

## PII 129: These Ideas Will Help You Defy **Any Adversity** to Succeed **Anywhere, Doing Anything!**

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By Tayo. K. Solagbade | Monday 13<sup>th</sup> August 2018



Even though I discuss this subject with specific reference to succeeding in business, the ideas I share in this **1,000 word (<5 min read)** piece apply to achievement in ANY endeavour. I know that because I have used them successfully in paid as well

as self-employment.

*Indeed, for those who know me and have wondered how I have continually succeeded in achieving my goals, despite repeated visitations of adversity, what I share here provides the answers to your unasked questions!*

**First, let me begin with a quote I have always found powerfully insightful and inspiring:**

*"I have no special talents, and in high school I was far below average. I believe that the writings of (Napoleon) Hill sparked my rise, changing the way I thought about my inadequacies and removing many self-imposed limitations. I have no other explanations for the startling success of a person who had been so mediocre." – James R. Cook, Millionaire Entrepreneur, in his New York Times Bestseller, **The Startup Entrepreneur***

You need to read Cook's book (no pun intended) – see it at <https://tinyurl.com/pij129sdn> - to get a REAL feel for what he meant. But basically, the story in his book reveals how he went from neophyte entrepreneur, falling flat on his face many times for years, after quitting a salary job and starting a business without a business plan.

It provides elaborate details and eye opening insights what he went through and the lessons he learned about how to keep going, no matter what – till success comes.

*Hear him... "Like many others, I assumed that simply because I went into business, quick success would follow. I grievously under-estimated (and still do) the time necessary for a new project to get into the black (i.e. to make profit). Most of the difficulties I encountered couldn't have been forecast; they always managed to catch me by surprise." – James R. Cook*

It is most often the repeated mistakes, setbacks and disappointments that many aspiring entrepreneurs in Nigeria experience that makes them abandon the idea of running their own businesses. Many people in this country do not have the mental attitude needed to relentlessly pursue the achievement of sustained successes in their chosen endeavour.

**During his active playing days, Michael Jordan was revered by his peers, coaches and fans for his "mental toughness". Fela Anikulapo Kuti was the same in his pursuit of musical excellence and human rights activism.**

Time and time again he emerged from prison and/or nasty confrontations with agents of oppressive government regimes, especially during the military era, to continue preaching his message.

He had mental stamina, and this enabled him persist despite tremendous physical and psychological suffering he went through. Gani Fawehinmi and Nelson Mandela also did the same in their respective lives.

**It's not enough to know how to do something; you must also have the mental stamina to deal with the attendant challenges/difficulties that *will* come up when you are engaged in your chosen endeavor.**

Sadly, this requirement is not recognized in Nigeria. Yes, a sound understanding of the need for a success conscious mental attitude is missing in our society. It is neglected in all the various forms of formal/informal education provided in virtually every facet of our society.

This mental preparation is what is lacking when many people start up their businesses. They would often have consulted the right people, attended the right learning events, and mastered the technical aspects of running

the business. **But they often neglect to keep going when their plans fail to work as expected.**

This prevents them from digging in to discover the hidden “wisdom” necessary for survival/success in the real business world. They take these aspects for granted, and many, very many, find this to be their undoing in the end.

Right from when I was in school, I often wondered why, despite the fact that people get given loans/grants to start their ventures, some of them still never make it. Considering that the common excuse of “Lack of Capital” has been removed for people who get loans/grants, why do they still fail?

*The answer is that they LACK the right mental attitude, as defined in success philosophies advocated for adoption by achievement experts like Napoleon Hill!*

**Here’s what J.R. Cook had to say on the above:**

*“You need some sort of inspirational guiding philosophy to start out as an entrepreneur and most of all to keep going. I suggest several of the books by Napoleon Hill.” – James R. Cook*

**And here’s what Napoleon Hill himself had to say about what you can expect from using the philosophy explained in his famous book “Think and Grow Rich”.**

*“No follower of this philosophy can reasonably expect to accumulate a fortune without experiencing “temporary defeat.” When defeat comes, accept it as a signal that your plans are not sound, rebuild those plans, and set sail once more toward your coveted goal.” – Napoleon Hill in Think and Grow Rich.*

Many Nigerians are quick to blame the “devil” or “enemies” in the “village” for setbacks and disappointments they encounter in the course of pursuing achievement of their valued goals.

**James Cook, when asked by a “struggling” entrepreneur, about how to get off to a fast start, used the analogy of someone pushing a huge ball, larger than himself, up a mountain-side.**

As he pushes it closer to the top, the effort required gets greater, with every step. By the time he gets to the top, he doesn’t know it, and still *continues pushing and straining* with the same effort he used when climbing up the hill, so that the ball then rolls to the other side and down the mountain at great speed.

Every entrepreneur – especially startups- need needs to keep this useful analogy in mind – for those periods when **trials** will tempt him/her to consider quitting!

*“You must strike and strike again and again, and again. And never give up! Never! Never! Never! Until you reach your destination...you’ve got to be unstoppable. That’s right. If somebody tells you no, so what? If a door is closed in your face, so what?”*

*If things don’t work the first time around or the seconds time around, so what? I wanted to be in a magazine. I called the publisher of that magazine for two years. Every week I called him. Why? I’m unstoppable.”- Les Brown, World renowned motivational speaker/achievement expert.*

I’ll end with the following words of wisdom, from another great achiever ([who knows what it takes to defy adversity to succeed](#)) about how to persist intelligently:

*“Accept course changes. You may find yourself up blind alleys. You may encounter insurmountable obstacles. You may have to travel another route to your objective.” – Burt Dubin, Renowned mentor of some of the world’s highest paid speakers, and Creator of the acclaimed Speaking Success System™.*

View this issue online at [www.tinyurl.com/pii129sdn](http://www.tinyurl.com/pii129sdn)

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