

# THE SECRET OF SUCCESS

## In any business (Pt 1)



What is it that makes people successful and I mean really successful compared to you? Are they smarter or do they work harder? Are they risk takers or have powerful and influential friends?

Success is achieving your desired objective. It is the opposite of failure. It is also a status. Reaching this height involves a lot of sacrifices, dedication and perseverance. Failure is a tonic to success. If you are not failing every now and again, it's a sure sign that you are not trying anything very innovative.

Recently I was in a restaurant with some entrepreneurs and we started this discussion on what are the secret of success in any business. It was a long intelligent discussion that I should not digest alone.

Let me share with you some of the lasting secrets we agreed on, that might be beneficial to you either Personally and Financially.

### **Be the Master of your Thought**

Always be positive. Think Success, not Failure. Beware of a negative environment.

Your belief that you can accomplish your goals has to be unwavering.

The moment you say to yourself "I can't...", then you won't. I have always given the advice, "never say I can't"

and I'd like to strike those words deep into your heart.

One of the reasons why people don't succeed is the habit of quitting when one is overtaken by the smallest defeat. In the cause of any business one must face challenges. Some people quit easily and some don't quit because they believe that when they quit that they have failed, and trying to avoid failure in their records, they find solutions to these challenges. Our greatest weakness lies in giving up. The most certain way to succeed is always to try just one more time.

Positive things happen to positive people. All that a man achieves and all that he fails to achieve is the direct result of his own thought.

### **Determine your Real Dreams and Goals**

Write down your specific goals and develop a plan to reach them.

Write down your dreams and goals? Develop a plan to reach them? You mean like a project plan? Yes, that's exactly what this means.

You may have heard the old adage: A New Year's resolution that isn't written down is just a dream, and dreams are not goals. What do you think you can do and will give you joy? It is when you identify this that you now begin to design how best to have unlimited joy and success.

Goals are those concrete, measurable stepping stones of achievement that track your progress towards your dreams.

My goal is to make heat transfer business accessible and cheap to everybody that wants to do the business in Nigeria.

### **Take Action**

People achieve success when they get more involved in what happens around them and they take action. Some Entrepreneurs open a business without having an idea of the business and how do you want them to succeed – they will only quit or learn on the job if they want to succeed.

A good Entrepreneur gets involved in everything that happens in his office. He must

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know how his inflows and out flows work. An entrepreneur once told me this – *“In the course of my business, I have always achieved success. This is because I like to get involved in what happens in my office. I enjoy taking stock up till now. I join my staff to take stock every quarter, and it’s a lot of fun”*.

A lot of Entrepreneurs don’t take physical stock. This makes them not to know what is happening with their stock and by the time they will discover that one product is missing, it is always too late because the person who is involved with the goods might have left the company, or the item have been sold and the money has changed hands and not traceable.  
**PLEASE ALWAYS TAKE YOUR STOCK SERIOUS.**

### **Never Stop Learning**

Another Entrepreneur said *“I work in all my departments especially in the account department because I believe that my account department is the hub of my business. I make sure that all my books are up to date and correct. It is better to know that products are missing in my ware house than not to know at all. My younger daughter calls my account department the labour room. She said that anytime I enter the department that I don’t come out on time. I wanted to change her opinion by not visiting the department often. My elder daughter noticed that I don’t visit the accounts often. When I told her the reason, she saw it in another angle, she said that labour ward is the source of life the same way the accounts department is the hub of the business, and encouraged me not to stop. It has been awesome giving some time to my account.”*

I learnt one or two things from this Entrepreneur, that there is nothing in business as good as having a good accounting structure. It helps you to plan. When you have a good and organized accounting system, it will be easier to get a loan from a bank if the need arises.

While we were talking another Entrepreneur walked in and also told us her relationship with her workers she said *“I always have real good time with my workers. We have weekly meetings together to plan on how to take the office to the next level. And this meeting is called “Breakfast with MD*

*I have a very good relationship with them. I hug them when I get to work and when they do something that deserves kudos. It does not reduce my respect from me rather it bonds us together. We feel like one big family. I don’t have that MD-Employee relationship with them starting from the managers to the cleaners. I show them so much love and receive so much love from them. But still it does not reduce my respect as the MD”*.

### **Establish a Cordial Relationship**

Some Managing Directors put up a masked face that makes their staff see them as devil where as the opposite is the case. We can actually relate well with our staff and still get them do what they should do.

When we were about leaving the restaurant, I told them the story of a driver that the madam sent to my office to give me a cheque. It was a Friday and everybody in my office wear jeans and a Gific shirt every Friday. When he came in he met me in my jeans helping my workers transferring pictures on mugs. He asked me if he could see the MD. I told him that I am the MD he said, if I don’t want to show him the MD that he will go and tell the madam that he saw me and I refused to show him my MD. He said *“Thank God even though you refused to tell me your name, I will identify you with your low cut.”* My staff were smiling. One of my Managers told him that I am the MD. Out of anger he left.

For him he did not see it right that somebody that his Madam has so much respect for, a Managing Director will be jisting with her workers, transferring mugs when she has so many people to do that. He was expecting me to be sitting behind a very big table and giving orders.

When he left, his Madam called me that her driver just called and told her that he came and he was not allowed to see me after spending hours in the traffic to come to our office, so he left in anger.

I told the Madam what transpired. She was angered by the stupidity of her driver so much that she told him to go back to my office and meet that same woman with the low cut.

When he came back he knelt down on the floor apologizing and feeling dejected that he was rude to me unknowingly. I asked him to stand up, collected my Cheque and offered him a drink. He was very happy that with all his raking and ranting, I felt not offended.

At this stage the question is why should I be angry, offended or feel maligned about such attitude? It is not necessary for me and should not be to you.

*A man can make mistakes, but only an idiot persists in his error. Be in harmony with your staff that spends the best of their active time in your business. Encourage them to grow, study them and utilize them where they have very good advantage so as to get the maximum utility from them.*

Mrs. N.U. Ukachukwu

*e-mail: [n.ukachukwu@gificllimited.com](mailto:n.ukachukwu@gificllimited.com)*