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CA Ketan Nanji Gada

WINNER'S EDGE KEYS TO NEGATE A NEGATIVE SELF IMAGE

If you can't see yourself something or achieving something, you literally cannot do it. It is not what you are that holds you back, it is what you think you are not.

Six self directed keys will give you edge in winning against the toughest of all competition – a negative self image.

1. Living without limitations (self awareness)

Limits are physical boundaries, but imitations are psychological barriers, such as feeling unworthy of material success or happiness. So, avoid judging yourself against the fantasies presented by films, media and social media. Reality says you have the potential to become infinitely more than you are now. You can develop abilities through observation, imitation and reasoning. The greatest limitations you will ever face will be those you place on yourself. You can rewrite your scenario and become a victor in life. You are your own scriptwriter, and the play is never finished, no matter what your age, position and station in life.

2. Deserving to win (self esteem)

Learn to like yourself. Instead of comparing yourself to others, view yourself in terms of your own abilities, interest and goals. You always project on the outside how you feel on the inside. Self acceptance is the key to healthy self esteem – seeing yourself as an imperfect but worthwhile, changing and growing individual.

3. The proactive person (self determination)

Losers let it happen. Winners make it happen. Life is a do it yourself project. Learn to develop two critical capabilities: the ability to live with uncertainty, and the ability to delay immediate gratification in favor of long term goals. Losers try to escape from their fears with activities that are tension relieving. Winners are motivated by their deisers toward activities that are goal achieving.

Be different, if it means higher personal and professional standards. Be different, if it means being cleaner, neater and better groomed. Be different, if it means putting more time and effort into all you do. And be different, if it means taking the calculated risk.

The greatest risk in life is to wait for and depend upon others for your own security. The greatest security is to plan and act, and take the risk that will ultimately make you independent.

4. The gold mine (self direction)

You have a gold mine in your gold mind. Goals are like gold. Thought and dreams are like ore. Until the ore is extracted, shaped and given form, it has little value. Most people never reach their goals because they never set them in first place. The mind is like a guidance system. Once goal is set, the mind constantly monitors self talk and feedback, making adjustments along the ways to reach its target. Winners know where they are going and they get there.

5. The victor's circle (self talk)

The "vicious circle" is where one problem gives rise to another, leading back to first problem and magnifying it. The "victor's circle" is where one success gives rise to another success, which is parlayed into an even greater success. Positive self talk, before and after performance, is an important key to the permanent enhancement of self esteem and goal achievement.

Our self image has been built by our own beliefs and thoughts about ourselves. It records our self talk minute to minute. We all talk to ourselves in words, pictures and emotions at 300 to 400 words a minute. Become aware of your silent conversations. Your self- talk is creating your self-image and your goals. The most important briefings, meetings and conversations you will ever have are ones with yourself. It isn't enough to want success. It's not enough to plan it. It's not enough to act it. You must think it, and say it – every minute of your life.

6. The eagle's vision (self direction)

The eagle is the symbol for quiet power and scope. We must open our lenses, like the eagle, to see forest and trees and to spot opportunities to create synergy by joining individual parts of our life to make a greater more dynamic whole person – a person who understands the meaning of team and time. Over time, good seeds planted in good soil, yield fruits.

If you have internal strength, external setbacks won't keep you down very long.

Adopted from the book The Winner's Edge written by Denis Waitely.

Thank you all..... Always in Gratitude

CA Ketan Nanji Gada

EVENTS IN RETROSPECT

Day & Date	Committee	Program Name	Speaker	Attendance / Views
Monday, May 24, 2021	Students Committee	Guidance for Preparation of CA Exams	CA Priti Paras Savla, Past Chairperson of WIRC CA Jyothi Yogesh Soni, GMCS Faculty & Ex-examiner, ICAI CA Ayush Dedhia, AIR 33, Assistant Manager – Global Business Tax Deloitte Haskins & Sells LLP	143 attendees on Zoom & 149 views on YouTube
Saturday, May 15, 2021	Program Committee	How to boost 100% Natural Immunity in Challenging Times	Mr. Atul Shah (Founder - Ojas Life Foundation)	5,480 views on YouTube
Saturday, May 29, 2021	Program Committee	Health Insurance in challenging times	Mr. Mehul Pujara, Health Insurance Expert, Deputy Vice President at Raheja QBE General Insurance Company Ltd.	1,330 views on YouTube