

A Becomer's Philosophy

A handbook for leadership development;
Recommended for young business leaders.

Tim Mwangi

Copyright © 2024 by Tim Mwangi

All rights reserved. No part of this publication may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, without the prior written permission of the publisher, except in the case of brief quotations embodied in critical reviews and certain other noncommercial uses permitted by copyright law.

For permission requests, write to the publisher, addressed “Attention: Permissions Coordinator,” at the address below.

Xania Digital Bookstore by Goelway Ltd

Nairobi, Kenya

+254794808635

xania@goelway.com | www.xania.goelway.com

First published 2020

Printed in Kenya

ISBN: 978-9914-50-571-9

DEDICATION

With special thanks to the Almighty God for allowing me into the
vision and inspiration of this book.

This book is dedicated to all of you with love.

TABLE OF CONTENTS

DEDICATION	iii
ACKNOWLEDGMENTS.....	v
FOREWORD BY JACK KIRAKA.....	vi
FOREWORD BY TIM MWANGI	viii
INTRODUCTION.....	1
BARCODE AND EXPOSURE.....	3
WASTED TIME IS WASTED LIFE	28
DON'T GET HANG UP ON PAST MISTAKES.....	41
BE A GOOD INFLUENCE TO OTHERS	54
YOU MUST BE A BELIEVER.....	61
DON'T TRY, DO OR DON'T	65
PRIORITIZE SELF CARE	70
CHAMPION FOR INTEGRITY, TAKE BOLD STANDS.....	75
BE PATIENT BUT PERSISTENT	81
ABOUT THE AUTHOR.....	88

ACKNOWLEDGMENTS

Special thanks to my good friend Maina Ndiritu, a friend, colleague and author for sharing his inspiration, motivation as well as expertise during my ground work on this masterpiece.

I cannot exhaust the list of people who have worked with me, and I thank God for you.

FOREWORD BY JACK KIRAKA

“**A**nd God said, let us make man in our own image.” What a powerful commitment to the great purpose and intent of the Creator towards His creation. Although the ‘man’ fell from that image, and is now so far removed from God’s initial purpose, yet even in their fallen state, remain elements of the all-powerful, omniscient Creator. No wonder the great feats of science and discovery, technological innovation and continuous progress.

As one great 21st century speaker put it, the birds still build the same nests they did in the Garden of Eden. But man has risen, climbed the ladder and progressed, ever trying to soar to the heights of glory where he once thrived. In order to reach that zenith, the secret lies in identifying oneself with the ‘original divine blueprint of the ‘WHY’ we came to be. It’s about recognizing our unique individuality and how that is tied to our purpose and reason for being here. Once when we do, how much trouble we spare our creator and ourselves.

This ‘revelation’ can be so empowering to the individual that it relegates the desire to compete for competition’s sake. Our greatest competition becomes the person we see when we look in the mirror. Our greatest ambition becomes ‘Becoming all we can be.’ This self-empowering divine drive is what helps to take away self-depreciating thoughts and inferiority complexes. Indeed in each and every individual lies a powerful intrinsic capacity waiting

to be unleashed. Helping to unravel the picture of a unique 'YOU,' molded in your personal traits, while helping you shed off the negatives as you continue on the journey before you, is what this book is about. To help you realize that there has been divine purpose behind the journey you have walked so far; that you are NOT a happenstance. You are here to BECOME all you were ordained to be, and that the steps you have taken thus far, are in no way a mistake. They were all designed to be woven into your personal story of Becoming.

As far as Becoming is concerned, it is never too late to start afresh. You can start right here, right Now! You can start becoming all that you were meant to be, today. So buckle up for the journey of a lifetime. Make no mistake, because you must be sure to enjoy the process, as you will the destination when you finally look back and say, I am glad I lived.

FOREWORD BY TIM MWANGI

In the world we live in today, there is a lot of external influence to conform to the popularists' way of life, and this often stands in the way of being who we are meant to be. All of us have predestined paths, and, unless we recognize our paths and live them, no one else will. You can begin to choose to understand why being a doctor is not just about going to med school for six years, but more of a calling, just like being a mechanic is about being called into that vision, and not just having the mental ability to look at nuts and joints and know how they are related.

If you are a parent seeking to *become*, an entrepreneur seeking to mentor your brand to *become*, whatever you are, in this book, you will learn invaluable golden nuggets about the must-know secrets of the philosophy of *becoming* all that you ought to be. I have tried my best to be as helpful as possible. I pray that this book speaks to you in a way that will leave a life-long impact in your life, open up your blocked channels, and help you live a fulfilled life. Are you ready? See you in chapter 1

INTRODUCTION

It intrigues me to find out that we are all busy trying to accomplish one thing or the other at any one time in our lives, and hardly have an intentional break or a stop. The rich and the poor, the popular and the unpopular, male and female, employed and unemployed, old and young and sick and healthy are all working towards achieving something at any one time in their lives. Just at the point where you think you have it all, you realize, hey, wait, I am not there yet. What is this that we are all looking for? Why aren't we satisfied even when we make conventionally significant breakthroughs in life?

Why hasn't anyone genuinely declared they can now rest easy after having accomplished all they needed to do in life? Why are our doctors, nurses, musicians, engineers, fathers, mothers, clergy, corporate leaders and other members of the society taking their lives when they have already reached the perceived success threshold in today's world? What is this one thing that is troubling all of us, giving us sleepless nights and binding us like slaves? Why does it seem like we are always chasing ambitions we never seem to declare fully attained?

To answer these questions, let's ask ourselves another set of questions. What is the meaning of life? What makes us as human beings special from all other forms of life? Why is there so much difference between our paths in life, and hence our destination yet

we probably should all be the same? What are we always trying to accomplish, so that most people seem apprehensive at the thought of growing old faster than they imagined they should? Why do some people finish their race in life happier than others, and we tend to remember some people more than others, even centuries after their death? What is it about life that we are seeking all the time, and may or may never find? Why are so many people troubled, yet they are financially well up? Isn't life all about money and status? What really is the meaning of life? Just life? Does it mean we need to do more than just live? What is the climax of human life?

What if I told you that you can find the answers to all this curiosity in just two words? We are all looking to live a fulfilled life.

1

BARCODE AND EXPOSURE

It is very easy to spend your entire life dawdling in confusion, being something you ought not to have been, yet you don't have the confidence or luxury of time to be find out what you ought to be. There are many ways through which one may end up in such a confusion, and fail to know their purpose in life. One such way, is if they are ignorant, not caring to find out their purpose/calling, or if they do not spend enough time with themselves to know who they are. I can tell you for a fact many people are stuck here, and there is a good chance you too are, wondering about your purpose and direction in life. I know that is a hard one to swallow, but hang

on tight, it's about to get even hotter in here.

Let me stir you a little in chapter one to make our relationship even sweeter as we travel to the end of the book. Belt up I am taking you on a roller-coaster of a lifetime. In a world where we are constantly trying to define ourselves and claim our territory, getting lost in the mix and becoming who we are not is as easy as counting 1-2-3. Has someone ever asked you, ‘ahem, tell me all about who you are real quick?’ To many people, what comes next is either incomprehensible, inconsistent or strange to them too. Many would be wowed by what a beautiful lie their mind can manage to craft within the ensuing minute, and after answering, many would be like, wait who was that I just described? You won't believe this until someone actually asks you that same question without an advance notice. Thinking about it, that is when many would begin to wonder who they really are, whether they are who they really are, if who they think they are is really it, and, also, what defines who they are, what they stand for, and what they are living for? If you think that question is easy, think again. That is one of the rare moments when you begin to realize that you probably also have no idea who and what you are.

One of the main reasons why many people end up frustrated, burdened and unable to find their meaning in life is because they never take adequate time to know who they really are. We are so busy living each day as it comes, mostly in a world of fantasy dreams that we forget this is a world of reality where a vision, a

purpose and a plan are an important part of survival. Remember, you cannot go into a fight without your weapons, and these three are part of those weapons. Interestingly, this is not just a challenge facing individuals, but many organizations, small communities, big societies, governments are also swallowed up in this confusion of self-identity, or self-awareness if you may.

Knowing yourself is knowing your value, your purpose, your reason for living. It is the first step to finding the fulfilment you so long for, knowing what in life you ought to grow into, and striving to *become* what you are meant to. If we don't know ourselves, then our all our efforts in life can easily be likened to an athlete in a relay who picks the baton and runs in the opposite wrong direction, wasted potential. They sure are running, and get as tired as every other runner, but all their effort is null and void. This is the unfortunate state many lives find themselves in. If only one knew who they really are, they would get a clearer picture of their value, they would have a cut-throat understanding of what they are destined for, and would work towards it. It is virtually impossible to live a life without a clearly defined goal and be counted a success, or rather, it is not entirely possible, but it would be counted a wasted life. You need to know where you are headed in order to plan how to get there.

We all have a chance to make it, and live fulfilled lives, we are born with everything we need, to be successful and *become* all we ought to be, but there is a but, and the but is what makes all the

difference. The but is we cannot become who we ought to be if we don't know who we ought to be, so we have to put in the effort to know who we are and ought to be, in order to be it. Now before we go any further, I want to state here that the words becoming and success in this book do not primarily and solely refer to having a lot of money, houses, cars and all other physical possessions. Success and becoming throughout this book mean living a fulfilled life, one that has a vision, meets its purpose, and creates impact.

The central thought in this chapter is that our lives are like products in the store with a barcode. Our barcodes bear unique characteristics that mark us for specific destinies. It is these barcodes that define who becomes what, when, where, why and how. Our barcodes cannot be used by anyone else apart from ourselves, so that if we do not use them, they go down the drain, wasted. Pity, right? Let me remind you how products cycle within a convenience store. Ideally, every product that enters a store should have a barcode written on it, for purposes of its identification. If you want to know what the product is, you just have to *expose* its barcode to a scanner specifically made to read such a barcode. If you look at the barcode without using the specific scanner that is set aside for such work, not just any scanner, you are likely not to know what the product is, and if you do, you may not get the perfect answer to your curiosity.

That said, I welcome you to ponder for a minute over who you are. Stand in front of the mirror for exactly sixty seconds and look

straight into the eyes of that person you can see smiling on the other side of the wall through the mirror, dressed just like you, and probably trying to smile at you. Can you see them? The person who is probably fidgeting right now, trying to wink, adjusting their tie or brushing their hair? I know you probably think it's not worth it, but just try walk right up to the mirror and challenge yourself to pitch you to yourself. This is how you might want to begin, 'I am....and my purpose in life is ...' if you have your phone with you, make an audio recording of the pitch. Congratulations if you made it through to the twentieth second. Listen keenly to what you said, and in an unbiased manner ask yourself whether you were satisfied with what you just said. What can you say about yourself?

It is said that the real you lives inside the outer you, the one that the world sees. Knowing the real self is a *becomer's* recipe to a long and successful life. This applies to individuals as well as organizations, communities, governments and all other places and institutions where one or more people are involved. Organizations that do not know their identity and personality risk losing their success. As a young leader, you must know who you are and what you stand for, otherwise, there is a high chance that there is a lot of mark-timing going on in your life.

The fact that a great number of people die before they get to know who they really are is the reason Dr. Myles Munroe hypothesized that the richest place on earth is not Wall Street, neither is it Beijin, and it most certainly is not your home town,

neither is mine. As a matter of fact, even the World Bank is not the richest place on earth. The richest place on earth is the place where you will find all the leaders who never *became*, the place where you will find all the presidents, fathers, mothers, engineers and doctors and business moguls who never *became*. This is the place where you will find all the becomers who never became, all the wasted potential that never materialized. The place is the graveyard. Yes, you heard me right. The graveyard is the richest place on earth. There are millions of unfulfilled lives trapped six foot under the ground, and dreams that never were achieved.

Stories of people achieving the unachievable have been around for far too long, and one of these is Eliud Kipchoge's, the Kenyan athlete who gained international recognition for redefining history, running a marathon in 1:59:40 hours. Eliud pushed the limits of human capability a little higher, and challenged the philosophy of success by standing out to challenge what the world believed was the success threshold. He is a man who stood against barriers to beat the world record, and totally redefined what success in the field of athletics, and in life actually meant. It is not just about winning that gold medal, it is about living a vision, a purpose, and an impact. It is about running your marathon in life in under two hours, and stubbornly refusing to be defined by what other people think is the success limit. Eliud has taught the world that you are a barcode within yourself, unique, and if you believe in yourself, and your vision, and your purpose, you will achieve, you will succeed,

you will touch lives, and you will *become*.

It still amazes me that so many people are born and begin to live without a care in the world, as if to assume they had no purpose. Many people hardly ever care to find out why they had to be born. That is where everything goes wrong, and it is mostly the reason behind multibillion dollar heists, merciless and life-threatening industrial manipulation, murders, sexual abuse, forced marriages, irresponsible abortions, land grabbing, con men and all sorts of evils in the world today. It is all because someone somewhere is frustrated because they are doing what they were never born to do, and it is not working as good as they wish. Knowing your purpose in life is a matter of choice. You can choose to want to find out, or you could choose not to want to find out. The seeker finds, thus, knows, and makes plans to become.

Back to our barcode analogy and each barcode has a set of unique exposures that are needed to activate the barcode to its identity and potentials. As a young or aging man or woman who wants to make it in life, you have to understand that you are made with one or lots of potentials inside of you, but you are unlikely to realize and actualize them if you do not get the right exposure. Many a time, the mismatch between our potentials and the variety of exposures available to us is the leading cause of frustrations among many people, and the beginning of failure of what would have become success stories. As such, it is imperative for the society and the business community to understand that for optimal

performance, each individual, like a barcoded product, requires a unique set of triggers to be set for the desired level of achievement.

This is a crucial factor in the intricate tapestry of leadership and managing the people who help us achieve our vision. In determining how to effectively lead ourselves and lead others, there are two profound dynamics to put into consideration. These are the **amount of time** and **nature of exposure(s)** needed to trigger optimal potentials among the subjects, and facilitate their growth to become comers. Due to the variation in the natural abilities that we have, we require a varying amount of time and type of exposure to trigger our optimal potentials. As such, when employees are judged off of the same script, chances are that there are employees who will face the sack prematurely, or there are dreams that will be crashed, because of a misunderstanding.

-- The Time Dynamic --

In the contemporary entrepreneurial landscape, the often-limiting mantra "I can't do that" is becoming irrelevant altogether. Entrepreneurs, defined by their unwavering determination, categorically reject the notion of impossibility. Faced with tasks that surpass their immediate capabilities, they exhibit adaptability by adeptly delegating responsibilities, securing a stake in the ultimate outcome. Alternatively, entrepreneurs engage in focused and extensive learning, demonstrating a commitment to

overcoming challenges. This proactive approach underscores the transformative power of embracing diverse strengths and abilities within a team, aligning with the overall theme of fostering individuality for collective success.

Within every organization, there exist extraordinary employees, seemingly impervious to defeat. These individuals possess an innate gift — an ability to master any task, emerging as the organization's unsung heroes. Recognizing that this is a natural endowment not given to everyone, it would be unjust for an employer to exclusively applaud these exceptional contributors while overlooking those who, though requiring more time, are striving to align with the vision and mission of the brand. Fairness demands acknowledgment and appreciation for diverse strengths and timelines in the pursuit of common goals. There are individuals who will learn fast and those who need more time to learn, and yet as leaders we have to accommodate all.

Embracing this diversity is a crucial aspect of effective leadership, urging leaders to move away from evaluating all team members through a uniform lens, on the basis of their pace of learning. Without a supernatural discernment, leaders stand the risk of either entrusting pivotal responsibilities to fast-learning employees prematurely, or conversely, overlooking slow-learners within the team for an extended period, rendering them ineffective. A single year may be all it takes unravel one's excellence in certain skills, while another might require a decade for such realization,

and yet another, a mere two months. In a team setting, there are individuals who possess an innate ability to rapidly grasp new concepts. Assign them a task, and within a matter of hours, their prowess mirrors that of someone with a decade of experience.

When a brand is just starting out, there are employees who join and stick around, while others may lose hope or have disagreements with their employers. This situation can be frustrating because some of the founding employees or volunteers may quickly grasp the vision, but some, or even those who join later might take months or even years to fully understand it. The resulting frustrations could lead to the business shutting down or a strained relationship between the founder and employees. However, recognizing that it takes time, and different amounts of time for each person, for employees to uncover their hidden potentials and turn that team success is crucial for the success of not only new but also existing brands' leadership.

Unless the time is ripe for a team member to catch the vision, pressuring, harassing and punishing them may do more harm than good, as it will not help them get any closer to such a vision. To improve the quality of your leadership you must learn to accommodate team members who learn fast and those who take moderately more time to learn and align with your vision and your expectation of them, otherwise by expecting everyone to have the same level of understanding is tantamount to setting yourself up for failure and frustration. All the same, as a leader you must be

very careful not to entertain slothfulness, in the name of employees taking a varying amount of time to catch the vision. There is a very thin line between the two, a topic I intend to explore in my podcasts and talks. Even you as a leader will be subject to differing from other people on the basis of the time you take to understand and accomplish goals. If you are a fast learner, you will need to find a way to accommodate slower learners.

-- The Nature of Exposure Dynamic--

In addition, due to our variation in personality, different people require a varying dose of exposure to catch the vision of their potentials, and be able to act as should. The trigger that one person needs to succeed is not the same that would trigger another. In fact, a success trigger to one person may be a failure trigger to another. Due to the fact the different individuals are born and raised in diverse types of environments, they have unique triggers that determine whether or not they will become successful.

Common triggers influencing employee performance span various factors, including the work environment, job design, rewards, training, remuneration, location, history, relationships with colleagues, and one's emotional state, among others. The critical mistake often made by entrepreneurs is applying a one-size-fits-all approach to these triggers, expecting uniform responses from their diverse workforce. When employees deviate

from anticipated reactions, entrepreneurs may hastily accuse them of insubordination, leading to public dismissals.

What is frequently overlooked is the realization that the failure might not be rooted in employees' laxity or insubordination but, rather, a failure on the part of leaders to acknowledge the need for diverse exposures tailored to individual preferences. Judging all employees from the same script regarding the nature of exposure is a recipe for marking brands for failure. Leaders must recognize the need for a nuanced approach, understanding that employees respond differently to various triggers based on their unique attributes, strengths, and motivations. By adopting a more flexible and personalized strategy, leaders can create an environment where employees thrive, contributing their best to the organization's success.

For example, while one employee may be motivated by an education scholarship opportunity to realize they should be working harder and smarter, another one may just require a change in the color of the office ceiling or the placing of a flower at the reception desk. While one may be motivated to work by an increase in their monthly salary, another one would require a company car or house to motivate them. While one would require an international trip to motivate them and stir up their hidden potentials, another one would just require to be allowed to come to work 30 minutes late.

Understanding this will go a long way to helping entrepreneurs and corporate leaders come to the realization that we do not necessarily have bad employees, probably, we need to rethink the kind of motivation we are giving them, if we are, in the first place. A motivated employee can easily begin to think about what they need to do to reciprocate the energy their employer is showing them. Even at home, all children are not motivated by the same stimulus. Some will require more food to be more obedient, others will require you to add one more toy, others will require you to buy them a pet, and so on and so forth. The nature of exposure that we require to succeed as individuals is often unique, and, therefore, makes it unfair to judge everyone off of the same script.

-- Do not be stalled by the first fruits of your achievement --

To emerge as a true leader, steering a brand toward its destined greatness and leaving a lasting legacy as a visionary, one must first understand the overarching vision for their own life, understanding the purpose destined to them by a higher power and actively living it out. Yet, this pursuit is often beset by numerous distractions that impede our ability to catch that crucial vision and, consequently, hinder our journey toward becoming what we are meant to be.

Among these hindrances, our mindset stands as a powerful influencer. The way we perceive ourselves, our capabilities, and

the possibilities that lie ahead can either propel us forward or act as a formidable barrier to us living a fulfilled life. Similarly, our current jobs may tether us to comfort zones, preventing us from taking the bold steps necessary for personal and professional growth. Friends, while cherished, can sometimes unknowingly steer us off course, and our social class may impose limiting beliefs about what we can achieve.

Academic achievements, while commendable, can become a double-edged sword, shaping our expectations and potentially restricting our pursuit of unconventional paths. Even our family history, deeply intertwined with our identity, might cast shadows that hinder our progress. The idea that, in our family we don't do this, we don't do that could be the reason you or someone you know may never live their purpose. Your family history could very easily be the distraction keeping you from your true purpose.

Navigating through these distractions demands a profound self-awareness and a commitment to overcoming the mental and societal barriers that impede our pursuit of purpose. Becoming the visionary leader we aspire to be requires a deliberate effort to realign our mindset, reassess our current circumstances, evaluate the influence of our social circles, challenge societal expectations, and emancipate ourselves from the narratives of our past.

In essence, becoming a true leader involves not only catching the vision but also emancipating oneself from the distractions that

cloud the path to realizing and living our purpose. By understanding the multifaceted nature of these hindrances and actively working to transcend them, we can embark on a transformative journey toward becoming what we are meant to be, leaving an indelible mark on our lives and the brands we lead.

One significant obstacle to discovering one's purpose emerges when there's an excessive fixation on the first round of success that comes our way, and especially material wealth. Many people fail to achieve their full potential because the moment they got their first big cash, they relaxed and thought they had achieved everything they needed to achieve. This obstacle does not just affect persons, but also companies, hindering potential growth by emphasizing a misplaced emphasis on material wealth. The prevalent notion that life's primary goal is wealth acquisition often leads to a substantial loss or mismanagement of potential. Some individuals solely focus on becoming rich, which in itself is not a bad ambition, but it becomes dangerous when by doing so they neglect the pursuit for a clear life purpose. This underscores the importance of aligning material possessions with broader life goals, urging individuals and brands to seek a balance that fosters both financial success and a sense of purpose.

Many individuals, instead of seeking to fulfill their life's purpose, find themselves caught in the pursuit of accumulating wealth for its own sake. This mindset hinders them from aligning with their true calling, relegating purpose to a secondary concern.

Often times, people who have struggled and suffered as they seek to make ends meet would be tempted to forget there is a purpose to find and leave as soon as they get the first financial breakthrough. The danger with this is that it may lead to sacrificing bigger future success in favor of current smaller success, and the propensity to inside emptiness later on when one realizes they have all the wealth they would have imagined, but cannot find fulfilment.

Importantly, it's not that people should not seek financial prosperity; rather, the caution lies in not exchanging the pursuit of their purpose for the pursuit of money. This trade-off inevitably leaves a gap that no amount of wealth can fill, resulting in an enduring inward sense of emptiness. The pursuit of purpose, when compromised for the accumulation of wealth alone, leaves individuals and brands with a void that material possessions cannot satisfy. Choosing purpose over wealth may mean relinquishing some material comforts, but it opens the door to a more fulfilling and meaningful existence —one where the inward sense of emptiness is replaced with a profound sense of purpose. At that point of realized purpose, wealth becomes a factor that does not add inward misery and emptiness, but a complementary factor that helps the purpose-driven individual or organization to continue excelling at their purpose.

Being materially rich is no proof that one is living a fulfilled life by meeting their purpose in life. On the other hand, living a poor life does not mean that one is living a fulfilled life by meeting

their purpose in life. Richness in the form of material wealth is not the measure to know your purpose in life, but knowing your purpose in life is the catalyst to living a fulfilled life, including affording the life you want to live. Material wealth is basically a tool that is given to you to help you accomplish your purpose in life, not a substitution of that purpose.

The interesting paradox is that while the rich man is tricked into thinking he is living his purpose in life and that is why he is rich, the poor man thinks his purpose in life is to live a low life of poverty and misery. At this point, both men are mostly wrong, and probably very far from the real reason for their situations. Interestingly, everything we have in life is meant to help us achieve our purpose in life.

Many are the times when people use someone's wealth to try and crucify them, claiming that they are rich because they embezzled this, stole from the other, and worshiped something else. We also are very quick to judge the poor and claim that they are poor because of their slothfulness, and go about parroting how such people cannot even afford the decency of two meals a day. This, my dear readers, is a gross misconception. You could be rich or poor, yet a million miles away from your purpose in life, or still be rich or poor and living your purpose in life. The bottom line is not how much you have in material wealth, it is how much you have in terms of your understanding and living your purpose in life, despite that endowment. Before you go looking for money,

look for your purpose in life first, and the money will follow. Hey, money is important, but can be destructive when it comes before purpose in the BODMAS of life.

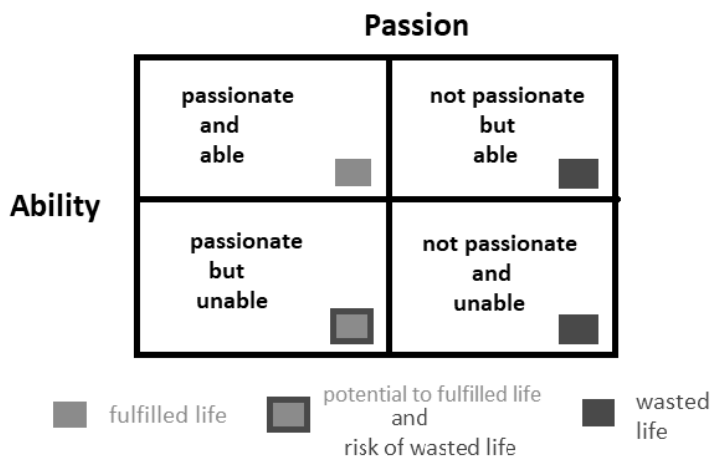
What we often seem to forget is that our current situations are determined by our proximity to our purpose in life. The rich man who has acquired property but is not within a stone throw distance of their purpose in life is a wasted potential, and so is the poor man who does not know their purpose in life. What I am trying to say here is that using material possessions to predict one's proximity to their purpose in life is inaccurate, but using one's purpose/vision in life to predict their success in life is almost always accurate.

The critical decision of prioritizing between money and purpose has emerged as the foremost source of frustration, particularly among millennials and subsequent generations. Often times find ourselves in a state of profound distraction, akin to a lion chasing an antelope but deciding to pick up a mango along the way. This diversion, much like the lion's inexplicable choice, leads to the escape of life's true purpose, symbolized by the elusive antelope. The pursuit of wealth, analogous to the lion's inexplicable desire for a mango, leaves individuals unsatisfied, akin to a carnivore attempting to subsist on fruit alone. The result is a metaphorical death from hunger—a life without purpose. It's a narrative that doesn't culminate in a happy ending, prompting reflection on the choices we make and their profound implications for the fulfillment and meaning we find in our lives.

Choosing to pursue your purpose in life can guide you to genuine success without the pervasive confusion that characterizes many lives today. But, if you decide to chase money first, you are likely to leave a deplorable life surrounded by an arrogant wife/husband, ungrateful children, lots of money in the midst of an impending inflation, many cars that are flexing their muscles to speed on the highway and kill you, robbers who smile with you during the day and will kill you at night, and you will always be on the wrong side of the law. What a life.

-- So, who really are you, what can you become? --

I was once amazed at a statement saying, 'I cannot dictate to my children the career they should take. The choice of the medical school they will attend is solely on them.' Chew on that one and laugh as soon as you get the joke. Discovering yourself is the key



to all your success. Self-discovery is the recognition of what you are really made up of, what you are capable of doing, what you cannot do, why you do what you do, what you hate and like, what your passions are, and what your abilities are. The answers to these questions are what you need for you to know what this life has in store for you. Maina Ndiritu, in his 2019 book *Missing Links to Self Discovery and Actualization*, describes the interplay between passions/ interests and abilities, how they influence what in life people can do. There is a big difference between abilities and passions, and living a fulfilled life takes a well-stricken balance between these two, meticulously ensuring that one does not lean on any extreme of the two dimensions of life.

Passions are what one likes to do, these refer to those things that one cannot wait until morning to do. It's similar to the feeling you have when you are to board a flight for the first time in the morning, but the night seems longer than usual. You simply can't wait. You can't rest. According to the Merriam Webster dictionary, passion can be defined either as intense, driving, or overmastering feeling or conviction, or a strong liking or desire for, or devotion to some activity, object, or concept. Passions are innate, but abilities are acquired, picked up as one grows. Your passions are an accumulated liking of something that has built up over a substantial amount of time.

To illustrate this, let us take the example of a little girl whose purpose in life is to inspire nations through her gift of music. When

she gets to the age of 3 years, she might find herself humming to songs, even though she may not exactly have the cognitive ability to understand what she is doing at that specific time. At the age of 10 years, she might join her school's drama and music club and perform well in festivals. She might like singing so much that she cannot hold her cool, no matter how much she wants to. Whenever she is riding a bus and some song starts playing on the radio, her feet can't hold still. When she gets on stage, she lightens the faces of her audience, and feels like her troubles have just flown away. Whenever she has a chance to sing to an audience, she is simply blown away into another world, a world of total happiness, joy and fulfillment. This is an example definition of what passion in music can be.

Now, what about ability. The Merriam Webster dictionary defines ability as the physical, mental, or legal ability/ competence to do something. Back to our little girl, despite the fact that she was born with a natural ability to sing, at the age of 5 years, she was enrolled for music classes, learning all the basics of music; the vibratos, the vocal ranging and what have you. Besides, she is currently pursuing a Bachelor of Music. Upon finishing, tell this girl to teach music and perform on stage, and you will be speaking her language. This is mainly because this career taps into her passion and ability, a perfect mix, right? But come to think of it, this girl may end up finding a job as a banker, simply because her parents or peers think it is classy, and that singing lowers her social

class, because it is not a corporate career. To become a banker, she might have to go back to school and take a class in accounting and finance.

At the end of the day, the now grown up woman will be earning a sumptuous salary, but has no passion for her job. All that she has is the ability, academic competence, to perform her banking duties. Over time, she gets promoted and becomes the head of big corporations, what do you expect from such a person? Quality service, sacrifice and good vibes? Well, that takes me back to the hypothesis of the genesis of trouble in the workplace, and that is, are we serving our purpose?

In an organizational set up, some people are good at coming up with theoretical solutions to problems, but they are not equally as good at the practical application and implementation of such solutions. There are people who can literally provide strategies that can help resolve any business problems, but they cannot lead others into the actual process of implementation. I am sure you are now thinking of someone, that is, if I am not describing you.

Some people feel entitled to leadership, just because they have the mind to do so, but often disregard the fact that being the best takes more than just the mind, it also requires a huge chunk of passion. Mind you, passions as said earlier are inherent, but abilities, or the mental capacity to do things is acquired, taught, learned. This then makes us begin to agree with the proponents of

the Traits Theory of leadership, that leaders are born, and not made, but let's not get into that. The only thing we can do is to put a person who was born to be a leader, but has not already discovered themselves, in a physical environment (exposure) that cultivates these inherent qualities.

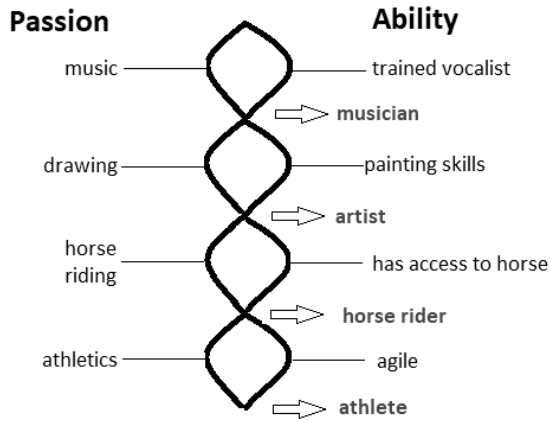
In the workplace setup, leadership is not just about the degree of one's academic or physical ability, rather, it takes a blend between mastery of skill and the inherent passion to lead. If we can accept this, we would not be fighting over who succeeds who, we would choose the very best, but this is not an ideal world, and so we have to bear with leaders who either lack passion for what they are doing, or lack the skill, but are passionate. Both of these leaders *doom* an organization, a family, a conference, a team project, and any other institution.

Academic ability without passion is like a monster river with no defined direction. Depending on the circumstances, it can turn from life-giving to a flooded killing machine. Academic ability without passion is like an unpredictable, unstable, highly combustible atomic bomb that can either kill its manufacturers or its target, just as long as it lands somewhere, it has no specific mission. Academic ability without passion is a killer virus in today's society.

Let's go back to passion and ability, and say that the point where passion meets ability, is the place you want to hold on to,

for in there lies an inlet to a fulfilled life. The mistake that many people make in life is to force themselves into vocations that they neither like or are unable to do, or they like but can't do, or do not like but can do. We often allow people to dictate what they think we can do, yet the people who are telling us what we can do are nowhere close to their own purposes in life. We are living at a time when knowing who to consult is a big problem. Unlike in the past where any gray haired person was a potential mentor, nowadays, you simply can't tell. You might just find you are wiser than the gray-haired bald-headed fellow. And can a blind man lead another blind man? At least, one of them needs to have been down that road before right?

The human mind is made in such a way that we are served with more than one passion and ability. For example, in our case, the little girl may have a passion in music, passion in drawing, be a passionate horse rider and extremely passionate in athletics. In addition, she may have several abilities such as being a really good painter, quick learner, trained athlete as well as a certified accountant. This means that she may not expressly know which of her passions and interests would be her purpose in life - her calling. At this point, one slight mistake would plunge her into a life of sorrow and regret.



The scenario above can be demonstrated as shown in the figure above. From the image above, there are so many things that our little girl can pursue in life. She has four options. Notwithstanding, she has to further seek to know what among the four options is her specific calling at any one time. She needs to know what calling is ripe for what time. A wrong move here could be miserably fatal to her life, and the lives of those who surround her.

2

WASTED TIME IS WASTED LIFE

From this point onwards, I will assume chapter one was an eye-opener, and that you took some time between then and now, to evaluate yourself and identify your passions and abilities, their intersections, and was also able to carry out an objective analysis of your career trajectory to see whether it does have a balance of skill and passion, and as such, whether you are serving the purpose of your life effectively. If you still haven't, take some time to do so, so that the rest of the book becomes an effective tool for you and your brand.

Even after you have discovered your purpose, it is up to you to

choose to live it, and for as long as you are living, time will always be a factor to consider. Respect of time has a great effect on your ability to not only recognize your purpose, but also to live that purpose. You will surely not be pushed through one end of a pipe, and then pulled out from the other end and then congratulated for succeeding in life. There is the everyday part you have to play, one of which will be time management. Respect of time can be equated to respect of self. This effectively means that a person who respects their time respects themselves, and vice versa.

Stephen Covey the author of *The Seven Habits of Highly Effective People* came up with an extensive model describing how we fail to prioritize our time and work, choosing to do the wrong things at the right time, and the right things at the wrong time. As a leader you will save a lot more time, and do more productive things, if you can learn to respect your time. As Charles Richards once said, 'don't be fooled by the calendar. There are only as many days in the year as you make use of. One man gets only a week's value out of a year while another man gets a full year's value out of a week.' You make your choice today. When you respect your time, people also respect it. Your time management skills reflect the quality of your vision. People with a low quality vision will almost always have poor time management skills, and vice versa.

Come to think of it, aren't there times when you are simply aware but ignore the constant reminder that you are doing the wrong thing at the right time and vice versa? We often fail to

differentiate between important things, less important things, urgent things and less urgent things, and this makes us end up living for the sake of it. In order to live a purposeful life, we need to know how to deal with urgency and importance. Covey's demonstration is as shown below.

	Urgent	Not urgent
Important	Urgent and important	Important but not urgent
Not important	Urgent but not important	Not urgent and not important

(This image is a work of credible sources, and not owned by Tim Mwangi)

Imagine a seasoned business leader contemplating the expansion of their company. The leader's team advises a strategic and gradual approach, emphasizing the importance of stability and careful planning, seeing the expansion as importance but not urgent. However, the leader, fueled by ambition and a desire for rapid success, views the expansion as an important and urgent necessity. From their perspective, waiting seems like lost opportunities, and the urgency to expand becomes unstoppable. This discrepancy in viewpoints often leads to daily clashes within

the leadership team, pitting the leader against their team. It's not that the expansion isn't a valid goal; it's a matter of timing and approach. The team believes in slower strategic steps, ensuring the business's foundation is solid before taking bold leaps. The leader, on the other hand, sees the urgency to expand to new markets now.

The analogy underscores the importance of discerning the right time for significant decisions, and the sharpening of the art of prioritizing. It highlights that every endeavor, no matter how promising, has its designated time, place, and season. Whether in personal relationships or business decisions, aligning perspectives and understanding the timing is crucial for sustainable success. Differentiating between urgency and importance is a skill possessed by a select few. The lack of differentiation between what is important and what is urgent is threat to the success of any leader, and their ability to live a purpose-driven life, hence a possible cause of failure in organizations. The choice between whether to invest in urgent things or important things is a delicate pendulum that entrepreneurs and other business leaders need to spend time thinking about. Not everything urgent is important, and not everything important is urgent. Brands that succeed know the difference.

In his book *Time Management Skills for Highly Creative People*, Mark McGuinness emphasizes a lot about effective use of time, and especially in respect to productivity at work and life in general. During my time as a bachelor degree student in

Biochemistry, I had special interest in the science of the mind, and its relationship with productivity. As a strategy and management consultant whose scope now entails diagnosing the productivity of human capital, this concept is beginning to make perfect sense. Scientifically, there is a great relationship between the time one wakes up, how productive they are, and how they feel.

As a gift of nature to help us with time management, we humans have a biochemical time management system called a circadian cycle, a biological clock system in our bodies that helps us to know when to do things, when to pause, when to stop, and so forth. This system is subject to an abundance of hormones that work tirelessly to determine how one feels, and thus, how one's body works at different times of the day. Basically, the poorer your mood, the less productive you are likely to be, and the more upbeat you feel, the more productive you are supposed to be. The relationship between mood, productivity and your time management is drawn from the *feel good hormones* in the body. These hormones include endorphins, dopamine and serotonin. These hormones stimulate the brain to become alert and awake, thus more productive.

Animal studies show that the levels of dopamine and serotonin are highest in the morning, during the waking hours. As the day progresses, these levels decrease, and this could possibly explain why people feel less energetic, confused and stressed as the day wears on. Every leader who intend to be successful ought to master

the art of time management, starting with rising up early, to leverage this God-given natural head start to a great day.

-- *Know and control your unproductive distractions* --

In today's world of technological advancement, there are very many distractions that would usually keep you away from being productive and successful. These are the things that rob you the opportunity to live a fulfilled life. The real challenge lies not in the existence of distractions but in overcoming these unproductive distractions that contribute no value to one's life, often exacerbated by a failure to recognize or control them.

In this age and time when almost everyone lives on social media and occasionally visit their real lives, people have a hard time accomplishing basic achievements in their everyday lives, simply because their one and only aim is to increase their social media count. To give you enough time to live a fulfilled life you must learn to take control of your time, and will not entertain irrelevant distractions to affect your plans.

Unlike machines which can work under the same algorithm for years on end, the human mind requires a break to rest and come up with new ideas. In any case, it is the human mind that comes up with the initial concept of a machine, and the machine only carries on what humans provide, in a more continuous, efficient and economical manner. The underlying principle is that the human

mind is inherently designed to require time for creativity and innovation. In most cases, achieving the intense focus needed for exceptional results demands considerable sacrifices, including acquiring the ability to decline certain requests, isolating oneself for extended periods, forgoing some meals, making painful financial sacrifices, and deliberately avoiding distractions, sometimes even having to isolate ourselves from those we truly love.

Many are the times when you intend to wake up and work on those really hard work assignments, and you even promise yourself that you will wake up at three in the morning, take a shower and a cup of coffee, snatch that file from your bag and work, work, work. As if snoozing your alarm for just 30 minutes, waking up at 330 and skipping the shower bit of the plan is not enough, something even worse awaits you. Just before you get to your desk to work, a friend who just happened to have been awake throughout the night doing no-one knows what, decides to send you a humorous video to distract what should have been your perfect morning schedule. A little longer, and your little furry friend comes to say good morning, and before you know it, your hand ‘half-accidentally-half-intentionally’ lands on the laptop instead of the file you needed to work on. So you take a deep breath, calm down and convince yourself that you will be on your laptop for just ten minutes, and then, you remember there were some news you needed to catch up with. Needless to go further, before you know

it, it's already day break and you have done nothing.

Despite our best efforts at discipline, each of us has peculiar distractions that snatch away our time, often intruding uninvited. To make this chapter resonate with you, I'll provide a space below for you to jot down 10 things that serve as your most significant time robbers. Perhaps it's the social media platforms that incessantly captivate your attention, making it nearly impossible to focus on productive tasks for even a continuous hour. Or maybe there's that favorite vlogger whose latest upload has the power to halt your life until you're all caught up with their latest upload. And then there's the ever-persistent fridge, seemingly whistling 'meal time' just when you've mustered the perfect appetite to dive into your work. Write them down below, identify them.

- | | |
|----|-----|
| 1. | 9. |
| 2. | 10. |
| 3. | |
| 4. | |
| 5. | |
| 6. | |
| 7. | |
| 8. | |

If only you were to objectively tally the time spent on each of your distractions and their sub-distractions, you'd likely discover that you squander nearly four hours each day on activities that are deemed counterproductive. According to Lavender Coaching in the book *Effective Time Management Strategies*, an average person loses 6 hours a week due to poor planning and lack of organization. Cumulatively this puts the person 312 hours, or two weeks, behind schedule for their success. If you take this to be the norm throughout life, you will realize that some people get to the end of life not having fulfilled their purpose, because they wasted at least two weeks every year. Essentially, by the time such a person gets to 35 years, they are likely to be a year behind schedule. Just imagine a whole year of doing nothing, simply hibernating, and then wondering why life never seems to be fair.

Mark McGuiness advises all people who desire to be successful to ring-fence their most creative time. Most of the successful people are known mostly because of the daily '10' minutes creative time they have selfishly ring-fenced. This is the 10 minutes within the day when they will lock themselves up and think of how to solve whatever challenges they are facing. The 10 or so minutes that one spends at the peak of their concentration during their most creative time within the day, each day, is the reason behind the success of big brands, immense architectural development, great economic prosperity and technological

advancement. This is the time that lays the foundation to what one will do for the next 23 hours in a day.

If you feed your mind with wasteful things during your most creative time that is what it will give back, and hence you really shouldn't be surprised when you cannot achieve much. If you feed it with great innovations and incredible solutions to problems, it gives back in a similar manner. So choose wisely what you feed your mind during your most creative time, which every successful person/ brand/ entrepreneur must have.

I would like to challenge you to look for three highly successful leaders, and carry out a research as to whether they have a private study at home, a private room, spot or time within the day where/ when they get to be by themselves and synthesize ideas. You will find out, while an average person wakes up and heads to the shower, to the kitchen and then to work, somewhere on the other side of the average person's world, the successful and visionary leader adds at least one more activity, they hibernate for some time and engage their mental faculties in a comprehensive meeting to create solutions to problems. Successful leaders do not have no more than 24 hours a day, neither do they have supernatural capabilities. They simply work smart, and know the importance of their most creative time within the day.

-- *Share your time with those who respect it* --

Do you find yourself being overly generous with your time just to maintain a facade of politeness and avoid disappointing others? Let me assure you, your politeness may well be treated as a mere rag by those you're attempting to please, holding little significance for them. If someone doesn't respect your time, then extending politeness or attention to them might not be worthwhile. Consider this: you're likely being kind to individuals who, at some point during their day —be it morning or evening— allocated time when their minds were clear to chart a direction for their own lives. Stop pleasing people, you have a purpose to live, and it needs a plan, and that plan needs your time.

Different people invoke their highest concentration in a diverse manner and number of ways. It may be through a cup of coffee for some, a cool breeze, lighting a candle, cool jazz instrumental music or the aroma or some air freshener. It may even be a certain chair in your office or living room, a specific dress, a standing posture or a certain memory. You are the only one who knows whatever makes you most creative, and that is what you need to selfishly safeguard. Keep it as furthest away from your known time robbers as possible. That is where your success lies, in that creative time. This is the time when you get the inspiration of what your purpose in life is, and how to meet it. Do not allow that barking dog to take it away from you. If you have to muff your ears or the whole house, you better do it. Not even your phone,

unless it is a matter of life and death.

Dedicate this invaluable time to fostering creativity and devising ways to enhance your life. Utilize this period to quieten your spirit and make critical life decisions. Establishing a routine around this practice can serve as the elusive path to success and discovering your life's purpose. It won't be long before you stumble upon your true calling. Consider using this time for meditation, perhaps laying out your yoga mat, with pen and paper ready. Capture every idea that comes to mind, regardless of how seemingly absurd. This is when solutions to yesterday's dilemmas emerge, where five new business ideas may flourish and await analysis throughout the day. Recognize that this time is the most precious and costly segment of your day—use it wisely.

Here's a piece of advice: invest your creative time in uncovering keywords that point towards potential solutions. Later in the day, devote your energy to fleshing out these keywords, adding the essential details and substance to transform them into comprehensive solutions. You need not stress about arriving at a definitive solution in one go. Use your creative time wisely to envision the solution's framework and mull over the implementation details at a later stage.

-- *You must learn to say NO, where you must* --

Before we explore the word *NO* and how it benefits you, let me share with you a little story. One day, some baboons and monkeys heard that the man who had been chasing them from a maize farm had died. They celebrated and broke into song and dance. The coming year, there was no chasing from the farm, as there was no maize in the farm anyway. At this point, the hungry baboons and monkeys came to the realization that the man whose death they had danced over was actually the farmer who planted the maize they used to steal. If only some of the monkeys had said no when there was time to remedy the action...

NO! This is a strong word that could make or break. No is probably one of the strongest words for every successful organization and leader. A firm, appropriate and timely *no* can avert danger. No can be used to let other people know when they begin stepping on your toes, as well as to prevent manipulation from other people. Typically, people fear to say *no*, because they think they will be seen as bad guys. However, would one rather say *no* and enjoy life, or mumble a n..n.nooo..n..no and then suffer for the rest of their lives? Leaders say a *no* that resounds. A *NO* that is a *NO*. Leaders ought not to suffer to please other people, they ought to do things because they know they want to, and it is not wrong to do so.

3

DON'T GET HANG UP ON PAST MISTAKES

Sometimes in life, all you need is just a worry-free attitude. I mean, yes you made a mistake, and you learned from it, but then what? Must you live in the sins of the past? Must you remain in the pain and heartache of the past? If so, for how long? Until it is too late to succeed? Until your life and the potentials in you are all drained away? The amount of time you take lamenting over the past, and convincing yourself that you are not destined for a second chance, for a better life might just be the cancer that is eating up all your energy and keeping you from your excellence in leadership and life at large.

As a man thinks in his heart, so is he. Words are thoughts expressed, and that is what leads to actions. Whatever is fed into the mind engulfs the mental faculties until one cannot help to speak it out, notwithstanding the filth of the words, and most often than not, the person will end up acting in a manner consistent with what they have thought and spoken. All evil actions come from evil words, and all evil words come from evil thoughts. Unlike machines, human beings have to think about their words before speaking them. No wonder, if you hear someone telling you to think twice, they actually mean your words or actions are regrettable, and so you need to watch them in future.

Now, if evil actions come from evil thoughts, how about good actions? Don't good actions come from good thoughts? And if that is so, don't you agree that success (positive progress) comes from successful (positive) thinking? Furthermore, whatever one professes, that is what they become. While speaking at a young leaders' conference at Jesus Healing Ministry International in 2019, I addressed the topic of the power in words, and observed that whatever you say about yourself, you most certainly will become it. Whatever one says has power to make or break them. Words have no blade, but they cut, and they also build with hands that they do not have. Try to annoy someone, and you may just earn yourself a ticket to knowing that this person thinks of you behind their smile.

-- ATTITUDE, *You become what you think you are* --

That being said, it's undeniable that no one can rise beyond the level or quality of their thoughts. The moment a thought takes into your mind, it transforms into a tangible and believable reality, effortlessly finding expression in your words and actions. Have you found yourself being duped or having done something you look back and marvel at how on earth you could even do such a thing? Before you came to such a level, you must have thought about doing it, and then you actually smiled at the idea, passing a reflex to your mind that, *hey brain, you know what, I think that idea is not so bad after all. Let's do this.* It is only later if you are lucky enough to come back to your senses that you wonder how *soft in the head* you must have been at that time. Don't worry, I am here to tell you why it happened. You know why? Because chances are, you let it happen, by allowing your brain to think it. That is a bit too harsh and straightforward, but hold on and you will like where this is going. Every bad or good thing happens because you think of it, entertain it, believe it, and then you express it in action. Your brain does not have a problem doing whatever you make it believe is okay and approved.

As a matter of fact, let's think of a situation that is common at home. If your childhood was like mine, you grew up playing hide and seek with your mother and the sugar jar. You would wait until your mother was out of sight, and almost licked the jar to the very last grain of sugar right? Once she caught you while at it, you

would be a *dead* boy or girl. Why was it that when you were doing the licking and she walked in on you, you froze, yet if she decided to taste a spoonful of sugar and you walked in, she didn't even recognize you? You will agree with me that this is because as a child, you thought of this act as bad, you entertained this perception, believed it was bad and you expressed it through shaking and hiding to lick sugar, right? This is a basic illustration of how your thoughts become actions right from childhood, and they shape the frame of your thinking right through adulthood, unless you refuse to entertain them any longer, by changing your way of thinking.

Feeling that your life lacks meaning, experiencing a pervasive gap, and grappling with a profound sense of emptiness can often be attributed to how you allow yourself to perceive your existence. While it's important to note that this chapter may come across as a bit harsh, the intention is to provide a therapeutic push towards a purpose-driven life. It may be bitter to digest initially, but the subsequent nourishment it brings is worth the initial discomfort. While your peers and competitors around you are actively making a positive impact, you might find yourself stuck in a cycle of lamentation, dwelling on the perceived unfairness of life. Rather than envisioning the person you aspire to become, you're consumed with self-pity for past mistakes. While I would agree with you that your history has been challenging and life might have been unjust, it begs the question: isn't it time to shift gears

and move forward?

No matter how much negativity is directed to you because of your height, your weight, your poverty, your illiteracy, and all other sorts of things, it is time to arise and shine. Forgive yourself, walk head-high as if you never made a mistake.

To jog your memory a little, I want you to think of four people you admire most in life. I will leave space for you to write them down. On the first slot, write your spouse's name, and if unmarried write the name of that one person you treasure. Beside their name, write three things you love/like about them.

1.

2.

3.

4.

Now write three things you have done over the past 5 years that regret/ hate/ dislike about yourself.

1. ...

2.

3.

The human mind is quick to self-judge, and I know you might have run out of space to write the 100 +1 things you regret/ hate/

dislike about yourself, but do you know that none of those four people written above are as perfect as you imagine? What you see of them now is just a shell of what has been left after being persecuted by life and its very many ruthless challenges. What you see of the people you admire was not built overnight. It is an experience. It is pain. It is insecurity. It is abuse. It is depression. It is patience. It is learning. They had to go through ups and downs, mountains and valleys, rivers and plains, and right now, they might just be creeping into the *valley of the shadow of death*. It took all that to get to the level they are in now. One secret they may all tell you, if you cared to ask, is that there is only one thing that keeps them on their feet, that is their vision in life, their purpose. That is the single most important thing that makes them forgive themselves of their faults, rise up and smile as if nothing happened at all.

Whenever you fail, you are not doomed to a life of jeopardy and misfortunes. Failure can be a reminder that you are deviating from your purpose in life. Don't rise up and continue in the same path that led you to failure; this time, it will lead you to depression and death. When you are at your lowest and things have turned upside down, pat yourself on the shoulder and encourage yourself by remembering that your failure is just a reminder of the direction you need to be taking, and the pace you need to keep. Thomas Edison said that when he failed 10,000 times, he did not actually fail 10,000 times, he just found 10,000 ways that won't work. In

fact, to add the humor to his perceived failure, he insisted that he did not fail 1000 times in making the light bulb, rather the process of making the light bulb was a 1000-step process.

You might have failed 1,000,000 times to reach where you want to be. Who knows, may be yours is a 1,000,000-step process to success. Do not let past mistakes haunt you, and don't give up. Learn from them and improve yourself. No one has trod your path to success before, so encourage yourself and look forward to a new dawn to try out the 1,000,001th way of how to succeed in whatever you are doing. Forgive yourself, entertain no negativity and keep moving on to your success. You will get there sooner than you thought.

Weakness in your thinking and self-pity emanating from your past are only distractions, which must have no place in your mind as they are meant to keep you from seeing the brightness of the sun in a new day, the purpose you are made for, and the potentials in you. While you are busy feeling sorry for yourself, the successful people are busy rising from the ground after failing to achieve, they are busy forgiving themselves and preparing for the next failure, no matter their circumstances, they must rise up. If you want to live a fulfilled life, you have a duty to think right. Once you think right, you will speak right, and you will act right. Most of your mistakes in the past are just a way of shaping your character, to be stronger and more resilient. By refusing to forgive your past, you are effectively sacrificing the person you want to be

for whom you have been, a bad bad bad idea.

-- It is okay not to be perfect --

One of the challenges I have had to battle with is asking myself, and I am sure many of you may be asking yourselves, ‘I’m I the best really? What if I make a mistake? What will people say if they realize I am this ambitious? Shouldn’t I wait until I am completely ready? Do I stand a chance even with what I know about myself?’ These, I believe are some of the questions that many out there are asking themselves, or have had to ask themselves at one point in their lives. These are some of what I consider the most toxic infection, worse than the worst virus in the ecosystem, much worse than even the much-dreaded corona virus. These questions have hindered many would-have-been impact lives and companies from coming to full realization, they have hindered inspiring love stories from materializing, they have denied the world of the most effective political leaders, and have led to bloodshed, frustrations, depression and suicide.

If you were brought up in an environment like mine where society guidelines dictated that it was not okay to make a mistake, you can begin to appreciate the liberation that has caused the world and its younger generations to start accommodating mistakes. Growing up, there was little to no room to make mistakes. In my era, we grew up knowing that you would rather die than be caught

making even the slightest mistake. There was just too much to safeguard. Whether it was your personal reputation, your family, village, school and national reputation. This kind of environment planted extra caution in the form of fear, so that people could not express themselves for fear of knowing that in the process, they will definitely step on someone's toes. Sorry was not a guarantee for forgiveness, rather it was a punctuation that marked the end of the mistake, and the beginning of punishment. Because of this, many millennials have grown up knowing that you have to be right and perfect. This has resulted into immense pressure to try and do everything right. The aftermath of a harsh social expectation for nothing but perfection among individuals was that it birthed many cowards who are now grown people, scared of pursuing their purpose in life for fear of controversy.

We are now under pressure to walk in a certain way so we can walk right, we are under pressure to take loans from banks so we can buy the latest iPhones, sports cars, houses, or do this or that to be labeled successful. We are under pressure to score all A's not to be labeled dumb, we are under pressure to live in posh apartments in high-end estates even though we cannot afford the rates, we are under pressure to dress in classy suits from the best boutiques in town, we cannot be seen wearing cheap jewelry, we are under pressure to have all the gold, roses and diamonds in our weddings so we will not appear poor. A good number of people are doing things because they believe in them, they are doing what will not

make them get labeled losers, even if it will cost them their purpose and fulfilment in life. I am not saying we should not of course drive the latest cars, throw expensive parties and do all that it takes to enjoy life, but I am bringing to your attention that there is an underlying reason for some to do these things, no avoid not meeting social expectations, to create the illusion of perfection by social standards.

Deep down, we are burdening a generation with immense pressure, a load that they mustn't have to carry. We are creating a generation that is untrue and can do anything to get money, just because they cannot afford not to match to the expectations of their peers. We are creating a generation where you cannot confuse spellings, otherwise you will be the laughing stock of the internet for centuries. We are living in a world where your best friend will fail to invite you to their house because they do not have a fridge. We are living at a time when one would rather borrow a TV screen from their neighbor before they can welcome you to their house. We are living at a time when you would do anything to get a Netflix account, or have the latest play station equipment to look cool, when you know deep down that is not what you really want. We are living at a time when almost everything is prosthetic, fake, pretentious, and fictitious. We keep upgrading cars, houses, phones, laptops, offices, houses, furniture, not because we want to, but because we are bound in slavery social perception. We are not doing things because we want to, but because we want others to

see and accept us, to conform.

No one is coming out to tell us that it is okay not to be okay. No one is willing to be seen as sympathizing with those who would be considered not up to par by social expectations. Very few one has the guts to go against the norm. You do not just need to have a car, but an expensive one. It has become hard to select a school for your child, because you do not just need a school, but a classy one. It has become hard to live in any estate, because you do not just need to have a house, but a cozy one. Young men and women do not want to labor to achieve their goals in life anymore, but want to sleep and wake up rich, because that is the norm in our society today, and if they are seen wearing overalls to repair cars in a garage, or be seen serving tea in a hotel, or go out to sell insurance policies, they will be embarrassed. Grown up men and women are still living in their parents' houses doing nothing but chatting on social media all day and hanging out with friends, because they do not want to be seen going out to struggle and build a life of their own.

We are in a society where men and women are unable to refuse to say they cannot afford this or that, but they would rather grab someone else's property, do anything it takes to keep their ego and social rating up. We are living at a time when a struggling company will buy new executive luxury cars in order to look cool, not out of strategic importance, but on an impromptu because a competitor has done so as well. We are living in times when

people don't want to start small companies in their living rooms, or basement, or garage, or even downtown, because everyone else will laugh at them. Business founders do not want to be associated with their young businesses until they grow, because who wants to be part of a dream they are not sure whether it will succeed or embarrass them? Come on guys, what are we doing to ourselves?

My friends, it is okay not to be okay. It is okay not to be perfect. You do not need to kill yourself with burdens you cannot afford to fit in. You can be you and live a fulfilled life, become all that you are purposed for. You must not be like anybody else, you can live within your means and find fulfilment. But, to do so, you must know what you are worth, and remind yourself that your number one reason for living is to fulfil your purpose in life, and not to look like other people. This is what will help you get rid of the envy that has engulfed you, that makes you spend your day admiring people instead of going out to do something worth being admired yourself. Arise and shine, for it is okay not to be perfect. It is okay to make mistakes. It is okay to say sorry. It is okay to be punished for mistakes. It goes to show you are human, and you are trying your best, and soon you will become what you are purposed for. Do not be cowed into the captivity of your past mistakes. That was done, but so what? Rise up, go conquer the world. Go out there and start again. Fail and rise yet again. There is no crime in falling and trying again. There is no depleting the number of times you can try. Keep trying. Keep failing. Keep rising. Keep trying

again. You are meant for greatness. You are meant to overcome.

The difference between success and failure is that success is failure that appreciates resilience, but failure is success that quits, resilience that dies off.

- Tim Mwangi

4

BE A GOOD INFLUENCE TO OTHERS



In the current generation, the rise of capitalism and an individualistic approach to life has become more prevalent. According to Professor Michelle Yik, an expert in the Psychology of Personal Growth, the global shift towards westernization has led

to increased non-conformity and self-centeredness. Individuals often express themselves using terms such as "me," "my," and "I," displaying a heightened focus on personal concerns. This trend is observable across various domains, including families, romantic relationships, marriages, politics, and religious institutions.

The younger generation navigates their journey towards fulfillment in a world where the sense of collective care and mentorship seems scarce. The prevailing mindset reflects a society where individuals are primarily concerned with their own interests, contributing to a lack of guidance and correction for the younger demographic.

-- Mentor someone, don't keep to yourself --

Unfortunately, the older generation has refused to take responsibility for the younger members of society. The end result has been the catastrophic growth of a hostile and extremely sensitive generation of people. Because of being neglected, the young generation is turning to video games, mobile phones, social media, online dating, premature and premarital sexual escapades, excessive drug use and substance abuse among other vices, to seek solace and consolation for the tough life they are enduring. While the members of generation x and older are quick to judge millennials and younger people, the former seems to forget how much difference it made in their lives when they were mentored by

their parents, aunts and uncles. They seem to forget that they would not have made it through life if there was no one to mentor them in spite of their *ignorance* and *stubbornness* themselves.

There is possibly nothing better on this earth than to leave a mark in the lives of other people. Well, some people rate their success based on many important but not-so-crucial factors, a real leader ought to look at the number of lives they have impacted in the course of their life. Making an impact is one of the best ways of building your brand as well as making sure you leave behind a strong legacy.

As mentors, there is one question a becomer ought to ask themselves every day, and that is, what difference I'm I making in the lives of others by my actions today? Leaders should always be aware that there is someone who is watching them at all times. They must carry themselves in a manner that guides and mentors others. If you are a business leader, your juniors are looking at what you are doing, so be aware you are mentoring someone with every single action. They should always challenge themselves with the fact that wherever they go, they ought to impact the life of at least one person. It may be in a very petite way, but they have to leave an impact that they can look back later in life and be proud of.

If there has ever been need for mentorship, this is the time when the supply is dangerously outnumbered by the demand. By

older people neglecting this responsibility, younger people are collecting any piece of advice they can from wherever it is available. Most of the people who have been left to take care of the young minds are the rejects, the perverts and antisocial psychopaths; the Tik Tok, Instagram and YouTube Lords whose only authority is their large following. Parents, just imagine, a pervert on the other side of the world is mentoring your child, because someone like you somewhere has neglected the duty of mentorship, and you expect your dear child to turn out right. Just imagine you have refused to mentor a young soul somewhere because you think they are a bother, and then the only example they have to follow is a pervert. Do you think we are working towards creating any promising future in this manner?

For those of you who think you need a crowd of 10,000 people in a hall with brightly colored disco lights, a wireless microphone dangling ferociously across your chubby corporate face and an elegant suit to begin your mentorship, I would like to announce to you that you have probably mentored more than 10,000 people outside a hall, wearing your overalls, doing common things. Every action that you take in life is being watched. Everything that you do influences someone else in one way or another and may consciously or subconsciously influence them in making their own life decisions. Whatever you post on your Facebook account, those memes you have as your WhatsApp status, the jokes that you make, those radical anti-government tweets you make, those sites

you visit from within the blankets, those words you say when angry, the movies and music you watch, it does not matter whether you do it in your innermost of rooms, in your social media DM (direct message), in your car, in darkness, wherever it may be. All the time, especially when you least expect, you are being watched, and your actions could easily influence someone else to do right or wrong. There is no excuse to behaving irresponsibly. For us to make a peaceful and prosperous society, we need to learn to show others the right way to behave, and we can only do this by leading by example so as to mentor them.

A real visionary leader is not one of those petty people who will not show you how to fish because they fear your net will catch fish and you will become a fisher like them. On the contrary, the successful fisher understands that the river is too wide for the fish to be finished by an additional net, and even if that happens, they know they can still remain on the banks of the river supplying the new fishermen with bait, and still survive. Becomers are not selfish. In fact the right phrase to use is that they may be selfish and envious once in a while, but they always overcome their envy and jealousy. It's hard not to be envious, the point is, and you must overcome such feelings. They may hide their intricate business tactics, but they will not suffer to see someone sleep hungry when there is a way to help them earn a meal.

As a matter of fact, becomers are more willing to help those around them to succeed, than sometimes helping themselves.

Becomers have no class. They interact with everyone they are able to, and help they can to add value to their purpose in life. They appreciate everyone and can get down to any level, if only to make an impact in someone's life. It makes no sense to be the only successful person within your circles, when you have the ability to empower those around you to become important people and to be as successful as you are. Average leaders tend to relish being worshiped for being the only successful person that their friends can ever think of, but this lasts until that person gets into trouble, and they realize that they have no one to help them since they are surrounded by weak, self-doubting, poor so called friends. When one empowers other people, they are making an investment in them, one that they may benefit from later, directly or indirectly. Employers are we together here?

While on this, it is very easy to feel discouraged by people who do not take it seriously when you invest in them, mainly because it is almost a free donation, and so they may misuse the mentorship you lend them to build themselves. To make sure those you invest in, as a becomer, are accountable, vet your circles wisely, become a man or woman of the people, but let them know the true version of you. Surround yourself with people of like mind, people who are as visionated as you are, otherwise, you are likely to end up losing the zeal for your vision as well. Communicate your boundaries in a loving but firm way.

Instead of 'building a wall' around you that excludes other

people, build a bigger wall that will accommodate the success of all those within your circles. Becomers are careful with the extent to which they tolerate people, because they know that the much you tolerate people is the much that they treat you. The nicer one becomes, the lesser the respect they are likely to get. Building a successful society begins with me and you. Before you judge the young for being thoughtless, and curse them for disrespect, account for whether or not you have taken initiative to be a good example to them.

“The delicate balance of mentoring someone is not creating them in your own image, but giving them the opportunity to create themselves.”

- Steven Spielberg

5

YOU MUST BE A BELIEVER

- Believe in your vision--

Every day that you wake up, take some time to contemplate about your vision. Don't mind about the possible monotony of this daily routine, but rather, look at it from the perspective that every time you think about your vision, you get an even more refined picture of it. That will help you decide what to do all day long. Do not just wake up and start the day without reminding yourself of your vision, what you are working towards. Have a small closed-door meeting with all the members of your body, remind them what you intend to achieve, and encourage them to behave in such

a way that you achieve what you set out to do. There is one thought that motivates challenges me, that it does not matter how much money you have in the bank, what matters is the vision you have for that money. You would rather have a vision with no money, than money with no vision. I am convinced that your vision can buy you money, but money can never, and will never, and has never bought anyone a vision. Renown author Helen Keller noted that the only thing worse than being blind is having sight but no vision.

You are the best placed to know what you want, why you want it, how you want it, and, if indeed you want it. Steve Jobs said that one should always have the courage to follow their heart and intuition, for these already know what that person truly wants to *become*. When you want to do something, you are the only one who truly knows what it means to you. Dress, talk, drive, walk and address other people like the pilot, the lawyer, the doctor, the musician, the business mogul, the farmer, the consultant you want to become. Live your vision in such an infectious manner that everyone around you smells the aura of success in your life, and get inspired to borrow a few leafs from you. Remember, people will often see you as the kind of person that you present yourself.

Believe in your ability to face the oncoming storm. Successful leaders know anyhow, they will always come out successful or wiser. Believing in yourself will also require you to say no at times, and even when you say no, you need to be confident that

you are doing the right thing.

-- Believe in tithing --

The best secret to durable riches and comfort in life, and to please God is to obey Him. Obedience is way much better than sacrifice, and God demands that out of what He allows you to earn, you must give back a tenth of it. And not just giving it to fulfil the law, but doing it cheerfully, for God loves a cheerful giver. As we said up there, there is no harm in aggressively pursuing money, as long as the money comes after one has known their purpose. How you handle that money can also mean the difference between a becoming and unbecoming life.

From personal experience, and from that of my closest allies, there is one thing that most people tend to forget. It doesn't really matter whether you believe there is a God or not. The fact is, those who tithe generally have a better story to tell. It does not matter whether you make \$1 a day, or \$10 or even \$100, giving 10 percent of your earnings in the form of tithe makes all the difference. I must admit, while on this point, that I have been guilty of keeping that portion of my earnings for myself in the past no doubt. However, I will have you know that while it is tempting to keep this portion for yourself, the number of doors you close by choosing to do exposes you to risk of losing a lot more income and joy in life than nothing you have seen before. Think of it, why

would you want to close 10 doors to opportunity by simply trying to outsmart the law of God? Why not just open one door that will automatically open 10 other doors?

I hold the opinion that while sometimes we are too quick to judge the source of wealth of other people, we often forget the effort they take to tithe. Most people have heard of rich business ladies and gentlemen as well as politicians whom we are quick to label as drug lords and worshipers of objects and things. But before you do that, research on whether that person does tithe, while you who earns just enough to get you a daily bread don't tithe. We may disagree on this for sure, as to whether it is an effective strategy to safeguard the proceeds of your hard earned sweat, but deep down, the becomer knows the power of tithing. The becomer recognizes and appreciates the higher power that makes them get the opportunities they get in life. And by the way, come to find out, most of those who tithe are also generous in donations. And what better way is there to get blessed than to help other people?

Tithing helps you as a leader find a way to attract further and more lasting blessings. It gives you access to petition before God for you have kept His law, and He does not fail to keep His. This way, you not only get to live a purpose you have identified, but you also get to earn a living out of it, and your wealth is secured in the best bank you can ever find, The Bank of God, by the best banker there has ever been, God, the giver of all that is good and perfect.

6

DON'T TRY, DO OR DON'T



Being crazy sometimes pays. Becomers know that success lays at the next stage after leaving their comfort zone.

Sometimes, or rather most of the time, this world and its goodies belong to the 'violent,' that is, those who are crazy enough to think they can achieve what they set out to do. Naturally, the

human mind looks for the slightest chance to slip into a comfort zone where it will not have to get challenged, feel pressured or work harder. It is upon the person bearing that mind to tune the mind to the place he or she thinks it should reach. For leaders, there ought to be nothing more thrilling than to seize the chance to get crazy. Even when many other people think that the becomers are crazy, they stick to their plan and continue to insist on their dreams.

Successful leaders know that to make it to the top of the mountain, they have to look at how high the mountain is, fold their sleeves, get the right mountaineering gear, and estimate the effort needed, plan for the effort required not only to get to the top of the mountain, but also to get back from the top, get a map of the mountain or follow leads, and then start the journey. Even when everyone else thinks otherwise, the becomer derives delight in being unreasonably, yet reasonably crazy. There is nothing more thrilling to a becomer than to be able to prove other people wrong by achieving what was previously thought of crazy.

Want to become a becomer? Why hold back your vision? Who do you fear? Are you being crazy enough? Do you feel something telling you that it can work despite the discouragements? Then go for it, and prove the whole world wrong, if you are pursuing your purpose. I believe that in this world, we only have two kinds of people; the qualified and the daring. The qualified are the complacent kind, but the daring are the job-creating kind. This

takes us to the story *Rich dad, Poor dad* by Robert Kiyosaki and Sharon Lechter. You decide for yourself, what you are. Someone had to dare to believe in their vision, for them to have founded that company you walk into as if you co-own. What makes you think you cannot dare to believe in your vision as well? I know you have a business idea you have been brushing off for so long. I have a feeling it is time for you to trust in your ability to make it. Dare today and leave a legacy. Make proper use of your after 5pm time. This is your time, the time to make the difference you have always wanted to.

Remember, all of us have three classes of time in a 24-hour day. We have the prime time which is the time you do what pays your bills, and this is often between 9 am and 5 pm. After 5 pm, you enter into secondary time which you can use to further your own business and personal growth projects. Third is the tertiary time which is time spent replenishing and resting in preparation for the start of a new cycle.

Steve Jobs, the co-founder of Apple Inc., said that “*those who are crazy enough to think they can change the world usually do.*” It does not really matter what everyone else thinks, you have what it takes to make it. You only need a crazy mind that will be deaf to the discouragements of those who are ‘normal’ enough not to be crazy about their dreams. It has often been told of how people change careers, switch jobs, take out loans and all sorts and manner of things, some end up failing, others end up making it.

I can go on and on and give examples of people who have dared to try, and I am sure you also have a list of your own, so I will not trouble you with reading whole long story on that. However, I will just mention two presidents in the history of the USA, and I am doing this because I know at least 99 percent of you know about Presidents Barack Obama and Donald Trump. If I did not know any better, I would say these were two very successful people, not because of their monetary endowment, but because they dared to dream. Unlike the popular belief that they are both just lucky, I believe that they are both just successful because they dared to do what was thought impossible. Both individuals knew they did not stand a chance, and so instead of wasting their time by daring to try, they chose to dare to actually become. This courage won hearts, it convinced minds, and it wooed votes. Many of the more qualified candidates were perfect for the POTUS position, so they tried. But the fact that there was a candidate who believed in himself and dared to do what looked impossible moved hearts. While the rest of the politicians who were later left mouth-open were busy looking down upon them, the two presidents overcame the critics and dared to become.

The reason most people will never achieve their full potential and meet their life's purpose is because they refused to believe they could also make an attempt to pursue their dreams. That fear mocks you during the day and encourages you to crawl back to your cocoon of complacency and fear, and during the night, it

laughs at how foolish you are, for giving in to its enticements.

Failure comes when we opt to try instead of actually doing it. Trying is worse than failing. Trying is half-baked failure, half-baked success. Besides, what is failure? Anyone out there has a failureometer? Do not try things, do them, and you will succeed, or fail and try again. What is the worst that can happen? If you do not succeed, you will be wiser for the sake of next time.

7

PRIORITIZE SELF CARE

There are many people who have money stuffed in banks, but live very stingy unhappy lives. There are people who will work to increase the money they have in the bank, but will never use any of that money on themselves. And by the way, what problem do people have when you decide to spend your money in Dubai, Seychelles, Hawaii? Is there a problem if you decide to take a cup of coffee costing \$20? or if you give a \$50 tip in the restaurant? Who said you should work so hard, then fear to spend your money because people will talk? What is the problem with a successful organization choosing to lease/ buy a glass office, or buy everyone posh apartments to reside? Why are we confusing rewarding oneself with *unnecessary* extravagance?

It is good to be nice to people, but you must never neglect yourself. Appreciate yourself for the good things you accomplish. Give yourself a pat on the shoulder. As long as it is within your budget and ability, you have all the right to spend and make responsible merry. While on this point, a becomer knows better than to brag and make others feel bad for not being able to afford the luxuries they have. Becomers appreciate themselves with nice

dressing because they know that the way they dress determines how they are addressed. Becomers drive the best cars, not because they want to show off and hurt others, but because it's a personal appreciation for achieving a goal. Becomers live in the best places, not because they have class, but because they treasure themselves and their families. Becomers pray for wealth, not to torment others, but to make their lives, and that of others around them, a little easier.

Average people wake up every morning, take a few sips of very hot tea and leave a half of it laying on the table, rush out to catch up with gridlock to work, get to work late, bored and frustrated and the first thing they do is connect to Wi-Fi, lazy around work, convert the workplace to a storytelling platform, sleep over lunch and for most of the afternoon, talk rudely to customers, switch off to after-work mode one hour before time, leave work 30 minutes before stipulated time, walk home slowly, get home and pour the cold tea left on the table in the morning, fix some carbs for supper and start falling asleep before the food is ready, post on social media how awesome their day was and how they made a lot of money and met some important people, get to bed tired, confused and lost, then wake up 8 hours later to the same routine. Interesting life right?

One of the best ways to reward yourself is to watch what gets into your body, because what comes in is the same thing that goes out. By this I mean watching your diet. In this age and time when

there is so much body labeling, there is need to be cautious of the manner in which a person looks. By default, it doesn't really matter because when you have abundant meat on your bones, people talk about it as though they want to skin you, and when you starve yourself to lose weight, the meats falls beyond the 'social threshold,' and again, people have something to talk about. So why care anyway?

There never really is a point where one may feel good about how they look outwardly, if they keep listening to the comments of other people. In any case, the only way to feel good about how one looks is through having a high self-esteem. Understanding that people were made to talk will help you know that you need a high self-esteem to be happy about your baby bump, your gap teeth, big nose, chubby limbs, big eyes, scattered hair, hairy face, your potbelly, wretched car, and care less of what other people think. Who knows, maybe those talking about your baby bump fast and pray night and day to get their first child, as your own child is out there making this world a happier better place. A becomer must always be happy about how they look, and even when they decide to lose or add weight, it should be because they feel they want to do so for personal reasons, but not to please others and be accepted.

-- *The science of food and success* --

So earlier on, we saw that feel good hormones are required for one to remain upbeat and productive. There are many ways through which one can increase their level of feel good hormones, and one of them is watching their diet. While many people decide to go on a diet to lose weight, and end up punishing themselves, the best way to watch your diet is by making it increase your level of feel good hormones. Some of the ways to do so include eating lots of proteins, consuming less saturated fats, exercising and sleeping adequately. Probiotics consumption has several advantages, and one of them is increasing your level of feel good hormones. Some of the sources of probiotics include yoghurt, kefir, kimchi (korean dish), miso (japanese), and fermented green or black tea as well as traditional buttermilk. Now, go do more homework and find more ways to keep yourself feeling good by eating right.

That said, though, it is not an excuse for one to be reckless about their diet. Becomers know that their self-esteem is dependent on their diet because that affects their feel good hormones. They also know that their overall health depends on what they eat, and so, they are careful, but not overly cautious. Becomers value their bodies, and will not starve, overfeed it, deprive themselves of important nutrients or fall under the weight of body shaming. On that note, becomers also need to be extremely careful about body-shaming other people.

Studies are showing that due to the hostile environment that we are living in at the moment, human beings are acquiring certain biochemical changes that favor evolution in line with the Darwinism theory of survival for the fittest. Recent studies document increasing levels of the MAOA and CDH13 genes that increase the production of enzymes responsible for making people highly irritant and sensitive. Even as you choose to body-shame other people, you need to be extremely careful because you never know, and you can never predict anything in this generation. Tomorrow it could be you in that same receiving position, how would you make you feel?

8

CHAMPION FOR INTEGRITY, TAKE BOLD STANDS

Even when there is an easier and shorter route to success, but one that is not right, you can know a real purpose-driven leader, because they will choose to go all the way to do what is right. It does not matter how appetizing the other side of good looks, becomers have a duty to do the right thing. And as we said earlier, your failing to do the right thing could hinder someone else from achieving their purpose in life. God placed you in your current position with a reason. Our purposes in life are so well tailored that they fit a jigsaw puzzle. You were made to be a lawyer so that one day you could defend an innocent young man being falsely

accused by *Potiphar's wife*, so that the young man could grow to recognize his position and become the father of a great nation that would be delivered from bondage with a mighty hand. You might have been called to be a driver so that one day, you will rush a mother in labor to hospital and save the life of the future president of your nation, so that the president may lead the whole nation into prosperity like King Solomon. You might have been called to be a school teacher so that you have enough time to go back home in time to read Bible stories to your children and in the process, raise a pastor from among your children. As a matter of fact, you might be unemployed because God wants you to be a CEO in a certain company, but He has to make sure the current CEO retires, gets a promotion or quits. So be patient to wait for your time, do not try to do some monkey tricks to shorten your route to success, because life will catch up with you someday, and stop you in your tracks.

As a brand, you might have been placed where you are so that you can be the mother to other brands that will make impact in society. Nothing just happens by chance, it's all part of a *system in progress*. Be responsible over whatever you have been entrusted with, and take good care of what you have, you could be the missing link to another person's/ brand's blessing.

God has the right intention for His people, only that most of these people are not willing to wait until it is time, so that their blessings come the right way. The moment when you get impatient and decide to give that bribe, you might just stand in the way of

God's purpose for your life. Sometimes, we fail to realize that God puts us in tough situations to see what we are really made of. I take the story of Job in the Bible as a major challenge to us. Unlike Job, in this generation, we have made it so obvious that our weak point is our possessions. We have made it so clear to the devil that if and when he wants to toy with us, just touching our property will bring us to his mercies.

I wonder how many of us out here can withstand the temptation to do the wrong thing just to keep our possessions intact. We are so easily carried away by the desire to make one more dollar, one more yen, one more shilling that we forget money is the root of all evil, and the loot of all your success, if idolized. Working hard to earn some billions of money, but within the plan of God for your life is perfectly okay. The problem is when you deviate from the plan of God, and insert your version of what you want. This leads you right straight into the path of resounding embarrassing failure, because it comes prepackaged with fear, lust, jealousy, malice, pride and lack of contentment.

How many cases of land grabbing do we know of? Is it because there is no more land left to buy? How many hit-and-run accidents have you heard of? How many innocent murders and robberies do you know of? The main question I want to ask is, why are we so easily led astray by money? Why do we choose money over purpose? Well you might say, I am just a receptionist who has nothing to do with murders, robberies, and I don't even have the

financial muscle to grab land. But in your capacity, why do you lie that the boss is not in so you won't have to deal with another *stubborn* client who comes in just five minutes before the end of your shift? As a bank teller, why don't you tell that client who withdrew a large sum of money that one of the notes was left stuck under the counter? We all have a choice to do the right thing in whatever capacities we are. We all are bound by a choice, a phenomenon commonly known as the free moral agency.

Doing the wrong things begins from thinking about them as seen earlier in the book, speaking them and then doing them. If you want to live a fulfilled life on this earth, you have to learn to do the right things. Take your legs to the right places, touch the right things with your hands. Think the right things, see the right things and so on and so forth. Put your being into full subjection of the purpose of your life until you can feel it real in you. For this to happen, you have to associate with the right company. There is an adage saying that if you place one bad potato in a basket full of good potatoes, you ruin the whole crop.

Choose your friends, company, spouse, business partner and even clients wisely. Do not allow any of them to take you away from the course of doing good. There are many benefits of doing what is right. First, one protects their name. Second, they protect the interests of other people. Number three, and final one for now, they help influence others to follow suit, creating a responsible society.

-- *Lead by example, fearlessly* --

Becomers lead the pack, they go ahead, brace the challenges and motivate the followers to keep moving. The becomer is the leader of the pack. Becomers lead, and others follow. Becomers can fall sick, and I mean literally sick, when they have to follow and not lead. Wondering why? Becomers tend to have a natural leadership gift. They have a vision, they have strategy and the will to lead. Becomers are not discouraged to the extent of quitting, although they may get to the verge of quitting. Becomers have the power to influence and motivate others. Becomers also have some sort of intuition or experience from past leadership experiences. It is nothing short of complete torture to subject a becomer to following a person who has no vision, no strategy, is easily demotivated, thinks negative all the times and is generally weak.

Becomers do not fight to lead, they just stand out from the crowd. You know, in Swahili they say, *chema chajiuza* - good things sell themselves. The finest of leaders are selected without a hustle. They are known. When a becomer walks into the room, there is a change in the ambiance, more like oxygen sneaking slightly from O₂ to O₃ and back real quick. The becomer does not need to pull other people down for them to go up, they simply rise, and carry with them whoever they can. Becomers are self-aware, and they carry themselves in such a way that they are a motivation to other people. I have always told myself, that I ought to conduct myself in such a way that if someone else was at the verge of

disappointment, they would smile and say, well if Tim got through this, I will too. I encourage you to take bold steps, lead fearlessly, and chart a path for others. Don't be a coward, stand for what is right, and even when you do fail to do so, rise up quickly and fix your mistakes and try again to stand for what is right.

9

BE PATIENT BUT PERSISTENT

This particular chapter is probably one of the most interesting parts about being a successful leader, a person that will live to become all that they were purposed to be. Patience and persistence test how best one can wait out in the seas, when they know for sure that there is a storm coming. In the words of Dr. Myles Munroe, if you are not in business to grow, quit and go do something else. And, remember that growth is a process, it is not a one-day event.

-- *Story of the deaf frog* --

One time I was listening to a very interesting story by a friend of mine that I want to share with you. You probably have heard this story, but in a different context, and definitely not from me. So one day, there was a competition in the frog kingdom. The frogs wanted to get the most athletic frog - something like the Usain Bolt of the frogs. So they were told in advance, and set out to practice, probably going to the gym every day to stretch their biceps and then heading out for a trot in preparation. As the days drew near, there was a lot of apprehension over who will win since there were a lot of prospective athlete frogs. When the day finally came all participant frogs lined up and the competition began. Wait, it was actually a competition in the form of climbing up a steep rocky hill. From a few meters off the ground, the prospects of retaining one's legs after falling down the steep rocky hill were very very slim.

Most of the frogs kept falling, and a good number of them gave up, some with broken noses, others with broken hands, and of course most with broken legs, but many with heartbreaks. Their fans and family members were present in tangible numbers to cheer and jeer. It made a lot of sense to quit trying to climb after so many a number of falls. Some of the frogs kept trying again even after falling, but soon gave up. There was a lot of fuss and attention at the lower part of the hill that almost no one saw that there was one frog that was almost three quarters up the hill.

Unfortunately, it also fell off. Down the hill it went and sustained a lot of injuries, but upon getting down, it rose and began climbing again. No matter how many times this frog fell to the ground, it arose, wiped off the dust and began to climb again. Foolish decision right? There was a lot of jeering and discouragements, but the frog kept steady and non-distracted. Finally, the frog got to the finish line as the first one. Come to find out, the frog was actually deaf. It was so deaf that it could not hear the jeering and everything else. Now, this was a becomer frog.

I am sure I need not explain more on the need for a leader to be patient and persistent, completely deaf to all the jeering around them. A becomer knows their vision, and is crazy enough to go for the ultimate prize, all factors held constant.

If you want to grow into a successful leader, whether individually or as an organization, don't focus on the number of times you fall, rise and face your problem again, but the number of times you fall, rise, better your approach and face your problem again. Don't make the mistake of consoling yourself with failure, instead use it as a road map to success. If you can't learn from your past mistakes, trying again is not helping you. Ensure you list three lessons from each failure, each time you fail. When I first rolled out in business, there were many discouragements and disappointments, but, through the years I have been an entrepreneur, which dates back from my early teens, there is one

thing I have come to learn. Let me say this in the words of one of my finest mentors, ‘there is nothing like trying in business. You are in it, or you are out’. At one of the worst times I have had in business when I was just about to quit, it was words from a doctor-cum-entrepreneur friend rekindled my determination to try again. Over time, I have built resilience over what I termed as failure, and it has since become a life lesson I enjoy. These are the words that keep me motivated to date, *don’t try to do something, just do it or don’t do it at all.*

In my early 20’s, I was running three businesses and was addicted to venture capitalism, ranging from agribusiness to fast foods to stocks to IT and others. I made many mistakes I would not wish to repeat, simply because I trusted very easily, and would invest with friends and strangers, just as long as the returns seemed somewhat feasible. I came to learn later, there was a lot I did not know about trust, more so, in the context of business. With three businesses to run, I was probably biting more than my young brain could handle, and I would often get so drained, but I knew what had to be done had to be done. Life seemed blissful, and candy. However, times got harder, and profits became scarce. I was consistently making losses, and the little revenue I was generating, even from my businesses was going back, not in the form of expansion, but in the form of recurrent expenses. I had to persevere long periods of time without work, which meant long seasons during which I miraculously made it through a day.

Whenever I had the privilege of walking into hotels with friends for coffee over business deals, I spent most of that privilege staring into space wondering how I was even going to pay for a single cup of tea in the first place. I would look at the ceiling and imagine how I would fly through the thick slab to the other side of paying the bill. Luckily, as if my misery was clearly labeled all over me, I had friends who would offer to clear the bill, just in time before a thick sweat came crumbling down my forehead. If only some of them knew what an embarrassing scenario they had saved me from, they would be laughing at it to date, but too bad they won't realize even after reading this.

I have come to learn now that a little more patience and persistence, and of course a clear alignment with my purpose are skills I needed to learn to brace myself for bigger and better prospects. Sometimes, failure just comes at a point in life where it embarrasses us, and in style. All the same, we often have no control over such. Even when you have everything well set up and there is proper planning and strategy, business failure is oftentimes part of shaping one's character for tomorrow's success. And by the way, there is a very thin line between business failure, and lack of patience and persistence. Sometimes we have to go through some challenges in order to prepare us to face our success, and thank God for it when it comes. When life is too smooth, our human minds relax and fail to appreciate that there are ups and downs. The downs are equally as important as the ups. 'Sometimes,

challenges come to shape our characters, because it is more important than material wealth,' my doctor friend continued to say.

So when failures come, in the form of strained revenue, increased bills, competition and lack of motivation, you can choose to quit, or you can choose to be as deaf as the frog described earlier in this chapter. Should you choose to be patient and persistent, ensure you take out a pen and paper and critically analyze each failure. Point out what you are doing that you think is contributing to your loss. Consult widely. Identify your causes and effects of failure. Identify major mistakes. Research on what other people did when they were in your situation. Develop a strategy to change your path. At the end of the day, identify at least three lessons you have learned from your mistakes. What is the worst that can happen, I mean how bad can it get? Always make sure you learn something from your failures. Look at failure as a positive reinforcement to work harder and smarter. Scientifically, positive stimuli motivate the brain, while negative stimuli destroy your dreams, and your future. So why not remain positive all through? Real comers will learn from failure and not run away after failure.

***** The End *****

Congratulations, you have successfully completed reading this book for now. It has been a pleasure educating, motivating, entertaining and challenging you thus far. Thank you for following through to the end. Please do society a favor, go pass what you have learned in this book to other people. See you in my next book.

ABOUT THE AUTHOR

Tim Mwangi is an entrepreneur, strategy and management consultant, and a student of the principles of psychology. Tim studied Master of Business Administration degree from the University of Nairobi and has extensive experience in the strategy and management field. Passionate for writing and reading, it's my greatest desire to interact with you in this channel of communication, hoping this interaction bears fruit by transforming not just your life, but mine too. I feel honored to be one of the many resourceful custodians of knowledge and inspiration that can help people draw closer to their self-awareness and actualization. My intention is to help leaders become purpose-driven, and grow into successful individuals. I pray that this book becomes a useful road map to your journey to discovering your purpose and living it, so that we can all together make this earth a worthwhile place for the time that we are in it.