don't understand is that if the end goal is well established in the subconscious mind of theirs, the means will unfold in ways that weren't foreseen at the beginning. If you could see, unwaveringly, the finished product of your equipment, the subconscious mind has ways to synchronize incidences such that team of experts, funding, legal framework will meet in orchestra toward the realization of your technology. However, if you prematurely ask yourself, 'how?', you will most likely quit because 'how' is always in the Domain of the subconscious. Give it a goal and it knows how to maneuver the means. The subconscious mind is a goal seeking mechanism.

One of the misapplications of imagination is its use in determining a means or a process to an end. This is why many people don't succeed in life: when a life-changing idea surges into their awareness, they would say to themselves, "How can I do that?" This is what they mean by that. I don't have the money, the experience, the contact, the knowledge, the opportunity to do that; how then can I achieve a success in that capacity? Guess what? They quit.

They believe that they will succeed in whatever they envision if they have all those elements that are necessary for its fulfillment. But they don't realize that the most successful people, in every measure, didn't have anything of that sort when they started out either. If this were true—that people without resources cannot succeed in life—there wouldn't be a single person who succeeds. Those who succeed, however, have one exceptional feature: the capacity to withdraw their attention from the conditions of their current life and put it on the ideal they want to create. As far as I know, this is the rarest virtue in the whole world. So much so, the subconscious is a goal-seeking mechanism and that it needs vivid goal to work towards. It needs a goal not a means. You give it a goal and it determines the means necessary to achieve it. Once it receives a goal, it knows how to chart the optimum route to the goal.

In your imagination, you collapse space and time—leap over and above the means disregarding the process—and see what the experience of fulfilled desire would look like. A process or a means is none of your business. It is the business of the subconscious mind. The subconscious mind brings goals to fulfillment in ways that are known only to itself. Nobody knows how dreams come true. You imagine the end and let the means fallout. You imagine the end and let the imagined end find the means in its own right—the best means at that—to

get to the end. That is how people of faith removed mountains. This is how we live every day. as we go to bed tonight, we expect that we will rise tomorrow morning. Do we understand how that happens? I don't know yours but I don't understand this. Do farmers understand how a seed put in soil germinate, stretch its roots into soil, spreads its leaves into air, grows new buds into branches, grow flowers from nowhere, shed its flowers and bear fruits? Do you understand how the orange juice gets into the fruit? Frankly, I don't know and I speculate nobody knows. However, we skip all these processes and expect the harvest, don't we? We do! I have no idea as to how orange juice gets into an orange fruit and how the orange plant grows in the first place. Science does not understand this either. It is a complete miracle. Only God knows how. What is the point? This: know what you want to realize and leave the processes to the subconscious.

Let's take this book: I could imagine the finished book; however, by no means could I ever imagine every word of a sentence, every sentence of a paragraph, every paragraph of the subchapter, every subchapter of the chapter and every chapter of the book. Even the book content wasn't a blast of one thought stream. An inspiration of a dream might come in a shot of explosive thought but processes unfold as you do it. you don't think of a process; you do it when the time comes. A moment ago, I didn't know that I was about to write the

exact words you are reading along these lines. That is the impossibility. Writing a book is as adventurous as traversing across a jungle. You have no idea as to which word and idea comes next. Every word just comes and flows onto the screen of my laptop. I have no idea as to how that happens, honestly. What I know is that I am writing a book under a topic of 'transcending limits'. The fact that I conceived the idea of starting the finished book, its elements fall into place as I sit in front of my laptop with the intent of writing. That is it. The effective use of imagination involves putting the wishes fulfilled—dream achieved—ideal realized—at the beginning of your journey. Therefore you start from simulating what the experience of wishes fulfilled might be like and let the means unfold. Let the details unfold. At this level, you know the ideal you want to create and what the experience of wishes fulfilled is like. We said that we—the conscious us—don't know how to realize our dreams—the subconscious does. If that is so, there must be a way to communicate or delegate our conscious intent to the subconscious mind. We start by asking rhetoric questions.

Ask questions

Questions move the mind from its reasoning state to imaginative state, from the known to the unknown, from conscious to the subconscious.

Why questions?

The reason we ask questions is to avoid conscious analysis of the ideal we want to create. When presented as statements or affirmations, our most desired ideals are filtered out as untrue. The conscious mind makes decisions as to whether to accept or reject and idea but unfortunately based on decision proposal from the subconscious mind. — because our every past experiences are all available in the subconscious mind as reference to what is true about us. In other words, our subconscious mind does not accept what is untrue about us based on reference data. Whenever new transformative ideas come our way, the conscious mind sends the idea to the subconscious mind to be analyzed in reference to the established belief system therein. That is how conscious mind makes decisions based on past experiences stored in the subconscious mind. The subconscious mind answers back, 'Hey, this is completely outlandish; nothing like that is yet in our repository; rejected!' Then the conscious mind agrees to reject the idea. That is why many people find it hard changing their lives. However, questions do not carry such polarities as true and false, good and bad, right and wrong that it has the capacity to hypnotize the conscious mind [gatekeeper] and directly land in the subconscious mind. For example, 'I am rich' affirmation is more vulnerable to rejection than 'What if I am rich?' inquiry. Especially, 'what if…?' questions insinuate that, 'Given that they are already so… but what

follows the assumption?' Therefore, it invites the conscious mind to open up and wait for fresh ideas to come up to it rather than rejecting and closing up. By that, questions drive the mind away from answering right or wrong OR true or false OR accepted or reject to exploring possibilities and potential alternatives to current realities.

If you want to be rich, for example, you are already rich; if you want to produce a music, it is already produced. If you want to visit Paris, you are already there. Reality exists at different levels at the same time. There is factual reality and there is also imagined reality. Both are realities in their own right. However, imagined realities are not accessible to the senses. Questions lift a thick line between the factual reality and the imagined reality. Can you extrapolate your experience if your dream were already a reality? Yeah, you can. However, these experiences—the ideas of being rich or being in Paris—might run contrary to your belief system. In that case, statements and affirmations collide head on with our current reality of life. For this reason, your affirmations will be rejected by your subconscious mind because it doesn't conform to the current reality. Guess what? The factual reality kicks the imagined reality out. Why? Because factual reality can be justified by the evidences of the senses and imagined reality exists only the mind.

The movie *SECRET* went viral and more than half a billion people watched it all around the world. However, the multitude of that crowd reported that it doesn't work. Why? Because people were using affirmation and visualization against the gravity of their old beliefs. And we know that beliefs are powerful strongholds that guard our past experiences. However, if you start with questions rather than affirmations, there will be least resistance. If you say for example, 'I am rich' while you know you are not in reality, you encounter a fortified resistance from your subconscious mind because there is no such paradigm in it. What if you rather say, 'What if I am rich?' you are suggesting possibility but you are not imposing anything in contrary to its established paradigm. Because questions aren't true or false, correct or incorrect, right or wrong, this neutrality can easily cut through your analytical mind and begin to access your soft suggestible subconscious mind ultimately. That is why we ask questions!

What is 'question'?

Questions are inquiries into the unknown. It is a way of probing into the uncharted territories of potential field. No other form of language exposes the mind more to exploration than questions. Ask a question and in no time will the mind dash for imagination. Make a statement and in no time will the mind coil over its tail. Questions open the mind and statements close it. A statement does not

evoke curiosity—a question does. Every technology, art piece, political ideology, lifestyle, business model, artistry, multinational company, or enterprise of any significance is an outgrowth from asking great questions. All human advancement is a fallout of great questions.

A Great question,

Is big enough to inspire curiosity and push boundaries of our expectation:

Ask a question that is colossal enough to shatter your paradigm of limitation and push you from facts to possibilities. It must be gargantuan enough to engage your spirit—that is what inspire means: in-spirit, engaging your higher self. For example, 'what if I find a good job?' is not that big for a graduating university student to inspire greatness. What about, 'what if I create … [technology, method, system] that solves problems relating to productivity for 50 million farmers in my country in ways that resonate with nature?' Which one inspires you?

Unknown [experientially] enough to provoke curiosity and imagination

A question must also be 'unknown enough' to induce curiosity, which is a springboard for explorative expedition OR 'unknown enough' to provoke imagination, which is the mind's way of creating the known from the unknown field of potentiality. Until it is realized, potential remains in the realm of the unknown.

Imagination transmutes potential, with limitless degrees of freedom, into something that is real. Imagination sees a sculpture in a rock; it sees a beautiful vase in the clay mud; it sees a beautiful picture on an empty canvas. It sees a complete story in the thin air and produces a novel out of it. It sees a piece of technology that augments human limitation and thereby enable him to fly above clouds. It hears heavenly melodies out of the silence and makes music out of it. It sees a magnificent architectural edifice on an empty plot of land. It sees a jungle in a desert; it sees abundance in a poverty-ridden soul. It sees opportunity in problems. It sees a superstar in a physically impeded body. It has the capacity to fashion our thoughts into their embodiment.

If you want to tap your unlimited potential, it is necessary that you move from the known facts to the experientially unknown potential. Questions take you into the world of the unknown and thereby realize your potential.

Presupposes that there is an answer to it

Answers have questions. You heard it right. Answers have questions—not the other way round. We ask because there are answers. If the asker believes subconsciously that the question doesn't have answers, she wouldn't ask the question. Abundance, health, joy, love, harmony, are natural states of nature. Anything

> that deviates from these become a question. That is why we don't settle with poverty, disease, unhappiness or loneliness. A desire to become rich is not evil one. Our policies, institutions, technologies all reflect that. We have psychiatrists because mental disorder is not part of our nature. We have physicians because, symbolically, disease is not a built-in thing. We have poverty alleviation programs because poverty is not acceptable. In nature, answers already exist as potential. We create questions based on this premise that questions originate from believing that there are answers. Therefore, our questions must lead rhetorically to the answers we would like to have as wishes fulfilled or ideals realized. For a question, 'what if I create … [technology, method, system] that solves problems relating to agricultural productivity for 50 million farmers in my country?', the obvious rhetoric answer is 'I create/ed a method/technology that solves a productivity problem for 50 million farmers in my country,' because the earth can be made to produce, thirty, sixty or a hundred fold in ways that resonate with nature.

Writing about questions on his book *Ask more*, Frank Sesno said, "They prompt our imaginations. They ask us to get out of the way, break rules of

convention, and exceed the bounds of the possible. They encourage us to rally to greatness or peer into the future, to see a new world. They invite us to daydream."

Eric Schmidt, former CEO of Google, said, "We run this company on questions, not answers." They ask questions and go about realizing the answers.

Asking question open you up to new ideas and new possibilities outside of the tenets of tradition. Asking questions frees you from a prison of reality-entanglement to a world of imaginative creation.

What if anything is possible? What if what you want to be is already inside you as potential?

What if…?

What if I am helping 100 million people to awaken to their higher calling in life?

What if I am leading a company that creates real value that transforms the lives of millions of people?

What if I develop a business model around an idea that requires zero upfront capital to startup, serve a billion people and gain a billion dollar market valuation in five years?

What if I write a book that transforms individuals, families and businesses all around the world?

What if I am rich enough to do every good that my heart desires?

What if I setup a platform where practitioners share their lives and inspire the

audience to dust of their dreams and realize them?
What if I create a piece of technology that solves the problems that inflict millions of farmers in my country before I graduate?
What if I setup a philanthropic organization that gives hope and inspiration to the most voiceless people in my community?
What if I transform a political paradigm in my country?
What if I build a retreat center in Arba Minch jungle where people recover, rejuvenate, heal and awaken?
What if I sing and with my song inspire vision, love, unity and abundance among the millions of people who listen.
What if I host a TV show that inspires people to go beyond their perceived limitations and achieve their dreams?
What if I break a ten thousand meters record at world champion competition and receive a gold medal?
What if I afforest the deserted mountains, recover wild animals, recover streams, plant fruits and create a paradise in Ethiopia?
What if I find a way to treat patients such that all of them heal from any disease?
What if I am happily married to a man that I truly love and live a happy, joyful and abundant life with my love?

What if I could write a science fiction that might dictate the direction of human evolution?

What if…?

Albert Einstein asked, “What would the universe look like if I rode through it on a beam of light?” In other words, ‘What if I ride through the universe on a beam of light?’ ‘What would the universe look like’ is the implied ‘simulated experience’. Obviously, what is next for Albert Einstein is to imagine himself dashing across the universe on the beam of light. Can we use our reasoning faculty to simulate the experience of riding on a beam of light across the universe? Can there be an example on earth for such experience as riding the beam of light? No! How then did he go about answering the question? He simulated the experience in his own mind—he imagined it. That is how he came to develop the law of special relativity [$E = mC^2$]. If anything is accelerated to attain to the speed of light, it would be transmuted into energy of the magnitude expressed in the formula. Reflecting on the power of imagination he said, “Imagination is everything. It is the preview to life’s coming attractions.” Imagination is a mental and spiritual representation of what is to come in reality.

Isaac Newton asked, “Why does an apple fall from a tree?” and, “Why does the moon not fall into the Earth?” and developed the universal law of gravity and Newton’s second law of motion. The questions

also beg for another question, ‘Is there a possibility that an apple doesn’t fall to the ground or a moon fall to the earth’ That is where the launch velocity of satellites that revolve around the earth or the moon at a specific distance from the center was derived. That is what enabled Apollo 11 to carry three people namely, Neil Armstrong, Edwin Aldrin and Michael Collins to an orbit around the moon. That is what enabled the lunar Module called Eagle to leave its orbit around the moon with Armstrong and Aldrin in it, and land on the moon. That is what helped Collins stay in orbit around the moon doing experiments and taking pictures until they come back. After the two landed on the moon, put a U.S. flag on Moon’s surface, did experiments, picked up bits of moon dirt and rocks, the same discovery helped them to relaunch from the surface of moon back to orbit joining Collins on July 24, 1969. Finally, all three astronauts came back to Earth safely—leaving the orbit—Newton’s imagination is in all these. That is primarily the consequence of a person sitting under an apple tree asking ‘why does an apple fall to earth and not the moon?’

The purpose of asking such ‘what if…’ questions is to simulate or imagine what experiences one might have if a question is turned into a statement of fact—that is if your dream is already a reality. ‘What if … is a current reality?’ How would you experience life differently? What if you are already rich, happy and generous? How does that feel? Can

you simulate the experience of being rich? The purpose of a question is to provoke your imagination to simulate the experience of being in the state of fulfilled desire. What would life be like if…?

Take an example of, 'What if I host a TV show that inspires people to go beyond their perceived limitations and achieve their dreams?' And let's assume that you are already hosting your dream TV show where people are being inspired to pursue their dreams, what events and experiences symbolize that it is already so? Let me imagine that you are already doing the hosting in the best ever way imaginable. You might imagine yourself receiving a standing ovation as you walk onto the studio stage. It is possible that you sit down in front of the audience and people come onto stage in turn to explain how your program changed their lives. It is also possible that you organize a 'thank you' event at you magnificent spacious home for your prominent customers and partners. What aspect of your success gives you the most emotionally charged experience if it is already a reality? The purpose of questions is to let you explore all possible simulated experiences such that the one that gives you the highest emotional charge is selected as a simulated experience for your imaginative creation that follows. Why is emotion important?

Let emotions give a clue

Emotion is body's sensation of the movement of creative energy as the subconscious mind responds to a thought, an experience or a memory. [Transcending Limits]

Great questions must be able to inspire simulated experiences that flood your body with high emotional charge. Emotion is the only language that has the capacity to communicate our conscious intent to the subconscious mind. Thinking is the language of the conscious mind and emotion is the language of the subconscious mind. This means that you think consciously when your mind is playing with ideas whereas you think subconsciously when your subconscious mind is playing with emotions. Emotion is a way your subconscious mind thinks.

Why is this important? It is important because, if you want to realize your ideal thoughts into real experiences, you must be able to feel the ideas as real. The way we do this is by encrypting our cognitive ideals [thoughts] into non-cognitive emotions. Regardless of how great ideas you have, if you cannot get those ideas across to your subconscious mind—the doing mind—there is no way you can realize your ideals. And emotions are the way we have to communicate our ideas to the subconscious mind. Ideas emotionalized can never fail to materialize.

Take a metaphor of a seed. So long as a seed remains in the storehouse, it does not germinate into plantlet, grow into a plant and bear fruits. It must be buried in the soil for this to happen. The parallel to seed is an idea. Your subconscious mind is like the soil in your garden. So long as an idea remains in the conscious mind, it will never produce a result after its kind. Ideas, like seeds, need to be sowed into subconscious soil to produce hundred folds of the same kind. The mystery lies in how we get the idea into the subconscious mind. For the idea to be implanted in the subconscious mind, it needs to be emotion-loaded. We take the idea and transmute it into reality by the use of our subconscious alchemist called emotion. Feeling is realizing.

Emotion is not the energy accompanying information; it is a form of energetic information. In fact, it is the only format of information that the subconscious mind is capable of interpreting. As a small infant, we were encryption geniuses—taking in all norms, beliefs, lifestyles and culture we grew up in. As we grew up, we became a decryption wizard—expressing every norm, belief, lifestyle and culture we plagiarized from others as though it were our original creations. Then, other people's philosophy of relationship, money, health and success become our own philosophies. From those philosophies would emanate all of our condition of life—I mean all of that. All the outcomes of your

life: income, health, happiness, relationship—you name it—are all 'your and others'' encrypted information. To create a new world, the idea of the new world must be encrypted and reach the subconscious mind. To be encrypted the information should be emotion-charged.

Subconscious impression = Encryption

AND Expression = Decryption.

What is not encrypted cannot be decrypted; what is not impressed cannot be expressed. Hence, for the simulated experience to be encrypted and impressed on the subconscious mind, it needs to be emotion-charged; that is a prerequisite for the information to be impressed on the subconscious mind. A Simulated experience with high emotional charge is easier to impress on the subconscious mind than the experience that is cold and unfeeling. Therefore, a simulated experience should be selected based on the level of emotion it generates if it has to be realized.

Create a scene

Imagination is everything; it is the preview to life's coming attractions. [Albert Einstein]

Simulation is a natural built-in way of predicting how the future unfolds. Simulated experience is a preview of life's coming attractions. The problem

is that most of our projections are counterproductive and majorly unconscious. Most of our simulated experiences fall in a category of 'what if I fail? What if it doesn't work? what if they turn me down?' If you dwell on 'What if I fail,' I tell you that you will fail. Can't we instead simulate an ideal experience of our dreams intentionally, however? We can! How?

Let's develop simulated experiences scenes around a typical example taken from the questions mentioned in the previous pages—however based on a practical example of Steve Harvey. [You develop your own!]

> What if I host a TV show that inspires people to go beyond their perceived limitations and achieve their dreams?

Steve Harvey is a black man who had a terrible stuttering problem when he was a child. When he was in a 6th grade, one day, his teacher gave students an assignment to write their names and what they want to be when they grow up on a piece of paper. The teacher would then go around and read everybody's paper, while the student stands on his turn. Many of his classmates wrote what they want to be: doctor, lawyer, engineer, dentist, a basketball player, football player etc.

Steve's paper reads,

'My name is Steve Harvey.

I want to be on TV.'

As she read his writing, she wanted that he go to the front of the class. “Steve TV, come to the front!” Steve thought that a reason he was called to the front was that he has got the best answer. Remember that he is terrible stutterer. He walked to the front and stood facing his classmates.
“Why did you write this on your paper?”
“aaaaaa …….aaaaaa…….aaaaaaaaaaaa”
“Who in this school has ever been on TV?”
“aaa …….aaaaa…….aaaaaa…….aaaaaaa”
“Who in your family has been on TV?”
“aaaaaa …….aaaaaa…….aaaaaa…….aaaaaa”
Who in this neighborhood has ever been on TV?”
“aaa…….aa…….aaa…….a…….
”
“Look at yourself. Standing there, you can’t even talk. How does someone go put somebody like you on TV?”
He expected to get a gold stamp but it turned out that he was wrong. She crashed this helpless dreaming child to his bones. However, Steve grew relentless to prove her wrong by imagining himself doing the TV show. He became one of the most liked and inspirational TV hosts in the whole world. You might have watched TV programs called, Showtime at the Apollo, The Steve Harvey show, Little Big Shots, Family Feud or Steve TV show. In fact, he took it to his hands to inspire and cultivate small kids, women and family through his TV programs. He earned millions of dollars and honors

doing this very thing. He earned a showtime Emmy award for his contribution.

By the standards of tradition that judges people on appearance, he wasn't supposed to be on TV with all that stuttering. When your imagination tips in your favor, however, impossibilities must give way. The stuttering must leave. The stigma of brown skin color must go. Low education level must surrender to inner greatness. Imagination is everything. It is the preview of life's coming attractions as Einstein said it well.

Before these triumphs found him, Steve Harvey lived in his van for lack of money to rent an apartment. He struggled to make ends meet. Like most of us, there were times when he heard within himself a voice that says, "Why don't you quit and live normal life?" Regardless of all these setbacks, he has achieved his dreams and accomplished most of what he set out to do. How could he do that? If you are familiar with his motivational speeches and TV shows, you recognize that the archetype of his messages has such peculiar elements as *Gift, Imagination* and *Faith*. In many of his speeches, he uses a quote by Albert Einstein that goes, "Imagination is everything. It is the preview to life's coming attractions." If he uses the message in this quote in his speeches, he must have used it in his own life too, as his life justifies it. Preview is viewing, in the present moment, a particular aspect of the dream in its realized version. The 'preview'

in this quote is equivalent to a phrase ‘simulated experience’ I use in this book. In essence, you preview or simulate an experience of a desired future in the present moment such that you move forward just to encounter the reality version of the experiences. A preview is one of the ten thousand possible experiences we have had our dreams been fulfilled. The best one is the one with clear intention and intense emotion.

As I see his current practical life, I speculate that Steve’s possible simulated experiences could have been as follows [Not necessarily, this is just my speculation]:

Simulated experience 1

It is a Steve Harvey show. Dressed in a fine brown wool suit, snow-white bamboo shirt, a tie with brown background and white dots, black shoes, head shaved to skin, right hand in his trouser pocket walks onto the talk show stage, with the audience waiting in silence. As he walks on to the stage, everybody gives him a standing ovation, Shouts and whistles and clap continuously. He takes his hand out of his pocket and signals them to have a sit by lowering his palms parallel to the ground. He says, “I deeply thank you. I appreciate that! There must be an unmistakable reason you are here today.” pause scanning across the audience continues, “God has some purpose for you! Do you believe that?”

The crowd says in unison, “Yeah!”

Let me tell you a story—my story. When I was an elementary school kid, I had a terrible stuttering problem but I had a dream." He looks around across the audience and everybody was hypnotized into listening. "One day… I would be on TV. Here I am on TV. This is Steve Harvey Show ladies and gentlemen."

The audience shook the floor with shouts and screams and whistles followed by continuous handclaps.

Simulated Experience 2

Steve invited his best friends and prominent guests from the audience to a dinner party. The day is Sunday in the evening. All his maids and professional chefs have been cooking in his spacious kitchen the whole day and they are now preparing tables. Every one of them was in clean apron. Drinks are stacked in place. Tables are prepared. Steve wanders around and looks at the preparation. As he was standing on a wide couch facing his backyard, his guests began populating his open-air guest platform that is on the roof of the first floor. Everybody was dressed in beautiful suits and dresses and, many of them were couples, locked arm to arm. Many of the guests were looking at a beautiful neighborhood in complete bewilderment and wonder plainly visible from the platform. Steve walks in their direction and shakes each of them expressing his gratitude for coming. "Thank you very much! It is a big honor to have you as my guest.

Thank you!" As a program starts, he addresses the audience, "Thank you very much. I feel the energy of your presence; it is a comforting feeling that I am having right now. Since I knew each of you, I enjoyed your amity. Each one of you supported me. Each one of you encouraged me when I was about to quit. Each one of you shared my struggle and helped me out to be the best I could be. You have profound meaning in my life. I will never forget this as long as I live. Have a wonderful time. Thank you!" Before Steve leave the pulpit, he smiles and scans his guests with his eyes. As he looks at every one of the guests sitting on the platform, some of them had tears wetting their eyes. They stand up in unison and clap uninterruptedly.

Simulated Experience 3

The audience populated a theatre-seat auditorium where the STEVE HARVEY SHOW is conducted. On a big electronic screen is written 'STEVE HARVEY SHOW' at the center of the stage. As Steve nears the stage, silence reigned over the audience. A commentator announced the arrival of Steve Harvey, he [you], dressed in a brown suit with blue stripes, snow-white shirt and golden tie, appeared incrementally as he walked up stairs into the stage floor. "Here is Steve Harvey; Ladies and gentlemen, put your hands together, … " explodes the commentator, "Steve Harvey!" As the audience saw him coming to the stage, they gave him a standing ovation, shouted and clapped for long time.

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Once the shouts settled, Steve shouted, “Steve Harvey show starts!” The clap and shouts roared once again.

“Early this season,” looking around Steve continued, “I met a young woman who was struggling with dating because of her stutter, and she wanted me to give her some advice. So here is what happened.” As he turns to a big screen in the room a video clip began playing.

Stillness reigned and the whole audience was hooked to the screen watching the clip. The video clip starts with Steve calling the name of a beautiful young woman and inviting her to talk to him about her challenge. [I took this story from a real scene!]

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HERE STARTS A VIDEO CLIP…

“Hey Steve, I am 25 and I am ssss ss ssingle. And I haaaaave the ssssta ssstutture. And I am ttrying to ha…..aave loo..oove stuff and I feel that gugu…guuys and people don’t take me see sse…riously. So I was wondering because aaaaa…aaa I know you talked about having a ssss…ssspeech impediment when you were a kid and you insss…ssspired me and you came so far obviously. And I was wondering if you have any advice because I wwaaana be taken ssssss..se..seriously. What is your advice for that?”

“Listen,” said Steve, “Stuttering is curable. There is nothing physically wrong with you!”
“Uhu!”
“That is what I started to learn. I stuttered severely. What you are doing right now is nothing compared to … I was in war with it. I understand how disgracing it feels to stutter before people. Let me ask you few questions.”
She nodded, yes.
“When you read, do you stutter?”
“No!”
“When you talk to yourself, do you stutter?”
“Not at all!”
“When you think out loud, do you stutter?”
“No!”
“That is because there is nothing wrong with you!”
As he said that, she was standing there with mic runner and the camera zooms her in and her tears were running down her creamy beautiful face.
“Why are you crying? I can help you!”
“I am crying because this is the first time I speak about this issue publicly—just out of fear. Thank you so much. I am empowered by what you said.”
“Listen!” pointing to his head, “stuttering is all up here,” he continues as she nodes her

head, “What makes you stutter is the anticipation that you are going to stutter.”
“Come on here!”
She climbed down the aisle stairs and joined him on the stage. Now everybody was awestruck by what was happening.
He rolled his left arms around her shoulders and held a microphone with his right hand for her. Starring her in the eyes, he said,
“You should not respond to anybody, until you say the answer to yourself three times. That is for starters.”
She nodded, yes. Everybody in the audience was utterly silent, wondering what is going to happen next. He handed her a mic and told her to walk away to the other corner of the stage.
“Before you answer the question, say it to yourself three times slowly and when you feel comfortable just say it out loud.”
“Okay!”
As she walks away, he faces the audience and said,
“See what is going to happen. Walk slowly towards me.” As she began walking towards him, he was walking towards her. When they met in the middle he said, “How are you doing today?” taking her corner and leaving his to her.
“I’m good,” big smile on her face.

“You don’t say anything until you say it to yourself internally three times. Then say it! Okay?”
“Okay!”
Walking in the opposite direction, “Who is the president of the united states?”
“Unfortunately Trump!” humorously looked to Steve at the corner of her eyes.
“Oh, you are doing jokes too, yeah?”
“Yeah!” her face radiated with confidence
She stopped stuttering right away! The whole audience shouted and clapped uncontrollably.
He approached her and said, “This is what I want you to do!” She looked into his eyes with enthusiasm. “Stand in front of a mirror and talk out loud all the time. Okay?”
“Okay”

…HERE ENDS A VIDEO CLIP

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When the clip was over, Steve Harvey and a young lady were sitting oriented 90° with each other on a studio sofa.
“Today I have as my guest the same woman that you saw last time but this time with a different story to tell.” Facing her, “Hello how are you?”
“I am wonderful, Steve.”
“First of all, I want to appreciate you for your boldness to share your struggles on television about the stuttering you had. I know how much difficult

the challenges were because I had a terrible stuttering problem too. Tell us, how nervous were you?"
"I was so nervous. I had a crippling anxiety and using a technique you taught me, I could improve my conditions a lot. Since then, a lot of people with the same problems that I had contacted me from all over the world including a guy who would become my boyfriend. His name is Brandon; he is so cute…"
"Wait a minute. Did he see you on the show?"
"Yes, he did"
"Where is Brendon? Where are you Brendon?"
A handsome, tall, young black man with an attractive smile raised his hand from the midst of the crowd.
"Come on down, Join us man!"
"What was it about the lady that caught your attention?"
"When I saw her, I deeply related because her case resonated with me. For the first time in my life, I felt like I wasn't alone that there are people out there who stutter. When I saw her on your show, I saw that she was outgoing; she was brave; she was courageous and I thought to myself, 'If I meet her my life will change forever' …" big smile.
The crowd shouts.
"And you contacted her," looked at him with ridiculous gesture.
"Yes!" laughingly answered.

“I am very happy for you guys. You are both bright and good-looking. Keeping working on it.”
“Thank you!”
Shouts and claps!

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If you were in Steve’s feet, which simulated experience would give you clear intention and elevated emotion? The choice is completely personal and only you know the best experience for yourself.

I recommend that Simulated Experience scenes be *short*, *vivid* and *emotional*. It could be as short as ‘shaking hands with a person and feeling his hand and hearing him say what you would like him to say’ or as long as ‘the story of the lady with the stutter written above’. You have to sit down and work on this very seriously. The most important thing is that the scene is the culmination of your desired experience in its high emotional charge and clear intention.

If your dream is a possibility—and one-step farther if it is already a reality—what will your possible experiences be like? Can you simulate just one experience? Will you travel to Seychelles and conduct a seminar with 1,000 people eagerly waiting for your arrival in a beautiful 5-star hotel hall and somebody in the audience comes up to you and …? Will you hear testimonies of those people who benefited from the values you added to them through your services? Will people come up to you

and say, ‘Thank you for your service’? Will one of your dearest friends come to you at home/office to congratulate you on your success? ‘You did it Mr. X! I am happy for you! And I appreciate your kindness to me in that…’ Will you be awarded a prize at ---- ------- for your contribution and receive a standing ovation as you walk on to the stage? What would you say to the crowd when you are up there on the stage? Will your followers and customers gather in a big city auditorium to recognize your contribution, thereby testify how your service changed their lives? Will you see yourself flying in business class to New York for a new business deal? Will you invite your friends and partners to your home for dinner and feel their authentic presence? Will you be in your big home and experience abundance at your couch? Will investors auction over your startup share immediately after pitching? Will you be on stage speaking to a large audience, which is inflamed by a fire of your speech?

In all these, never compromise your Purpose! You know what you want to achieve. You know which experiences signify that you have already achieved it. You know which experience warms your heart the most—meaning which ones give you the highest emotional surge. Where do we go from here?

This is what you do:

1. Ask a great rhetoric question that reflects your purpose in life [what you want to do with your life].
2. Open your mind and imagine what experiences could be had if the question is answered '*yes, possible!*'
3. Go through each experience 'Experientially' and evaluate your emotions. *[More on this in the subchapters that follow.]*
4. Choose the one that gives you vivid mental image and the highest emotional charge *[that which makes you feel good about yourself and significant for others]*

Next, we impress our chosen simulated experience scene on our subconscious mind, which has the capacity to conceive ideas and gives them embodiment. Dr. Joe Dispenza explains this phenomena on his book 'Becoming supernatural: How common people are doing the uncommon' as follows, "This process of conditioning begins by pairing a symbol or an image with a change in an emotional state—a combination that opens the doorway between the conscious and subconscious mind. By 'symbol' or 'an image', he is referring to a simulated experience. When you couple a scene of simulated experience with high emotional charge, it opens the doorway that leads from a conscious to the subconscious mind. You literally become one with the thing you experience. That is the necessary step in embodying your desired

ideal—your dream. How we open that doorway between the conscious and subconscious mind technically, though?

Finally, be sure that your chosen simulated experience contains the following elements:

- The simulated experience scene should be simple and vivid
- The simulated experience should be about the end not about the means.
- In the simulated experience scene, you must be a dominant actor—not a passive spectator.
- The scene should be able to generate high emotional surge for you.

In short, *Zero Limits* is about returning to the zero state, where nothing exists but anything is possible. In the zero state, there are no thoughts, words, deeds, memories, programs, beliefs, or anything else. Just nothing. [Dr. Joe Vitale, Zero Limits]

Let's move to the next…

Relax and feel: hypnotic simulation

Be at least as interested in what goes on inside you as what happens outside. If you get the inside right, the outside will fall into place. Primary reality is within,

secondary reality without. [Eckhart Tolle, The Power of Now]

In the seminars we conduct, we ask people and sometimes converse with individuals,

‘If anything were possible and if you could start all over again, would you choose the exact same life trajectory that led to the life you are living now?’

Many people respond, “No!”

‘This means that you are not living the life of your dreams.’

“Yes!”

‘Do you want to change this?’

“Definitely, yes!”

‘How many years have gone by since you realized this?’

“Two,” “Three,” “eight,” “Four,” “twelve” “twenty” “thirty”…

‘Have you now achieved your desires?’

“No!”

‘Why not? You already implied that you want a different life from this.’

“I tried hard but I couldn’t?”

‘What did you do hard?’

“I went to college to get an elevated degree”; “I worked for long hours in several jobs”; “I changed my job multiple times”; “I shut down my old business and started a new one”; “I divorced my first spouse and get married to another man” “I visited many specialized doctor and went to repute diagnostic laboratories” … “Nothing seems to be working.”

‘Why is nothing working for you?’

“I don’t know!”

‘Do you believe that there is something you don’t understand that, somehow, impedes your desires from becoming realities?’

“Yes, I do; but I don’t really know what it is.”

‘Have you done anything to discover what it is?’

“No!”

‘What did you try to do since then?’

“Um, I don’t know really; I am still trying every option that comes my way; but I don’t know how to fix this thing.”

If you are like one of these people, you would say to yourself, “What is the secret to the abundant,

free, healthy, loving, happy and giving life? Is it really possible?"

My answer to this is, 'Yes, it is possible but you have to first be aware of the cause of your life's consequences—before you try to change its consequences—results.' You cannot change what you are not aware of.

Have you ever asked yourself curiously, "Where are my results coming from? Did I intentionally create all of the results in my life?" If you do the math, you will see that most of your life's results weren't intentionally created by your conscious self. In deep introspection, however, you will notice that your choices were the cause for all of them. How on earth does a rational human being make choices that would lead him to unpleasant life conditions? This is how. We received a major portion of our paradigms [self-image, beliefs, thinking patterns] from the immediate environment we grew up in. That paradigm now creates results for us on autopilot. Thus, we use other people's philosophy of life to create our private life right now. Therefore, our results are coming from our deep-seated paradigm, which in turn was orchestrated from other people's paradigms. How could it get in us? It got in us when we were in a trance-like receptive suggestible state during childhood and even beyond. The natural question at this point is, "What can we do to change it?" By creating and

acting out a new story—the story that reflects our assumption of how the ideal life would look like.

Create a story of your life the way you like it to be.

Put yourself in a trance-like receptive suggestible state.

In this receptive state, simulate the experience of a realized story of your ideal life.

Hypnotic simulation is the act of playing a drama of a story when one is in a trance-like receptive state. Hypnotic simulation has two major components: hypnosis and simulation. Hypnosis is a process of inducing a state of consciousness that is receptive to a story, an idea or an experience. In this case, 'simulated experience scene' is the story. The main purpose of hypnosis is to bypass an analytical mind and get across the story to the subconscious mind. Its sole purpose is to open a doorway to the subconscious mind. The second component of hypnotic simulation is simulation. This is what we do. While we are in a hypnotic receptive state, we bring to our awareness the 'simulated experience scene' we crafted and act it. As we do that, we imbue the experience with the maximum sensory vividness and tone of reality. In essence, we enter the ideal and see the world from that vantage point. We don't see the ideal as we see movies on the TV screen from the outside. No! We enter the scene and play our part as an actor. We animate

the scene as if the ideal is already real. We feel the experience of being in the realized dream. The subconscious mind takes the emotion in itself as true and goes to work to realize it. The only language we have to communicate our conscious intent to the subconscious mind is emoting the experience—animating the experience with feeling. We enter the ideal and act from that reality. Feeling is a subconscious counterpart of conscious thinking. Unless you learn how to feel your ideas, your many ideas will be of no significant consequence.

I have never heard of the importance of emotions in the academic circles. Academics literally runs dry concerning emotions. Its premises are based on cold and lifeless intellectual discourses. Emotion is not part of the pedagogics. That is why, to the extent it could potentially do, academics is not producing inspired, unusual and creative citizens. If emotion becomes a mandatory component of education systems, we will soon see an explosion of imagination and creativity in every school in the world.

Coming back to our case, feeling the experience you are simulating cannot be overemphasized. I plead with you to try it for yourself.

Relax into receptive state of consciousness

Have you ever been to a cinema? I guess you have. Let me walk you through the whole process just to remind. You start by lining up out of the hall to get

your ticket [electronic ticket is a new phenomenon]. At this stage, you see people, you overhear what they say, you sense their smell and you might even shake hands with acquaintances. All your senses are actively engaged. You pay the fee at the cashier counter and walk down or up the stairs to the cinema hall. As you walk across the aisles to find a seat at your favorite angle, you first see the position of the screen and choose your seat in relation to that. You sit and have a glance of the people sitting around; the height of the walls, the size of the screen and overhear people talking to each other. The light is yet on. As seats get populated, they play a preview of the next movie or run advertisements. When it is time to start the movie, you hear several switch snaps and, olla, the lights are off and behold you find yourself in utter darkness; you cannot even see a person sitting next to you. In no time, silence overwhelms the hall. Everybody gets hypnotized by the phenomenal 'darkness and silence' reigning the scene. You stare into a blank space and there is nothing to see. You stick your ears out trying to hear something, there is nothing but silence. This happens just for a second or two or maybe briefer than that.

However, in this brief moment, your brain waves slowed down from beta to alpha and maybe to the upper range of theta. You are now ready to be imprinted. You are wide open to let the stories be

true. All of a sudden, stream of images begin to flash on the screen. Accompanied by a soundtrack, the movie begins. The screen becomes the only object of your focus—nothing but the screen. Your eyes are glued to the screen while your ears are hooked up to the soundtrack. At this blessed moment, the movie starts at the most emotional peak of the conflict that gives you questions to answer. They use as entrance the most emotional conflict of the movie and accompany it with a soundtrack that slows your brain wave down so that you become receptive to the story. Intellectually, you know that the story is made-up and the characters are only mimicking the ghost. Subconsciously, the story is real and the characters are living their authentic lives. Your emotions rise and fall with the flow of the story as if something real is going on. Strangely, you absorb the story of the movie as true without questioning anything. They immerse you in the dark and silence to suspend your analytical mind because there is nothing to explain about the dark and the silence and, once your analytical mind is suspended, they deeply engage you in the story. You like the story not because of its significance or its literary beauty, you like it because you are made to feel being part of it. You find your dreams, your lost chances, your desires, your resentments, your passions, your regrets, your aspirations, your guilt, your hopes or

even your fears. You own the story—that is why you like it even though it has no molecule of realness.

A little farther, you begin to participate in a scene through the characters you love the most—your heroes. You want to get dressed like them, put their watch on your wrist, walk like them, talk like them, feel like them and act like them. You literally join your favorite characters in the screen and become part of the story. You are no more an inert spectator at the corner; you are an active partaker on the stage. You get excited; you fear; you fight; you feel happy, you get angry, you cry, you lose hope, and you do everything your hero does. They take a made-up story and make you believe that it is true and that it has something to do with you—to the extent that you participate in the made-up story. That is the power of hypnotic simulation.

Hypnosis is a process of attaining to a state of consciousness that is receptive to stories, ideas or experiences that otherwise would be rejected by the analytical conscious mind.

Hypnotic simulation is dramatizing a scene of the desired experience in a hypnotic receptive state of consciousness—you being an active partaker.

"What does this have to do with real life? I might watch movies perhaps for few hours a day and live the rest of my life in real affairs of life. Why should I care?" Of course, you shouldn't care except for one reason. An average person lives his life in hypnotic simulation during his wake hours. He literally sleepwalks through life 95% of his wake hours. This means that his thoughts, behaviors, choices and actions spring from memorized patters of his past experiences. And those patterns replay themselves over and over again without a conscious engagement on part of this person. The point is we do the simulation unconsciously and almost all simulation scenes replay from the past.

Let me show you with examples:

A graduating university student typically talk to himself in a little variation of this typical dialogue:

Conscious mind: "what if I can't find a job?"

When your conscious mind asks this question, your subconscious mind evaluates how you feel about this issue. Obviously, this is a rhetoric question, which says, 'I can't find a job. Given that, what will happen?' your subconscious mind registers the emotional component of your inquiry like fear, anxiety, doubt, anger and sadness and take it as a truth in itself. It then takes the emotional states

that underlie these feelings and make them a goal to work towards.

Subconscious: your suggestion received; it is being processed. Wait for a moment.

Now that you have graduated, you begin hunting jobs. You hand out your CVs to organizations, attend job fairs, and apply for vacancies. In most cases, you CV is screened out at the first stage. If you happen to make it to interview, your subconscious mind will make sure that you will be anxious, doubtful, confused, terrified as you walk in to the interview session. Why? That is your subconscious request. Definitely, you will be angry and sad as you walk out. Why? That is your agreement with your subconscious mind. As a man thinks in his heart [subconscious], so is he. Every human being talks to herself ceaselessly to later see the manifestations of her own self-talk all around her. When it takes place in intense emotions, self-talk becomes hypnotic simulation.

Health conditions: 'What could I do if it gets worse?' you then simulate the consequences of that. You see yourself dying, your kids stranded without help, your wife crying desperately—and all derivative of these.

Relationship: "what could happen to my beloved children if divorce is an inevitable outcome?" you

then extrapolate what the ramifications of that might be. You see yourself screaming in the courtyard, coming back and venting that on your children, lashing it out on your colleagues at workplace, facing fear of single parenting, encountering financial difficulty to pay for their school fees—you name them.

Business: "how can I uphold my family if this business goes bankrupt?" this is equivalent to, "It looks like this business inevitably goes bankrupt. Given that, how can I subsist my family?" Then come simulated experiences. You see your house renter expelling you out, running into financial problems, asking for loan only to be turned down, curling up on your belly and sobbing. You give these imagined experiences by intensely attending to and feeling them.

You name them. All facets of our lives—health, income, happiness, relationship—are created in this fashion. We created stories, hypnotized ourselves in fear, emotionally simulated it and it came to pass—this is the evolution of our personal lives. Every reality in our lives is the delayed expression of a simulated story.

When you do all these, your subconscious mind is looking at the simulations you are running and it goes to work to create them for you in reality. What is hypnotic simulation [emotional self-talk] on your

part is a form of prayer and plea on part of the subconscious mind. James Allen said, “You think in secret *[in subconscious mind]* and it comes to pass, environment [results] is but your looking glass.” By simulating the experience you don’t want and feeling its consequences, in actuality, you are creating it. That is why the majority live in an ever perpetuating past experiences. No amount of hard work, toil, elevated education or grit can compensate for an unconscious and wrong self-talk going on in the background.

If you want to change your life sustainably, you must start by getting the wrong self-talk right. You must intentionally put the objective of your self-talk into your subconscious rather than allowing your default paradigm talk you into its old pattern. How do you do that?

> Get a new story
> Put yourself into hypnotic receptive state
> In this receptive state, simulate the experience of realized story [self-talk] it.

I expect that you already have prepared your simulated experience scene. Now it is time to learn how to impress that story onto your subconscious mind. Hypnosis is a natural state and you can use nature’s ways to put yourself into a hypnotic state. Generally, there are two forms of hypnosis: natural hypnosis and induced hypnosis. Natural hypnosis happens in three ways: during the first 12 years of

our childhood life; once every 24 hours of circadian cycle for adults; when one is exposed to a beauty of nature [all age ranges]. In this volume of a book, I will not cover induced [artificial] hypnosis. It suffices to focus on natural hypnosis for practical purposes. If you are an adult, a childhood hypnosis is gone. But you are given an equivalent opportunity once every 24 hours through a circadian cycle. Let's now start with the natural hypnosis during the first 12 years of our childhood period, first.

Natural hypnosis 1: As we arrived

A brain development [mind evolution] of a newborn human being progresses from delta brain waves all the way up to Beta [high-range] waves. This is how we arrived as a subconscious potential human being and eventually grew into a conscious reality-entangled adult. Diagram 7.1, shows how we progressed from the bottom Delta wave [Deep-sleep state of consciousness] to a Beta [thinking state of consciousness] in around 12 years. We emerged as potential [without name, culture, profession, ethnicity, religion, and belief system] and ended up in a reality with some definitions: name, culture, belief systems, ethnic background, language etc. We had nothing at the start. However, we contained the potential to become anything. The environment we grew up in made us in its own image and likeness. To understand how to recreate yourself in the image and likeness of

your ideal dreams, you have to understand how it all came about in the first place. Let's go!

Delta brain wave: You are born this moment. A human brain functions primarily at the lowest brain wave level [0.5-4 Hz] between birth and two years of age. This means that when small kids are primarily in Delta, they function from their subconscious. Information from the external environment enters their consciousness without any editing or introspection. Adults attain this level of brain waves only when they are in deep sleep. As you were born, this means, you were primarily a subconscious creature [a spiritual being] gazing into the world of forms through its senses.

Theta brain waves: children functioning in theta brain waves are in a trance-like state and primarily, they are rooted in the internal world. Children in this range demonstrate imaginative thinking rather than rational thinking. For this reason, young children are likely to be receptive to suggestions—this is the most impressionable state of consciousness. Whatever is suggested tends to directly go into their subconscious mind and become a part of their identity. This is a time during which you received most of your impressions, and now, the majority of your paradigm emanates from there.

Alpha brain waves: the analytical, critical mind begins to take precedence at this stage. Children at this age range reason with facts as much as they

imagine from possibilities. The inner world of imagination tends to be as tangible to children in this age range as the outer world of reality. This is a time range when you required a reason for taking ideas as real. At this stage, kids are yet in their imaginative state of consciousness and begin to count on their accumulated paradigms to judge the state of affairs analytically: good or bad, possible or impossible, right or wrong etc.

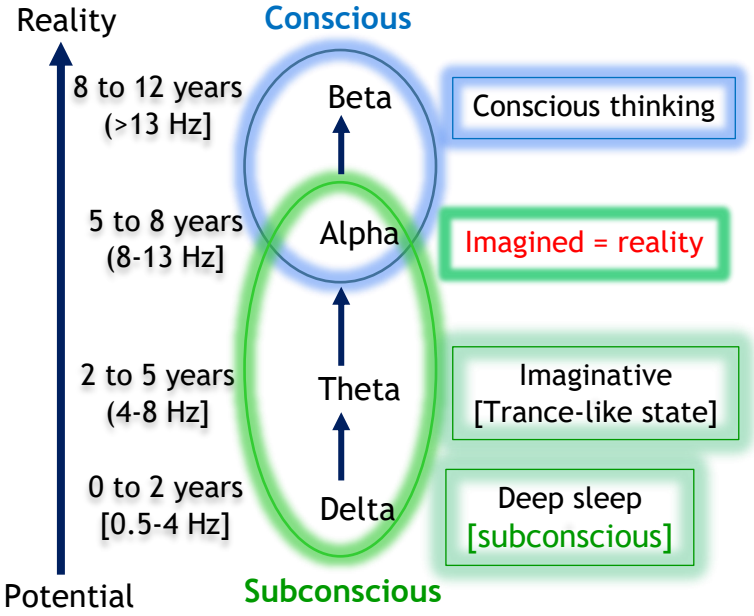

Diagram 7.1: Brain waves of children over a

Beta brain waves: a child in this brain wave range [and above] is in a state of analytical thinking characteristic to the conscious mind. At this brain wave level, the doorway between conscious and subconscious mind closes. Beta is normally divided into low-, mid- and high-range beta brain waves. According to Dr. Joe Dispenza, as children progress into their teens, they tend to move from low-range Beta up into mid-and high-range Beta waves, as seen in most adults. This is the equivalent of saying that children continually lose their essence of spirituality and even do more so as they cross the line between alpha and beta. As we grew into the corporeal world, we grew out of the spiritual world. Children's development, as they grow up to 12 years of age, resemble an adolescent person's walking up in the morning to mid-day. In both cases, brain's electrical activity progresses from Delta to theta to alpha and to Beta. The problem with children's case is that they remained primarily awake since they passed a 12-years age mark. There is no a 12-year cycle. For a 12-year old teen, this means that she has been in deep sleep for the first two, in trance-like state for the next three, in a half-awake imaginative state of consciousness for the next three and in a growing analytical faculty [primarily imaginative] in the next four years of age. In those 12 years, a child rose from the depths of the subconscious [Delta brain waves] to the mountains of the conscious [Beta brain waves]

mind. This typical teen went through a six years [2 to 8] of effectively suggestible state of consciousness where the child could have been made into anything perceivable by a human mind.

When children are in the age range of 2 to 8 years, they are receptive to suggestion, good or bad, and they acquire from their environments a vast amount of their living philosophy. Why? It is because theta and alpha brain waves are low and slow brain wave patterns soft enough to be impressed and stable enough to maintain the impressions. The subconscious mind is fully open in Delta, majorly open in theta and alpha, and progressively closing in Beta. Even though in a declining manner, the subconscious opening remains until they hit a 12-year mark [variations are possible]. Once they are beyond 12-years of age, it would be hard to impress teens, without the use of emotional stories, while they are consciously aware. For those of us who are adults, spontaneous imagination is rare. However, nature has in its arsenal another opportunity for us to be able to recreate our lives and give embodiment to our ideal dreams. Hadn't it been for that, an adult would have no hope of changing her life even if she wants to. In that case, this book wouldn't be written. The good news is that change is possible even beyond 12. How? By using nature's 24-hour circadian cycle of wake and sleep. During the first 12 years of our

lives, the environment programed us; during the rest of our lives, nature provides a way in which we could reprogram ourselves the way we like. Let's see it.

Natural Hypnosis 2: Circadian cycle [24-hour cycle]

When you go to sleep, you pass though the spectrum of brain-wave states, from Beta to Alpha to Theta to Delta into the subconscious. Likewise, when you wake up in the morning, you naturally rise from Delta to Theta to Alpha to Beta, returning to conscious awareness. [Dr. Joe Dispenza, Breaking the habit of being yourself]

A day has 24 hours. Based on the geographic location we are in and the season of a year, the length of day and night might be different. Figure 7.2 illustrates how circadian cycle relates to the brain waves of a typical adult person. The vertical axis represents the brain wave patterns and the horizontal axis represents the circadian cycle. Based on whether it is light or dark, the sensors in the back of your brain [suprachiasmatic nucleus] sends signals to the pineal gland, which responds by secreting either serotonin [daytime neurotransmitter] or melatonin [nighttime neurotransmitter]. As you wake up early in the

morning, your brain wave climbs up from deep-sleep state to conscious state gradually. When the light signal reaches the pineal gland, it makes a daytime neurotransmitter, the serotonin. 'Walk up; the day begins!' As your brain activates your senses and synchronizes parts of your body, making you ready for the day, the serotonin farther stimulates your brain to move from low and slow frequency Delta to Theta to Alpha to Beta and eventually into conscious awareness. As you do so, you emerge from the realm of inner world of dreams and imaginations to the realm of external realities. We move from subconscious to conscious and from inner to outer worlds as we wake up. This is the equivalent of how our brain activity increased from delta to Beta during the first 12 years of childhood.

Reversely, as it gets darker and the night falls, the sensors in your brain send a signal of low intensity and low luminosity light to the pineal gland, the pineal gland responds by transmuting serotonin—a daytime neurotransmitter—into melatonin—a nighttime neurotransmitter. The production and secretion of melatonin slows down your brain activity back from Beta to Alpha to Theta to Delta and ultimately back into the subconscious, soothing your brain to retire away from active firing, sliding the conscious mind away from analytical thinking into imaginative contemplation and relaxes your body into sleeping. As you leave Beta and drop into

alpha, your attention loosens its grip on external environment and returns to the internal world of emotions and imaginative contemplation. As it descends past alpha and into Theta, your body retires into sleep and your mind goes into a trance-like imaginative state that is receptive to simulated experiences. Once it is in Delta range, it goes into restorative sleep and dreaming state. During deep sleep, your subconscious mind integrates the changes you have made into the baseline of your paradigms. As we progress through the night and into the morning, the next cycle continues. It is the cycle between wakefulness and sleep, conscious and subconscious, reality and potential, known and unknown. This is known as circadian cycle.

The most interesting feature of this cycle is that it has two spots along the cycle where we become receptive to new ideas and imagined experiences, like children in the age range between 2 and 8 years do. In diagram 7.2, these points are indicated by ‘sleeping’ and ‘waking’ durations represented by dull-orange and light-blue ovals respectively. Once every 24 hours, we gradually slip into imaginative and trance-like state [alpha and theta brain waves] before we fall into deep sleep [Delta brain waves]. Once every 24 hours, again, we gradually climb up from deep-sleep state back to trance-like and imaginative state before we fully wake up.

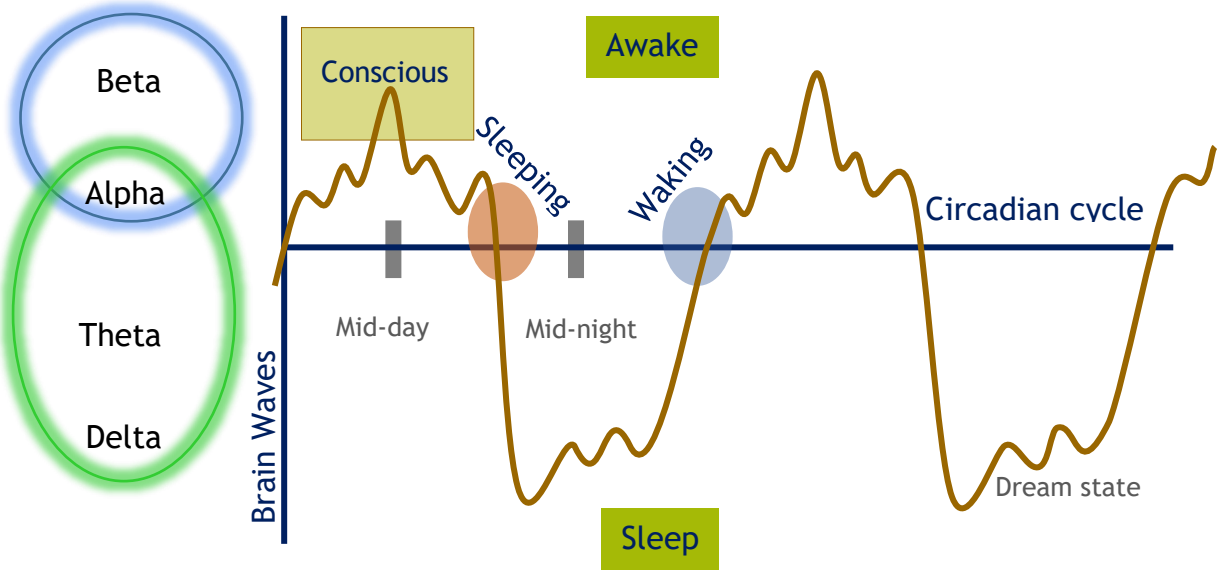

Diagram 7.2: Circadian cycle versus Brain waves

These happen late in the evenings and early in the creation.creation.

Now, your life's conditions are not up to your expectations of how life should be. You want to change that. You want to live your life on your own terms. What would you do? You follow the same pattern your environment followed in making this life conditions up. You,

1. *Take the life you want to create and make it up into a story* [simulated experience]—the story of your current life was majorly written up by the environment you grew in during those receptive, suggestible years of your youth, acted out by you and realized by the subconscious. And now develop the ideal story you would like to realize for yourself.
2. *Put yourself in a receptive, suggestible state of consciousness* [alpha and theta brain waves] while still alert enough to direct your attention. During your childhood [especially from 0 to 8], you were naturally hypnotic—you were receptive and suggestible to ideas, patterns, norms and paradigms that surrounded you. During those years, your brain waves were slow and low enough to be impressed by the external environment. Now, nature provides two spots in a natural cycle namely circadian cycle during which you become receptive to ideas that may be outlandish to your established paradigms. It

is late in the *evening before you fall asleep* and early *morning before you fully wake up*. During these natural intervals, the doorway between your conscious and subconscious mind opens—allowing you to communicate your clear intention prepared in the form of story to the subconscious. Use that cycle to impress your subconscious mind with the ideals you want to realize. In this case, the 'you' I am referring to here is your awareness of being. You are not your experiences; you are the container of all experiences. You are the silent and conscious space at the background of every experience, feeling and thinking. That is where everything in your life happens. That awareness is who you essentially are.

Feel yourself into a realized ideal

3. *In this receptive suggestible state, simulate the experience of realized ideals* and feel yourself into the end.

This is the most important step in the process. If you want to produce a tangible result from this process, I would suggest, don't try to understand the process intellectually; until you experience the truth in your own life, no amount of intellectual theorizing will make it. Get down to action. You cannot learn bicycling on the whiteboard. You might fall down several times. Get up back. Do it.

When you do it, there are three things you need to consider during the 'feeling' part of a hypnotic simulation:

- *You are the actor, not a spectator*—that is your story! One of the misunderstandings of visualization is that people, in their imagination, stand here and see the scene as it takes place over there. It is as if they are watching a movie on a TV screen. They are not part of the movie. They are spectator audiences rather than active actors. Visualization works only if you see the world from a vantage point of your role in the scene. If you are a Grammy award nominee whose name is called up on, from the stage, as a winner in a specific category, do you see yourself walking onto the stage from a viewpoint of a cameraperson who sees you on the preview screen of his camera or feel yourself walking across the aisle, feeling the movement of your body, your chest pounding, hearing people clap, shake and feel the hands of a person who hands you a trophy and see the people from the stage as they reverently stare at you, clapping? If you are an actor in the movie, you don't see your face as you act, do you? You don't. In the same way, you don't see your face here because you are inside your body. You act as an actor, you do not see

yourself on stage from a viewpoint of the audience. You see yourself from within ‘the ideal you’.

- *You don’t project the scene to a future time or don’t travel long distances to get there;* the fact that you imagine the scene as takin gplace in the future implies that it is not taking place now. The subconscious mind doesn’t understand time apart from the present moment. It cannot seek a goal that is to be done in the future. The only time it knows is the present moment. Therefore, you are right in the center of the scene right now. In this realm, there are 9-space and 1-time dimensions. It is the realm of now and here! Right now, you are surrounded by the sceneries, people and situations in your imagination. You don’t lie here and think about a different imagined location. No! You are there now.
- *Feeling is indispensable*—that is what breathes life into a process. Do you notice the feel of your beautiful suit on your body? Do you feel the warmth, softness and pressure of the hand you are shaking? Do you feel the heartbeat of a person you are intimately hugging? Do you feel the texture of a car seat you are sitting on? Do you feel the beauty of the room’s paintings and furniture? Do you

feel the energy of a person who comes up to you after a seminar and says, 'Thank you! You helped me to change my life'? Do you hear the shout and clap of a crowd as you walk up to stage for a seminar? Can you imagine how it feels to fly in the first class to Singapore to make a business deal? Do you feel the experience of being abundantly rich, living in a beautiful spacious home and enjoying a carefree life with your family? Ideas act only when they are felt and awaken the inner movement of emotions.

The three points can be summarized as 'YOU feel the experience of your realized ideal here and now!'

This is the summary of what you do

Steps

1. Find a private and silent space: Remove or switch off your mobile phone, laptop, TV or any other electronic and other distractions. At this very moment, you have no worthier priority than getting your life right. Let this be the only thing you do in this present moment.
2. Investigate the exact time you customarily fall asleep. Why is this important? We have already seen in Diagram 7.2 that there are two spots on the circadian cycle where we

naturally fall into a receptive suggestible state—a spot immediately before we fall asleep in the evening and a spot immediately before we fully wake up in the morning. For a time being, it suffices to use the evening spot only. Once you pinpoint your spots, some 30 minutes before the spotted time, do the following.

3. Sit straight up in the armchair or lie flat on your back without pillow—the point is that your spine is straight. This is important because if you recline backward, you will fall asleep easily and if you lean forward, you cannot immobilize your body. When you are straight upright, you can both immobilize your body and still stay alert. If you lie on your back, do it without a pillow. Reason, your spine curves up and you will find it difficult to immobilize the muscles in your neck and shoulders if you use pillow. That is it. However, this is not a hardwired law. You can refine your practice through experience.
4. Close your eyes—this cuts off the visual information that accounts for 80% of the sensory data rushing in from the environment every second. By so doing, you reorient your attention from external stimulus-directed focus to inward directed contemplative focus. This is the first step to

slow your brain waves down from beta to alpha.

5. Begin feeling sensations, stresses and strains in your body and release them. Release the tensions in your skull, forehead, jaw, back of your neck, shoulders, arms, hands, chest, along the spine, abdomen, hips, thigh, leg, and feet—from the top of your skull to the bottom of your feet. Then dig deeper and take your whole body at once—let every tension dissolve. Be aware of how you feel. If there is an unusual sensation like pain or other feelings, move your awareness over there and focus on it until it dissolves. This sinks your attention deeper into your body and it farther slows down brain waves to lower ranges of alpha and theta.
6. When your body is completely immobilized and your mind is calm but alert [lower range of alpha or theta], bring to your awareness the scene of your simulated experience—you don't think about it—you live in it—you experience it—you feel it. If you are deeper into theta, there is a possibility of falling asleep before you simulate the experience; if you are floating on the top of alpha, you might encounter the resistance of your analytical mind. When you hit theta, you find the optimum state where you are calm

enough to avoid conscious interference but alert enough to direct your awareness.

7. Make sure to play your part while interacting with other actors in the scene—you are an actor in the drama not a spectator like an audience. Make sure you don't see your face as you don't normally do. you have to experience the world from within: feel the clothes you wear; feel your body moving as you walk; feel the handshake if you do one; hear when another person speaks—experience the scene being part of it. What matters the most is the naturalness of the experience.
8. Feel the simulated experience, in this hypnotic condition, to every detail possible. To do that, create sensory vividness of the experience without the use of your physical senses. Remember: your physical senses are immobilized. You use your subconscious senses to sense vividly the experience of seeing, hearing, touching, smelling and tasting. Let me give you a clue. Let's say that you are sitting on a leather-lined sofa, reclining backwards. Can you feel the texture of the leather with the tip of your fingers [not your physical fingers]? Can you feel the position of your elbow on the sofa? Close your eyes; immobilize your body and try it now! Through practice, you will know

that you can sense without the use of physical sense organs. How you feel is the most important factor in this process. By feeling something, you merge with it. If shaking hands is an element of the scene, feel the hand—softness, warmness, size and pressure—of the other person's hand while shaking. Feeling is the key.

Common questions

How do I know whether or not my ideals are impressed on the subconscious?

If you ideals are impressed on the subconscious mind, the natural consequence of that is that your behavior begins to amend itself to the new ideal; your old friends disappear for no apparent reason; you meet people with the same ambitions; opportunities begin to show up; outlandish ideas begin to flood your consciousness; you feel natural about your newly crafted life. Things begin to happen in flow; You become happy and enthusiastic.

You know for sure that your dreams are coming true and don't need any sensory evidence of external approval for your conviction. You are not moved by circumstances. You just know that your dreams are real things! And that they are happening right now.

Ok, cool! What can I do to make my dream come true?

Essentially, nothing! What do you do to grow your hair? What do you do to fall asleep? What do you do to grow plants in your garden? What do you do to digest the food in your stomach? What do you do to live one extra day? Essentially nothing! Can you shorten the number of days it takes your dreams to materialize? If you could, you wouldn't be reading this book. It just happens through you not by you. Your duty is to figure out what you want, communicate it to the subconscious and wait. In the meantime, do what you have been doing until the flow takes over a normal routine. That is it.

Let it happen

Do you mean to say that I don't have to do anything about my dreams? Do anything that occurs to you. We don't make things happen—we let them happen, anyway. The fact remains that your results are the contents of your consciousness. Unless the contents of your consciousness change, results cannot be sustainably changed. Man's outer world of behaviors and results is always under compulsion of his inner world of paradigms. Outer actions are subject to the compulsion applied to it by the inner movement of emotions. It is like a conception. You cannot express what is not impressed. Even if you impregnate your subconscious, you will have to wait for an appropriate time to give birth to it. You cannot force it.

Many people feel the urge of doing something about their dreams. That is the illusion of 'will'. 'Will' is a conscious control of your choices. Once the choices are made, they take their own paths and produce results in their images and likeness. However, 'will' never produce anything other than making a decision on what needs to be done. If man could produce a thing with the use of his will, you will not find a person that is poor, sick, unhappy, disagreeable, and discontent in the world. That is why we 'will' X and live Y in reality. 'Will' is not an instrument of doing; it is an instrument of decision or choosing. Doing is for the subconscious. We live *not by our will* as we do by the compulsion from the subconscious mind. Dr. Joe Dispenza explains it this way: "And if 95 percent of who we are by age 35 is a set of involuntary programs, memorized behaviors, and habitual emotional reactions, it follows that 95 percent of our day, we are unconscious. We only appear to be awake. Yikes!" This book is the consequence of my subconscious conviction that I write a book. Afterwards, the vision of writing a book controlled me. I wrote it out of compulsion.

This is how we control our results: we figure out what it is that we seriously want; we then make a story of what it is like to experience the realized ideal; we then communicate that story to the subconscious mind; we then wait to see as it

unfolds. The rest is self-deceit. Be cautious however that any idea not properly communicated to the subconscious mind will not produce a result. Therefore, your whole attention must be focused on refining your personal ways of how to do these processes in your own unique way. Principles are universal but techniques are personal.

Chapter 8: Master yourself

One can have no smaller or greater mastery than mastery of oneself. [Leonardo Da Vinci]

Now you are coming to the end of the book but your life will go on. Life is to be fully lived as long as it goes. As we live, however, we encounter a paradox: an intense inner urge for expansion and fuller expression on one hand and, the feeling of restraint and limitation of the physical world, on the other hand. The fact that every living human being desires to be free, joyous, abundant, loving, healthy and a positive influence for fellow human beings explains that the desire for expansion and growth is part of our true nature. Unbiased pure desire is the indication that God is subtly giving us a unique path to walk along. We gravitate toward that natural position. We can desire only what can be realized in our personal world. Therefore, I believe, the fact that we are aware of these virtues in us implies that they are part of our true nature, waiting to be expressed rather than created. We were made to be free, joyous, abundant, loving, healthy and a positive influence for others. That is where the inner urge for expansion and expression comes from. The paradox is that the physical and human environment seems to stand against this. It seems that the euphoric utopia of 'limitlessness' is

too ideal to be real in the physical world where limitations are apparent. Evidence? Billions of people try to break free from lack, disease and unhappiness only to die trying. The majority of human beings missed the mark of living in one's own terms. Many good-intentioned, hardworking and good-hearted people couldn't go beyond the threshold of mediocrity regardless of their goodness. If you don't believe, do a research: How many people, in their own evaluation, are free, happy, healthy, abundant, loving and a positive influence for others? Maybe you will find 1%, 2% but not more than 5% for sure. Figure it out for yourself!

Such being a case, how can we attain the ideal we aspire in the face of evident limitations of the physical world? Or shall we surrender and bow down to the dictates of facts in the real world and give up on our dreams? The choice is completely personal but I tell you that both require the same amount of energy to do. If you choose the former one, you will have to commit yourself to self-mastery—a continuous refinement of yourself—for the rest of your life but you are exempted from the tyranny of undesirable consequences downstream. If you choose the later one, you are free from the mandate of having to commit yourself to anything in particular but you will have to embrace in your bosom the undesirable consequences of your laxity, for the rest of your life. I suppose you choose the

former one: find ways to realize your ideal self in the face of contrary evidences in the world.

You would say, “How?”

This chapter is devoted to answering this question.

Let me remind you that you are a potential of becoming. At the fundamental level of your nature, you are fluid potential that could take any shape and occupy any volume up on demand. You are not your name. You are not your academic degree. You are not your income. You are not your social status. You are not your grades. You are not what others’ opinions suggest you are. You are not even your body. All these things are temporary placeholders until they are replaced. You can rename yourself, if you will. You can earn a higher income. You can occupy a glorious social status, if need be. You can prove opinions wrong. The elemental question, however, is, ‘are you willing to absolutely transfigure yourself into a person the like of which you can only dream about?’ If your answer is ‘Yes!’ which I hope it is, you have only one lifetime assignment. That is self-mastery.

Self-mastery is a continual process of conceiving of and embodying your ideal self from the emergent wonders of the present moment. It is a lifetime

refinement of the contents of your consciousness. [Transcending Limits]

Self-mastery is not the mastery of a musical or an athletic performance. These are only effects of self-mastery. Self-mastery is one's capacity to align subconscious tendencies with conscious intent. Human beings, regardless of all variations, are exactly alike in that their lives are majorly led by default subconscious patters. We have those patterns for every facade of our lives: relationship, income, self-image, health etcetera. If we just leave our lives to chance, 100% of our results would originate from the default programs running on the background of our awareness. In this case, our results are in complete discord with our intentions. This is where it becomes paradoxical: we want something and we produce something else. Worse, we don't know why. We ask ourselves secretly, "Why am I getting these undesirable results while I am working for better ones?"

Results always flow from a state of consciousness that holds their blueprint and energy signature. There is no other way of creation: form follows consciousness. Every form has a characteristic signature of consciousness. As every product carries its own blueprint, every result in life carries its consciousness blueprint. The challenge is that an average person can see results but can't see the

causative activity of his own consciousness. Not many people understand that results are only the epiphenomena of their own consciousness and that results are the extension of their own consciousness only. That is why they react to their own creations but are not able to change them in a meaningful way. It is worth understanding that results are mere phantom effects of their own consciousness. Results are signposts that point to a state of consciousness that originated them. Consciousness is the realm of causation and results are the realm of effects. If you understand this, you are free to start a truly noble life.

If there is just one thing to change in our lives, it is only our state of consciousness. Self-mastery, therefore, is a lifetime continuous refining of our states of consciousness in resonance with—the ideal version of who we want to be—what we consider to be our purpose in life. Self-Mastery is a continuous self-transcendence through a change of one's states of consciousness in the direction of one's prime purpose in life. This is what happens in the journey of self-mastery: you create a blueprint and its characteristic consciousness signature of what you want and the physical-plane reality comes as a natural consequence of that. You initiate the cause and watch as results unfold. Whether you noticed it or not, that is what is happening in your life even right now. There is no other way of creating. You

create the state of consciousness of what you want and the state of consciousness dictates the specifications of the results. Truly, this is what self-mastery is about.

Let me give you a typical example: suppose you are a runner athlete who is practicing all training regiments but believe that 'being a champion' is not for him. He never sees himself crossing the finish line ahead of all the runners in the game. This person exhibits the following behaviors: he practices slothfully; he often comes for practice late and leaves early; he doesn't push himself through his practice limits; he is resistant to instruction and cold for self-initiation, he thinks that his coach is not fit for the training; he doesn't stay back in the field and do some more private exercise; he thinks about the results not about the processes involved during training, he enlist excuses for not mastering his skill, he likes to talk about the specialty of last champions, un-collaborative with his fellow practitioners, he considers the training regimen as a job. When your state of consciousness is one of defeated, your practice can never be one of winning. Therefore, invisible assumptions and beliefs about the goal taint the quality of the physical training, the process of doing the craft. Many coaches advise that the most important thing is practice, practice and practice. What they don't see, though, is the

underlying state of consciousness of the practicing individual. They know that Michael Jordan, Haile Gebresellasie and Usian Bolt relentlessly train and practice. Others also practice, however. Why is it, then, that some accomplished unforgettable feats, others couldn't make it to that level, and even many others quit? The unmistakable answer is that they operate from the state of consciousness that is mediocre! They don't expect of themselves extraordinary feats. The quality of their consciousness is too low to produce high-class results.

Therefore, whether you are an athlete, an artist, a farmer, a scientist, a politician, a businessperson, an entrepreneur—or whatever your walk of life is, your results proceed from your state of consciousness. Form follows consciousness. Mastering that level of yourself is what I refer to, in this book, as self-mastery. If you master yourself, it follows that you can master any skill, aptitude, creative quotient or performance as a natural consequence of that. The most important thing about mastery is that, at all levels, you continue to intentionally grow but still maintain the curiosity of the beginner. This is what George Leonard, on his book 'Mastery' noted about the world's highest-ranking judoist master, "When Jigoro Kano, the founder of judo, was quite old and close to death, the story goes, he called his students around him

and told them he wanted to be buried in his white belt. What a touching story; how humble of the world's highest-ranking judoist in his last days to ask for the emblem of the beginner!"

Now, how do we go about the journey of self-mastery?

Self-mastery is, therefore, a continual process of conceiving of your ideal self and embodying it in the emergent phenomena of the present moment. It has phases of being and doing. It is a lifetime refinement of the contents of your consciousness. It is a process of impregnating your subconscious with your ideals such that your conscious intentions become the default tendencies of your goal-seeking subconscious mechanism.

You would say, I expect, "That is cool but how do we do that?"

Here is how you do it: take your conscious intention and change it into a subconscious verity. Once your objective conscious intention is translated into the subjective subconscious conviction, consequences follow naturally: your behaviors, actions and results change to mirror the inner change. I suggest that you do the following five steps to change your mind into matter, thoughts into things.

Setting a Clear Intention

A world-class life doesn't happen by default; a world-class life is actually created by design. [Robin Sharma, podcast: a quick system for a spectacular life]

In 2010, my two close friends and I convened a meeting to discuss about what it was that was the most important thing to invest the remainder of our lives into. Each of us really wanted to accomplish something in this world. The objective of the meeting was to support each other in the process of accomplishing our ideals and to see if there were common goals we could partner on. It turned out that the meeting would become a turning point for me to see my life in a different light. The meeting went on like this: we sat around a four-legged white round plastic table, facing each other, with me presiding the meeting—I wasn't chosen for that; I did that just out of curiosity. I began speaking, 'Abenezer, what is it that you are trying to realize?' Abenezer said, 'What I know is that I don't like the kind of life I am living now; I have to change this. I am going to figure out what it is that I particularly want to realize and he mentioned what could be considered as irrelevant jumbo, jumbo." The two of us were eagerly sagging over the table to hear what this young man had in mind as the ideal he wanted to realize. That wasn't what we expected

to hear. In despair, I faced my second friend. ‘Areda, what is it that you are trying to realize?’ He improved on what our former friend said, “Maybe I want to start business or help garment industries with my expertise; I don’t yet know the particulars. But… ‘the same hocus pocus’” Obviously, frustrations grew. They starred me in the eye, collecting their breath to hear good news. Both of them almost simultaneously said, “Ok, Ashenafi, what is it that you want to realize.” They expected that I, the president of the meeting, had to know the answer. I said, ‘What I know for sure is that I don’t feel like continuing the way I am living. But I don’t know what I am trying to realize. Nonetheless, I … WikiLeaks.’ Then, silence reigned. We didn’t know what to say to continue the meeting but evidently it was over. Back then, the three of us worked late into nights and we didn’t know what it was that we were trying to realize. We worked hard but it wasn’t clear what it was meant for. Ridiculous!

From the next morning on, I began asking friends what it was they were trying to achieve. Some said that they wanted to go for their PhDs and other said they had no idea what to do; others said that they were planning for the next semester’s course overload payment. Others were expecting to apply for academic positions when someone resigned or completed his or her term. Still others were

immersed in the disillusioning routines like attending meetings, preparing reports, writing letters, responding to letter—you name it. For the first time in my life, I recognized that the whole world was half-asleep. Everybody followed everybody else and everybody else followed everybody. To my astonishment, everybody was cut-trimmed to conform to the standards of the crowd. That was when I couldn't believe what was going on. What was missing? Clarity of intention! Sense of purpose!

Now, I know that working on anything, until you could put the purpose for which you do it in one word, is a futile labor. Clarity of intention is a prerequisite for directing your creative energy prudently. Self-mastery is a journey with a temporary destiny in mind. Even though what we consider to be our 'destiny' evolves throughout life eluding taking hold of, nevertheless, we have to have a sense of where we are going, at least for today. therefore, supposedly, there is a clear sense of where we are going if the journey has to be purposeful, get us excited and keep us curious. As we have seen it several times in the book, the subconscious mind is a digitally precise goal-seeking mechanism. If you want results, you have to give it the specifications of your intention. At the outset of this expedition, clarity of intention is the necessity you cannot afford to miss out. Clarity of

intention, by the way, has nothing to do with how you get to where you plan to destine. No! The means always comes as a consequence of a well-impressed clear intention. You cannot and must not try to plan a hard-wired means or method of getting what you want. That is counterproductive. What you have to do is, to the extent possible, to be clear on what it is that you want to realize.

What do you want to do with your life? You and you only can answer this question. Clarity of intention is the results of how you respond to this question. If you haven't yet figured out what it is you want to invest your whole life in, go reread chapter 6. This is very important for you. You must not leave your precious life to randomness. I assure you with 100% certainty that you have a gift to share with the world. maybe, you haven't figured it out yet but it is there. Believe me, there is no a single human being that is sent to this world without a gift of life. This gift, this calling is what has an intrinsic power in itself to enable you to change your life more than anything else you have accumulated in your life up until this moment. You have to study your own self. It is worth your time and energy. You will never regret for doing this. Ask yourself, 'Who am I and what am I supposed to do here?' If you patiently read this book, you will discover it in yourself. This knowing gives you a meaning of living, a joy of experiencing life in its unique disposition in you.

Keep on researching until your life's purpose and what you intend to realize becomes clear. Being intentional about your life is a key to be creating the life that is worth living. To bring about a real mastery, you must be doing what you love doing. That is where you and your work merge into one whole creative energy. Read chapter 6.

Eliminate distraction

When the flow of information is from the outside in, you hold your consciousness hostage to the consciousness of the people producing the information. [Dawson Church, Mind to matter]

Dress a man in a mulberry wool suit, silk shirt, beautifully matched necktie, bamboo underwear and socks, first-grade leather shoes—and let him play in reddish clay dust from morning to evening. Does every piece of his garment lose its glory in the evening? Yes, it does! In exactly the same way, a man with big dreams, clear intentions, beautiful ones, in the midst of noisy, dusty and inapt environment is just like that. No matter how vivid and clear your intention is, your environment has the power to dilute and diffuse it if you don't get your environment right. The environment doesn't respect you; it is your responsibility to avoid it. You are a sentient being, aren't you? Many people, like this man, try to change their lives and the world,

being drenched in the familiar dusty and noisy environment that made possible the current life conditions in the first place. Many people don't understand the shaping capacity of the environment they live in. For example, they consult their inspirations to their old friends who are floating around purposelessly, and guess what, they are talked out of it. Holding those precious ideas in their minds, they sit in front of a TV and soak up the toxins in the news. Being pregnant with their ideal dreams, they absorb the negativity and falsehood in social media feeds and abort their fetus. I am not figurative in saying this; this is what literally happens every minute of time. There are four levels of environmental distraction that haunt every human being. A completely unaware person goes through all the levels of environmental insurrection without knowing what he or she is doing to himself or herself.

Distraction: Distraction is anything other than your vital priority for the present moment that allures and misguides your attention to itself. The nature of the external environment is to distract, to pull you out of the present moment priority. That is how search suggestions in search engines function; that is the basis on which friend circles are organized. That is what the social media feeds thrive on. To distract you and get you. Have you noticed the folly of useless but warm talks among noisy circle of

friends? Have you noticed the insidious trap of search suggestions presented by search engines? Have you ever asked why you love TV news, still knowing that most of it is a bad news? A common trait in all these is their capacity to distract you—to drive you out of the flow of the present moment. They either remind you of the good old days or regrettable events in the past OR warns you of the doom and gloom of the future. Once you are driven off from the present moment, you have no idea what is going on inside and around you. What is the point? The point is, once you are distracted, you can be sweet-talked into doing what someone else planned for you, not you. What this does is that you can never realize your dreams in this mode. You fall prey to the sneaky distractors out there.

Attraction: once you are distracted, you can be easily lured into clicking every link. You are attracted. When you are attracted, you open up to the dictates of what attracts you. Whether it is a friendship, a social media feed, mobile notifications, search engine suggestions or TV programs, all attractions put their reins in your mouth and lead you where they want. That is why you spend hours on social media posts without noticing it. When you are attracted, you follow your attractions as an ox follow a salt block to their slaughterhouses. The attraction leads and the

attracted follows until they become one. That is where addiction starts.

Oppression: this is what attraction culminates into: what you follow enters you, becomes you and acts like you rather than attracting you from the outside. At this level, a person cannot distinguish between his impulse and his own self. At this level, the external environment becomes an inner principle that governs your behaviors and actions. Your distractions become a source of your life's consequences. When something else controls you from the inside, self-mastery becomes a matter of impossibility. Your choices and decisions, at this level, are heavily influenced by your oppressors.

Possession: The final level of distraction is possession. At this level, the external environment intrudes the inner environment and owns you. What used to be an external distraction is now an inner master that governs everything. It begins to dictate behaviors and actions with which the individual interacts with his environment. Any conscious human being can control his environment so long as it resides outside of him. Once it gets in, it controls him. It comes as an urge rather than temptation. Almost, he becomes the slave of his environment rather than its master. He relegates himself to a powerless entity that only reflects what is going on in the external environment. A person at this stage often feels hopeless and helpless. He feel out of

control. Suicide, addiction, gambling are the ways many people try to get themselves out of this situation, at least temporarily. Your environment first gets your attention and then gets in you. It starts with your permission and ends up in subordination. It starts as an enticement and ends up as compulsion, which is the opposite of self-mastery. To self-master you must, as a prerequisite, be able to control your inner creative center, the subconscious, out of which the consequences of life spring.

Guard your garden

Self-Mastery, on the other hand, is living from inside out—setting a clear intention and living from it—but the extreme case of distraction forces one to live from outside in—living in the dictates of external facts. Therefore, the primary task of the one who wants to self-master is to filter effectively what enters his inner environment. Maintaining sovereignty and autonomy is the prerequisite for self-mastery. You cannot afford to neglect this process. Self-mastery is never possible in environments that uncontrollably intrude into your inner territories. It is, therefore, your responsibility to create your environment such that it is in harmony with the nature of your intention. You will not have to leave your neighborhood, flee your country, avoid your friends, throw away your mobile phones or stop using internet to create such

an environment. As you merge with your ideals, these elements of distraction will fall off and disappear from your creative space eventually.

On the other hand, there are the things you could actively do. Check these out. Do you need news the major content of which is bad news? Do you need egotistic social media arguments, which toxifies you? Do you need friends that nudge you to go with them to liquor shops? Do you need friends who, as a habit, are gossiping, lazy, victimized, blaming, critique, judgmental or dishonest? Do you need horror movies? Do you always need to carry your mobile phone in your pocket and get distracted by its unplanned notifications? Do you need to invest your finest of hours—mornings—in toxic social media posts? Do these things add positive energy to what you are doing? If not, flee away right now. Just right now! For the rest, stay alert and watch out to your environment every day of your life. Unless your environment is aligned to the nature of your vision, the chance of your vision becoming a reality is slim if not nil.

Imitate your intention

All people dream; but not equally. Those who dream by night in the dusty recesses of their mind wake in the day to find that it was vanity. But the dreamers of the day are the dangerous ones, for they may act on

their dreams with open eyes, to make it possible. This I did. [T.E. Lawrenece]

You conscious mind is a thinking mind and your subconscious mind is a doing mind. Use your conscious mind to design intentionally the ideal you want to realize and then pass it on to the subconscious mind, which embodies it beautifully to the last of details. This is how successful people build their lives.

You might say at the outset, “Why should I care about this conscious-subconscious stuff? I have no luxury of talking about such fancy things. Why wouldn’t you rather tell me how to go about recreating my life the way I like it to be?”

I appreciate the fact that you have a result-oriented succinct mind. My question to you is, ‘what is the surest way to recreate one’s life in one’s choosing?’ The following represents a typical dialogue we often have with our seminar audience members:

‘Do you like your results?’

“No! I don’t like the majority of my results.”

‘Why have you created them, then?’

“I didn’t mean to. They were just happening.”

‘Did you try to change them consciously?’

“Yes! I tried everything I could.”

‘Did you change them?’

“No! Regardless of my concerted effort, the results don’t seem to change.”

‘Do you mean that you couldn’t consciously control your results?’

“Yes! What is on the ground is far inferior to what I intend to create consciously.”

Now let me ask you another question, expecting your honest response, ‘Do your life’s conditions relate to this dialogue? Or are you the kind of a person who ideates what he wants and then go create them?’ If you have no difficulty directing your creative energy toward realizing your dreams, maybe, this book feels redundant. It is particularly for those who are struggling to recreate their lives in a more meaningful way. If you are like most people, this dialogue might relate to your story. If it does, I want to tell you that there is one sure ‘way’ to recreate your life in your own terms. This ‘way’ has two elements: clearly articulating your intention and impressing it on the subconscious mind. The first one consists in knowing what you want clearly and the second one in experiencing the feeling of wishes fulfilled beforehand—believing that it is already so. In my experience, I haven’t

encountered resistance from the audience when I taught about the need for setting a clear intention.

If logically follows that if you set out to go somewhere, you must know where it is you are going. The following is unlikely to happen,

Where are you going?

“I don’t know. Anyhow, I want to get there.”

How do you know when you miss the path or whether or not you reach there?

“If I feel I am there, it means that that is the place I am going. If not, I will keep on going.”

Do you expect to reach?

“Whatever, I will die trying.”

Do you expect such a person to exist? Most likely no or rare enough to neglect. Now, when I emphasize on the fact that ‘clarity of intention’ is the prerequisite for any journey of consequence, it is easy for others to agree because it is a straightforward commonsense. When I emphasize, however, on the essentiality of simulating this clear intention in a hypnotic condition so that your subconscious mind picks the signal of your intention, they don’t get it. In some cases, they argue against this and some even relegate this proposal to a new age hocus-pocus. To this very

moment, billions of people in the world hold that the way of creating what they want is by thinking about it seriously. That is why they spend so much of their years in schools, colleges and universities with the intention of empowering their cognitive thinking mind. The results on the ground show, despite this democratic majority belief, that this premise is utterly wrong. If this were true, any rational human being could be healthy, wealthy happy and fulfilled. Does data show that? No! We know that mediocrity in all its forms correspond with the majority.

Is this truly a new age hocus-pocus, though? No! Let me show you why. All ancient religions and traditions point to the fact that belief is what creates the fact. On the bible it is written on Mark 11:24 [NIV], 'Therefore I tell you, whatever you ask for in prayer, believe that you have received it, and it will be yours.' It is worth noting that there are two tenses in this compound sentence—present perfect and simple future. The present perfect, 'have received,' means that receiving is the present moment fact in the spirit realm and simple future, 'will be,' is the promise of having it in the space -time domain, a subsequent moment. Appropriation, receiving or usurp comes first and manifestation or realization comes next. This order should not be reversed. In this book, I have talked a lot about hypnotic simulation and hypnotic

simulation is the application of your faith to the specifics of what you want to realize in your life. Prayer, in its simple stance, is a feeling of wished fulfilled—the experience of being in a realized vision. The essence of prayer is to be, accomplish or have what otherwise would be out of your logical capacity. If you are sick, prayer for you means that you are already healed and that you can feel what it is like to be healthy. The healing will not happen in the future; it happens now. If you are poor, prayer for you means that you are already rich and that you can simulate how it feels like to be rich. If you are not rich in your spirit, you cannot be rich in reality even if you have much of money. Millions of people pray for their health, income, relationship, children and others but don't receive it for years because they haven't received it during the moment of prayer. There is neither the past nor the future in the spirit realm—just eternal now—and that all things happen in the eternal now—the present moment. Therefore, whatever you ask for in prayer, believe that you have received it [now] and it will be yours. Form follows consciousness! This is a timeless principle not a new age formula.

Not just religions and spirituality, even science is now catching up with this principle. Albert Einstein, the brightest scientist of all time, says, "Imagination is everything. It is the preview to life's coming attractions." This is enormous. If we

could imagine something experientially, we are previewing what is to come on the physical plane. A mental drama of 'What would the universe look like if I rode through it on a beam of light?' can only be experienced through imagination and there is no other way we can do this. As Albert Einstein himself puts it in $E = mC^2$, if you could shoot any matter at the speed of light, it will be converted into energy of this quantity—it ceases to be matter. If Albert tried to, in reality, dash in the space with the speed of light, Einstein is no more as we know him. He would have been changed into immaterial energy of mC^2 in magnitude. But in his imagination, he transcended his limited matter-body and in essence did the real experiment of riding on the beam of light. That is where nuclear power comes from. Even though it was purely imaginative, it has undeniable practical applications in nuclear technologies.

You cannot receive what doesn't belong to you. The ultimate spiritual principle is that you first appropriate your intention and then wait to see its manifestation. You believe and then see not the other way around. If you see, there is no need to believe what you see. Faith is the act of usurping as applied to those things that are not visible. This might be far from your common way of thinking but it is a liberating truth that never fails. What you are now not, you can never be anytime. What you don't

have now, you will never have anytime in the future. This means that unless you have the consciousness of health, you can never be healthy regardless of being a vegetarian or exercising in sophisticated gym clubs. The consciousness of being precedes being. The consciousness of having precedes having. This is the most important lesson I have learned in my whole life. I don't even expect to learn more valuable lesson than this for the rest of my life, too. If I have anything valuable to share with the world, this is it: 'Form follows consciousness!' Your expressed life is the exhibition of what others don't see in you—your state of consciousness. The results you get in your life always give a clue of your state of consciousness. Therefore, the surest way to change your future is to reconfigure your state of consciousness, in harmony with your intention, in this present moment, right now.

Once this step is done perfectly, the necessary behavior to carry it out must emerge as a natural consequence. Actionable ideas, resources, incident-like synchronicities begin to fall into place. This is the part of the expedition that you cannot plan because you don't know the best mix of things that work in perfect tandem. Instead of planning mechanically, you plan subconsciously by suspending your analytical mind through hypnosis and simulate the experience of your realized goal.

You will not think of it; you will partake in the experience by feeling yourself into the vivid drama. In essence, the goal will not be realized consciously; it is previewed as already realized. That initiates the subconscious orchestration of events that are necessary to realize the goal. Whatever you feel intensely, the subconscious mind takes as a truth in itself and mobilizes its powers to realize it on the physical plane. You impregnate the vision and wait for the means of its realization to unfold from the subconscious mind. That is planning in and of itself.

If you ask of me a single advice, only a single advice that can set you free, that would be, 'clarify your intention vividly and then hide it in the depth of your subconscious mind—the unintelligible womb of creation—so that you will never have to worry about how it is embodied. This is the test of your faith.' Don't be surprised; even the results you are trying to change now came about in this exact way. You have a hidden seed of idea for each of the results you are now getting in every sphere of your life including income, relationship, happiness, health and others. Believe me, there is no random result, luck, or incidence. They are your own creations that you have lost track of the fact that you have initiated them. However, truly, every disease is made up of ideas well internalized through well-felt fear or emotional shock of some kind that got in

through media, friends, loved ones or books. The subconscious mind simply is the womb of creation where all ideas get their embodiment. Once ideas become embodied entities in the subconscious mind, they spontaneously produce results after their images. Point of caution: we have control over what goes into the subconscious but have no control whatsoever over the consequences.

That is why the bible warns, on Proverb chapter 4 and verse 23 [CJB version] ‘Above everything else, guard your heart; for it is the source of life’s consequences’. The ‘heart' in this verse is the equivalent of spirit or the subconscious mind as we refer to it in this book. A neuroscientist and energy-psychology expert Dr. Dawson Church explained about this same phenomenon in a variation of his scientific nuance, “When the flow of information is from the outside in, you hold your consciousness hostage to the consciousness of the people producing the information.” This precisely means that by opening yourself up to the rush of information coming from your environment, you are holding yourself amenable to the dictates of your environment because, in so doing, you agree to base your premise of thinking in the rationale of your environment.

Instead of exposing your subconscious mind to the random events in your environment, you would rather populate it with your clear intentions. The

natural consequence of this is that fresh ideas and unplanned incidents begin to emerge from the level of consciousness being created. Hypnotic simulation raises the level of consciousness of the experiencer to the level of the ideal that is being simulated. The purpose of hypnotic simulation, therefore, is to create an appropriate state of consciousness for life's coming attractions. By simulating the experience, you create the consciousness of what you simulate and the consciousness will find the means to realize the simulation. Many people react to this assertion by asking, "Just that? Ok, what is my role? What am I supposed to do? Should I lazily float around and expect results to descend from heavens?" The answer is 'No!' You act as it emerges. Your action now is not contrived—it is guided. It is like playing a game. You act on the context of what emerges. When you act on emergence—what emerges without conscious plan, you are said to be in flow. It is the doing in the alpha state. It is immersion. When you emerge from the doing, much of your nature is transformed. That is the life of self-mastery.

Act as it emerges

Have you ever wondered how orange juice gets into an orange fruit? Have you even marveled how the orange fruit emerges from within the flower? If you are curious, you might even wonder where the

flower comes or how a plant emerges from a seed in the first place. Nature is full of miracles that emerge into being from where no one could account for. Nature is so designed that the living creation is the center of activity through which the invisible realm stretches its hands; the inaudible reaches our ears; the untestable organizes itself into juice; the intangible becomes touchable. There is a principle of potential: potential flows into this world of reality through predetermined lines of manifestation. Seed is one of that. An oak tree flows into a tree-form through an acorn. A child flows into being through a ridiculously tiny zygote, which forms as DNA strands from the-to-be parents zip into one another. A fish school, or a cattle or wild animals or plants emerge from a place we can't explain. One thing we could explain is that fish emerges through fish—that is for certain. The invisible intelligence expresses itself by emerging through a predetermined lines of expression. This invisible intelligence is everywhere. But it manifests through specific lines of expression either it be a bacterium or an elephant.

A realm of potential that permeates and fills the whole universe engrosses everything in it from within and without. This field of potential is infinite in all measures. On the other hand, there is the manifested realm of things dispersed across this filed. Let's take the metaphor of an ocean and a

fish. Potentially, the whole ocean can be converted into fish. But nature doesn't allow for that to happen. Fish comes into being only and only through fish. Fish is the only center of activity where a fish can manifest. It doesn't manifest anywhere across the ocean except through the living fish in it. The living fish acts as a creative center where the divine fashions another fish into being in the likeness and image of its predecessors. This happens across all living creation from microscopic bacteria to giant elephants. Therefore, potential flows into the realm of reality only through these active divine centers. Let's call this centers 'potential-reality interfaces' [PRIs]. PRI is the center at which infinity emerges into the realm of the finite. If something is to happen, there must be a channel through which it emerges. This principle covers all creation including non-living things but, for the sake of simplicity and relevance, I will focus only on the living things as PRIs. A human being, though a living being, affords a separate treatment. To show you clearly why this is vitally important as we discuss about emergence, let me use scenarios:

Scenario one: If infinity could emerge [pop up] at any random places other than PRIs in the universe, the universe would have been a cluttered ball of matter with infinity heavily chocked up with

matter. Life as we know it could never exist. In this chaotic world of matter, no sustainable patterns could be recognized including laws of nature and living things.

Scenario two: If there were no PRIs, the universe would have been ocean of potential field wherein there is no spec of matter as we know it and definitely, there wouldn't be life in it as we know it now—Possibility but no reality. This is a world of pure spirit—pure existence. In this world, manifestation of form is not possible.

Scenario three: The initial condition during the creation of the universe was so finely tuned that it allows for a limited kind and number of PRIs in such a way that the infinite will flow into the realm of reality through these PRIs only. Now the universe is an ocean of spirit in which 'matter' is sprinkled here and there in a dispersed fashion. In this case, laws of nature govern all manifestations.

As we know it now, the universe is running according to scenario three. Stuff flows from the unlimited realm of potential to the limited realm of

reality through PRIs only. If polar bears were extinct, for example, we would have no more polar bears because there are no PRIs. If there are no mango seeds and mango trees that bear mango seeds, we will have no more mango trees as of now. It is the PRIs that communicate with the world of potential and bring forth forms in the image of the PRIs. PRIs are corporeal creative spots through which potential flows into form. It is the interface between the infinite and the finite. It is a thin creative film that connects the conscious and the subconscious.

If you study nature, it is full of PRIs everywhere you look. Living things are, in fact, potential transmuters. The only way numberless variety of intricate creation comes into being and thrive is through its respective Potential-reality interfaces. The most important thing to note here is that all PRIs function in the subconscious realm. Animals and plants have a natural instinct to grow, reproduce, find food, hunt, and flee its predators. Good for plants too, they don't think. They unfold from their predetermined pattern that spontaneously flows into form in favorable conditions. PRIs transmute the formless field of potential into a form-reality—which is a miracle—because the phenomenon of transmutation takes place in the subconscious realm and no one has a

conscious control over it. PRIs operate in autopilot except, to some degree, in human beings.

You might say at this point, “What is the point?”

To show you the point, let me ask you few questions again.

Are you living the kind of life that you dream of?

Probably not, at least in some aspect! In our seminars, we asked the young, the old, the women, the men, the rich and the poor this same question and most of them said, ‘No. my life is far from what I expected it to be.’

What this means is that your conscious intention and your life’s conditions are not congruent. In other words, you couldn’t realize what you consciously intended. That means you are not able to control your results consciously. Is that right?

From experience, many people respond to this, ‘Yes, that is right!’

So, what controls your life, if it is not the conscious you?

To this question, the whole audience responds with utter quietness. Do you have a practical, not academic, answer to this question? I mean, do you have something to show for your answer? You have

an answer only to the extent that your results justify it. Let me tell you what controls your life.

Your life is controlled from emergences that spring from your subconscious paradigms. This is very important and let me make it clear for you. Paradigms are subconscious patterns most of which were programmed into your hypnotic mind when you were a small kid. These paradigms are beliefs, philosophies, norms of behaviors, attitudes and habits of other people who were around you when you grew up. The subconscious mind so orchestrated these patterns in a uniquely-you way that they will later control every facet of your life: relationship, money, health, happiness, self-worth. Your results regarding money spring from the money-paradigm you have. Your relationships emerge from the relationship paradigm you have. Paradigms, therefore, are potential-reality interfaces [PRIs] for you concerning your results in life. This means that your life's conditions—all of your results—are subconscious emergences rather than conscious creations. Many people struggle in life because they hold a false belief that a human being can create his intentions consciously. This belief runs absolutely contrary to the very nature of human beings. If anyone could create one's intentions consciously, the whole world would have been full of successful and happy individuals. But the data doesn't justify that. See your own life.

Results tell the truth. If you had complete control over all of your results, what results would have populated your life? Would you want to continue earning the same low income? Would you want to continue to live in a hellish relationship with your spouse, children, colleagues, employers, employees, bosses and fellow human beings in general? Would you want to live with excruciating diseases? If you were in control of it, would you want to live with your disgracing addictions? No, you wouldn't! But because life's results are subconscious emergences from paradigms rather than your conscious creations, you will continue to treat your results as though they are foreign things.

You now ask, I hope, 'So, what can I do? I want to change my life but struggle doesn't seem to help. How can I initiate subconscious emergences that produce the results I want to realize?'

Your assignment reduces to one thing: You take your conscious intentions and make them PRIs through hypnotic simulation.

Unless your conscious intentions are interfaced to the subconscious, from which potential flows into reality, your effort of realizing your dream end up in a perpetual struggle. Take your vision or goal or intention and make it a potential-reality interface and then results begin to emerge rather than made. This book, for example, is an emergence as a result

of my continuous impression of the subconscious mind with a ***bigger vision*** that I want to realize. It emerged to me as an idea, 'Write a book on human potentials, publish it digitally and give it away for free'. The next step was to make the book into a PRI through hypnotic simulation. I experienced the feeling of having the book being read by millions of Africans and hearing them one by one saying, "Thank you very much; I read your book and changed my life! Thank you!" The sentences you are reading on this page now are emergences from that subconscious conviction. Writing a book is an emergence rather than conscious creation. Once the idea of writing a book is well internalized into the subconscious mind, the rest of the process of writing is rather an effortless flow of letting the book emerge.

Therefore, if you have a vision, a goal, an intention or a desire to realize, do the following:

> Figure out the worthiest ideal that you really, really want to realize. [chapter 6]
>
> Develop a scene that symbolizes that your vision is already realized and that it is a present moment fact. [chapter 7]
>
> Simulate the scene in a hypnotic state; experience right now, what you would have experienced were your vision already a

reality. Feeling is vitally important. [chapter 7]

Once the scene is internalized and, living in the realized vision feels natural, ideas, new behaviors, synchronicities, begin to emerge; write them down and act on them in the present moment.

If you live from your default modes—old paradigms, your life's conditions proceed from your past conditioning and old paradigms. Old paradigms give rise to the same old results.

If you clearly know what you want and impress it on your subconscious mind [read chapter 7], you build a new paradigm that gives rise to new emergences. Acting on new emergences give rise to new results. As you build new paradigms, your life's results begin to align with it. That is what self-mastery is all about.

The natural question could be, 'How do I know if the emerging phenomena are from the old paradigms or from the new ones?'

This is how you know. Old paradigms can never bring on radically noble emergences into being. If that were so, your results would have changed since. Paradigms in their nature are homeostatic meaning that they tend to maintain the same status quo until you change them. The same way your

subconscious mind maintains your body temperature, heartbeat, blood sugar level and pH in a narrow constant range, your paradigms tend to keep your income, health, happiness, relationship and other life's results in a specific familiar range. So long as this same paradigm is kept, changing these settings is unthinkable. Therefore, the nature of emergences cannot be radically different from the previous emergences if they come from the old ones.

If our worthy ideals are well impressed on the subconscious mind, our paradigms shift and the shift always expresses itself on how things emerge in our personal world. When they come, they come as noble ideas, new behaviors and unplanned synchronicities.

Ideas: The ideas could come as a drive to write a book, attend a specific art course, volunteer in a specific cause, initiate a project, produce a documentary, practice a specific sport practice regimen, start a business in a specific niche, create a YouTube channel and share contents—you name them. When new, transformative and noble ideas come, many people are first excited but soon shy away from it. In many cases, such ideas are big in scale and noble in attributes. The novelty and scale of impact of the ideas scares people to death. They are both

exciting and dreading at the same time. Your conscious mind, overhearing your subconscious beliefs, will echo to you, “You have no experience, no money, no partner, no network. How are you going to go about realizing this crazy ideal?” Many will take their those ideas to their family members or their intimate friends and be talked out at once, “Be reasonable, please! Don’t fantasize; be realistic!” Oops! You are out. Until you are in synch with your ideal, at least for a time being, keep it to yourself. Allocate a block time, slowdown, and act on it in a contemplative present moment, and as you do that, you will know that ideas are things not mental winds. They are as real as the ideal they represent.

Behavior: your familiar disposition could eventually shift from the one that had been familiar to the one that feels a little strange to your past experience. For example, if you were unfamiliar to reading books, you grow affinity for books strangely and begin to read. If you customarily feel uncomfortable meeting strangers, you now feel comfortable. If you were shy and introvert, you feel the urge to express yourself in big circles. Your behaviors begin to shift to align you

with the nature of your new ideal. When that happens, your first impression is that you are afraid of your friends' disapproval, your parents nudge to recover your golden old habits, your souses strange opinions, 'are you ok? What happened?' and more. In most cases, people relapse to their old familiarities. I tell you; the new behavior isn't even comfortable to you. You have to intentionally adopt it. When you adopt it, it becomes comfortable again. That is the way.

Synchronicity: can you lay down in your plan whom you would meet on a train, who would find your website to later become your business partner, at what event you are going to meet your decisive investor, where you meet you soulmate, who reads your book, who comes to your seminar events, who offers to invest in your startup, who comes up and asks to work with you, who sits next to you on a plane on your journey to … and who buys your art piece? Nobody knows for sure. But these coincidences are not random nor arbitrary. They are synchronicities. Synchronicities are the co-occurrences of several events converging at a

> specific time, place and context. They are initiated at a deeper and more fundamental level of reality and, co-emerge at the level of reality, which seems that they are unrelated and random. However, they are emergences synchronized around the nature of your paradigmatic PRI by your subconscious mind.

For many people ideas are just thought winds that cross their mind; behavior is a personal inner thing and doesn't have any influence on the results of their lives; coincidences are flukes they encounter, I tell you, they are not. Ideas are things; behaviors are external expressions of your inner paradigms; coincidences are synchronized emergences orchestrated by your paradigms. To change your life, you have to act on what emerges in the present moment. To change what emerges in the present moment, you have to change your paradigms. To change your paradigms, you have to change the contents of your consciousness. To change the contents of your consciousness, you have to simulate the ideal you want to realize in a hypnotic state. That is how, consciously or unconsciously, individuals built multi-national and transgenerational companies. That is how great scientists made groundbreaking discoveries. That is how great political leaders transformed their

countries from poverty-ridden to donating nations. That is how great musicians composed a music that makes sense in a hundred years. That is how great painters painted legendary art pieces that are auctioned for millions of dollars after hundreds of years of their death. Great achievements and great personalities are subconscious emergences from a well internalized conscious ideals.

Be sensitive to what emerges as an idea, a shift of behavior or a synchronicity and act on it in this present moment.

Go deep

One day in July 2010, late at night, I was alone in my tiny office in Bahir Dar University, filling up an online form for my PhD scholarship. Up until a specific point across the form, everything was ok. Your full name: Ashenafi Taye Tesema. Age: 35. Sex: Male. Research interest area: renewable energy, Nano materials; Research experience: one, Conversion of Banana and Mango waste into Ethanol, Published on Addis Ababa university's digital library. Two, Characterization of Ethiopian cotton variety published on iOTEX's international conference proceeding. Number of patents registered: zero. The inquires go on and on until I landed myself a complete shock.

'Write about your most developed talent.' What? I went to the next filling space.

‘Write about your exceptional skill.’ What?

I shut up this disgracing scholarship form and went home. It was late at night and I couldn’t sleep. I tried to squeeze it out, perhaps if I forgot, ‘What is my developed talent?’ and I tried to think but it was all noise. ‘Ok, what is my exceptional skill?‘ and thought hard with my eyes closed. All I see was red flashes of light popping in and out like electrons around my eyelid because I closed it hard. Nothing!

What is my developed talent? Talent, what? I remembered something. It was a charismas eve in 1999. Back then, I was a freshman student in Bahir Dar University and before I knew, I happened to present a standup comedy in front of many hundred students in the cafeteria hall. To my surprise, about ten people laughed from the auditorium-full of students. I don’t even know whether those guys laughed at me or at what I said. Since then I hesitated to pursue what I, at least for a day, considered to be my talent. Was a comedy my talent? God knows! Since then, I tried to make people laugh but I ended up receiving a blank stare and sometimes gestures that would say, ‘What is this young man trying to say,’ and in worst cases, they might even elbow each other and frown ehh hhh ..haa haaaaaahaa.

Oh my God, I remembered something else. When I was in eleventh grade, I won the first place in a

100m sprint run. I was then included in an athletics team representing my Woreda and went for the province-level competition that took place at Fitche town. Do you know what happened? One day before the game started, we arrived at Fiche and when we arrived, it was raining. Our organizer got us seated in a small hotel and dashed to get us beds. Few minutes later he came back to take us to our hotels. While competing for a better bed, my right foot bent at ankle and got dislodged. The next day when everybody contested in a game, I was wrapped in bondage and watching a TV program named '120.' I missed the game. You know what? If I had competed, I would have won. Who knows? Maybe athletics was my talent. Since then I envied Haile Gebreselasie and Kenenisa Bekele, maybe they stole my talent. Ahaa ahaa hhaaaaaaa ahhh haaaaaaaaaaaaaa!

I remember something else. My friend and I wrote a script for a drama about how Henry Dunant initiated Red Cross Association and I acted as Henry Dunant—this is also in high school. People were mesmerized at the arbitrary language we invented, thinking that we were speaking a real language. Maybe acting was my talent.

It even occurred to me, once upon a time when I was in high school, to design a flying bicycle but the idea eventually vanished. Now I lately discovered in a YouTube video that somebody was, in actuality,

flying the bicycle in the air. I thought to myself that someone must have stolen my design flair and developed it into reality. Um! I could even imagine, in those old days [tears in my eyes], an invisible fighter jet which bends light around itself, which can attack mechanized command centers without difficulty. Maybe creating stuff was my talent. Ahahahaha……. Guys this is ridiculous.

Seriously, were these my talents? God knows! Were they my developed talents? 100% No!

What is my exceptional skill? Exceptional skill, what? Maybe a sprint run [Usian Bolt, I started earlier than you do!], or maybe a standup comedy [Kevin Heart, I was coming at you but …], or maybe acting [The Ethiopian version of James Bond], or maybe designing advanced technologies [Oh Dean Kamen, forgive me]. Why not! But none of them were my exceptional skills unfortunately. I searched and searched and found no exceptional skills in me. These guys must be crazy. What are they talking about? Honestly, I thought I had at least few exceptional skills and an iota of a talent, but I couldn't find out any. That got me thinking. I hadn't even contemplated on the idea of developing any skill to the exceptional capacity, let alone having them, up until that awakening moment.

At this point, I want to preserve my pride by telling you that, at that moment, I knew few milligrams of internet, few centimeters of science, a gram of engineering, little milliliters of history [guess what kind of a history this could be], a little about culture, a little about space, something about football, little about religion, much overhearing about politics, even about business which was none of my business at the time. I considered all of these as knowledge. Almost in all around-table cafeteria chats I was part of, I participated as an expert in every subject that was talked of. I would shrug my shoulder and say something about anything. Sometimes I was surprised as to how I could 'know' about all that stuff. And I then smile to myself, 'what a brilliant person I am!' Oops! But on that scholarship form, that bad form, I couldn't fill up anyone of those pieces of knowledge. What happened? This question kept me thinking, really thinking about my obsession to know everything. Even after I knew that, 'trying to know everything' wasn't the right way to know, the momentum I gathered for years kept on swerving me into reading books after books and after books. But it dawned on me that I wasn't supposed to read all the books in the world, know every subject available or watch all videos on YouTube. Why should I, tell me?

Sometimes I encounter radio programs that would ask the listener,

‘what is the capital city of Jamaica?’

“Jakarta!”

‘No! Let me ask you another question. If you miss this, you are out.’

‘When was King Williams the III born?’

“In 1875!”

‘Wrong! Thank you our listener for participating. Let me give another person a chance.’

“Please, don’t drive me out. Give me just one chance.”

‘Ok! What are the colors in the rainbow?’

“Red, yellow and green.”

‘You are wrong. Thank you for participating. Now …’

Please give me just one chance….

Chance for what? Ridiculous! I really wonder what this is. And I don’t understand what general knowledge is meant for, really. Regardless, millions of people are still living the life of ‘the jack of every trade, the master of none’. Does success require that we spread ourselves over everything? Many people believe that trying everything, somehow, exposes them to a wide spectrum of opportunities. They have three parallel degrees

none of which is effectively functional. They waste their life trying to know about everything. They read every book. They attend every meeting. They say ok to every proposal. Many people fail to succeed not because of shortage of opportunities but mainly because they have many of them and that they can't see them anymore. Spreading yourself over many options and activities only thins out your energy and weakens your executive power. It is better to be an exceptional expert in one thing than being an average in a thousand things. No body recommends an average performer, an average product, an average leader, an average expert, an average integrity or an average service. 'Average' hides in the maze of a mediocre crowd and nobody remembers it for any particular reason. If you are a member of a large crowd, everything about you is an average. You set a market price; you compete with everyone else; you live by low standards. That is not interesting.

If you want to be exceptionally successful, a rarity among a million, see what every commonplace person does and, don't do it. See what every one of exceptionally successful people does and do that. Let me tell you. Every commonplace person has many options in their toolkit. Amazingly enough, they can, at times, mesmerize you by how they explain the necessity of having many options in your kit, giving you examples upon examples. Don't be

tricked. Just look at their results. Do their results justify the number of tools they are carrying: pistol [just for hunting termites], painting toolkit, music instruments [just to chirp in a corridor], five degrees [maybe to make you feel inferior], 100 certificates [no body reads them], experience from seven organizations [including layoffs], a Walkman [millennials don't get this], haircutter? How do you characterize this person? Isn't this a complete disorientation? What is he trying to do with these stuffs? It is too much to use and it is too different to converge. To be exceptionally successful, you don't need too much of anything as you would need too much of yourself and a vividly clear intention.

In the 'emergence' section, we have said that, if our worthiest ideal is well impressed on the subconscious mind, new ideas, synchronicities and behaviors begin to emerge in alignment with the nature of the ideal. We also said that the responsibility of the one who is keenly interested in his future is to act on those emergences in the present moment. Let's extend from this point and make few things clear. You might say, 'What shall I do if several things emerge at the same time?' Naturally, several and unrelated things don't emerge at a time. Things emerge as a cascading package of projects. Most of the time, holistic and anchoring ideas emerge as a package and it is your responsibility to unpack the package, put things in

perspective, prioritize them, break your priority down into its components and act on a ridiculously small thing in the present moment is the way to go. What matters the most is to make your objective small enough to be acted on right now. There are two steps to realize your ideas: *Break down emergences into its components, Reduce a component into a doable element and Act on it in the present moment*.

Break down emergences into its components

As far as the doing is concerned, your task is to take your emergent ideas, break them down into components, break down components into doable small activities and act on the ridiculously small activity in the present moment. The idea of writing this book, for example, emerged with all of its necessary components that together constitute my bigger vision. As I began framing this idea into perspective, other complementary ideas populated: developing a YouTube channel, launching live seminars, start coaching program, development of online courses series and retreat programs and few more. These ideas are not competitive as you see them. They are complementary. However, the book acts as an anchor around which other services are built. Of course, there is no rule that says, 'you have to write a book to launch a YouTube channel or prepare an online course'. That is just my case. For someone

else, a YouTube channel might be an anchor around which other services are organized. To me, this makes a perfect sense.

Is this all there is to do? No! The next step is to cascade and prioritize the components and act on the one that has an anchoring effect—your case could be completely different. There is no rule for this. However, if you take some time and stay in contemplation, every component takes its natural place. The other thing I want to emphasize here is that two or three components could be accomplished side by side but in their own separate blocks of time. Which one to adopt is completely intuitive. Start anyhow and let the process refine itself. The refinement will take course in its own time. There is no perfect way. You learn and correct your course as you go.

The objective of reducing the prioritized component, writing a book in this case, is to make it available for action. I prioritized 'writing the book'. I got myself away from social media, audiovisual production, live seminars [due mainly to COVID 19], YouTube videos and all other distractions. That was cool but maybe there were options to cascade producing videos for my YouTube channel, in separate time blocks, alongside writing a book. However, I resolved to focus on the book single-mindedly and take the other components side by side later on. This is not

a rule or it doesn't imply that this is the best way. It just is my personal tradeoff. I decided that a coaching program and online courses are better started after the book, for a good reason. Concerning the live seminars and YouTube channel videos, I made a tradeoff. Should I allocate separate time blocks for YouTube videos, live seminars and writing a book and do them in parallel and, take longer time to complete the book OR finish the book and resort to these components later on? I was convinced that doing the three together would expose me to distraction. Therefore, I decided to bear a risk of going for my one thing only: writing a book to the exclusion of all the rest. That, I know, has its own benefits and disadvantages. I let it be.

There was a loud voice on social media requesting that I should continue publishing such life-transforming videos. Some even came to my office and suggested that my YouTube videos are very helpful and quitting them will detract from my reputation. These are all convincing. But in my own analysis, I thought it was better if I assume a single mind around the book only. To be free of regrets regarding my decisions, I had to have a higher criteria for my decision. This was the question that clarified that dilemma, 'which way is the best approach for me to be able to add the highest quality value to the recipients of my service?' The

answer was swift and automatic: write a book and let the rest follow! I trusted in the soundness of my decision. Now, I look back to that time and feel happy about my decisions. Once more, I have learnt that the purpose for which you do what you do, is the best criteria for making swift decisions when competing options come up. From that time on, my task remained reducing a process of writing from deciding the core message to outlining the sections to outlining the chapters and then subchapters and then to the actual mechanics of writing.

Act on the doables

> "When you want the absolute best chance to succeed at anything you want, your approach should always be the same. Go small. [Gary Keller, The One Thing'

Take a component of your work and reduce it into doable small activity. If something cannot translate into doing and still lingers in your mind, go back and break it down to a ridiculously minute activity. Again, let me use the example of this book. When I set out to write this book, the first step was to clarify the objective of the book and for whom it was written. What is the purpose of this book? This question was more difficult than writing the whole book. Before I started writing a line, I had to be

clear about what exactly the message was about and whom it addresses. Once I got that clear, I outlined the book into subthemes. For example, I put this book into two sections, which together constitute the whole message. The first section is about the natural principles upon which all affairs of human beings rest. The section describes about the dependable natural laws that work ceaselessly at all time, in all places and in every context. The purpose of this section was that my readers understand the nature of forces that are at work at the background of every condition of life—the fact that physical phenomena are only consequences of the forces that are invisible but infallible like the force of gravity. The second sections is about how an average person can use these principles and create extraordinary life in the likeness and image of the worthy ideal he or she wants to realize. It is the 'how to' section. Then I go on to outlining the sections into chapters. I have learnt something here. As it unfolds later, the contents didn't go the exact way I outlined it. As I progressed, new insights emerged and I realized that those insights were more natural than the plan; the plan felt foreign and insensitive at times. The natural flow of things emerged not when I planned the outline but when I was writing in actuality. I modified the subsection outlines several times. Amazingly enough, emerging ideas were so compelling that ignoring them could have nullified this book.

We must not be stiff-necked when it comes to entertaining new emergences and insights during the process of doing. That is why, at the beginning, I have said, ‘the ‘how’ is none of your business at the level of envisioning’ The ‘how-to’ unfolds as you go. At the level of doing, you must be fluid enough to allow for new emergences. That is what flow means. I learned that the title wasn’t the objective; it was the name given to the core message of the book. Any time I pushed for writing faster, the slower and drier I got. But when I allowed for spontaneity and flow, I could go faster and the writing was inspiring. The more I coerced myself to speed up the writing consciously, the slower I became. At times, I even got stuck. Then I learnt how to hypnotically simulate the act of reading the subsection I desire to write, as though it was already written, and the writing took off spontaneously. I came to realize that the most important lessons in writing come to me as I sat down to write. From time to time, I learnt how to be amenable to emergence rather than consciously coercing myself to write from conscious thoughts.

In conclusion, the best means comes while actually doing the work. But it doesn’t come one second earlier than the moment. Put your hands on the doing and be aware of what emerges. Whether your specific task is to practice a specific skill in athletics, or improving your creative aptitude in a

painting art, how to write the best lyrics, design unusual architectural piece, invent a disruptive technology, develop a business model for your startup or design a holistic political ideology, the principle is the same: What is the smallest doable element of the work you are trying to do? Once you get that element, be conscious of what emerges as you do your stuff. Notice that you are not reading this book now. You are reading a subchapter of it. You aren't even reading a subchapter, you are reading a paragraph. You are not even reading a paragraph, you are reading a sentence. Truly speaking, you aren't even reading a sentence, you are reading word after word. Don't forget that the words themselves are constructed out of letters that are meaningless as they stand alone. The meaning I started with—the core message—is the force that binds the meaningless letters into meaningful words. That was exactly how it was written: word by word, with a big message in mind. The writer does this: takes the big message and disassembles it into its parts through writing. The reader reverses the process: read word by word and assembles the components to get the whole message out of it. In everything you do, this is a natural process. Therefore, break down your top priority work into the smallest doable element until it is small enough to be acted upon and then, act on it in the present moment.

Live in the present moment

"The state in which people are so involved in an activity that nothing else seems to matter; the experience itself is so enjoyable that people will do it even at great cost, for the sheer sake of doing it." [Mihaly Csikszentmihalyi, Flow]

Have you ever come across people who do whatever they do as a means to get somewhere else in the future? They go to school, go to work, get married, leave their country, go into business, go out of business, start a career, abandon a career, change jobs, divorce, for a mere purpose of anticipated outcome at the end? If you really see to it, it seems that, every human being a part of the modern society, spends 99% of their time preparing to live. Look at this: while you were a 4-year old toddler, they took you to a kindergarten. You were there to soak information about colors, animals, shapes, names of things, numbers, letters etc. Your parents promised that if you get through all those mandates, they will buy you your favorite toy at your graduation—a graduation from KG to grades. Then for the next three years or so, you are babbling like a parrot, 'A for apple; two monkeys on the bed and one fell…'. That day, the day of your graduation, your school 'glorified' you in gowns and then made you eligible for grade school. That day, your parents groomed you like an angel, bought you

new clothes and toys and kissed you and hugged you and cared for you unusually. You thought that was the most important day of your life. Then they put you in grade school. Everything you did was graded and the grades gave you an impression that they were the most important things you worked for the whole semester. They even gave you a rank that represented your self-worth—it had that power of self-worth. Because it meant that your grades represented your self-worth, you suffered to make them as good as you could. I hope you remember that your parents and teachers alike point to the question you got an 'X' on and say, "How could you miss that? Haven't we tutored it to you several times?" It seemed, therefore, that grades were what the education was all about. What was the purpose of all that? Just to get to the next level—junior high school and then to senior high school. The marking continues until you graduate from high school.

You would say, 'what is the point in all these?'

Your mum says, 'To join a college, honey! Isn't that inspiring? It is!'

There is a little difference here, though. You are accommodated in the university campus, be fed at common cafeteria, choose your career, but you will be graded as usual. It is tightly scheduled, a lot of projects, assignments, quizzes, presentations,

tests and finals. You needed to work hard. Few students enjoyed the process but the majority didn't. You were required to be able to remember what you were told so that you tell them back what they told you during examination.

I ask, 'Was it that interesting?'

You said, 'No!'

Astonished by your answer, I ask again, 'So, why do you keep on attending classes, submitting projects and taking quizzes?'

'That is the only way to graduate; I want to graduate. Don't you think?'

The social system requires that you must be at least a college graduate to find a space. You spend five years just to graduate. During your stay in universities, you remember the shouts graduating students made, a kind of in agony, the day they presented their graduation thesis to their departments. You can understand that they weren't enjoying the process of modern education all the way through those years. What is next? You go out into the real world and find a job. If you are lucky, you find one.

One day while commuting to your workplace you ran into your college friend on a train.

Hello, how are you doing?

“I am fine, man, how are you doing?”

I am ok. I am going to work. Have you find a job?

“Oh, no. Good on you! How did you get job this fast?”

I don’t know. I landed one anyway.

“How is it?”

It is boring. A lot of duties, procedures, regulations you have to follow. Most of what I do has nothing to do with what we were taught in college.

“Do you like it anyways?”

No!

“So why are you working there?”

Are you kidding? I have to support myself and that is where I get money.

“Is that it?”

Yeah!

That is how millions of young people go through life. Maybe things get better. Yeah, maybe. But there also is a possibility that it won’t. Do you know what? After working for some time, significant number of people begin to settle and hope, maybe, ‘life will get better when I retire and be free of jobs.’ Then a day comes when they retire. They

stashed away some money in their pension plan. The problem is that the purchasing power of their money was eaten away by a raging inflation in the marketplace—their money lost its soul. The retirement they hoped to enjoy becomes a fence of limitation and lack. They then hope to flee this life altogether and go to heaven. The extreme case of this attitude is that many people hope that their hellish life on earth—unhappiness, lack, sick body, detestable relationships, purposelessness—will be compensated for by the life that is kept for them in heaven—wherein unlimited joy, peace that surpasses understanding, and unconditional love are experienced uninterruptedly. The truth, however, is that they will instead be required to account for every talent that has been dealt to them together with life, and which they squandered aimlessly.

This shouldn't have been the way life was supposed to be. It was supposed to be that you dream your life and live your dreams every moment of your life in a manner that changes the objective of life from traveling to reach somewhere to enjoying every step of the journey.

I wonder how, we human beings, have relegated ourselves to the capacity of foolish laborers who,

> Go to the work they don't enjoy considering it as a mere means for earning money. They don't

enjoy the work; they don't learn and advance; they don't enjoy company of their colleagues—they are there without wanting to be there. They toil several months of a year just to feel an elation of freedom of not having a job for few days during an annual leave. They work their tail off for five or six days of a week just to glimpse an ephemeral reliefs at weekends, which culminates to having disillusioning chats with their 'toxic friends' at bars. Therefore, for as long as they stay there, they suffer, hoping that life will be better after retirement.

> Get angry with their morning clock alarms; go to the jobs they hate, work hard for forty years, saving their hard-earned money in banks during the era of a raging inflation, just to retire to a saving that barely suffices to keep them alive; hoping to enjoy life after 65 while their vital energy is too depleted to enjoy life in its natural exuberance at that stage.

Sail from Africa to Europe on an air-inflated boats over the furious waves of Mediterranean Sea, hoping to escape a tyranny of being thrown into sea, to work like a slave for as long as they have energy to do so, just to comeback home and live a better life one day.

> are lost in a maze of what they call career, committing their lives to what they are not passionate about, to an undertaking that depletes their vital life energy instead of invigorating them to the extent of being inaccessible to their family members, accumulating millions of dollars along the way, erecting few buildings high enough to be seen from anywhere in the city, just to end up with divorced marriage, love-thirsty kids, diseased body, and unhappy life.

go to colleges and suffer all the semesters just to earn a degree they will perhaps never use. They don't enjoy the courses, the classes, the books, the professors, the university campus in general. They attend classes as a duty not as an inspiration. The objective is to earn a degree at the end of that all. When the class is over, they flee away as though they are being chased.

> They do the business they have not any particular purpose for just to make profit, which, they think, will free them from lack and limitation. They don't enjoy conversations with their customers, they even hate the hassle of leading their employees, they do the routine out of the sense of duty—they enjoy none of that. Maybe, they hope, the profit will compensate for their lack of love and

> motivation for the business. They are at their business spots not because they are passionate to serve but because they have to make a profit.

How long should we prepared to begin to live? It seems that a modern man spends all of his days preparing to begin to live from childhood to old age. When is the real life going to happen? Let's wake up and begin the real living. *Let's dream and then live our dreams!*

Many people live in expectation of life that is better, richer and more beautiful in the future, reducing themselves, in the present moment, to a monotony of robotic drudgery. Essentially, these people never live the real life because the present moment is the only real moment when to be or do anything. You cannot act in tomorrow until it becomes the present moment. All the past has once been the present moment too. The present moment, in fact, is not time. It is a realm of potential existing out of the domain of time where possibilities are waiting to be actualized. Just look around the room you are sitting in now. In this very room, right now, there are unlimited number of possibilities that can be called forth. At this moment, you can continue reading this book, stop and practice piano, call a friend, go out for walk, play a game, do few pushups, turn on TV and shuffle through channels to watch your favorite movie, sit

down and contemplate as to what life is, go out and shop, watch a YouTube video in the subject of your choice, brush your teeth, respond to an email—you name it. The options are literally numberless. Can you do all of them? No! That is the impossibility. That is why clear intention is required to start with. The reason we practice hypnotic simulation is that we want what we consider to be 'the pearl of our lives' to stand out among the infinite options that distract us. Our life is too precious to be spent on distractions; you have got to have a worthy ideal that can afford the investment of the rest of your life. If we don't have a clear intention of what we want to do, all of the possibilities would rather become distractions. The reason many people are not realizing their visions is because they either don't have visions or they are forever postponing 'living their visions' to the future time.

Many people aim at their visions from afar rather than living from them in the present moment. Here is the paradox for many people.

They would say, "On one hand, you say that we have to have a clear vision, which is the matter of the future. On the other hand, you say that we must live in the present moment, which is happening right now. Isn't this a contradiction?"

This is a paradox that made many people stuck. If you understand the intrinsic assumption behind this

paradox, you will once and for all, be liberated from getting stuck. The assumption behind vision, in the premise of the above question, is that ‘it is a matter of the future time’. This is in complete error. If this were true, no vision ever could be realized, not one in the whole of history. The people who hold this assumption to be true live their lives expecting that a better life comes when the end comes. However, vision is not the matter of the future time; it is the matter of the present moment. Until you begin to take your vision out of your mind and begin to act on it, the vision will remain in the realm of the mind. But you have to realize that a vision doesn’t come out at once, it comes on installments. We take one step at a time; we do one activity at a time; we sing a line of lyrics at a time; practice one move at a time; we do ridiculously small things at a time. At the end of the day, they compound into gargantuan momentum of inertia which move mountains, spread across nations virally, influence the lives of millions of people positively and put you at the end of the lever. That is how few people changed the world. But you have to understand that everything you do, choose, decide or act on at this very moment has the power to change everything that comes next. If you are keenly interested in what should happen in your life, do it now and wait to see as it unfolds.

Let's take a metaphor of a knitter—a person who knits a bobbin of yarn into a beautiful sweater—for a person who wishes to fulfil his dream. A bobbin of yarn represents a possibility, pure potential. The point at which the yarn is hooked by the needle into a knit-loop is the present moment. The knitting needle is you, the potential transmuter. The fully-knitted sweater represents the vision. Think about this for a moment. The vision-sweater exists only in the mind. The potential-yarn does not look anything like sweater. We don't see it until it comes out of the mind. You are a potential transducer. Can a yarn be transmuted into a sweater unless you take the needle and begin looping the yarn into knit? Or can a yarn be transmuted into a sweater at a single stroke? The answer is, 'No!' You put a bobbin in its appropriate reel, take a needle, and draw the first loop from the yarn from which the rest of the construction proceeds. As you take more and more loops, the knit fabric becomes bigger and bigger until the whole sweater emerges in the final. When the sweater is fully made, the vision is said to be realized. Let me ask you a question, 'When is the sweater said to be realized?' Is it at the beginning of its conception or at the end? At the beginning, it was only the idea, the vision; at the end, it was a fact, a reality at hand. The realization takes place in the middle of the two extremes: vision and reality. The realization befalls as each loop was

drawn from the yarn into the knit structure in the present moment. Is any loop in the knit drawn except in the present moment? No! The point at which the yarn is drawn into loop and become part of the knit structure is the miracle of the present moment. Every loop represents a present moment at which potential realizes. The knitted structure represents the past and the remaining yarn on the bobbin represents the future. Nevertheless, note that, no knit-loop has been looped into the fabric except in the present moment and no inch of the remaining yarn will be knitted except when the future becomes the present moment. The finished sweater simply is the expression of the activities of the present moment. If you want to realize any vision, no matter how big or small it is, it is done in the present moment—not in the future.

The present moment is the spacious realm wherein the mind becomes matter. If you want to take your ideas and make them matter or form, this is the time to do it—now. That is the culmination of what I can tell you about this phenomenon of idea-reality transmutation, with the use of words. Vision realizes only in the 'now', in this present moment. You cannot do anything whether it be thinking about the future, feeling good, acting on what emerges, being happy, casting a vision, creating an art piece, launching a startup, singing a song, writing a book, practicing a skill—now is the only

moment when you can do them. You live your dreams, not think of them. The only sure way to realize your vision is to live it in the present moment. Dreams never happen in the future; they happen now. Vision is to be lived not to be thought of. Until you take your vision from within your head and act on it with your hand, there is no guarantee that your vision can be realized at any time. Your vision proceeds from within you.

Do you want to build riches? It starts now and proceeds in the now. This is the only time to do it. Do you want to improve your health condition? Do it now. Do you want to be happy? No better time to do it than now. Just be happy. You don't get happiness from anything; you generate it—it is within you. In fact, you are made of it. Do you want to improve a skill or develop your talent? Madam, do it now. Do you want to recreate your life in your own terms? Good news! You can do it right now. Eternity unfolds in the present moment and only in the present moment. There is no other time whatsoever. If you don't enjoy this moment, you are postponing life. As life happens in the present moment, beating your heart, raising and lowering your chest, purifying your blood, circulating oxygen to every cell of your being, repairing your body—without the concerted effort on your part, you must allow yourself to flow with the present moment emergences regarding your external results too.

Flow with life and the way to do that is to live in the present moment. In this view, your big vision unfolds in small emergences of the present moment. You both envision and do in the moment.

When I say this, I also understand that you are tempted to calculate whether or not this small activity is capable of bringing about your vision that is beyond compare? In the midst of the process of doing, your mind will say, 'Is the vision being realized? Any evidence? Any signs?' All of a sudden, you are distracted from the present moment and begin to wonder if this small action will produce that big vision. 99% of the time, the evidence doesn't show that your vision is being realized. Your mind is always scanning for evidence and when it fails to find one, it suggests, 'Why don't you quit? This is foolish.' Many people quit just because of this inner noise. For a simple fact that external evidences don't show the sign of their vision's realization, they quit.

This is however, what your conscious mind doesn't understand about the nature of processes. Processes are naturally assisted by two forces: ***compound effect*** and ***synchronicities***.

Compound effect: A few years ago, I read something fascinating in Darren Hardy's book, 'The compound effect'. The whole story is contained in this question: "If you were given a choice between

taking $3 million in cash this very instant and a single penny that doubles in value every day for 31 days, which would you choose?" He goes on to explain how the second choice, penny that doubles in value every day, feels insane to go for it. If you choose it, though, during the first ten days, your penny will grow to $5.12. Anyone who compares your $5.12 with a $3 million doesn't hesitate to hold that you are fool. On the 20th day, a penny grew to $5,243. With eleven days remaining, it is not going anywhere in comparison to a $3 million. As each day passes, however, the compound effect takes wings and shoot vertically. On day 31st, a penny grows to $10,737,418.24, which is more than three times the $3 million!

This pattern holds in all processes—actions, decisions and choices. Everything you do, every decision you make, every choice you make, changes the course of your life not linearly but exponentially. If you are a public speaker and you learn just how to tell stories, your speaking career will shoot through the roof [watch TEDx speakers]. If you are a businessperson, and you learn how to communicate with people, your profit skyrockets because your relationship to your employees, partners and customers will radically improve. If you are an entrepreneur and you improve your pitching skill, investors will auction over your startup. That also improves your creativity for more

innovations. If you learn how to relate to your family members from a place of empathy, your relationship will improve. That, in turn, improves your happiness and self-image.

Refining your practice on elementally small things changes your life because every sphere of your life is connected to everything else and when it changes, it changes the whole pattern. If you improve the quality of your empathic listening, your relationships with your family improves; a good relationship with your family also spills over to your relationships with your colleagues, employees, employers or customers. This relationship improvement, improves your level of happiness and that attracts more experiences that make you happier. When you are happy your creativity increases; your business improves and your earning increases, and on and on.

On the other hand, negative actions or decisions or choices compound over time to gargantuan consequences in equal fervor. If you decide, for example, to accompany your addicted friend to a marijuana corner, that single decision can ensue the following consequences: you become addicted; you lose confidence; your hygiene deteriorates; you cannot find a job or create a business; you might be involved in theft and robbery in case your income doesn't suffice to get you high; your spouse might be just like you; you give birth to children who will

end up with an addicted single parent; you might be vulnerable to diseases; you might die prematurely, your kids might end up on streets.

Your life is a holographic one. Any little change in your action or decision or choice proliferates across all spheres of your life including your income, relationship, happiness, peace of mind, success and health. Any change you make to your relationship spreads through all the other spheres of your life. You have just one life that is interconnected at the subconscious level as a whole. Therefore, every elemental practice done well changes the whole pattern of your life, for good or bad, not just that segment of your life that is directly affected. Therefore, one small action in one sphere of your life can set in motion almost all spheres of your life and completely transform your life more than your think it can.

Synchronicity: synchronicity is the convergence of events pertaining to your vision happening in a manner that looks like coincidence or a fluke. synchronicity is something incalculable at the conscious level. Understand that you are connected to everything else at the fundamental level of your nature. When something changes in you, whether you understand it or not, it gets communicated to the whole universe. When you have a big vision and you begin acting on it in the present moment, a lot of things about you begin to change. That change

affects every other thing in the universe and things begin to fall in their appropriate places as you advance. Once your vision gathers momentum and begins to roll, relevant things begin to emerge at the right time and place. Those things cannot be planned for or calculated. They emerge. However, they emerge in accordance with the nature of what you need, truly need in the process of realizing your vision. Until you begin to act, those emergences remain dormant. Synchronicity is how things come together, in a manner that looks like a fluke, and contributes to the realization of a vision. You cannot plan who would come to your seminar event; you have no idea who, by the word of mouth, calls to buy your products or be your partner. You have no idea whom you meet on an airplane as to establishing a relationship that would later become marriage. You can't guess who will offer to borrow or give you money, out of the blue, so that you scale your business up.

If you are a waiter, your next customer to whom you serve a coffee might like the way you handle your job and be prompted to offer to invest with you to start your dream restaurant? Who knows? Are you working on your startup and tinkering with ideas to come up with an optimum business model for your startup? Maybe you come across a book, which was the kind of book that you needed at that exact spot in the process. You might say, 'where

has the book been hiding for so long?' No, you didn't functionally need the book at any other time before that moment. That is why it jumps at you because you need it now. Synchronicities have the power to transform your life completely just after a shake of hands, exchange of ideas or a single call. All you have to do is doing what you are doing to the best of your capacity in the present moment. An unplanned encounter, an incidental shake of a hand, unplanned conversation, one TV show, once seminar exposure, one email, one call … can transform your life in a big way. But it requires that you are always on purpose in the present moment.

This is the principle: decouple a vision from its processes

When you envision your life the way you want it to be, never ask yourself, "How can I do that?" because 'how' unfolds along the process of its realizing, not at a moment of envisioning. Envision what you want without regard to any limitation whatsoever. Give yourself a permission to dream without constraints.

When you are in the process of doing, never ask yourself, "is this small action going to produce the big vision it is meant to produce?" because you have no idea as to how small actions compound into massive whirl of tsunamis and as to how unknown

forces would come to your aid as synchronicities. Let the process be an objective in and of itself.

Self-mastery is the ability to maintain your presence in a glorious present moment so that you experience life as it flows through you in its full spender. Self-mastery is a process of transcending your perceived limitations as your awareness expands and your consciousness evolves. It is about exceeding your own self-imposed limitations. There is no one to compete with. It is about transcending your perceived identity, every morning. It is about refining the contents of your consciousness and we do this every moment of our lives.

Life is not a pilgrimage at the end of which you receive a blessing; it is a blessing to be devoured along the way every moment of the journey. Strictly speaking, journey as a metaphor doesn't explain the nature of life. Journey has a destination to arrive at. And when life is perceived as a journey, we put more emphasis on the destination than the journey. That makes life 'a means to an end'. Life is rather well explained with a music as a metaphor. In music, the end of the composition is not the objective. Every moment of the music is an objective in and of itself. The end is as important as the beginning or the middle. No insane person winds a track of music to the end and hears the final stroke and then go. We hear and dance to every

segment of the music with equal fervor. So is life. Life is to be lived not to be postponed.

I have finished. I know no book ever will change you unless you change yourself. Your current results are the external manifestation of your inner consciousness. If you want to change your results, change yourself first and you do it right now. What you do now is the only factor that determines the quality of your life. Live in the present moment with clear intentions and your life will change for the better every day of your life. That is the life worth living.

Thank you for reading!

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