

Who Is Running Your Life... Are YOU The Star Of Your Own Enterprise?

By Nozer Buchia (www.nozerbuchia.com)



Nozer Buchia, also referred to as **Mr. Motivator and The Motivational Entertainer**, is an internationally acclaimed motivational, inspirational and keynote speaker of repute. He is known as a “speakers-speaker” due to his dynamic inimitable style of humor and delivery, and his practical approach to any situation. Author of **WHY ENTREPRENEURS REALLY FAIL** and **ROADMAP TO SUCCESS** (co-authored with Dr. Ken Blanchard and Dr. Deepak Chopra), Nozer guides and mentors organizations and individuals, and helps them plan and strategize for success. Individuals and corporations worldwide have greatly benefitted from his motivational and keynote addresses, his seminars, and his leadership training sessions, for he stimulates thinking and helps formulate and communicate corporate strategy with clarity and effectiveness. Nozer can be contacted at nozer@nozerbuchia.com.

Do you dare To Be yourself? Who is writing your script? Do you have enough courage to tell the world – YES I FAILED and that is why I succeeded? Do you live cautiously or do you live passionately? Who is running your life; ARE YOU? Are you the master of your own ship? Think about it this way... **are you a priority in the lives of others or are you their option?** I urge you challenge you and compel you to THINK very carefully about this sentiment; I choose to call it **Relationship Illness!**

Thinking Outside The Box

In my opinion, *thinking outside the box*, is the most overused term in management circles and also in everyday life. Why should you confine yourself and be boxed up at all in the first place. Realize and enhance your self-awareness, for the faster you realize it, the quicker will be your progress. Capitalize on your unique and special personality - stop thinking outside the box and start by **stepping outside the box!** And for your own sake - don't ever get trapped in a box!

Research suggests that our brains are wired to process information in narrative form. Think about it... we tell stories all the time, about how we spent our day, funny things that happened, and issues that are bothering us. We often frame our stories in terms of supporting characters – spouses, parents, children, friends, colleagues, to name a few – and adversarial ones – the

disapproving mother-in-law, the psychotic power-hungry boss, or the crazy ex-boyfriend. We classify our lives as chapters, which we call “the good old days,” “hard times,” “getting married,” and “raising children.” We get frustrated by sudden plot twists, excited by climaxes like weddings and falling in love, and disheartened by tragedies and let-downs. Despite our predilections as natural storytellers, few of us actually take time to step out of our stories and figure out what they’re about; who is writing our script, why we’ve selected our chosen roles, or how the challenges that we face can help us develop the strengths we need to move to the next chapter.

Why is this so? One reason is that it’s very difficult to be objective about our own stories. Another reason is that many people are afraid to question their storylines for fear that they might not like what they find. They are trapped in the box. But this might be more a problem of over-valuing materialist achievements and undervaluing the subtle but substantive personal victories that build character – facing a fear, changing an attitude, or kicking a bad habit.

Why Do People Struggle

My experiences have taught me that most people struggle in life because their *happenings* are not in line with their *expectations*. Follow this advice and you will be on your way to success – **do not fix your weakness, strengthen your strength!** And sometimes you need to tap into the strength of another in order to grow and excel. But that is ok too. The vast majority of us always think ‘*routine*’ and do not anticipate the likely future. We work on things that are not within our control and then make it worse on ourselves by complains, but fail to look for alternate solutions. We are not ready to adapt to the ever changing dynamics of the world and the environment around us.

The brain moves forward but the heart never forgets. Most of us go through life with the belief that we cannot do something because we have failed at it once before. **In order to succeed, your desire for success must be great than your fear of failure.** Remember – if you have the ability to CREATE, you do not have to worry about competition. If you don’t build your dreams, you will be hired by someone else to build theirs.

It All Depends On How We THINK

Our mind is our best friend and our worst enemy. When our mind is focused our goals are achieved. Free your mind and think. If you want total security... go to prison, for there you will be given clothes, medical care and even food. The only thing lacking there will be the freedom to think and the freedom to act.

There comes a time in one’s life when the big decision is whether to turn the page or to close the book. And believe me that doubt makes it the hardest decision of them all, for either way it

seems like the right thing to do. Doubts kill more dreams than failure ever will. And once again it depends on the way we think.

A mind that is stretched by new experiences will never go back to its old dimensions. Have you ever thought of the Golden Gate Bridge in San Francisco as one of the most beautiful and most photographed bridges in the world? Yes indeed. It is a testament to humankind's technical ingenuity and also to our moral failure, for the Golden Gate Bridge is the second most common suicide site in the world. It all depends on how each individual that sees the bridge, thinks.

A boy enters a barbers shop only to hear the barber telling one of his customers, "This boy is so dumb I cannot even believe it". Saying that he holds a dollar in one hand and a quarter in the other hand and tells the kid to take what he wants. The kid takes the quarter and says "thank you sir". The barber turns to the customer and says "see what I said... I have been offering him the dollar for as long as he has been coming to my shop for his haircut, but the kid always takes the quarter and never the dollar – he is dumb". The customer turns to the boy and says, "Kid, you are certainly dumb". The boy turns to the customer and very politely states "no sir... you all are dumb. The day I take the dollar the game is over. I have been taking this quarter each month when I come for my haircut for years now". It all depends on how we think!

And my advice... Never approach a bull from the front, a horse from the back and an idiot from any direction – they will all beat you with their experience!

Are you truly in Control

When we get into a car and drive to a new location, we are always thankful for all the traffic signs along the way that tell us what to do, or better still, what not to do—slow down, one way, wrong way, and so on. These signs are there to guide us and deliver us to our destination. When a business plan fails, trust me, there are signs along the way that you have neglected to observe and reflect on seriously. There are signs that must have warned you of the fact that your plan has not worked as effectively as you had expected and that you need to slow down, stop, turn around, and not be afraid to ask for directions once again.

You need to get back in control by creating a new road map, a better strategy, and a more realistic business plan. Why are you going there (purpose of the business)? What do you need to make your business successful (products and services)? Are you moving in the right direction (strategy and business plan)? Do you have enough money (capital) for the trip? You need to constantly ask for directions along the way and find role models and mentors who can help guide you. You need to stop occasionally and evaluate your path, and, most certainly, the speed with which you are traveling. These are the things that have helped me define my own success.

There are three simple rules that will help you stay in control while at the same time understand and evaluate your behavior, and therefore your chances for success:

- If you do not go after what you want, chances are that you will never get it
- If you never ask a question, the answer will always be no
- If you don't push yourself forward, you're always going to be in the same place

So How Will You Shape Your Personal Success Story

Success, in my opinion, is measured by the strength of your desire. It is measured by the size of your dreams and by how you handle disappointments along the way. That is what I resolutely believe. Most importantly, in life and in business, when we lose our way and thereby control, it is not typically because we lose sight of the goal or that we lose sight of the destination or even our strategy. It is because we have no road map to get there.

Success is neither magical, nor is it earned overnight. It is a tedious process that you engage in, day after day. Your level of success is directly proportionate to your tolerance to risk, your passion to succeed, and your never-give-up attitude. I am entirely convinced that the day you develop clear intentions and decide firmly in your mind to set your own course is the day you start creating your own road map to success.

We all have a choice; a choice every single day as to what we're going to do with our life and where we are going to take it. If you follow your passion and your dreams, you'll be amazed at how far it can actually take you—all you need to do is to believe in yourself and your abilities. And bear in mind – when your memories are bigger than your dreams... you are headed for the grave. Never be afraid to create your own opportunities. Successful people always know where they are going, and where they're going to end up. And if you need help along the way, just ask. Remember, you are your own driving engine and you are your own brake.

The only person who can stop you from achieving anything in life is *you!* And do not worry about people criticizing your goals; if people do not laugh at your goals, your goals are probably too small! And do not be afraid of making choices in life – choices for selecting the right path, choices for working with the right people and choices for determining what is good for you. Do not give that right to anyone else.

And finally...The truth is that everyone is going to hurt you in life... you just need to find the ones worth suffering for!