



Lt. General (Retd) Arjun Ray, PVSM, VSM

Dear Friends,

In India, vision and goal-setting is not easy. In the family, and even in school, somebody else is doing the thinking for us.

Self motivation is the key to success. Most people are not self-motivated because they have no vision, no goals, and no sense of purpose. They do not know what motivates them. The primary reason why people are unhappy and frustrated is because they are goal-less. We leave every morning for work with no plan. Many of us do not even go for shopping with a list.

Why is that there are so many rich people in the world who are actually mediocre? Why are so many poor people happy, and so many rich who are unhappy? There is one common denominator. Daniel Goleman did a study on what role IQ plays in an individual's success in life? The answer was 4-11 percent only. Success comes from one's spiritual quotient, emotional quotient, and goal-setting ability. Successful persons are mission-oriented with great passion, positive attitude, and a great desire to learn

Very often, the excuse is that there is no time. The problem I believe is not time, it is lack of direction. Put simply, a person who cannot take charge of his life is disempowered.

Step 1: You have to be able to see it.

Successful people **see** themselves as successful by creating a vision for themselves, their organization, and the people they are responsible to lead; and even the community they live in.

Step 2: Write down that picture.

Write down your goals so that you don't forget. Writing a goal is also a commitment to actually doing it.

Step 3: Write the Plan.

Everyone who is successful has a plan – a general has a battle plan and a football coach has a game plan. The plan is the magic formula because the plan keeps your motivation going. The plan helps you to navigate from Point A to Point B. It also tells you about what preparations are needed, what competencies must be acquired.

Step 4: Act – Do Something.

You have just 24 hours to act on a new idea otherwise it's dead as a dodo. DO something – one little step every day. There is no such thing as a bad idea. The only bad idea is an idea that has not been acted upon. Review as often as possible. Post it up where everyone can see it. You never know who may help you out.

Success is not a onetime affair. It is a lot easier to get to be successful than it is to stay successful. Likewise it's a lot easier to get to the top than stay on the top. Most people will relax after their first taste of success.

With warm regards,

A handwritten signature in black ink that reads "Arjun Ray". The signature is written in a cursive style and is underlined with a single horizontal line.

Lieutenant General (Retd) Arjun Ray, PVSM, VSM
Chief Executive Officer
Indus Trust