

The Mental Attitude You Need to Succeed In spite of Adversity

Special PDF version of the Performance Improvement Ideas (PII) newsletter for 24/6/2019

Excerpts from Inside this PDF

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"Stay open, without judgment, to everything around you...It doesn't matter how good you are. It doesn't matter how many white hairs are on your head. You cannot know everything. You cannot see everything. Somebody will have a perspective that you not considered before. That is why they say two heads are better than one. So, even if you're the world's expert on something, it will not always be you that will come up with all the ideas. There will be somebody that will know something about that your field, that you didn't think of before. You see the minute you become threatened by another person's genius, you're allowing yourself to be mediocre. Great minds are never threatened by anything, or anybody. Great spirits are never threatened by another person's spirit. And if you find yourself struggling to acknowledge another person's genius, another person's greatness - you have a problem! You don't need to present yourself as a person that knows it all, for you to be respected. And acknowledging that someone else knows something you don't know, does not reduce your greatness. This is the key to achieving lifetime, sustainable, authentic, success in any field." - **Tayo K. Solagbade**

Tayo K. Solagbade...

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- Creator of the Zero Cost Web Marketing System™
- Founder of the Web Marketing for CEOs Club, the MS Excel Heaven™ Visual Basic Programming Club & the Cost-Saving Farm Business Ideas™ Club
- Publisher of the Performance Improvement Ideas (PII)™ Newsletter & The Farm CEO Newspaper
- Author of SPEAKING IDEAS: 25 Articles & True Stories for Experts-Who-Speak (& Those Aspiring) - Vol. 1 at lulu.com/spotlight/sdaproducts
- Developer of the Excel-VB driven Ration Formulator™, as well as the Poultry Farm Manager™ software
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Photo taken on 28th March 2019, in Lagos - Nigeria

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Hi, this is Tayo Solagbade. I'm offering this short podcast as a kind of gift to everybody in my network.

I feel that it is important that I share some of the ideas that have helped me to - in my opinion - stay fresh and able to reinvent myself (to) deal with different kinds of challenges that come my way, and defeat the adversity.

Then based on my ability to defeat the adversity, to be able to grow to new levels of achievement and success every time.

I don't know how long each of you listening to me, has been following me. But some of you know that I've been on this journey for quite some time, and I've had to deal with all kinds of things.

Some of you are closer to me than others and you know the kinds of challenges I've had in my personal life. But I'm sure you'll also agree, without any controversy that there have never been any experiences of adversity, that have been able to defeat me, or stop me from continuing my work.

What I'm not sure many people understand, however, is that my ability to be that way is not something that comes automatically.

I actually had to train myself to be that way. But I'm not going to bore you with the details of how I trained myself.

What I want to do is to share with you the particular mental attitude that has helped me always be able to stay open to opportunities for growth.

It has to do with the way I (choose to) see the world. And I learned that through reading, and watching other people.

There's a saying that "If you want to be a millionaire, think like I millionaire" (that I picked up

from an old Nigerian sitcom called "Bassey & Company")

I've always wanted to be successful in every field I've (ventured). In paid employment, I wanted to be successful, so I studied those who had gone ahead of me and had succeeded in the same jobs that I did. Then I did what they did and tried to do it better. And I read a lot of books. So I always stayed open to learning - to knowledge. And I did not think that there was anybody that could not teach me.

That was why in Guinness, one of the things I was known for, was that even when I was already functioning as a senior manager, I could be found on the shop floor (the shop floor is the process area where the junior staff stay in the factory).

And I would be sitting down with these people who were the most junior of staff, but who were people when I started my career as a trainee, had taught me the ropes and trained me, before I then got promoted and made their boss, and then stepped up/went to higher positions.

I could be found amongst them, laughing and talking to them like we were just the same level. I remember getting criticized by (some) people who were my colleagues that I was "bringing down" managers by associating with junior staff. And I told them:

"You're not me. I'm not you. If I choose to associate with

junior staff the way I'm doing it, so long as I do not invite disrespect to myself - as you can see they respect me and appreciate the friendship that I offer because they' known me since I was just (25) years old. So I don't see any reason why I should treat them any differently from the way I treated them when I first met them, and they were effectively my bosses, teaching me the ropes of the job."

And so that was my response. So these people who had that attitude, tended to get - compared to what I achieved when I was on shift - they got terrible results sometimes because they didn't have the loyalty of their workforce.

In my case, I enjoyed a lot of loyalty, to the point that my staffs go the extra mile to make sure nothing went wrong on my shift, because of the kind of disposition that I had. I respected them for their knowledge and their experience. I never looked down on any one of them. It did not matter how uneducated or less educated they were, compared to me.

I gave everybody respect. The same respect I would give, when speaking to a senior person, I gave to the junior staff, because I believed that as a human being who was commanding a position in the

organization, he deserved the respect.

It comes naturally to me in a sense, but at the same time I also read it in books that successful people behave like that. We treat everybody, regardless of perceived status, with respect.

And you open yourself up to opportunities to learn from everybody. Never present yourself as knowing it all.

Now, there's a funny thing. There are some people who practice what I like to call "False Humility".

They say they do not pretend to know it all. They behave and make noise that "Hey you know, I'm humble, I'm...but I'm friendly with everybody".

But it is the way they respond, to people - and opportunities to learn from people - that you know they actually have a problem opening themselves up to learn from others.

And that's where I'm going with this. You see, I have a mental attitude in which I'm like a child when it comes to learning and dealing with life.

I believe - and my experiences have taught me that I'm right to believe so, and I've found that other successful people behave the same way. I believe that is important for you, to constantly behave in your mind like a child.

Look at the world (in) wonder and awe all the time.

Stay open, without judgment, to everything around you.

Give everybody around you the feeling that they can offer you wisdom, because you never know where the

diamond or the gem of gold might come from.

It can be from anybody. It could be from a 5 year old child you will get inspiration that will change your life, because you allowed yourself to stay open and did not present yourself to people as if (saying) "Oh there's nothing new you can tell me. I already knew that"

You see, the minute people get the feeling that whenever they try to share something with you...there are words like "insights", "perspectives"...These are unique understandings that some other individual might have that you may not immediately get.

It doesn't matter how good you are. It doesn't matter how many white hairs are on your head. You cannot know everything. You cannot see everything. Somebody will have a perspective that you not considered before. That is why they say two heads are better than one.

So, even if you're the world's expert on something, it will not always be you that will come up with all the ideas.

There will be somebody that will know something about that your field, that you didn't think of before.

Listen, I worked with Burt Dubin, for instance. Burt Dubin is now 95 years old. I saw the birthday post on Facebook.

Now, my father is 85. But I'd been a business partner with Burt Dubin for quite a length of time, before we now formally dissolved the relationship when we saw that the opportunities to do more, by

virtue of the target audience we were chasing, could not really be explored further, because a lot of people in Africa could just not afford his (public speaking mentoring) services.

I was successful in recruiting at least ONE person, and it was a significant opportunity because it even translated into additional income earnings, by virtue of my relationship of that individual, with me, up till today.

(However) the point I'm trying to make is this. Burt Dubin himself, somebody who has more than 50 years (that's half a century) of experience succeeding in various industries, till he became a mentor of international speakers.

In America's NSA (National Speakers Association), the guy is a legend of sorts. Now, this gentleman was the person I marketed across the African continent, acting as his sole agent, for several years. He came to me and we consummated that relationship.

My point is, there was a particular edition of the (Public Speaking Ideas/Web Marketing) newsletter I was using to market him at that time that I published, in which I mentioned an idea to my audience that..."Look, go and get an extra language skill. It can boost income earning opportunities for you as a speaker. "

This idea that a person should become a bilingual or multilingual speaker, public speaking expert or expert-who-speaks.

This idea came to me because of my personal experience as a bilingual expert. And I realized that my ability to communicate in both French and English, while traveling, had opened all kinds of doors of income earning to me, in addition to opportunities for sales of my products and services on the web.

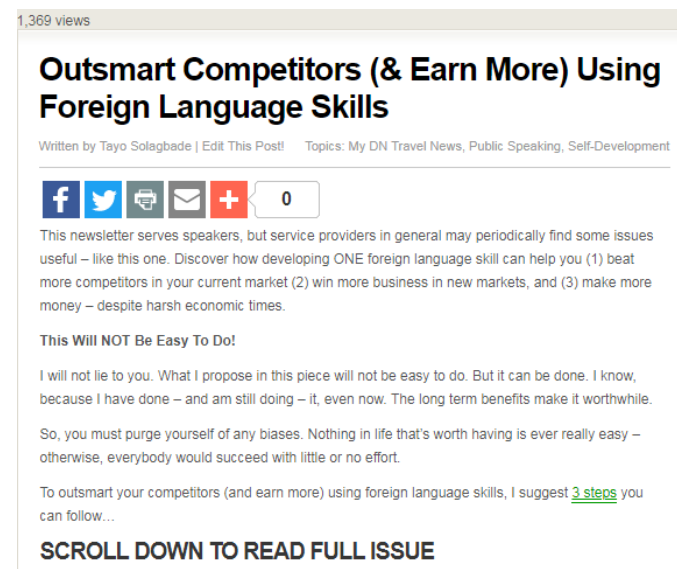
In Benin Republic, for instance, at the border, within the Cotonou area, I was able to connect with people who came around to ask me to do things for them that they paid me money for - because I could speak French.

And I could speak it very well. I could read, write and speak French. I CAN read, write and speak French.

Now, when Burt Dubin read the edition of that newsletter in which I shared my experiences and insights, on the fact that to succeed as a public speaker, one of the things you can do to really put yourself in a class of your own, where your competitors will not be able to match you, is to develop additional language speaking skills. Because once you can speak another language and deliver your lecture in another language, opportunities in a new market will open up for you.

So the guy who is an English speaker, who is the best in your country, cannot compete with you, if you choose to cross the border!

And this truth came to me just like that.



What I love about Burt Dubin is this: So many times we have communicated. This man! The age difference is huge. He's almost 50 years older than I am. Come on! This man would write and tell me "Tayo you're good. I never thought of that".

He wrote me about that particular edition of my newsletter and said:


"Hi Tayo,

It never occurred to me, and it did to you.

Nice going.

Burt

Below: See screenshots of the email he sent as well as the blog version of the newsletter issue.

Re: **No. 88: Why didn't I think of that!** 



Burt Dubin burt@burtdubin.com via [eigbox.net](#)
to me ▾


Hi Tayo,


It never occurred to me and it did to you.

Nice going,

' Burt

From: "Tayo K. Solagbade | Speaking IDEAS" <tayosolagbade@gmail.com>
Reply-To: "Tayo K. Solagbade | Speaking IDEAS" <tayosolagbade@gmail.com>
Date: Monday, May 6, 2013 5:15 AM
To: Burt Dubin <burt@burtdubin.com>
Subject: **No. 88: Outsmart Competitors (& Earn More) Using Foreign Language Skills**

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He didn't try to say:

"Oh yeah, you know I knew that. I'm the guru here you know. I knew it already, but just didn't bother to say it."

He said he never thought of it, commending me for coming up with the new idea/perspective.

And THAT is the sign of a great mind. The one that's not threatened by another person's genius.

You see the minute you become threatened by another person's genius, you're allowing yourself to be mediocre.

Great minds are never threatened by anything, or anybody.

Great spirits are never threatened by another person's spirit.

And if you find yourself struggling to acknowledge another person's genius, another person's greatness - you have a problem!

You don't need to present yourself as a person that knows it all, for you to be respected.

And acknowledging that someone else knows something you don't know, does not reduce your greatness.

This is the key to achieving lifetime, sustainable, authentic, success in any field.

And I will give you proof of it.

There is a show that is done virtually in every country all over the world. But I usually watch the American and British version. It's called "America's Got Talent" show. The Got Talent Show.

Then you have the Britain's Got Talent, you have South Africa's Got Talent, you have Australia's Got Talent.

I've watched those four.

But I'm particularly in love with the America's Got Talent and Britain's Got Talent judges.

The judges are amazing human beings. These are legends in their own right that have been selected by the organizers of the Got Talent Competition, to be judges who will assess the genius and talents of people who are contestants.

Now these judges sometimes have to assess people as young as 2 years old to as old as 80 years old.

I've seen them assess people of all sorts who come to display their talents. And it's always been something inspiring for me, to listen to these

judges, and watch them show great admiration for somebody else - a child that has no accomplishment to even boast of, and they'll be telling the child:

"You're wonderful. You're amazing. I was having goose pimples all over. I can't get enough of you. I've got to tell you. You're going to go far. You're going to be a legend."

And they'll be saying this to a little child of 8 years old, who just sang one song that has not even had an album - and this person saying it would be a musician who is a celebrity - a legend in her own right.

You know, these are accomplished people. But you'll see them saying "Wow! Wow!!". And they'll be holding their heads, jumping up and down. They never try to pretend that they're cool, calm and collected.

They're like children. You need to see them - the way they behave when they are responding to the performance of a particular candidate who is so gifted. They don't hide it. They don't pretend that they are not impressed. They let it show that "you this individual - you're good men!"

And that is the sign of a great person. We need great people to allow their greatness to show.

And a great person cannot allow his greatness to show, if he is unwilling to acknowledge another person's greatness.

Great people have no problem acknowledging other people's greatness. Great people have no problem admitting that there is something they don't know.

Your ability to say "I don't know" is a sign of greatness, because when you're great, and people

know that you're great, and they ask you something that you don't know, or you see and hear about something you don't know, your greatness is what will make you say "You know what? I actually never knew anything about that. I don't know. I may have to find out for you"

Oh wow. Anybody that can do that is great.

Anyway so that's why I shared this audio. It's a mental attitude I have. I'm able to relate with people across all ages.

I'm able to relate with people across all cultures, and I never had a problem, dealing with somebody who seems to know more than I do in a field that I say I'm good, or in a field that I say I have knowledge.

I'm willing to engage anybody. I never have any fear - and I never feel a need to tell anybody "Oh I already knew that" , if I did not know it.

In fact, even if I knew it, I LIKE and have learnt that it's wisdom, to stay silent and let the person that's saying he knows, tell me all he knows. Because then I know as much as he knows, if in case I do not even know what he knows.

But when you're already presenting yourself that "You know, you know, you know", even the one you didn't know that the person knew, he would not say now. Then you would not know.

One day your ignorance has to show, because you have already told everybody you knew. Then somebody will now ask a question that you don't know, because you pretended you knew and they expected that you'll know. Then you'll not be able to answer it and everybody would say:

"Ah ah, but bro you say you know now, or madam you say you know. How come you can't answer this question?"

So that's the thing. And I'm hoping that this message I'm passing across will help each listener that needs this help, to take it. If you really want to grow, you have to open up yourself. If you don't allow space, for new knowledge to come in, then the new knowledge that comes in will be deflected away from you.

As he was pouring the tea, the cup got full in no time. But the old man kept pouring the tea.

The young man exclaimed "Hey, stop pouring! Can't you see the cup is full?"

In response, the old man looked up at him and said "Oh yeah, the cup is full. Just like you. You're too full, for me to add anything to you. I can't help you because there is no space inside you to take new knowledge. You can leave."

I'll end by telling you a short story about a young man who wanted to know how he could become successful in life. So he was told to go and look for a wise man that lived in the hills - a sage.

And that is the story of the person that wants to present him/herself, as if s/he already knows EVERYTHING when people are trying to communicate with him, or when s/he is meeting people!

And so he traveled for many days climbing the mountain or whatever, till he got to the top. It was somewhere in Asia. The guy was an Asian. He met the sage in the cave meditating. When he got there the young man introduced himself. The sage told him to sit down and asked him what he wanted. He replied that he wanted to learn how to be successful in life.

In response, the sage began to speak to share the words of wisdom he had. But as he did so, the young man repeatedly interjected saying "I already know that. And that too etc".

The more the sage tried to tell him things, the more this guy said he already knew it or somebody told him that already etc!

He kept doing that until the sage stopped speaking suddenly and asked "Would you like some tea to drink?"

The young man replied that he would and added that he did feel a bit cold.

So the sage got out one of the traditional tiny Chinese teacups and began to pour tea into it.

If you live life like that, you will lose opportunities to get wisdom that can enable you to go to the next level of achievement.

It is impossible. (I repeat) It is impossible for any human being, no matter how wise, no matter how gifted, to know everything and have ideas about everything.

It is impossible.

There will always be something that will surprise you. The problem is, will you allow people to know that you were surprised, and impressed, and amazed and awed, and wowed?

Will you be willing to show it? Because when you show it, you show that you're a human being. Nobody is perfect.

But if you hide it, you only deceive yourself, and you only hurt yourself. And in the long run, you don't grow to the full potential that the God who created us, put in you.

Who are you denying? Yourself - because if you don't grow to your full potential, you don't achieve self-actualization!

It's you who will be limited. It's you who will be an underachiever. If your potential is 10, and you're achieving at 6, you are an underachiever!

So that's my message. I hope you found it useful. I hope as you go into the world, you will open yourself up and be like those America's Got Talent judges.

You know, Simon Cowell. He usually even tends to be a bit reserved, but believe me when it's time for him to speak, him to speak you'll see him saying "Wow, wow! Amazing!"

These judges are amazing human beings. I LOVE them! These are the kinds of human beings we need as adults. Adults who have no problem showing that there's something that amazes them, and they are so moved that they open up like children.

They just gush over you and just tell you: "Wow, you taught me something new today!"

You know what it does to people?

They just FLOURISH!

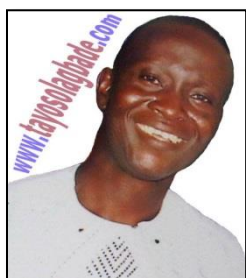
And that's what we need. We need a society of people that appreciate one another, without reservation.

I hope that you're going to be that kind of person that will inspire others, by your openness and your willingness to show that you can be amazed by what they do.

I wish you well.

A handwritten signature in blue ink that reads "TK SOLAGBADE". The letters are stylized and connected.

About Tayo K. Solagbade



As a Location Independent Multipreneur travelling slowly across West Africa, Tayo's unique ability as a bilingual service provider enables him relate successfully with clients/associates in English/French speaking societies e.g. Cameroon, Ghana, Benin, and Nigeria.

He offers a unique range of Performance improvement talks, seminars and coaching programs for farmer groups, writers, clubs, parents and alumni associations - as well as persons in paid employment.

Since 2002, he has earned multiple streams of income providing individuals and organizations with personal development training and coaching, custom MS Excel-VB solutions, web marketing systems/web hosting, freelance writing services, and best practice extension support services (for farm business owners).

Tayo is the author of the Self-Development (SD) Bible™ & Livestock Feed Formulation Handbook at www.lulu.com/spotlight/sdaproducts

Tayo has delivered talks/papers to audiences in various groups and organizations, including the Centre for Management Development, University of Lagos, Corona Schools Trust Council (and all 6 Lagos branches), Adrao International Schools, Christ Baptist Church, Volunteer Corps, Tantalisers Fast Foods and others.

In 2012 he was the invited Guest Speaker at the Centre for Entrepreneurship Development's Annual Semester Entrepreneurial Lecture at Yaba College of Technology in Lagos.

In a previous life, before leaving to become self-employed, Tayo served for seven years (October

1994 to December 2001) as a high performing manager in Guinness Nigeria. He rose from Shift Brewer to Training & Technical Development Manager, and later acted in senior roles as Production Manager and Technical Manager.

When he's not amazing clients with his superhuman skills (wink), Tayo works as the creative force behind his Daily Self-Development Nuggets blog - on which he also publishes his Weekly Performance Improvement IDEAS (PII) newsletter.

He is an Associate Member of the UK based Institute & Guild of Brewing, a 1997 National Finalist of the Nigerian Institute of Management's (NIM) Young Managers' competition, a Certified Psychometric Test Administrator for Psytech UK, innovator of Spontaneous Coaching for Self-Development™ (SCfS-D™), and Founder of the Self-Development Academy Limited.

For a limited time, Tayo is available to speak to your group or organization for a moderate fee. Send e-mail to tayo@tksola.com.

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