Ilkogretim Online - Elementary Education Online, 2021; Vol 20 (Issue 6): pp. 6769-6773
http://ilkogretim-online.org
doi: 10.17051/ilkonline.2021.06.659

The Role Of Positive Thinking And Self-Discipline In Achieving Success: An Analysis Of Shiv Khera's Book 'You Can Win'

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Abstract:
Shiv Khera's motivational bestseller "You Can Win" The book's core theme is how to live a successful and fulfilling life. This research paper critically analyses the book 'You Can Win' and how it affects the personal and professional success. This study followed qualitative and interpretive research method which involves textual analysis of the book 'You Can Win', supported by motivational studies**.** The book outlines a structured method for setting and achieving goals through commitment and planning. Numerous stories and examples are meant to inspire the reader. The motivational tone of the book pushes readers to stay focused and compels them to work hard towards their goals. Shiv Khera provides practical and feasible approach for professional and personal growth. This research paper also analyses Shiv Khera' s strategies for developing these traits and also evaluates their applicability. Success is a dynamic concept that can be approached from different perspectives, personal, professional, societal and last but not the least spiritual. It also teaches about different facets of life like attitude, habits, and importance of auto-suggestions, moral responsibility and many more. Khera simplifies these complex rules related to success into extremely simple prescriptions.

Key Words: Successful, Meaningful, Professional, Growth, Motivational, Commitment.

Introduction:

Shiv Khera's motivational bestseller "You Can Win" book's core theme is how to live a successful and fulfilling life. It also teaches about different facets of life like attitude, habits, importance of auto- suggestions, moral responsibility and many more. It is a widely circulated book that focuses on personal development and success. This book simply prescribes simple practical steps with motivational anecdotes which foster a positive mindset.

Limits live in our mind. Every morning gives us opportunities, while every evening asks what you did with these opportunities. Make the most out of today. If we use our imagination and creativity, possibilities are limitless. The book outlines a structured method for setting and achieving goals through commitment and planning. Success means self-discipline and hard work. It is the result of consistent efforts and ethical behaviour. This research paper critically analyses the book 'You Can Win' and how it affects the personal and professional success. This study further examines the key themes such as goal-setting, self-belief, positive attitude and ethical values by exploring its practical applications in day-to-day life.

Objectives of the Paper:

1. To decode and critically appreciate the core tenets of the self-help book You Can Win.
2. To analyse Shiv Khera's definition of success.
3. To critically investigate the ideological underpinnings of Khera'a success theory.

Hypothesis:

This self-help motivational book 'You Can Win' by Shiv Khera encourages readers to redefine success on their own terms and provide readers practical and feasible approach for personal and professional growth.

Research Methodology:

This study followed qualitative and interpretive research method which involves textual analysis of the book 'You Can Win', supported by motivational studies. Comparative references from similar texts by Stephen Covey, Dale Carnegie are taken into consideration by the researchers.

Literature Review.

This self-help genre has long been influencing generations to generations toward self-improvement and self-satisfactions. Take for an example, authors like Dale Carnegie's book 'How to win Friends and Influence People', share similar themes of positive thinking and disciplined action. Similarly Stephen R. Covey's *The 7 Habits of Highly Effective People* is a classic self-help and leadership book that provides a principle-centered approach to personal and professional effectiveness. The book, first published in 1989, emphasizes character ethics and long-term success by aligning with fundamental principles of fairness, integrity, honesty, and human dignity. However, Khera's book follows the convention which focusses on character, goal-setting and perseverance. This book 'You Can Win' significantly influence behavioural patterns identifying its unique contributions in the context of self-help literature.

Discussion:

Most of the time, we are not aware of their strengths, weaknesses, threats and opportunities. We do not have an action plan to overcome our anxieties, fears and weaknesses. We always look forward to self- help literature that explores elemental and simple truths about success and life. The whole book consists of eight chapters which cover topics like positive attitude, motivation, self- esteem, interpersonal skills, moral values and so on and so forth.

Khera simplifies these complex rules related to success into extremely simple prescriptions. Stop expecting people to be perfect. Failure is to be looked upon as a learning opportunity and not setback. Ethics and values are essential ingredients in the recipe of success.

In the preface itself, an action plan is given, it defines three things: What do you want to achieve? How do you expect to achieve it? Fix up a target date to achieve it. (Khera, 2014) Khera has acknowledged that many examples, anecdotes and stories are collected from various sources like newspapers, magazines and speeches of the distinguished personalities.

This research paper primarily focuses on two significant things, positive thinking and

self-discipline, explores how they contribute in achieving personal and professional growth. This research paper also analyses Shiv Khera' s strategies for developing these traits and also evaluates their applicability. Success is a dynamic concept that can be approached from different perspectives, personal, professional, societal and last but not the least spiritual.

In the words of Shiv Khera,

> "I define success as manifestation of good luck that results from inspiration, aspirations, desperation and perspiration: generally, in that sequence. Success and happiness go hand in hand. Success is getting what you want and happiness is wanting what you get. Existence alone is not a success. It is a lot more! Do more than exist. - live. Do more than look- observe. Do more than read- absorb. Do more than-listen. Do more listen- understand."

Most importantly, a positive attitude is the foundation for success. Those who believe in themselves are able to achieve their goals. The book outlines a structured method for setting and achieving goals through commitment and planning. In order to get the winning edge, we need to strive for excellence, not perfection. This book further elaborates that striving for perfection is neurotic, striving for excellence in progress. Because there can be nothing that can't be done better or improved. All that we need is a little edge. Trials in life can be tragedies or triumphs, depending on how we handle them. Triumphs don't come without efforts.

We need to have solid strategies in order to overcome the obstacles which often come in the way of success:(Khera, 2014) We all face problems and difficulties and sometimes we are discouraged and disappointed also. But winners remain firm and do not get disheartened. The supreme qualities they got are perseverance, consistency and indomitable will power.

We cannot be successful unless we overcome significant difficulties. Let the difficulties know that we too are difficult. Everything is difficult before it becomes easy. An English proverb says: A smooth sea can never make a skilful mariner. We should not run away from problems. It is aptly said elsewhere that winners never quit and quitters never win. Despite all these practical insights, books teachings can be challenged. Arguably, self-help book like this can provide general guidelines without understanding individual circumstances. Self-motivation can diminish over time, requiring continuous reinforcement. For him, excessive talking does not mean communication, talk less, say more. The words spoken out of bitterness can fetch irreparable damage. A fool speaks without thinking, a wise man thinks before speaking. The history shows that more people have been hurt by an improper choice of words than by any natural disaster. We need to be tactful of choosing one's words carefully and knowing how far to go. He goes on to say that talent without tact may not be always desirable. Words can hurt feelings and destroy relationship. One should understand what to say and what to leave unsaid.

Only those who lose can quit and give up. (Khera, 2014) For Khera, true success does not material opulence but also about finding meaning and fulfilment in life, contributing positively to society and maintaining integrity. Therefore, People who define success on their own terms are generally more satisfied with their achievements.

According to Khera, true success is measured by the feeling of knowing you have done a job well and achieved your objective. Success is not measured by our position in life but by obstacles we overcame to get there. Success in life is not determined by how we are

doing compared with others, but by how well, we are doing compared with what we are capable of doing. Successful people compete against themselves. Every success story is also a story of great failure. He goes on to say that failure is the highway to success. People don't come across failure and blindly remark that people got lucky. Out of fate, luck, God and effort, they believe in luck and not on efforts.

Walt Disney was rejected by many newspaper editors mentioning that he didn't possess talent to become a cartoonist. One day the minister of a church offers a chance to him to draw some cartoons. This challenge was an opportunity for Walt Disney who later on became world renowned Cartoonist. He was inspired by a small mouse and that was the start of Mickey Mouse. Young Beethoven was criticised as he had no musical talent, but he mesmerised the world by composing beautiful musical renditions. He gave the best music to the world.
What message do all the stories give us? Inevitability of setbacks in life. But setbacks can act as a driving force in our lives and they humanise us, making us humbler. We need to become a warrior and not a worrier and a victor and not a victim. Fear is the worst enemy of man. Khera adds that fear and doubt short- circuits the mind. We need to ask ourselves, what did I learn from the setback? After introspection, we can turn the stumbling block into a stepping stone.

Sooner or later the man who wins is the man who thinks he can. What the mind perceives and conceives is finally achieved. Here Khera further adds that successful people don't do great things, but they do small things in a great way. Desire is the strong driving force behind success. A burning desire fuels achievement and commitment to that desire is essential for reaching one's goals. Take an example of Thomas Edison, he was partially deaf and was fired from school, his mother taught him and later on he became a great scientist of the world. He had only three months. He had only three months of formal education. Preceding exposition makes it clear that all these people got success in spite of problems, and not in absence of them. But society calls them lucky fellows. We cannot be successful unless we overcome the significant difficulties of our lives.

They accepted their failures and they moved forward and backward and kept on moving. Every time, these people fail, they bounce back.

With reference to the above, Khera says that defeat is a detour and not the dead end. Success means different things to different people. For some, it's about wealth and career achievement, while for others, it's about inner peace, relationships or contributing to society.
They better their own record and keep improving constantly. Success is not measured by how we go up in life but how many times we bounce back when we fall down. It is this bounce back ability that determines success. Every success story is also a story of great failure, he says.
We need to keep a positive mental attitude which improves our problem-solving skills rather than thinking more about problems.

Numerous stories and examples are meant to inspire the reader. The motivational tone of the book pushes readers to stay focused and compels them to work hard towards their goals.

Khera underlines that attitude is the key to success. It is the driving force that propels us to do better and better to achieve our goals and dreams.
For example, Steve Jobs, the visionary leader was the founder of the Apple company. He embodies the significance of the right attitude in achieving success for his company. His relentless positivity, undivided attention, unwavering determination and commitment were significant factors in achieving his audacious goals. Jobs converted his passion into innovation, fostering a culture of creativity and excellence, consequently he could create ground-breaking products like the iPhone.
Khera has succinctly point out that life is like a cafeteria. You take your tray, select your food and pay at the other end. You can get anything you want as long as you are willing to pay the price. In a cafeteria, if you wait for people to serve you, you will wait forever. Life is like that too. You make choices and pay the price to succeed. In fact, the reverse is true. We never pay the price for success. We reap the rewards of success. We actually pay the price for failure.
According to Khera, success does not mean an absence of problems. Successful people have mastered the secrets of success. Moreover, these people have internalised success principles. They accept responsibility for what they are doing.
To think is to feel responsible. Even if they are not victorious, they hold themselves accountable. By reading such people, readers are empowered to achieve goals and live a more meaningful life. Khera presents to us time tested principles which can be applied in our lives in order to be successful in our lives. Success depends on individual's ability to apply these principles in real life. This book is still relevant in today's fast-paced world and close reading of it can enhance its effectiveness further.

Conclusion: This book is an effective, pragmatic manual for success. Its emphasis is on positive thinking and self-discipline. Shiv Khera provides practical and feasible approach for professional and personal growth. What we understand after close reading of this book is that success is not an accidental but an upshot of positive attitude, strong character and sum total of the positive impressions on our mind. In essence, it is a complete motivational guide to navigate through life-problems in order to be successful in all aspects of life. Environment, education and experiences shape our attitude to cultivate a positive personality.

Scope for Further Study:

Further research can compare 'You Can Win' book with other motivational theories of different writers and its lasting impact can be evaluated for personal and professional growth.

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