

It's ALL About the SEVENS!



By Nozer Buchia

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

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

Ask three-year-old Tommie, who has been sitting on the toilet seat a little bit too long, about that. He is reading a book, and every 10 seconds or so he puts the book down, grips the toilet seat with his left hand and hits himself on the top of his head with his right hand. His mother asks, “Tommie, are you all right? You’ve been in there for a while now.”

Tommie says, “I’m fine Mom...I just haven’t done it yet.”

“I understand that, Tommie, but why are you hitting yourself on the head every ten seconds?”

And Tommie replies, “I am not giving up Mom. It works on the tomato sauce bottle.”

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

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

Let us start from the very beginning and go to the seven deadly sins: pride, envy, gluttony, lust, wrath, greed, and sloth. Let us compare these seven deadly sins in life with the seven deadly sins in the unforgiving world of business.

Pride: The sin from which all others arise

We have all heard the saying, “Pride goes before a fall.” In business, it is the excessive belief in one’s own abilities, and it interferes with the individual’s recognition of the abilities of others. One thinks, “I know what to do. I am the best. If it is not done my way, it is wrong.” Pride prevents a person from admitting that one is wrong or that another person’s way is much better at achieving a desired result. As has been so aptly said by Dr. Andrew Taylor Still,

the founder of Osteopathy, “The job of a physician is to put his pride aside and to find health. Disease, anyone can find.”

Pride in the business world comes only after you have actually achieved something, but this world will not let you feel good on past performances alone. Pride really does “goeth before a fall,” and in business, your pride can be killed in minutes if you are not on top of your game each and every time.

Envy: A covetous desire for others’ traits, status, abilities, and/or situation

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

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

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

Gluttony: An inordinate craving to consume more than one requires

Growth in business when you are not yet ready is what I call gluttony. True mastery requires hours and hours of consistent effort to perfect your business and to lead where others will follow. Small bites can easily be digested. Growing just because someone else is growing is not good business—it is doing business for the wrong reasons.

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

Lust: Hunger for pleasures that seem to satisfy

Lust is like Adam, Eve, and the forbidden fruit. You are Adam; your business is Eve; and the fruit is the lust that gives you comfort.

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

Wrath: Anger that causes rage and fury

When I curb my anger, shut my mouth and walk away, it is not a sign of my weakness. It simply means that the person I am across from is not

worth my time. I have learned that to seek revenge upon an injury done is to have two jerks when there only needs to be one. People laugh at me sometimes because they feel that I am different, but I do not get angry. Instead, I laugh back.

Anger in the business world arises from frustration, envy, greed, and, at times, even from self-realization. You suddenly realize that you are not cut out to be an entrepreneur or that your spouse was right: you are running the business using your heart and



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not your head. Your ego has taken a tremendous beating. You thought you had gone one step forward when, actually, you went five steps back. You need to recover but do not know how. Your social status suddenly seems all damaged. What will people say? You get angry, for you just want all your problems to go away. You wish that your business had a CTRL+ALT+DEL button so you could erase and start all over again.

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

Greed: Desire for gain and material wealth ignoring all else

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

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

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

Sloth: Avoidance of work and passing the buck

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

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

Moving On...

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

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