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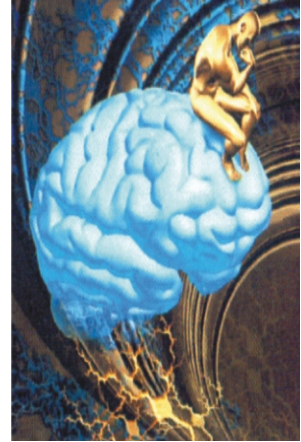
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KPC MINDTRACK

FAILURE

EDITED AND COMPILED BY Dr. VIMAL KUMAR



Dear Friends,

Failure is one of the "**dirtiest**" words in our society - including all the four letter words. Many people would rather be odd, hostile, overworked or many other "terrible" things than be seen as a failure. With the tremendous stress we place on success, this isn't surprising. After all, successful people are winners aren't they?

People feel sorry for losers and no one wants to be pitied. At the same time, we are constantly bombarded with truisms to make us feel better after an apparent failure. These are phrases like, "We learn from our mistakes, you can't win them all, everybody's wrong sometimes" - **but these don't really help.**

The only true failure is when we concede defeat and absolutely give up. Failure is when we beat ourselves up and learn nothing from our setbacks. Confucius is quoted as saying, "Our greatest glory is not in never falling but in rising every time we fall." If we embrace our failures along with our successes, learning from each, we will grow and achieve. The only people who do not fail are those who fail to try.

Failure is a step to success. Without failure, success would not exist...
Just as there would be no light if there was no dark.

In the current issue of **KPC-MINDTRACK**, I have tried to tackle in brief; relevant aspects of dealing with issues related to FAILURE, hope you find it readable & useful. Your feedback will help & encourage us for our future issues.

**WISHING YOU ALL THE BEST &
HAPPY READING**

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What is failure?

Failure is one of those life experiences most of us would rather not encounter. Generally we tend to connect failure with intense self-judgement and inner criticism. The fear of failure is so strong; we often become hesitant to focus on inner dreams because of past failures. We would rather not fail again. It's easier to say, "Oh well, I tried." than to view failure as what it really is: an expected component in the process of change. Failures are so difficult because they trigger and initially reinforce limiting beliefs that we already hold about ourselves.

Failure and success are often thought of as alternatives, at the same logical level, but this is misleading. Compare a bridge collapsing with a bridge not collapsing.

- Failure of the bridge is an event.
- Success of the bridge is a state.

(Of course the bridge-builders may have a much narrower notion of success: have we got paid?)

Failure is simply define as the state or condition of not meeting a desirable or intended objective. It is commonly viewed as the opposite of success. You may not like to think of it, but it is a reality that majority of us fail in some point of our lives. It's easy to think negatively when it seems that everything that you do is not good enough. No matter how hard it is to work out a relationship in marriages, friendships, families, careers and even struggling with personal weaknesses and expectations.

In a case like this, is there any way to avoid painful feelings of failure into our lives? Yes....

- ♦ **Failure doesn't necessarily mean you fail but that you are not successful yet.**
- ♦ **Failure doesn't mean you gain nothing but that you have learned something.**
- ♦ **Failure doesn't mean you are stupid ever to try. It indicates you are brave, determined and have a strong spirit so be proud of yourself.**
- ♦ **Failure doesn't mean you will not achieve any success but it will take some patience.**
- ♦ **Failure doesn't mean you are finished but that you still have opportunities to start again and to try looking for something new.**
- ♦ **Failure doesn't mean - You are a failure, It means - You have not succeeded.**
- ♦ **Failure doesn't mean - You accomplished nothing, It means - You have learned something.**
- ♦ **Failure doesn't mean - That you have been a fool, It means - You had a lot of faith.**
- ♦ **Failure doesn't mean - You've been disgraced. It means - You were willing to try.**
- ♦ **Failure doesn't mean - You don't have it. It means - You have to do something in a different way.**
- ♦ **Failure doesn't mean - You are inferior. It means - You Are not perfect.**
- ♦ **Failure doesn't mean - You've wasted your life. It means - You have a reason to start afresh.**
- ♦ **Failure doesn't mean - You should give up. It means - You must try harder.**
- ♦ **Failure doesn't mean - You'll never make it. It means - It will take a little longer.**

Failure in itself isn't so bad, it's the belief that gets triggered along with the associated uncomfortable emotions that we wish to avoid. It's often painful to face a belief rising to the surface that suggests we are unworthy or unacceptable. Somewhere in our lifetimes, the word failure became synonymous with the word "loser." There's often great embarrassment and even shame for grownups to have this experience of failure. Yet as children we repeatedly allowed ourselves to fail. Without failure none of us would have learned how to walk, talk, write, or even ride a bicycle. As adults, we shy away from new experiences to avoid risking failure.

- Never allow anyone to make you believe you are a failure, and never allow yourself to believe that you are the mistakes that you Make...really, what you are is weak for not accepting your failures for what they are and moving on from them on.
- Don't be afraid to express who you really are, and don't be afraid of other people's judgments. Your light as an individual is much stronger than the darkness of mass society.. Just use that light and you will see.
- Make your mistakes, and take them lightly so you can learn from them. When other people criticize, don't pay too much attention to their judgments. If you believe in yourself, no one else can make you feel like a failure. People, who don't believe in you, don't believe in themselves.
- You can be alone in your beliefs and dreams for success, you don't need anyone to stand behind you or believe in you. In the end, you are the only one who will and can bring yourself to success, eventually you will attract positive people into your life....

Types of Failure

They can be failures that involve us directly, or failures that we have only witnessed indirectly. (It is usually more difficult to obtain reliable information about failures elsewhere -- people are both embarrassed and jealous about failure.)

Past failures may be of more than historical interest -- they may explain the present, or may contain useful lessons for the future. Present failures may require more urgent attention. Future failures may be hypothetical or unavoidable.

Failures may be acute (sudden crash) or chronic (gradual worsening). Failure can be permanent or temporary.

If we consider the failure of a system by comparing its performance against a predefined standard., the system can be

- always below standard
- occasionally below standard
- much above standard (thus wasting resources)

Failure can be differentially perceived from the viewpoints of the evaluators. A person who is only interested in the final outcome of an activity would consider it to be an *Outcome Failure* if the core issue has not been resolved or a core need is not met. A failure can also be a *process failure* whereby although the activity is completed successfully, a person may still feel dissatisfied if the underlying process is perceived to be below expected standard or benchmark.

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By blaming the individual, the system remains unaffected. Blame is therefore a mechanism for preserving the system.

Approach to Analyzing Failure

What is the failure itself? - Event, Trend, System Performance? Is the failure acute or chronic? How urgently must the situation be repaired or remedied? Who regards this as a failure? Is there anyone (apart from competitors or rivals) who regards this as a success? Whom does the failure affect? How? Look for causes, contributing factors, effects, side effects, and other pertinent issues.

Difficulties of analysis

According to Dr. it is difficult to analyse failure for three reasons:

- Complexity of situation
- Temptation to present failure as success
- Incorrect conclusions.
- Temptation to present a failed policy as an insufficiently practiced policy.
- It would have worked if we'd done it properly.
- Not tried hard enough.
- "Panic learning with wild results"
- Escalating commitment, as if a failing policy is essentially correct but has not been tried hard enough.

You are Very Special (Analyze Yourself)

The only way you can successfully communicate and relate to other people, is to like yourself. The more you like yourself, the more others will like and accept you. People sometimes have experiences in their past that leave them filled with regret. That is all over. It is in the past. The reality is that you're an expressive, sensitive, beautiful person if only you'll accept your uniqueness. It doesn't matter what someone has said about you. It doesn't matter what limitations you have previously experienced. That is all history. What matters is what you do from this day forward. You can choose your future. Realize that you are worthwhile and valuable with an enormous contribution to make. Find the best within yourself and feel good about the person you are.

Philosophy equals discipline over time.

Challenge Your Problems

Life teaches us in peculiar ways. It knocks us down. It makes us struggle to get back up. Blessings often appear as misfortunes and trials. Challenging a problem begins with embracing it rather than resisting it. Accepting the truth about what is so places us in a position to learn and move forward.

Of course we will not have positive, accepting feelings each time life knocks us down. Yet we need not allow feelings of frustration to define our outcomes. Challenge each problem you face with purposeful thought and determined action. Resolve that every situation you encounter will make you better, stronger, wiser, more skillful, and more loving. By challenging problems with faith and conviction, you will create experiences of joy and lasting treasure.

Joy in Perseverance

Pick a big dream, a once in a lifetime dream, a song in your heart dream, a gift to mankind dream, a purpose- filling dream. Then run with it and persevere! Feel gratitude for the time spent developing your talents. The joy is in the journey with its obstacles and surprises. When we reach the peaks on the first horizon, another horizon appears. What then? Persevere again. Great missions are never achieved; they are lived. They continue to beckon us forward. They need constant tending, and in that tending are many small achievements.

Beyond success is fulfillment more rewarding than any physical destination. We are pulled forward purposely; life continuously seeks expansion. We were made to experience and participate in that joyful, creative flow of living energy. It's music is vigilance, and we are its dancers. To persevere is to move in alignment and in harmony with life. When you feel like your journey is becoming long and difficult, recall these enduring words spoken by John Quincy Adams (1767-1848): "Patience and perseverance have a magical effect before which difficulties disappear and obstacles vanish."

Ask yourself today: What is my personal journey? Whatever the answer, persevere. The God-given gifts inside you will carry you forward! Life is a one way street.... No Matter which door u take.. Non of them.. Leads back.. So Enjoy every moment of ur life.. B'coz nothing will happen the same way again....take care..

Criteria for failure

The criteria for failure are heavily dependent on context of use, and may be relative to a particular observer or belief system. A situation considered to be a failure by one might be considered a success by another, particularly in cases of direct competition or a zero-sum game. Similarly, the degree of success or failure in a situation may be differently viewed by distinct observers or participants, such that a situation that one considers to be a failure, another might consider to be a success, a qualified success or a neutral situation.

It may also be difficult or impossible to ascertain whether a situation meets criteria for failure or success due to ambiguous or ill-defined definition of those criteria. Finding useful and effective criteria, or heuristics, to judge the success or failure of a situation may itself be a significant task.

The true meaning of Life is to Plant Trees under whose shade you do not Expect to Sit.

Failure vs. Success:

Nothing bites us more hurtfully than failure. Especially in case of people with poor self-esteem and low self-confidence, the pain and fear associated with failure is more serious, damaging and debilitating. Failure prevents many unfortunate victims from being true to their potential and realizing their cherished dreams. Concerned as we are with success and survival, living in a competitive world that worships winners and castigates losers, even people with normal self esteem tend to react to failure with a negative frame of mind and attitude, and with feelings of inadequacy, incompetence and loss of self-esteem.

Know that you can deal with failure: For the ultimate triumph of success, failure can be dealt with in a positive and decisive way . Failure can be managed intelligently and pragmatically just as we can manage our day to day problems with aplomb as a part of our struggle for survival. Failure can be confronted, studied and dealt with, in a rationale and objective manner, before it consumes us with the raw force of its negativity and overwhelms us with its oppressive feelings of helplessness and hopelessness.

Accept failure as a process: Failure is not the end of our actions but a part or product of them. It is a phase with in a phase. Just as pain and suffering are hidden in our lives, failure is inherent in all actions and undertakings. For us to Enjoy the fruit of success, we need to suffer the roughness of failure. The best thing about failure is it is temporary, manageable and solvable. As a concept, failure on the way to

success is a seemingly less threatening concept to our sense of well being rather than the concept of failure as the sum total of our efforts.

Anticipate failure: Before you start your goal oriented action, anticipate what kind of failures you may expect on the way and prepare yourself adequately to cope with them. Anticipating failures during different stages of our goal oriented actions and preparing ourselves adequately to deal with them through alternative plans and approaches so as to become wiser, efficient and effective is a sign of maturity and sagacity. This way we minimize our losses, conserve our resources, remain focused on our goals and stay on course. With this approach, failure becomes an integral part of our vision for success.

Develop an intelligent attitude: Imperfect as we are, though endowed with great many skills and vast intelligence, we cannot escape from the perils of failure when we embark upon a course of action with which we are not very familiar or comfortable. If we accept failure as an inherent vice in a learning situation or undertaking, consider it as a sign of some imperfection that is in need of a state of perfection, or a sign of inefficiency or ineffectiveness that is craving for an immediate and effective cure, we can use failure as an opportunity to measure our progress, polish our skills and faculties and deal with the problems of our lives effectively and efficiently.

Accept responsibility for your failure: Faced with failure, feeble minds tend to look outwardly to find the cause of their failure. Rather than accepting the responsibility heroically and finding solutions from within, they indulge in acts of self-deception and blame some person, element or extraneous condition as the cause of their failure. In the face of failure, probably this is one of the worst attitude any one can display to escape criticism. Even if the actual cause is extraneous, by accepting responsibility one can learn wisely from the situation and prepare oneself for further action. By accepting responsibility for your failures, you are confronting failure truthfully and realistically without being defeated by it or oppressed by it.

Act with equanimity of mind: Faced with failure, a wise man acts with sense of humility knowing the fact that in this vast universe which is guided by a multitude of visible and invisible forces, diverse interests and mysterious intentions, all that one person can do is to play his or her role sincerely and leave the result to God. As the Bhagavad-Gita, says, in this world, a man has right to work only, but not to its fruit. So a person is not expected not to relinquish duty but to cultivate equanimity of mind and moral virtues so as to cope with both success and failure with the same set of mind. We should therefore stay focused on the techniques, details, processes and skills, stabilizing our minds purely on the action to be taken and avoid the anxiety commonly associated with goal oriented actions.

Be persistent: . When faced with failure, a strong willed person would continue on his chosen path, knowing well that what can defeat him is not failure but his own untested fears and assumed limitations. He knows that he has the freedom and the opportunity to try different options and alternative methods to deal with failure and resolve it.

Seek help from others: When failure becomes an unavoidable option, people tend to withdraw into themselves and suffer alone. For a while their judgment gets impaired and their consciousness clogged by the impurities of negative thinking. While this is a normal and immediate response to failure, successful people recover immediately from such situations. They bounce back and look for opportunities to overcome their deficiencies or rectify their mistakes and continue their efforts in the desired

direction. It is true that success claims many followers and admirers, while failure many victims, critics and onlookers. Success breeds opportunities for friendship and increased social activity while failure brings in loneliness and desperation. The trick is to stay calm, remain focused and objective, ignore the ridicule and the insults from the critics and gather support and input from the sympathizers and well wishers for a fresh phase of renewed activity and corrective action.

Be creative: Failure is a problem that needs a solution through direct confrontation and use of creative ideas for sustained action. You cannot cope with failure through inaction or withdrawal from the pursuit of your goals. In the midst of failure it is difficult to concentrate and think objectively. To cope with failure you need to think creatively and find alternative solutions that may help you remedy the situation and achieve success. Creativity cannot thrive in a mind oppressed by the feelings of guilt, negativity, despair and hopelessness. Become receptive to the free flow of ideas and thoughts. Using your creative faculties, challenge yourself with the will to succeed and the vision to be different and determined.

Think positively: A vast array of forces gather around us as we plunge into the pit of failure. Our own thoughts and attitudes start acting against us and make us feel negative and harsh towards ourselves and failures. Through our actions and expressions, we also turn enemies out of our friends and make things more difficult for us. Usually the mind has the habit of internalizing success and externalizing failure. While this is the usual defensive reaction, the mind also has the tendency to associate negative feelings with failure such as pain, frustration, distrust, loneliness, confusion, uncertainty and despondency. With the help of positive feelings, successful people usually recover from the bout of depression that usually accompanies failure. By keeping their hopes alive they keep their chances of success alive.

Be systematic: It helps to be organized and systematic, while engaged in a certain course of goal oriented action. When your action lead to failure, if you are organized, the possibility of your recovery is much faster and easier. It will also help you control your activities, measure your performance, and stay on course. Failure is not an option in a competitive world where you are constantly challenged by people and circumstances to prove your mettle, show your true worth and stay on top. You cannot set aside your failures, ignore them or wish them away. As you plan for success, be prepared to cope with failures on the way and learn from them. Or else be prepared for more failures, more problems and more lessons. Failure is like a storm in the course of a voyage. It demands timely and skillful action, planned and concerted approach, positive mental attitude, unyielding courage and conviction in the face of destabilizing environment and an organized thinking that can generate valuable ideas to help your ship stay you afloat and on course. Therefore, take failure as a learning and remedial opportunity. Give it your best and make it your strength.

How to deal with failure ?

Pattern 1: Give Excuses, Lay Blame & Give up What do some people do when they don't get what they want? They will start giving themselves lots of excuses and blame everything and everyone around them. They say things like, 'it's not fair', 'I'm just not smart enough' 'It's just too difficult', 'I'm too young' or 'I'm too old', 'I just didn't have the luck', 'the depressed economy affected me'. Feeling helpless and frustrated, this first group will stop taking action and give up! They will resign themselves to their goal being out of reach and live a life of mediocrity.

Pattern 2: Keep Trying the Same thing Over and Over Again These are the people who have a lot more determination than the first. When they don't get their outcome, they will not quit. They will get themselves to take action again. The motto of this group is, 'I failed because I did not try hard enough' 'If I keep trying, I will eventually succeed'. So they keep taking action, putting in more time, energy and effort. No matter how many times they fail, they just keep trying harder and harder. Will they eventually achieve their goals? It depends. If they set small, incremental goals, they may, with enough time and effort eventually succeed. However, if they set big and exceptional goals, like becoming the top in their field, they will never be successful by just trying again and again. Why? Because, although they keep taking action, they do not change their strategy. If you keep using the same approach, you are going to keep getting the same result.

Pattern 3: Get Feedback, Change Strategy and Take Action until you Succeed. So what is the pattern that all successful individuals exhibit? When they don't achieve their goals, they don't think of it as failure. Instead, they perceive it as feedback. They then use this feedback to immediately change their strategy and take action again. If they still don't succeed, they will get more feedback, change their strategy and take action again. It is this continuous feedback you need to help you adjust your approach until you hit your target. Thomas Edison took almost 10,000 attempts before inventing the light bulb. When asked how he did it, he said that he had to first find 9,999 strategies of how not to invent the light bulb. He then used this feedback to change his strategy until he got what he wanted.

Overcome Failure

The fear of failure is perhaps the strongest force holding people below their potential. In a world full of uncertainty, a delicate economy, and countless misfortunes that could happen to anyone, it's easy to see why most people are inclined to play it safe. But playing it safe has risk as well. If you never dare to fail your success will have a low ceiling. The ability to fail big and fail often has been a mark of the spectacularly successful throughout history.

Men:

1. All men are extremely busy.
2. Although they are so busy, they still have time for women.
3. Although they have time for women, they don't really care for them.
4. Although they don't really care for them, they always have one Around.
5. Although they always have one around them, they always try their Luck with others.
6. Although they try their luck with others, they get really pissed off If the women leaves them.
7. Although the women leaves them they still don't learn from their Mistakes and still try their luck with others.

Women:

1. The most important thing for a woman is financial security.
2. Although this is so important, they still go out and buy expensive Clothes.
3. Although they always buy expensive clothes, they never have something to wear.
4. Although they never have something to wear, they always dress Beautifully.
5. Although they always dress beautifully, their clothes are always just "An old rag".
6. Although their clothes are always "just an old rag", they still expect you to compliment them.
7. Although they expect you to compliment them, when you do, they don't Believe you.

Did you know ?

- The higher your I.Q. The more you dream.
- The largest cell in the human body is the female egg and the smallest is the mal sperm.
- You use 200 muscles to take one step.
- The average woman is 5 inches shorter than the average man.
- Your big toes have two bones each while the rest have three.
- A pair of human feet contains 250,000 sweat glands.
- A full bladder is roughly the size of a soft ball.
- The acid in your stomach is strong enough to dissolve razor blades.
- The human brain cell can hold 5 times as much information as the encyclopedia Britannica.
- It takes the food seven seconds to get from your mouth to your stomach.
- The average human dream lasts 2-3 seconds.
- Men without hair on their chests are more likely to get cirrhosis of the liver than men With hair.
- At the moment of conception, you spent about half an hour as a single cell.
- There are about one trillion bacteria on each of your feet.
- Your body gives off enough heat in 30 minutes to bring half a gallon of water to a boil.
- The enamel in your teeth is the hardest substance in your body.
- Your teeth start growing 6 months before you are born.
- When you are looking at someone you love, your pupils dilate, and they do the same when you are looking at someone you hate.
- Your thumb is the same length of your nose.

A little known formula for success is that success happens because of failure. Legend has it that Thomas Edison attempted 10,000 different filaments before successfully creating the electric light bulb. When asked if he ever felt discouraged with so many failures, he answered none of his attempts were failures. They were each successful experiments in finding what didn't work! The Lesson of Failure What's the lesson in this? Successful people fail more often than unsuccessful people. In fact, they fail over and over and over again. It's the failure's themselves that provide learning experiences. Wisdom and enlightenment to succeed come from failure. Successful people don't give up because they've failed. Instead they sit back and view these experiences as learning opportunities. As we go about the process of achieving a goal or dream, we will run into all sorts of obstacles, limitations and setbacks. Why? Because we don't know how to do whatever it is we are trying to do To be successful, we need to design an alternative paradigm for failure. In other words, redefine failure in a manner allowing ourselves to see whatever happens not as failure, but as "information." From there, it becomes possible to gather and access this new information and include it in a revised plan. Then we can stand strong once again in our original desire and dream, while determining how to best adjust the plan and the next action step. Failure can be used as another tool on the continuous journey to a deeper appreciation of self and love for self. We have choices: Failure can be utilized either as a way to close our heart down even more to ourselves and others, or the experience can be a stepping stone to opening our heart even further. We can view failure as evidence of our inherent internal flaws as a human being. Or we can look to find the emotional and spiritual lessons embedded within the failure. To be human is to experience failure. Nothing is, or ever was, wrong with who we are. Failure can guide us toward a leap of faith. We are capable, ultimately, of overcoming any obstacle, any problem or any situation connected with our dream. Why else would we have a particular dream unless it was ours to manifest? From within we can find the courage to walk toward what we really want in life. We can learn to encourage and support ourselves through the good times and especially the bad times. Love that you are overcoming fear and attempting something new -- no matter what the outcome. Of course there will be failures along the way. An entire new set of skills is being learned. When an occasional failure is experienced – get up, dust yourself off, access the new information, believe in yourself, and begin again.

1. Failure to anticipate
2. Failure to perceive
3. Failure to carry out a task

Murphy's law is an adage in Western culture that broadly states: "Anything that can go wrong will go wrong."

Eight things about failure

1. To fail is not the same as being a failure. One may have many failings and yet still be far from being a failure .
2. To fail is not the disgrace everyone thinks it is. To err is to do nothing more than to join the human race.
3. Failure is only a temporary setback. Failure is never the final chapter of the book of your life unless you give up and quit.
4. Nothing worthwhile is ever achieved without running the risk of failure.
5. Failure is a natural preparation for, success. Strange as it may seem to some of you, success is much more difficult to live with successfully than is failure.
6. Every failing brings with it the possibilities of something greater. Analyze failure under whatever circumstances you choose, and you will discover some seeds for turning failure into success.
7. What you do with failures in your life is up to you. Failure is either a blessing or a curse, depending upon the individual reaction or response to it.
8. Failings are opportunities to learn how to do things better the next time and to learn where the pitfalls are and how to avoid them. The best possible thing to do with failure is to learn all you can from it.

Failure is therefore a subjective question: it depends on purpose, perspective and scope. Scope includes timescale. You can have short-term failure and long-term success (Tower of Pisa), and you can have short-term success and long-term failure (DDT).

Three notions of failure

- Failure is an event in the 'real' world. Therefore beliefs and assumptions can only cause failure through affecting people's behaviour.
- Failure is a (perceived) mismatch between events in the 'real' world and expectations in the 'mental' world. Cognitive errors may perhaps cause failure in two ways: either by causing 'incorrect' behaviour or by perverting perceptions and/or expectations.
- Failure is an event entirely in the 'mental' world (as an experience of dissatisfaction), and so may be directly caused by mental objects such as false theorems.
- Failure is an event entirely in the 'mental' world (as an experience of dissatisfaction), and so may be directly caused by mental objects such as false theorems.

Education, training and skills transfer

Identifying the causes of failure may be an essential condition for organizational learning. Refusal to blame may lead to a refusal to understand, or even a denial that failure has occurred / is occurring.

Model reviews

However, where problems are systemic or due to process design, blaming individuals obscures the problem. A blame culture also leads to an avoidance of risk. These three ways of thinking about failure assume a distinction

between a 'real' world and a 'mental' world, which is it problematic.

Cause of Failure

1. Lack of a specific purpose in life. You can not hope to succeed in any field of your life if you don't have a central purpose. If you don't have a definite goal in your life then you will jump from one activity to another with no success. Almost 97% of people think and act this way. That's why successful people, who have a clear goal in their life, are very few.
2. Lack of education. Most of the successful people are "self educated" or "self made" as individuals. You can have five college degrees but if you don't apply this knowledge it's a waste. What counts is the applied knowledge with a plan of action and not just knowledge.
3. Lack of self discipline. Discipline means self-control. You must control yourself and decrease your negative habits and qualities. If you don't conquer yourself, it will conquer you.
4. Procrastination. It is one of the major causes of failure. These kind of people are waiting for opportunities come to them instead of seeking for the opportunities. They think that some day the time will be right to act. That "right" time never comes.
5. Lack of persistence. Most people are good starters but they stop in the run when the first obstacles come. Obstacles are a chance to become better. They are ways to use your mind and improve your self. Quitters can not hope to success of any kind.
6. Being negative. If you are negative then your whole world is negative. Your subconscious mind tells you that you can't do it. Your subconscious mind comm-ands your conscious self that you "really" can't do it.
7. No risk at all. If you are extremely careful and take no risks then you can't expect to make the difference. Being over cautious limits you to mediocrity and leads You to failure.
8. Wrong selection of associates. This is very critical. We can not do everything ourselves. The colleagues we work with are a capital for our business. Successful and intelligent partners are one of the keys for our own success.
9. Divide you actions. This is a typical mistake. Spreading your energy and efforts on multiple causes and not concentrating on one cause. Sooner or later you will realize that you will not succeed to any of them.
10. **Lack of honesty.** This is the master key of success. Without honesty your credibility will vanish in no time and you can not hope to expand and of course retain your business. People are not as stupid as you think. They can understand the fake, maybe not immediately but in the long turn run they will go away and spread around the world negative messages about you.