

## Be so good that people cannot ignore you

*"I am all over the place. I just cannot seem to concentrate on one thing for very long. With all the calls, emails, meeting and other interruptions, at the end of most days I feel tired and exhausted but have not gotten much done". Sounds familiar?*

I Believe we have never been in a time period where we had this many distractions and challenges in life. When employers are looking for ways to cut costs and maximize profits, employees, at the same time, are looking for secure, less stressful and happy work places. While the company owners and directors are hunting for "loyal employees", the new generation of workers are in the habit of "changing and upgrading" jobs and therefore are constantly on the move. These employees have less interest in company goals but are more focused on job security, comfortability, team work, friendly working environment and continuous training and learning opportunities.



On one hand when company CEOs and general managers are faced with the challenge of keeping their staff energetic and motivated to get their maximum contribution, while on the other hand individuals are finding it difficult to create an optimal work - life balance, adapting to the environmental and market change, facing new challengers, peer pressure etc.

Today we will focus on one aspect of this highly complex tug-of-war between the employer and employee communities. How would you survive in this competitive environment?

- **Be the Best**

Excellence is not a destination we reach, but an unending process of constant improvement. We like to compare ourselves with our colleagues, our friends, relatives and our neighbors but none of them are your real competitors. **Your real competitor is you!** Compare and measure yourself against yourself and challenge yourself to over perform you of yesterday. The real contest is always between "what you have done and what you're capable of doing". Regardless of your title (whether you are a sales person, an executive, a manager, a clerk, a director, or a receptionist), make a decision to **Be the Best** in what you do. Becoming the best is a deliberate process, not an accident that we stumble upon. It is about asking of ourselves more than others do. The path of excellence is never crowded and is a high way that leads to the top

- **Awaken the Leader in You**

You may have read books and attended workshops that talk about “leading others” or “how to become a great leader”. But what I believe is, before you get in to the shoes of leadership to lead others, the time has come to concentrate and pay attention to the “Leader in You”. *“Stay committed to your mission, values and the full self-expression of your inner leader even when people doubt you. When people say you’ll fail or suggest you’re not good enough, stand strong in your skin and don’t let them tear you down. Because leadership has a lot to do with believing in yourself when no one else believes in you”* - Michel Jordan

- **Challenge your Thinking Patterns and Belief System**

Successful people have successful thinking patterns. Your daily thoughts are nothing more than a mere reflection of your belief system. We see the world not as it is, but as we are. If the glass you look through is a mess, your life will become a mess. A belief that says “you are a failure, you cannot succeed” would give you the same results. If you believe that “you are too old to try or it is too late to change”, then your actions will manifest to show that you were correct. Whether you believe it is possible or impossible you’ll certainly be right. Your beliefs determine your behavior. And, your beliefs are nothing more than thoughts you have repeated again and again until you have made them your personal truth.

- **Be a Go-Getter**

Rather than making a habit of ‘**reacting**’ to your challenges at work, like most people do, develop into a master of ‘**responding**’ to them. Be graceful under pressure. Stop worrying about all things that you do not have control over and devote your time and energy to improving the areas of which you have control. Take initiative. Make results happen while others are waiting to be led. Those who stand by the sidelines and watch others succeed, know what is necessary, but are unwilling to devote the time and effort to bettering themselves.

- **Overcome Fear**

A space shuttle uses more fuel during its first three minutes after lift-off than during its entire voyage around the earth. First step is the hardest because you are fighting the forces of gravity of your old thinking and habits. We do love predictability. So, anything new scares us and sets our internal system into varying degrees of confusion and chaos. Looking and doing different feels uncomfortable for a minute but letting your doubts and fears own you feels uncomfortable for a life time.

Procrastination is another form of fear. Look at successful athletes. They have spent the best hours of their best years in sacrificing for their goal. They get up early while others sleep. They train relentlessly while others rest. They practice ferociously while others finding excuses. They watch game tapes while others watch television. They eat salad while others eat pizza. They do whatever it takes them to achieve their goal. And at the end they reach the top while others miss the bus.

The truth is all of us have pure genius within us. But we all set up mental blocks such as limiting beliefs and distractions between who we currently are and all we are meant to be. For as Martin Luther king Jr. said "If a man is called to be a streets weeper, he should sweep streets even as Michelangelo painted, or Beethoven composed music, or Shakespeare wrote poetry. He should sweep street so well that all the hosts of heaven and earth will pause to say, here lived a great streets weeper who did his job well".



Be the best you can be, regardless of where you are in your career or what challenges you have right now on your plate- to the level that people cannot ignore your efforts! E your own critique as well as your personal coach- because you are challenging and competing with your own self!

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