

It's ALL about the SEVENS!

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How bad do you want to win? How desperate are you to succeed? Believe me most of us are not yet ready for success. And the reason is (drum roll!!!!)... **We say we want success, when all we actually want is fame!**

When we fail, it is very easy to lose hope and set low expectations. Successful people are not the ones that never fail – they are the ones that never quit.

Ask three year old Tommie about that who has been sitting on the toilet seat a little bit too long. He is reading a book and every 10 seconds or so he puts the book down, grips the toilet seat with his left hand and hits himself on the top of his head with his right hand. His mother asks "Tommie, are you all right? You've been in there for a while now." Tommie says, "I'm fine Mom... I just haven't done it yet." "I understand that Tommie but why are you hitting yourself on the head every ten seconds?" And Tommie replies, "I am not giving up Mom... It works on the tomato sauce bottle."

And over the years, little Tommie will substitute the words *I FAILED* with the words *I LEARNED WHAT NEVER TO DO AGAIN!*

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So what does this have to do with the SEVENS? Everything!

Let us start from the very beginning and go to the Seven Deadly Sins – Pride, Envy, Gluttony, Lust, Wrath, Greed and Sloth. Let us compare these seven deadly sins in life with the seven deadly sins in the unforgiving world of business.

Pride - *It has been called the sin from which all others arise.*

We have all heard the saying 'Pride goes before a fall.'

Pride in business is the excessive belief in one's own abilities that interferes with the individual's recognition of the abilities of others. It is simply the "I know what to do – I am the best – If it is not done my way it is wrong." And the time that pride gets in the way is normally admitting that one is wrong, or that the other person's way is much better at achieving the desired result. As has been so aptly said by an English Osteopath, "The job of a physician is to put his pride aside and to find health, disease anyone can find."

Pride in the business world comes only after you have actually achieved something. This world will not let you feel good on past performances alone. And they will kill your pride in minutes if you are not on top of your game – each and every time.

On a lesser note, all we men with pride proclaim that every girl's dream is to find that perfect guy... trust me guys every girl's dream is to eat without getting fat!

Envy - *A covetous desire for others' traits, status, abilities and situation.*

I never envy anyone in life. And Envy, in my opinion, comes from a lack of confidence in one's self. I will even go to the extent of saying that it stems from a unique lack of self esteem.

My greatest pleasure in life is doing things that people say cannot be done. I always look at life from my optic not the vision of others. After all I would rather be without another person's happiness than with his sorrows. And I have never compared my journey with someone else's for my journey is a journey not a competition. Negativity and Envy start when self-confidence drops.

Envy in business will compel you to behave exactly the opposite of who you really are, and what you are really capable of achieving. It will coerce you to follow a path that competes rather than complements. Don't get me wrong. Competition is healthy as long as it does not turn into the '*green monster*' that takes your focus away from your goals and requires you to focus on '*being like another.*'

Gluttony – *An inordinate craving to consume more than that which one requires.*

Growth in business when you are not yet ready to grow is what I call Gluttony. True mastery requires hours and hours of consistent effort to perfect your business and to lead where others will follow. Small

bites can easily be digested. Growing just because someone else is growing is not good business – it is doing business for the wrong reasons.

Many businesses have failed simply because they have not built the infrastructure to support their growth, or shall we say that they have grown too fast and for the wrong reasons. They have not been ready for their growth.

Lust – *Hunger for pleasures that satisfy.*

It is like Adam, Eve and the Apple. You are Adam, your business is Eve and the Apple is the Lust that gives you comfort.

Successful businesses are not started to simply satisfy an inner craving or an unfulfilled pleasure. You don't start an Italian restaurant just because your mother has a good Lasagna recipe. Businesses are started to challenge the status quo through persistence and perseverance. I have known many individuals that have started businesses simply to satisfy a burning desire to be called an entrepreneur. Your un-channeled hunger will lead you to disaster for your desire for success is not hinged on what you have done or what you have not done, but on what you will do next!

Wrath – *Anger that causes rage and fury.*

When I curb my anger, shut my mouth and walk away, it is not a sign of my weakness - it simply means that the person I am across from is not worth my time. I have learned that to revenge upon an injury done is to have two jerks (I have a stronger word that cannot be written here) when their need is only one. People laugh at me sometime because they feel that I am different – but I do not get angry – I laugh back for they are all the same.

Anger in the business world arises from frustration, envy, greed and at times even from self realization. You suddenly realize that you are not cut out to be an entrepreneur. Or that your wife was right – you are running the business using your heart and not your head. Your ego has taken a tremendous beating for you thought you had gone one step forward when actually you went five steps back. You need to recover but do not know how. Your social status suddenly seems all damaged – what will people say. You get angry for you just want all your problems to go away. You wish at the time that your business had a CTRL+ALT+DEL button to erase and start all over again.

Being-in-business is in itself an effort. Let us not complicate it with anger that causes rage and fury.

Greed – *Desire for gain and material wealth, ignoring all else.*

The one single reason most businesses fail is greed; a voracious desire to have more and to have-it-all at any cost.

I was once asked during one of my workshops as to what was the best time to exit a business. And my answer was, “when the business is at the top.” Greed has destroyed more businesses than anything else ever has. The stock market is a classic example of how greed can destroy dreams and wealth.

Always have an exit strategy for your business and follow it – reconsidering does not always help!

Sloth – *Avoidance of work and passing the buck.*

If you need to build your physique, you cannot hire someone else to do your push-ups for you. One of the hardest decisions you will face in business is whether to walk away or to fight harder. Sometimes I watch people and wonder – with an attitude like theirs, how did they ever find their way out of the birth canal.

Remember – only two words open most doors – PUSH and PULL. You must learn to embrace at least one of them to be successful. Life is not all sunshine and rainbows – you need to learn to work hard, take the hits and move on.

Moving On...

This unforgiving world of business will simply judge you by the decisions you make not by the options you had to choose from. And that is OK, for people try and pull you down because you are up there already. They will try and stab you in the back for you are already ahead of them. The greatest fear in business is the opinion of others. And the moment you are unafraid of that, you are on your way to success. Do not place the key to success in someone else's pocket. For it is not how hard you can hit that matters, it is how hard a hit you can take that counts!