

Book Review

You Can Win

By Shiv Khera

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Success doesn't mean the absence of failures; it means the attainment of ultimate objective. It means winning the war, not every battle. This Book indicates you to live richer, more fulfilling life than you have now.

In one sense, this book is a construction manual. It describes the tools you will need for success, and offers blueprints to help you build a successful and rewarding life.

In second phase, it is a cookbook. It lists the ingredients, the principles, you will need to follow to become successful and give you the recipe for mixing them in correct proportion.

But above all, this is a guide book: a step by step move to take you from dreaming about success to unlocking your potential for success. This book will help you to establish new goals, develop new sense of purpose, and generate new ideas about yourself and your future. It will enable you, as the title suggest, to guarantee yourself a lifetime of success. But the concept in this book cannot be absorbed by casual browsing or by gulping the whole book down in one reading.

One of the purposes of this book is to help you create an action plan for the rest of your life. Action plan comprises of three things: What you want to achieve? How you expect to achieve it? And when you plan to achieve it? The book is actually divided into three sections: Goals, the stages to reach to them and time span needed for that. The principle in this book is universal. They are applicable in any situation, Organization or Country.

This Book is divided into 11 chapters, it completes all the dimensions of human welfare, it teaches us how to build a positive approach in achieving something in life.

Chapter – 1, explains the importance of Attitude. Attitude is the most important thing; it applies to every sphere of life, including one's personal and professional life. The foundation of success, regardless of your chosen field, is attitude. If attitude is such a critical factor in success, shouldn't you examine your attitude towards life and ask how your attitude will affect your goals? The chapter includes the importance of attitude to organizations, Factors that determine your attitude, how do you recognize people with positive attitude? Benefits of positive attitude, Consequences of negative attitude.

Chapter – 2, explains how to build a positive attitude. It gives 8 steps to change attitude, that are very beneficial in one's life. 1. Change focus, look for the positive. 2. Make a habit of doing it now. 3. Develop an attitude of gratitude. 4. Get into a continuous education program. 5. Build a positive self esteem. 6. Stay away from negative influences. 7. Learn to like the things that need

to be done. 8. Start your day with something positive. This is all steps, which is beautifully explained by the author in a very appropriate manner.

Chapter – 3, deals with the absolute meaning of success. What are winning strategies? Some of the obstacles to success, winning edge, how do we measure success, a huge discussion over that every story is also a story of great failure. Lesson over life is full of choices and compromises, what are the qualities that makes a person successful. The author nicely explains the impact of these qualities in one's life. The presence of such qualities helps on upbringing the hidden potential in eternal soul.

Chapter – 4, determines, what is holding us back? This section reveals the causes why we don't achieve excellence, It also briefs to play to win not to lose , Learn from other's people mistake, Associate with people of high moral character, Give more than you get, Don't look for something for nothing, always think long term, Evaluate your strengths and build on them, Always keep the larger picture in mind, while making a decision, Never compromise your integrity.

Chapter – 5, determines Motivation, how does it works, what is the difference between motivation and inspiration, internal and external motivation , demotivating factors, the chapter includes actual meaning of motivation, why do we need to get motivated?, It also gives details over the fact that we all are motivated, either positive or negatively. The author clearly explains the preciseness of motivation, how this motivation differs from inspiration, it also gives four stages from motivation to demotivation : 1. Motivated ineffective. 2. Motivated eggettive. 3. Demotivated ineffective and 4. Demotivated effective.

Chapter -6, contains concept of self esteem, it says self esteem is our self concept, some advantages of high self esteem, causes of low self esteem, what is negative self talk and negative suggestions, building self confidence, lack of discipline, steps to build a positive self esteem, learn to give and receive complements, how to build confidence, it also defines to give positive auto suggestions, in short, this section is all about to judge eternal soul.

Chapter – 7, gives detailed overview over the importance of interpersonal skills. It defines the differences between ego and pride, differences between self interest and selfishness, what is envy, jealousy, Also it deals with exact meaning of truth. This phase helps in developing a positive step in resolving complexities in life, how to tackle yourself in adverse situations, what are the outcome reactions, when we hear something negative, it clearly gives the essence of human behavior and try to overcome those failures, that causes hindrance and disturbs the dignity of one's soul.

Chapter – 8, deals with the steps of building a positive personality, this section gives entire details over the fact that responsibilities gravitate to the person who can shoulder them. It concerns with the blaming attitude of people, choose words carefully, think win win, spoken words can't be retrieved, don't criticize and complaint, smile and be kind, put positive interpretation on other people's behavior, Be a good listener, Be enthusiastic, Give honest and sincere appreciation, what is difference between appreciation and flattery, Discuss but don't argue, this are some of the points that has discussed in this chapter, actually author wants to throw lights on this few traits of behavior, in order to bring changes.

Chapter -9, draws attention towards subconscious mind and habits, this section reveals what we repeatedly do, how do we form habits?, how do we get conditioned? How do we get programmed? Nature abhors a vacuum, Resistance to change, forming positive habits, auto suggestions and visualization, thus the lesson comprises of what our sub conscious mind says.

Chapter – 10, gives the description of Goal setting, it explains what is goal?, why it is important to set goals, what are dreams?, what is balance?, Goals should be balanced, go for a quality not quantity, what are social responsibility, Goals should be consistent with our values, what are meaningless goals. This all are the factors discussed in this chapter, which provides immense knowledge of goal setting and its importance and influences.

Chapter- 11, This chapter involves knowledge of values and vision, doing right things for right reason, how do we judge our value system?, how does our value system change? Character is priceless, what money cannot buy. Tragedies in life, fundamentals of commitment, what is ethics?, Ethics and legality, purpose in life, winning vs winners, this all are components of this section, which can be completely explained by author.

Winners don't do different things, they do things differently

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