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Workplace Supplement

Never be afraid of failure

March 14, 2007 Edition 1

It's time for you to blow your whistle and let the games begin.

In 2006 our president promised that South Africa will host the best World Cup ever in 2010 - a bold promise, particularly with so many variables out of his control.

Whether we live up to our potential remains to be seen, but one truism is that even the most bitter cynic can't deny is that winning your personal world cup can be a sure shot.

German Internal Branding guru Dr Nikolaus Eberl wrote in Business Day recently: "The 2006 World Cup transformed Brand Germany from the old image - effective and efficient, yet cold, unfriendly and, at times, bullying - to a new image: fun-loving, welcoming, modern and creative."

If brand Germany can do it South Africa certainly can, but more importantly transforming your personal brand should be a cinch. Dr Eberl and I have collaborated on a book entitled Brandovation. We look at practical ways in which innovation was employed by a coach in his personal life, then we chronicle how the coach applied these principles to his team and ultimately how the team transformed Germany.

It doesn't matter if you are in the workplace, a civic organisation or a sports team - applying these disciplines in your personal life is the first step to becoming a catalyst for corporate transformation.

As we tour with the book and invite callers to speak out on our radio show about their personal challenges in identifying what their goals are and how to get going with a winning mentality, we've discovered that most people aren't self-aware enough to blow the whistle and get going.

The fear of losing is so gripping that many would rather sit on the sideline in comfort and complacency and never experience victory or defeat.

I'm a perfect example of a former victim of the monster called fear. Ten years ago, people told me I would never write a book and for years I allowed my dream of winning my world cup (writing a book) to be squashed by negative people.

Fortunately, I gathered myself and began empowering "Brand Timothy" with a positive attitude and now my books prove that you are the only one standing in the way of your victory.

I encourage you to do the following:

- List what your short and long-term world cup victories would be?
- Discard negative belief systems you've incorporated in your life and replace them with positive beliefs and stronger values.
- Determine who do you need on your team to help you win. When you find out, call them and ask for their help you towards victory.

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Superstitions take away from thought processes

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What are your superstitions? Do you believe in them? Do you think they are helpful or harmful? Do you think they are just superstitions or do you think they are real? Do you think they are just superstitions or do you think they are real?

On the rocking road to success

It's time for you to blow your whistle and let the games begin.

NEVER BE AFRAID OF FAILURE

Dr Nikolaus Eberl

CONSTITUTION PROJECT

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- Accept defeat as a necessary step towards achieving your goal.

nStretch your paradigms by setting high standards for yourself.

It's time to blow the whistle so loud that everyone knows that you are now on the field of dreams.

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