


THE SCI ENCE OF CERTAINTY

Maximize Achievements, Minimize Regrets



UJAH MARTINS ONU

Foreword by Dr. Mike Omotosho



Maximize Achievements, Minimize Regrets.

MARTINS ONU UJAH

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Special thanks to Dr. Ben Nwankwo, my mentor who inspired the title of this book through several moment of impactful conversations and the gift of a book . I once asked him to show me the path to greatness and he told me, all great men are great leaders, then he gave me Judith E. Glazer’s “The DNA of Leadership”.

My Father, Ujah A.I who through deliberateness, sowed in me the seed for curiosity and a passion for knowledge, you are forever loved.

My mother, Ujah Salome Egbunu, your love makes me feel like I can go to space without a spacecraft. Thanks for being there.

To all my supportive friends who always avail themselves for my many questions, Abdul Bob, McNice Onyije, Dosman Olusegun and Nathaniel King and all my siblings, I love you.

One Moment!

This book is a recipe for disruption to help you with a periscope to view the world outside of your confinement. Beyond the work of inspiration, this book is a compass. Take out time within the next few days and invest in your personal capacity. It will expose your innermost weaknesses which you have mistaken for humility and show to you exactly how to navigate through the rest of the journey forward especially as it relates to dealing with people. Consequently, it is most appropriately read with maximum deliberateness.

Dedication

To the honour of my mentor, Dr. Ben Nwankwo.
Chairman, Leading Edge Group and President, London
Bridge Business School and to the memory of my beloved
sister, Favour.

“If you will do anything with the laws of certainty, it must be observance, although, doing everything the laws say does not guarantee absolute success, working against the laws guarantees absolute failure. In all, this book in itself, like the sailors compass will not take you an inch forward, it is your sailing or paddling that moves you forward”.

Onu M. Ujah

FOREWORD

People, organizations, cultures, religions, and human behaviour generally are evolving at an unbelievably fast pace, if you lack the willpower and flexibility to adapt to this change with a corresponding response-ability you will be left far behind. As you advance in direction of your life's pursuits, there are two things you are certain to meet with; the things that existed by nature's design and the things you imagined. Consequently, whenever you think, you create.

Think of the greatest of men to have walked this planet, they were boundless in their thinking. They set up dynasties, postulated theories, invented designs upon which generations after them would survive and ended wars that would have wiped out civilization as we now know it. Just because they put their brains to the highest and best possible use. The same kind of brain that you have.

Now, if you can leverage their brains through the record of their works, what will you do with them? What will you do if you had Einstein, Newton, Steve Jobs, The Wright brothers, Aristotle and Graham Bell's at your command? What will you do if you know that there is no limit to what you can become?

Ultimately, there cannot be enough exposition to this thought: The power of one's mind and personal development.

However, in this book, *The Science of Certainty*, Ujah Martins unleashed some thought provoking and highly iconoclastic thoughts, capable of lifting the most debased mind from the dust of default living to an enviable life.

The next few days of your life observant to the laws herein can be the beginning of a better life for you if only you open your heart to the change. I wish you a productive read.

Dr. Mike Omotosho

President, Mike Omotosho Foundation

INTRODUCTION

You must have ever been told that every man is replaceable in this world. That more than one man is created for the same purpose as you and if you do not discover that purpose in time, you would be replaced in destiny and that God has an alternative man for every task and to you.

How so? In *The Science of Certainty*, you will come across a greatly different light. You were created with the monopoly of something. Just as nobody else has your fingerprint, your purpose is equally unique. you and only you can bring it to pass. Like Jesus Christ and redemption, Like Steve Jobs and Apple, Like Bill Gates and Microsoft. If you do not discover it, it will die with you and the world will suffer your negligence.

You are one among billions, yet, you can have an effect on them all. You are not replaceable and if a commodity does not have an alternative, you know how it is treated, with so much value and carefulness. That's how important you are to God and to the world. Anything contrary to this is a bid to steal your essence, kill your passion and ultimately destroy your life.

About The Title

Science and Religion unarguably has the most prominent influences on human behaviour and emerging cultures. Where Science proposes the theory of evolution as the origin of Man, Religion proposes creation by God. Science explores nature and matter; Religion explores faith and the supernatural. The arguments are endless. However, recent propositions considers a synergy between Science and Religion. Although, this book poses no argument in favour or against Religion or Science. It leverages the practicality and definiteness of Science to convey the purpose of the book.

Unarguably, livelihood had been made more seamless by the Inventive leaps in the works of science. Correspondingly, the comfort availed the soul by the promises and possibilities of religion are indispensable. Ultimately, these two entities are necessities. So, there are several aspects of human existence where each of these factors play separate indispensable roles.

In the core of the *Science of Certainty* which I shall in the remaining part of the book refer to as **SOC**, there is an

undistracted focus at proving that everything you have ever desired including Riches, Respect, Reverence and Relationships has a Why (determinable Purpose), When (determinable season), Where (determinable place), and How (determinable methods).

- SOC therefore adopts the experimental approach of science to create this compass to help you navigate through the capricious course of everyday walk pointing you to the universality of results, exposing the unpredictable and heinous caprices of people and equipping you with tools necessary to:

- Deal with difficult people
- Handle unexpected situations
- Breed personal power
- Command respect
- Influence people
- Communicate effectively
- Transform yourself
- Leave a mark
- Understand relationships
- Create or retain value and develop tolerance for the tough process to getting the things you ask of people and life.

The application of theory and design towards expected results, like the planting of seeds in its season and expecting seedlings to sprout within given days. Think of so many other things whose results you know to be definite then know this; The results you desire in life are no different. There is a path to every destination and there are determinable transporter-formulas to get you there. That is the presupposition of this book.

So, when you are faced with a vast array of options posing to be the most appropriate answer to your questions and needs. The degree to which you can ever succeed at anything is dependent on your ability to differentiate between answers and correct answers. Life is not long enough for you play trial and error with everything. When it comes to purpose and life, you need precision and deliberateness. Your desire to move forward is hinged on the right decision. When the right decision is made and acted upon, no force can stop the result. So, when people say: I did everything right: why is this happening to me? It is simply an ignorance of *The Science of Certainty*. Things don't fail when the right things are done.

When the purpose of this book finds expression in you, you will take responsibility when you fail at anything and you become repellent to depression especially when people behave *human* towards you.

Rather, you will probe the process to find where the right action was skipped or wrongly executed.

■ SOC 01 ■

The power of defiance

**Rules Rule The World,
Obey Them And You Will Grow.
But, Your Breakthrough Will
Come When You Break Them..**

Fear of the unknown is the reason why some men will never experience a change of status in life, they have not realised that man's greatest leaps through history had always depended on his readiness to explore virgin paths regardless of his knowledge of the dangers that characterise unfamiliar routes.

The few who embrace the new, will always lead the pew.

The thought that breakthrough comes from transgression of status quo may not be new to you, what may be novel in this proposition is, people are aware that they have to break rules to breakthrough, yet, they wait to be told what, why, when, where and how to do so.

Breaking the rules means breaking into the realms of unimagined realities. Get the world saying wow, and you have made it into the list of valuable men. At the moment, *you are just a living organism*. The world does not know you. The

day you die, nothing will stop, a few may cry because they have lost another labourer, and after a while, they will feast even at your funeral because they eventually come to terms with the fact that there are billions of your kind. When you die, nothing will stop, you know why? You didn't stop anything. You didn't break any rule, you didn't change any order. You didn't say no to anything. You just existed, you never really lived. Keep these words in mind: How long the world will stop to remember you is dependent on how many things you stop. Only one man stopped the stigma of the colonialists against his people, the day Mandela died, the world stopped to cry. You can stop the world from experiencing a certain agony, you will be rewarded for it. Yet, you can chose to eat, breathe and sleep today and repeat the cycle tomorrow, there is yet a reward for that. Just never forget that there are only two kinds of people in this world: Problems and Problem-solvers. None of them became anything by birth, only by choice. So, the world is yours to possess only if you chose the path that lead to impact.

■ SOC 02 ■

Independence

**Whenever You Spend Money,
You're Paying For Either Or
Both Of These:
Lack And Ignorance.**

Regarding goods and services: You only buy what you don't have and you only pay people to do for you what cannot do well.

The more technical knowledge you possess, the lesser you'd pay for services, and the more goods you possess and can provide for yourself, the lesser you have to buy. The ultimate quest of man is to be free. Free from all control and everything that is contrary to his will. But freedom or independence cannot be given but taken. Consequently, a man or a nation who seek to take independence must be self-sufficient. Can a nation think that she can depend on foreign aid to demand independence of her colonialist? Can a man attempt to marry and host his own family in his father's house? Independence is resultant from self sufficiency.

So if you seek independency, you must become everything you need. The most powerful nations on earth are the ones who do not depend on foreign aids and inputs.

This page is inspired by an experience I'll share in a brief story. In early years of my photography career, a larger portion of what I was paid by clients was spent on graphics in a bid to embellish the shots I'd carelessly taken trusting the magic of post-production. A few years down the line, I realised I could save more if I could edit my own images. Today, almost every photographer can edit his pictures. So, every dime I had paid to editors was because I was lame on the editing feet. (I was only paying for my ignorance) as soon as I learned, understood and practised it, I stopped paying, consequently, the more I learned, the less I paid.

An argument against this thought was with the concept of delegation. That one could engage someone else to do for him what he could do even better when one is engaged with something else.

Foremost, man is a creature of priority and he does not execute his missions from least -valuable on his list. So, whenever you see a man in action, he's performing the task of highest value and that task is "non-delegable". Just as naturally, a mother does not delegate breastfeeding neither can an accused delegate to a court's summon.

So, outright delegation of task or authority is an enemy of power. So, learn and increase your value because your independence is hinged on your self sufficiency.

■ SOC 03 ■

The value of hope

**Keep Hope Alive, Hope Will Keep
Your Passion Alive, Passion Will
Keep Your Vision Alive, Your Vision
Will Lead You To Your Purpose.**

If you lose hope, you've lost everything

The best use of your energy in times of distress is to help yourself stay hopeful of a promise or reward to come as time passes by. When notorious and hardened criminal are convicted and imprisoned, there are many ways to reroute them to moral uprightness, one among them is to threaten their hope of ever experiencing a good life though hard labour and torturing. Their vision, passion and ultimately hope is impaired because the physical barricades they see around them replicates itself in their minds. You who is physically free, do not let environmental challenges to pose as life's challenges to you. Keep hoping, your vision will find expression in time. Depression is a product of loss of hope. A Man whose hope is impaired will quit making attempts at life. Hope is the irrigation that keeps your dreams hydrated and nourished, don't break it.

SOC 04

The implication of association

**Your Destiny Is In
Your Hands, Therefore,
Be Careful Who You
Shake Hands With.**

If you take too much pleasure in the company of fools, your wisdom is but self-deceit.

This is applicable to all interpersonal connections. Every person of impact had understood and demonstrated observance to the truth that every person you meet is a partner, causing you to either grow or retrogress. Hence, seek to know who you are. When you have, you will know who to recruit into the *workplace* of your destiny. Your hand is a symbol of all you can ever give to your generation. Do not shake hands with the Man whose hands are empty, but the Man with gifted hands so that if there ever be an exchange, it would be a batter for value and not a loss of virtue.

The quality of your life is a function of the quality of your most regular association. Chose them, do not be chosen. People often think that it is possible to keep evil friends and be a good person and that they can have an individual attitude that cannot be enhanced or influenced by any external factor. No matter how strong-willed you are my friend, friends can turn you into something you had only in Imagined. make friends sparingly but be generous and liberal to all men for you can be strong-willed yet, be a strong wheel for your friends to ride on. In the near future, you will look at the selfies you have taken now and you would wish you had acted differently. Don't chose people on the basis of superficial appeals such as appearances and skills but character and virtue. there can be surgery to enhance a man an transform a beast into a beauty, but no surgery can infuse love, faith and good character into a Man, why then do you prefer to chose your acquaintances on the bases of features that are easily acquired and evasive rather than virtues that can comfort your later days. Rev. Ken Asiegeme, President of *The Marriage Institute* Once said, “the only advantage of marrying a handsome man is that you will have beautiful pictures in your wedding album” as humorous as that sounds, there’s so much truth in it. Chose people not for how they look but how their life looks in the core of it.

■ SOC 05 ■

hypermetropia

**There Will Be Light At The End Of The Tunnel.
But The Light At The End Cannot Extinguish
The Darkness Within. Unknown To You,
You Are The Light You Expect To See At The End.**

Dependency on external sources of motivation is poisonous to your personal power. You are all you actually need.

Philosophy argues that Man is not taught anything that is entirely new to him because all knowledge is inborn: so that education becomes a mere reminder of what he already knows. We shall not join the argument. It is not totally dependent on the ingenuity and proficiency of a teacher to breed distinctive students and genius scholars. It is heavily dependent on the readiness of a student to absorb knowledge for he who does not want to learn cannot be taught.

Did you know that you would have achieved much more if you had depended less on people? Every Man is his own priority. Teamwork, partnership, collaboration are catalysts to growth. However, the effort of others in your favour must not impair the brightness of the light within you and your desire to dream, decide and do. Believe in your person-value.

Your ideas and ability are the light you need in the middle of this life-tunnel. It is easier for people to invest in a business on the move than in an idea. You are your first investor.

Do not wait on any promise if it was made by a Man. People will identify with you when you rise, but not until then. Hence, ignite your life. You are that light.

■ SOC **06** ■

Own your life

**If You Must Drink,
Let It Not Be Because
Your Father Own A Brewery.**

Let your uprightness be a function of deliberateness and not a lack of temptation.

Some persons perceive themselves as upright or disciplined because they have never been faced with an unfamiliar pressure to compromise. This is the reason why testing is a prerequisite to anything of value. The greatest inspirer, motivators, preachers and teachers inspire and influence people not with mere information or quotes of other men, but with the transfer of a passion informed by their experiences, temptations and victories.

And the greatest schools on the planet produce the best students through the instrumentality of tough examinations and testing. Think with this. The sexual discipline of women, there are the *virtuous virgins* who are virgins because their upbringing was impactful enough to make them see reasons to remain undefiled,

Then, there are the *vicious virgins* who are virgins because the strictness of their upbringing threatens too much danger if they were found in any affair with the opposite sex. Ultimately, the one who never engaged in the act of intercourse but is daily consumed with the desire to be in the arms of a man is no longer a virgin because she is daily defiled but needs only an opportunity to manifest it. Hence, be a virgin, not because you are threatened to stay as one, but because you have found a reason to. Applicable to every other discourse: Become the sole proprietor of your choices because you will bear the consequences alone.

■ SOC 07 ■

Contentment and dissatisfaction

**Keep An Eye On The Big Picture,
But Do Not Despise The Tiny Dirty
Brushes With Which It Will Be Painted.**

There are two things that are unavoidable on your way to the big picture. People and process. You will rise by the help of people, but fools liken men to disposable tools. Although, you cannot carry all men along at all times but men are non-disposable, you must have a record book for all men who have been instrumental to your rising. Do this and you will have a man to serve a purpose whenever you have a need. Concerning process, those who skip steps will always get the illusion of speed.

You can never truly appreciate the value of people if you do not see them beyond what they can do for you. The big picture refers to all that you were born to accomplish, your aspirations and ambition to greatness, your purpose as discovered. People and process through which your elevation will be actualized are as important as the purpose itself. Don't fall for the temptation to show that you are self sufficient before you actually do. Find people who have what you need to grow.

You may have envisioned yourself a great leader who will stand on global platforms speaking before the greatest minds alive, this is the big picture. Your lessons, education, mentoring, night candles, practice, seminars, and company with the right minds: These are brushes. Neither age, social status, nor natural giftedness can make you outgrow them. Your success will require people and process.

Any progress contrary to this is only a pilgrimage to no-where. If all prosperous people earned their fortunes, even the earth would have been revolving more patiently. The event of transfer of fortune without virtue, and power without caution is like giving a builder building materials without a prototype. These events and the likes pose a more damaging threat to mankind than global warming.

Know that no one owes you anything, but you owe yourself everything. Help yourself stay in the learning booth. It is the least you can do for yourself. Process in Itself is inevitable, but process that has proceeded for too long is another challenge of its own.

■ SOC 08 ■

Undaunted

**If There Is Nothing But Gold Left Beneath
The Earth, Then It Shall Be No Place For Me
And The People I Lead, For I'd Rather Leave
With Empty Hands Than Live As A Gold-
digger.**

You don't need desperation to succeed but motivation. More so, People who say I can do anything to succeed should be taught to say: I can do anything, except the things that puts another man in harm's way.

There is not a man lead by desperation who is not lead astray. You have no need for desperation, Desperate people are unable to identify or differentiate what is evil from what is morally upright. Motivated people have a clarity of mind to create a long term vision for their life but desperate people desire to attain daily self-actualization even at the detriment of their overall purpose. It is desperation that results in skipping steps, motivation breeds compliance to constituted growth pattern.

Motivation draws inspiration from the need to be remembered for good and to establish a lasting legacy through Integrity which is a virtue that all men must possess. Some had so desired fame that the question of what to be known for became immaterial. Just to be known was what mattered to them: This had led men to destroy multibillion-dollar structures, commit suicide, engage in robbery, profane against God, and put themselves and loved ones in harm's way. Better to die of starvation than to feed on food that has been trodden underfoot by men. Better to remain on one Spot than sponsor a trip with funds obtained from a people who beg to survive.

In all, be content with lack if the only road to abundance is the road of mischief. This is the way of uprightness and the character of kings.

■ SOC **09** ■

The current of currency

**There Are More People Praying For Financial
Independence Than Are Actually Learning And Working
Towards It.**

**They Are Busy Praying To God To Prosper Them Not
In The Labour Market But In The Favour Market,
There Is No Such Thing As Favour Market
Because Favour Is Not For Sale.**

Prayer and spirituality has never substituted for work and seeds of principle based labour .

If you investigate the Man who teaches you to pray that you may live in a house you did not build, you would discover that he does not sleep at night. If he is Prosperous, you can be rest assured that he had actually laboured. But, you have been deceived into believing that you will wake up to a bank alert that will separate you from lack forever. Your spirituality if in truth can preserve your prosperity but only work in consistency can bring you to it. In my walk through life, I have seen men whose pursuits did not transcend their desire for basic needs. Men who knew not what prayer meant, men to whom a place of worship was only another event centre.

In all honesty However, they had an uncanny work culture, they understood the law of work and they knew that seeds produce fruits, thus, they prospered, especially financially.

Now: Prayer will breed strength in your Spirit and control your animal proclivities, to prosper however, you need to learn the principles of work and apply them. with the consciousness that *whatever you believe is possible, but only the ones you work for can be yours.*

Labouring in the Place of prayer

In 2014, my Christian experience took a whole new turn. It was from then that I started to share in the inheritance an Heir according to God's promise. I saw answers delivered as I prayed and I saw the difference between an ordinary life and a spirit-enhanced life. At any point I ever prayed for money, God had always answered not by giving me cash but by instigating a call to my phone by people in need of my services. favour is in response to your value. He that does not have, even the little he has shall be taken from him and given to the one who has positioned himself for favour. (emphasis added)

10

Yearn to learn

**Seek To Improve Yourself Through
Knowledge Until People Feel Like
They Are Doing Themselves A
Favour When They Help You**

Seek to be independent in your mind, Know when further attempts is a waste of your time. Even waiters do not wait on people who will not buy from them.

To sit at the table of kings is a great honour you must treasure. Kings and men of repute have too many people at their service so they sieve men through the filter of gifts, skills and virtue. If you sit with them you would have made your father proud. To be intimately known by Kings shows that you have become a solution and a delight to the hearts of the elites.

But all the above would come to any follower of the King who is found skilful, gifted and worthy. The crown however only comes upon a few. A few whose thoughts transcend things visible to the eyes and to those who would pay whatever knowledge costs.

Again, seek to be known by men of influence but do not let it be your life's goal.

This should be your goal: To prepare for the day of your own coronation as though it were already at hand, to learn until your voice becomes what people need to hear to be up to date in your field. Do not take pride in whose son you are, your own father could have risen from nowhere.

Personal powers is measured by your ability to hold up when there's no one to hold you. It is the sum total of your ability in the absence of all fortresses.

Your maturity is measured by your life's worth in the absence of parental input.

In this age and beyond, it is what you know that makes you worth knowing. You may ascend the throne by inheritance, but ignorant Kings don't last on the throne. It is your personal capacity that guarantees your reign.

■ SOC **11** ■

The element of focus

To Put More Than Enough Players At A Time Can Ruin A Soccer Game. However, More Than One Football On The Pitch At A Time Is A Bigger Problem.

At every point in time, there are only to things around you. The object of your focus and distractions. whatever you are not meant to be looking at a given time is a distraction even if it's a good thing. When you are fasting, food becomes a distraction. When you're studying, music becomes a distraction. But, External distractions are not as powerful as they seem, the challenge is your proclivity to look at something different from what you ought to. The object of your focus and your distraction are similar in appearance but different in value, my supposition is, you are not distracted, you are only unable to regulate your attention by looking at more than one thing at a time. The human eye is designed to focus on one thing at a time, and your focus always determines the direction of your energy. You only seek after what you see. Master the console of your life,

Focus is learn-able, to look one way at a time, to let your gaze be stable. Men who have perfected this ability are able to gaze into the light of the sun, read underwater and see through the dark. No one is to blame for your failure but you.

The console of control for what you see is in your head. Do not let anyone on it, they would determine what you see. Guess all they will make you see: Them.

■ SOC **12** ■

Keep moulds off your brain

**There Are No Unintelligent Men: Only
Intolerant Men Who Lack The Discipline
To Wait For As Long As It Takes For Their
Brains To Assimilate Hard Thoughts.**

Hard thought is to the mind what balanced diet is to the body. Hence, learn until your mind finds no more pleasure in thoughts that are too simple.

Everything you see on this good earth is a solid form of knowledge. Nothing exists which was not first formed in the *heart-mosphere* of a Man. The aeroplane is not made of metals, aluminium & circuits but of the brains of the Wright brothers. Apple is not made of integrated circuits and microchips but of the brain of Steve Jobs.

The process of creation is tedious and learning is not an art for the Weak-willed. Harvard is a hard-Yard and Cambridge is a pain-bridge where greatness is brewed through the refinery of sacrifice. Lest you do not stand within those walls as I did not, you can still be all that is obtain-able. The secret is, Learn now, earn later.

Learn until your mind sees the absence of learning resources as a form of imprisonment.

Never seek to have pleasure without a price.

See every pain as a paying for the reward.

Seek new knowledge every day.

Learn before you teach: do not reverse this order but always seek to teach what you have learnt so you can become a master of it. Do not discard thoughts that puzzle your mind, reasoning is in levels and the soundness of your mind is a function of how many puzzles you have solved.

Do not complicate the simple, only seek to simplify the complicated. Above all, learn until you are known for what you know.

■ SOC **13** ■

The power of NO

**Apart From Saying Yes To God. The
Strength Of Your Willpower Is
Revealed By The Things You Reject.**

People just love for you to be available to them at all times regardless. To say no to a man is to say to him that you are independent of him, and a man who claims to be independent must be self sufficient.

I once said to a very dear friend, "I have many unpleasant thing to say to you but I have eaten your food, I could have criticized you more lavishly if I had not partaken in the proceeds of your expedition, now, I am helpless. Though I know of your evil, I can no longer frown at it for I am an accomplice'. thus, I learned, that if I had controlled my appetite, I would have been a better man. If he wasn't all I had, I would have said no to him. Thus I learned, that I may never say no if I continued the same way. That I shall always have an alternative man for every task, I shall have an alternative plan for peoples reaction to my no. an I shall seek true freedom until I can say no and not suffer so much.

Reject Low-Hanging Fruits

Concerning power and work, low hanging fruits, everything that comes with too much ease are traps. Personally, I believe that even the gifts we receive which are totally free, we have to position ourselves for gifts. your actions, belief and words can earn you the favour a Man and qualify you for gifts. Pastor Ron Carpenter in a powerful series titled *Doors*, said, doors (opportunities) and adversaries go together and it doesn't matter which of them comes first but when you receive major leap forward, expect challenges and when you see a great challenge, expect an open door after it.

■ SOC **14** ■

The danger of purposelessness

**The Second Most Tragic Thing That
Can Happen To A Man Is To Be
Ambitious Without An Ambition.
The First Is Non-discovery Of
Purpose**

Zeal without work, purposefulness without a purpose, passion with nothing to pass-on, nothing makes a man more unfulfilled.

As important as performance is, it is valueless if it has no consequential effect on or tied to an essence beyond transient essence or profit. People are often taught to learn all they can because: no knowledge is waste, experience taught me that when you discover your life's essence, any knowledge that does not advance your life in that direction is waste-knowledge. Do not study so you can have things to say in every situation even in places you should not be in the first place. During my undergraduate days, I was so curious to know about occultism so that I could spice up my sermons with the knowledge of how the devil use men whenever I had the opportunity to preach. it was as though I was beginning to

know more about the devil than I did of God. I learned too much of what not to do to the extent that I began to lag in the knowledge of what to do. It was a wasteful knowledge especially because of the time expended.

In the conceiving of ambition, pay attention to the origin of your thoughts and ultimately desire to be in partnership with those who are already where you desire to be. You can only know where you are designed to be if you commit to a thorough search for answers not within you or from any man. Your purpose is bigger than the whole world put together. It is supernatural.

■ SOC **15** ■

Give only what you have

**Do Not Attempt To Rescue A
Drowning Man When You Do Not
Have A Life Jacket, Even If You Are
A Better Swimmer.**

You cannot give what you do not have. A man who takes a loan to purchase a gift is not a has a motive behind his giving and his gift would be more of a bait than a gift.

Anything can be a source of motivation: while some are motivated by a genuine passion to help and the joy derived from helping others live better, others are motivated by the satisfaction gained from being known as charitable.

Do not help people who have no need for help: people who need help ask for it. Giving to those who have no need of it or those who possess even more than you is not driven by charity but an aspiration for parity with the one to whom you give.

Charity has an order: The haves to the have-nots. Anything outside of this order could be anything else but charity.

When your salvation is confirmed and evident, when you have no doubt about your convictions, when your feet underwater finds a rock to stand upon, when your fist grips on a metal to stabilise your stand, when your sight of the shore is not an illusion: then you can seek to save another. Because a man who is freed by an unfree man is not free. This is applicable to business or religion. An unsaved man cannot deliver salvation to another unsaved man; if he does, he has made the situation of that man worse because now he believes he is saved whereas he is only deluded and may reject true salvation when it comes.

This is important because our dispensation is characterised by a deep desire to teach and be known for it. It takes discipline to wait until the results of your knowledge is evident in your life before you teach, it is that discipline that authenticates your lessons. Knowledge is not all you need to be a good teacher, you need knowledge and experience especially in the area of business and other substantial facets of life.

DAY **16**

Gravity and proclivity

Gravity Pulls On Everything That Goes Up But Only The Ones That Accept To Be Pulled Falls To The Ground.

*People do not Fall because of gravity's pull on them: people fall because of their inability to stay aloft.
do not Fall because of gravity's pull on them: people fall because of their inability to stay aloft.*

When things are thrown up, they fall back to the ground: science described this as gravity: a force latent in the earth that pulls everything towards itself. Consider the way of objects that only respond to the force of gravity at their own will, such as the aeroplane. Man's destiny like the aeroplane has an option of falling or staying aloft.

The presupposition of this assertion is that gravity does not pull on a man until it has had its way with his will. Hence, it is first active on your desire before your destiny. Therefore, you are conquered in your desire and then your life. Hence, perceive gravity as a relative and not an absolute force.

Therefore, opposing to the force of gravity is the force of proclivity or desire: a force which resides within a person: gravity does not have force enough to pull a man down who does not want to be pulled. Superior to the aeroplane is your will. If man must lose a fight, he must first be defeated in his mind. A man who will be mad, will first lose his mind, a man that will have money, have made purchases in his mind. The man who made the Aeroplane was first airborne in his mind. Seduction is the art of seeking access to a man's body through the channel of his desires, so, election is fuelled internally by (urge) desire not the external pressure of seduction.

How the force of desire works

It is in the nature of man to desire comfort, to have full daily dosage of sleep, to eat on time and between meals, to know without learning, to reap without sowing and to be in places without lifting a foot. Nature in its default state does not agree with discomfort. Take a fish out of the dam and put it by the shallow waters, It Struggles to get back into the deep waters. Dig a rabbit out of its hole and let it go, it will find its way back into the hole. My point, consequent to the illustrations above is: When a Man's desire is tamed and schooled to a point

his mind agrees with discomfort, such a man has secured for himself the life of ease and abundance because, ease in life comes by doing what is hard.

In understating and taming your personal tendencies and desire, you must begin to find pleasure in the taste of bitter-pils. exercise your desire by doing the uncomfortable. Hunger, thirst, urge and pleasure are transient and are deceptive, they come in with so much power and compulsion as though if they are not gratified you will lose your life, but each time you deprive yourself of a certain gratification in the pursuit of a task, you would have made a big leap toward your life's overall assignment. In his book *Think and Grow Rich*, *Napoleon Hills* gives the best description of desire I have ever seen. To be rich or poor, to be kind or irate, to give or be dependent. Nothing you have imagined to have can be withheld from you when you understand this internal force that is more powerful than gravity. it is an absolute force, it utilizes all the energy within you to achieve a given goal, it is the navigator of your focus. desire is an unfathomable force.

There is no such thing as seduction

Dale Carnegie in his book, *How to Win Friends and Influence People* said, the desire to be great and sexual satisfaction are the greatest desires of Man. To a man who has mastered his erection, the seducer would only be an amuser. Seduction is a facade, the seduce creates a mirage of an unavoidable ecstasy, she speaks the language of promise, she indulges you in a deep delusion until you give her the keys to our mind, there she finds her way into your desire and suspends the need for all other things until you are irreversibly engulfed. The seducer has nothing to give but have everything to take. No woman wastes her time to seduce a man who has nothing to give. point is, there is ever a successful seductive-mission where the consent of the seduced is not obtained.

Mindless Erection

If you can master your erection, you can master your life. An untamed erection can take away crown from a king, reward from a labourer, favour from a man. It can decide the fate of a destiny and tear a kingdom apart. Mindless erection, it has a mind of its own and its superior to yours when untamed. Ultimately, Desire is the fuel that drives erection, more on this is talked about further in the book.

■ SOC 17 ■

The Power of truth

**Truth Is Absolute But
Freedom Is Relative**

There can only be one Version of truth outside of which any other thing is induced with an ill-intention, and the place where one person experiences the most freedom may be the height of captivity for another.

A true life story featured on TDJakes show where he talked about forgiving he unforgivable. A young boy bore false witness a against three innocent children in the neighbourhood, who were all convicted for murder. 39 years down the line, these boys have grown into aged adults, wasted their lives in prison, while these served their jail terms, the boy who bore the witness who was equally aged shared his experience. He could no longer keep it to himself, he had developed all kinds of medical conditions. Hypertension, Kidney disease, heart disease and so on, though he was no imprisoned, but he was not free. Freedom is multifaceted, so when you must evaluate yourself if the freedom you seem to

have is only a mirage of true freedom. A Man may be in chains and be free, adversely a Man may walk free, yet be in bondage. If you are free in your mind, no chains are strong enough to bind your life: If you are bound in your mind, what holds you is stronger than Chains. Freedom therefore is never the same for everyone but truth has no versions. It is one and absolute.

There are no two sides to the truth

Here, a popular picture of two friends who once argued as they stood opposite each other with a digit between them, to the one it was nine and to the other six. The conclusion was: let it be to each of us as it appears to us. Now if truth is absolute then, there has to be an absoluteness to the situation. Who is right? What if that digit was a key to a door and they both presented two different digits-keys (6&9) based on individual perceptions. Would the lock respond to them both on the basis of their individual perceptions or on the basis of the absoluteness of truth?

Definitely a key is designed to respond to one pattern: either 9 or 6 irrespective of what anybody sees. Therefore: the Truth behind the digit is not based on what anybody reads but on the intent of the one who wrote it. In the same vein, truth of a word is not based on what the hearer hears but what the speaker meant. There is only one side to the truth. Concerning Freedom on the other hand; you are never truly free until you have all the conditions that allows for you to maximize your full potential.

■ SOC **18** ■

Earn it

***Respect Is Better Earned Than Taken, In
The Event That You Have To Ask For It,
These Three Things Are Obtainable.***

*You Do Not Deserve It
Your Value Is Not Visible Or
You're Not As Valuable As You Think.*

Recognition comes alongside Value. People who ask for respect most often do not deserve it. Fix your focus on your work and not your name. When people are positively influenced by the value of your work, they will ask to know its origin, then you will be known. The desire to get gain without work had lead honourable men through dishonest paths. Do not desire recognition without first establishing value and worth. Do not desire acknowledgment without knowledge.

Do not get familiar with people who would esteem you better from a distance.

Do not stay too long in places where your presence is valued. Do these and you will have a prolonged relevance in your space, be intentionally unavailable. A contrary thought is shared in a later page.

Never be forward with proclaiming your status, In a gathering of counsellors. Your contribution must be motivated by the need to add value to the conversation and not to show how intelligible you are.

The ones who uttered no words are perceived with various assumptions such as: They have nothing to say, they have esteemed the gathering below the worth of their contribution or that they have low esteem. However, Mark Twain said, “it is better to be silent and be thought fool than to speak and remove all doubt’.

Let your actions and value create the recognition you seek, the day you verbally ask for t, lose all chances of ever getting it.

■ SOC 19 ■

Business vs busyness

**Some Have Become Too Busy Doing
Business That They No Longer Have
Time To Make Profit.**

There can be motion without progress, but there can be no progress without motion.

Concerning the distance you can cover on any journey you ever embark on, either on the journey of life or on a physical road: continuity and constant evaluation is as important as speed. The fastest runners in racing contests don't win trophies because they run fastest but because they do so in a designated direction. Speed in itself is not the number of steps you take per second, but the distance covered over time so a man whose feet flip faster in seconds but arrives at a designated point later than everyone would not be rewarded for his quality of swiftness. So, your competence must be directional or channeled towards a line of profit else, useless.

Dare to Make A Move

Everyone is busy with a top priority activity. I had often wondered while a lot of people are in perpetual need. If you have ever been in trouble or have needed the intervention of your friend especially financially, you'd understand that a lot of persons desire to be there for you but its not always obtainable. they're either busy, or broke. Then you start to ask, if the activity they're engaging in cannot set them free enough to share their time and treasure, why then are they so busy?

A lot of people are frustrated because movement is not directional. It is possible to match activity with productivity. But, its not possible without setting timed targets. Goal setting is one of the biggest practices of great achievers.

Lines may fall unto you in pleasant places, but until you set deadlines to executing certain tasks, you may have a badly heritage.

I often ask myself, what's the worst that could happen? I may fail, then ill get a chance to start over again, I may be misunderstood, It may take too long, it may cost everything. What's the worst that could happen? One you can determine what's at stake at a particular time you can determine how far you want to go. But always evaluate your actions. Is this call im about to make a race on a treadmill or a journey towards progress? Progress, if not directed at an accomplishment is a rat race, and in his book *Cashflow Quadrants*, Robert Kiyosaki said, the problem with the rat race is that even if you win, you're still a rat.

■ SOC 20 ■

Own goals

**In The Game Of Soccer, There Are Goals
That Always Overpower A Goalkeeper:
The Ones Kicked By His Own Team-
mates.**

You can only be disappointed by a man with whom you have an appointment.

We are most often taken aback by friends when they do what characterizes enemies because we have been taught to set no guard against friends. How can you defeat an opposition against whom you have not put up a fight? How can you put up a fight against one who does not pose a threat?

Every friend you have is your friend for a consciously or subconsciously predetermined profit-oriented reason: *I just want to be your friend for no reason is a statement of factual deceit.*

People lose friends when the initial profitability is threatened. Whether immaterial benefits such as comfort and emotional support or material gain such as finance or property, profit is the essence of all relationships.

This does not however propose a merchandise of relationships, it only proposes a barricade against time wasters and the disastrous effects of human whim to always help you remember the question of, is this relationship draining me or profitable to me.

Be sure to keep an eye on friends and allies whether if in your opinion they have the tendency to conceive mischief or not. Most often, it comes as a serendipity and can thus be seen as a mistake, but damage does not take into account what was intentional or mistaken. A stray bullet does as much damage as a sniper's shot. An own goal counts as much as a shot by the opponent. Be on guard against friends and enemies alike.

Trust sparingly

**Do Not Put One Man In Custody
Of Any Task That Concern Your
Reputation Or Life.**

If you cannot put all your eggs in one basket: why should you put all your trust on one man when trust is more fragile than eggs and some men are more porous than baskets?

Every man is an independent custodian of his own will. So, it is risky to think that you can sell your vision well enough to people such that they forfeit theirs. This is a secret to gaining unreserved team commitment. Your ability make people see profitability in working with or for you. Nobody wants to be dependent because even depression is a by-product of dependency: A man who is independent of others for basic needs is immune to depression. This theory has its restrictions and hence applies more to tasks rather than relationships.

Man has the proclivity to defer his attention towards the direction to which profitability defers per time, this is the reason why skilled people especially freelancers and most often artisans are unable to meet up with appointments.

If you look closely, everyone in your radar will fit into one of these four lists:

The wish -list

The ones who always profess their wish to help but are always unable due to one genuine excuse or another. In their words: *oh you should have called earlier, I just gave the same thing to someone now: why not call ene-omune, I'm sure he'll be able to help you.*

The which -list

These ones are people whose position in your life cannot be accurately ascertained. They are indecisive and have consequently crippled your ability to decide a place for them. In their words: *"you have to be on your way now please, but, why not spend some time with me. So, did you know that you are the best thing that ever happened to me? However, I don't know why we are still friends, I regret ever meeting with you. Confusing, isn't it? Into which list do you put contacts that have been on your phone for four years and there's been no need for salutation?*

The witch -list

These ones have succeeded their way into your friends list. They are enemies disguising as friends. Like ostriches: with wings but are not meant to fly but to help them be in the category of birds. More than often they have had the opportunity to have changed your life but they fear that you would either become more successful than they are or succeed and not remember them or so that you remain dependent on them: so all you get is reports. Thus: *Did you know that somebody wanted to buy up to a hundred pieces of your product? I just did not have airtime to call you, my battery was flat, I didn't know what I saved your name with, I thought someone would have bought them.*

On another day: in their words: oh wow, so you were short listed, anyway, but how come you're the only one. Hmm, anyways; I know that today is not the final day for accreditation; sit down and have some bottles, on me.

lastly,

The switch - list

like the switch: These ones power your ideas in the direction of light and powers off your proclivities to darkness and negativity. They are often as happy as you during your wins and keep a positive attitude around you when you cry: in their

words: *this is it! I told you it's possible, you are becoming a better you and I am proud of you. Here, my contribution to the project. I will be praying for you.*

Identify friends who fit into the switch-list and navigate more in that direction. Your productivity will heighten. If you do not have any of them, you have no friend at all.

■ SOC **22** ■

Look beyond

**Whenever You Overfeed, You Eat Into The
Portion For Tomorrow, And At Your Old
Age, You Would Have Been Indebted To
Generations To Come.**

This is not particularly about food, but concerning food, your body does not want more than it needs. The right quantity per time, can guarantee your longevity in health. This nugget is meant to draw your attention to your interest in others. A thought was shared by Fela Durotoye, A Nigerian Motivational speaker and business developer. He talked about the life cycle of a crop called bitter-cola. The tree produces its first fruiting after 100 years. This means, the man who plants this seed knows that he cannot live to harvest it, yet he plants. A nation cannot thrive when every citizen is focused only on what may have immediate effect on his well-being. Until you intentionally start creating time to think on behalf on generations after you, you may never reach certain levels in leadership. Bishop Noel Jones, lead Pastor of City of refuge said, “takers are always forgotten, only givers are remembered. Don't forget, there are only two kinds of people in this word; Problems and Problem solvers. what are you? Metabolism in man paints a powerful picture of the transient nature of man's possessions. And your value for immediate

satisfaction will definitely show. No matter how divine and valuable food is, it digests in a matter of minutes. As a matter of fact, the more expensive the food the lesser the amount of time needed to break it down. That's the moral. The costlier the vanity, the higher your liability and the lesser your tendencies to think of anything else but your immediacy and the more your power is reduced at reaching out to the next generation. Every moment has its own allotment of resources and it takes discipline and diligence to suppress the urge to consume now, the benefits for another time.

Gain control over your lust for perpetual satisfaction. Denial of instant gratification is a virtue you must acquire if you will grow beyond the limit of Self-imposed infringement.

If you must eat into the portion for tomorrow, let it not be the food, but the work. Hence, you will have a generation of people who have more time and freedom because so much had been done on their behalf. It is for this sole reason that men ought to be known and not to enjoy the best of education and leave behind corrupted system whose proceeds can solve no problem. Deferred gratification equals increased chances of success and impact.

DAY **23**

**In This Age, Men Criticize Fellow Men
For Poor Insight Even When They
Have No Sight Themselves.**

Be sure to have tackled your own incompetence then you can think to rectify another man's. Man believes he has answer to almost every question and that is the reason why poor people teach how to get rich, singles teach how to have a good marriage, ordinary Christians teach spirituality and thieves talk on virtue.

Surely, man has answers, question is, are they the right answers? Do not be on the lookout for the downside of a man, except if you have intentions to push him up. Let the shortfalls of men reveal themselves and when that happens, use it to measure your own character to ensure that you do not attempt to treat an ailment to which you are a patient. The idea of charity and selflessness is not to think of yourself less or do for others a good that is yet to be effected on your own life. People who share experiences often make great story tellers.

In all, no skin is tough enough to fully repel criticism, so before you criticise a Man and his works, ensure to have done much more if the criticism is not meant to make him better.

Before you tell the person sitting next to you that his mouth smells bad, be sure to have brushed yours because a man can be sometimes made uncomfortable by the stench of his own bad breath.

■ SOC **24** ■

**Do Not Worry About What The
Future Holds: Think On How
You Would Hold Yourself In
The Future.**

Your scepticism of the future will vanish when you realise that the future is partly your creation, partly because, it will come regardless, but the content of it is your design. You are a co-creator of your future, God is the paramount creator of it and all other things. In that future you create, nothing is a product of chance. Everything is by pre-determination and design.

By this we know that "*Nobody knows tomorrow*" is a fear-driven confession by people who are unprepared for the future. They say it as though it is out of reverence to God; "*Nobody knows tomorrow, only God*". It is fear of the consequences of their ignorance and unpreparedness that plagues their minds, God prides himself in the monopoly of some information: the knowledge of the earthen-future is not one of those. As a friend of mine would casually put it: if it is Monday today, tomorrow will be Tuesday.

Tomorrow would not be different from what you ask of it. It is an output of your programming. Consequently, to those

who have mastered the art of focus: tomorrow is as clear in sight as yesterday?

Concerning focus, the design is not for you to plunge all your imagination upon a gloomy sphere of nothingness where you try to create non-existent forms and images neither is it to imagine a rising sun and disappearing stars. Rather, it is for you to maximize your ability to see your own self in the hour after now. See a continuity or possibly an end to your current progress or situation. Create new expression to your face, carry yourself in the consciousness of your expectations, sit at the table where you were told not to look upon, stand on the podium that fright had asked you not to step on.

take a few steps into the near future in your imagination. Take a tour into the palace of your rulership, make a deposit of a huge amount of money into your bank account. Create the home you desire to live in, then, come back into your present self and lead yourself into the future of your own design. It is a certain place. You know it, because you formed it. This may sound vague and impossible, that may be because you have never attempted it. Each time I have a presentation, an interview, or an intension to make a new friend, I often create that ideal scenario and engage in that conversation with so much confidence. Most of the time, it turns out just as I have imagined and everything plays out like a movie.

■ SOC **25** ■

**Do Not Let Your Aspiration To
Succeed Be To Prove Anything
To Anyone. Friend Or Foe.**

To aspire for success in order to prove a known enemy powerless is not an upright motivation for success. If you eventually acquire any material possession in the process, your desire for showoff will eventually result in your ruin. True success is a result of continued input of positive habit towards work.

You can have money and not be blessed but you cannot be blessed and not have money. So, the priority is the blessing over material prosperity. There is a divine mystery in this order and there is always an extent to which one may explore when God is involved. The prosperity you possess in an attempt to prove people wrong is often not accompanied with the satisfaction that typifies genuine and progressive prosperity. Success is not a result of chance or happenstance: it is definitive and certain to come to those who position themselves for it. Success is formed - in the Mind and then received in the hand. If you cannot perceive yourself as successful, then, it will be hard for you to occupy certain corners of influence. If you chase after fortune so as to show off

it corrupts your soul with an uncontrollably craving for vanity: such fortune cannot build dynasties.

Prosperity only stay with those who see themselves as channels through which others can be lifted from the dust to experience the good life. See yourself in the light of a changer and not an *impresser*, then you can be blessed with the weight of prosperity that transcend generations.

■ SOC **26** ■

THE LAW OF CONSERVATION OF PURPOSE

**Purpose Can Neither Be
Created Nor Destroyed, It
Can Only Be Discovered**

You will be frustrated at unravelling the concept of purpose if you keep trying to create an essence for your life instead of finding it.

At first you should understand that you are a product of predestination. Not a mere result of chemistry and biology between your parents. Everything needed for you to be here was predetermined and implemented. Your parents were part of that design, look at it from here. You are in this world by your parents, but your parents were here because to implement your arrival.

You have often been taught by renowned teachers that your ambition, your talent and skills and the things you find joy doing is your purpose, as powerful as that teaching is in leading you to your life's essence, your passion may lead you into your life's design, however, even the thing you detest the most could be your life's assignment, it's not for your lust or desire to decide, it's a product of intentional enquiry.

Engaging in the Search for your purpose.

Have you ever been told to look within you in search of a virtue such as love? most likely, you should find within your conceptualization most virtues that makes for a morally upright life. When it comes to your purpose, God has to speak to you. The books recommended at the end of this book will help you discover your purpose in time, mostly books by Late Dr Myles Munroe who spent most of his life teaching prosperity and discovery of purpose. Human purpose is a Meta-Human Concept, hence, only those who intentionally set out on a deliberate enquiry can know it. *You can live in comfort working on people's designs, you can only see prosperity, peace and satisfaction in God's design for you.*

Build Yourself

**Always Keep Fit. However, Don't Work Out
When You Should Be Working Things Out So
You Would Not Be The One To Walk Out If
Someone Has To.**

Capacity building is more important than body building.

In this dispensation, Men of brain control men of Muscles. The age for the relevance of physical charisma and Muscular prowess is far in the fossils. The new mantra is: *Brain over body*. I really believe in a concentrated life not a life of balance. Those who seek balance in life often miss out on the power of a concentrated or biased life. I'd rather be a successful politician who knows nothing about football than the leader who tries to know a little about everything. If you do not desire to be a professional athlete, why should you spend half of everyday running and exercising? There's a level of sports required to keep you healthy, happy and proportionately attractive. Every aspect of human existence demands a level of attention. Consequently, the level of attention given to each compartment determines the outcome of a man's overall

competency and life. Some determined to become physical giants, others set out to build their brain power. In all, the part of you with the most attention shows whether you have chosen to rule or be ruled. Your personal power is proportional to your brain power.

Working Thing things out

Already mentioned lightly in an earlier page: as workout is to the body, so is tasks and hard thought to the mind of man. The good thing is, evaluating your brainpower is easy. As your growing musculature and physical strength depict positive results of workout so, ease with solving puzzles, ability to think different and proffer solutions depicts a growing brain power. When your ability to recognise solutions grow, then you know that you are ready for the tasking demands of relevance.

■ SOC **28** ■

**You Will Be Turned Down By People You Count On, Fortunately, Sometimes, You Are Prevented From Being Helped By People Who Would Look Your Successful Self In The Eye And Tell You: /
*Made You Who You Are.***

Want is to man what bait is to fish. Your ability to separate you want from your need is indicative of a positive personal power.

In the words of my brother, Innocent Leonard, a promoter of due process and a wise counsellor, *green grasses do burn, and the more you realize that people are fallible, the more you learn to depend on God.* and that is only a Sign that you are the chosen one. You will be see that those who you thought were your Last resorts actually held no thought of you.

Concerning Getting Help:

There is no such thing as a self-made Man. All men are made by the input of one or more men through their gift of knowledge or treasure. Self-made is more of an adjective than a noun. It often shows the input of a person's personal Input into his own success. All men need other men at one point or

the other. This however is something to keep in mind. There is a level of help that can put a Man in future indebtedness. To the best of your ability and ultimately interest, avoid the help you can do without because Man gives always for something in return: either tangible value or an immaterial reward. In all: Always put your needs before your wants.

■ SOC 29 ■

**Don't Let Your Allegiance To Your
Destiny Helpers Get In The Way Of
Your Commitment To Your Destiny.**

Destiny helpers are catalysts to your success. But, when it comes to destiny and life, speed is not as important as overall quality.

This generation has to appreciate the fact that some processes in life's journey are better experienced than told. There is only so much words can do if they are not original to the one who speak them. To have a mentor therefore is not to outrightly expect to have a promising life on the predicate of the prize paid by another man, It would be like sitting and wishing to gain more literacy through the study commitment of another man. Unfortunately, that is what most people conceived and expect from the concept of *mentoring*. A mentor is not one who helps you skip the process, he is one who guides and guard you through the process. Ultimately, he helps you reduce the duration

and cost of your process. It is the absence of this thought that makes young people wallow in servitude in the name of service, understudying a man whose journey is entirely dissimilar instead of parallel to your life's course. The top as synonymous with success is one, but there are roads to the top with varying distances and features.

More than often at seminars and conferences; I have heard young people ask! *Can you be my Mentor?* This is after an awe-inspiring speech by a successful person whether in business or politics. At that point; no thought is given to what sphere of your life you desire for this speaker to motivate, all you just want is a mentor. Not every successful person can point you in the direction that is appropriate and peculiar to your life's design. This is because Success is relative.

**It Should Not Be Your Favourite
Food If It Is Not A Food You
Can Afford.**

The desire to possess things that are beyond your means could lead you to unexpected misfortune. Allow yourself the honour of an organic growth, it takes time but the satisfaction and joy that accompany virtue-based success is untold. The rich are more afraid of lack than the poor fear death, What they actually fear is the event of not being able to continue in the luxury with which their system have become accustomed and the affluence for which they are known.

The thought of experiencing prosperity and abundance and then returning to poverty and neediness is scary. Live within your means while you save a portion for the day of compulsory curfew, when you can no longer afford to impress the people who are attracted to you by way of the quality of life you have displayed, you'll hardly be able to escape depression.

**Your True State Of Origin
Is The State Of Your Mind**

Have you ever wondered why mad people are often said to be out of their minds? Your mind is not an organ in your body, it is a place in your soul, once you come out of it, you have come out of everything good.

In the absence of this knowledge, people will not care about the well-being of their minds. The difference between the Man who graduates with a first class degree from Harvard and another who is unable to pass common entrance exams into a community college is the state of the mind.

Consider an automobile: The power of the engine does not determine the direction of the vehicle but the steering which is neither as costly nor as noisy but it actually determines the ultimate destination of the vehicle. So personal power which is not physical ability is the capacity of your will to galvanize your life towards profit and valuable existence.

A healthy and powerful mind has the ability to separate emotion from intellect and common reasoning.

If you get a solid grip of your life's steering (your will) and navigate towards the direction you desire, no force can stand against your results.

**Excuses Are Bad,
Genuine Excuses
Are Worse**

Nothing is more abundant in nature than excuses, hence, they come to everyone but only the defeated employ them. Consequently, I know who you are once you give me an excuse, defeated.

People who give excuses often give the impression that they did all they could: The truth is: all they could have done was what they did: give an excuse. Every productivity oriented action passes through deferent phases. An excuse is a phase where the Idea itself gives you a reason to stop just to see whether you deserve it or not. Only those who surpass this phase actually get things done.

In 2015, I had got a lifetime opportunity that would have set the pace for a drastic change in my photography career, I lived in Abuja with my older brother at the time. It was the first time I was scheduled for an engagement that presented so much prestige including a flight and luxury reception. on the day of departure, We woke up in that one room apartment to what

looked like the most horrifying situation of our lives. We had slept through the night without knowing that the entire room had been drenched up to half of the bed. Everything that resided on the floor including our phones, cameras and laptops were partly damaged. ah, it's not my fault that it rained so badly but I paid direly for it. Everything is time bound and when it comes to craft and skillfulness, you can always be replaced if you don't insure yourself against happenstances. In my own experience, I list the opportunity to be a part of that transaction because the rain came in my way but the clients don't care, and flight wouldn't be delayed.

By tomorrow, you will be one day less on this planet: whenever you give an excuse for not executing a thought, you have wasted a day of your life. Be like time. To always find a reason to be on the move, always. Regardless of what surround you. At the very end: the regret of not doing is sometimes more depressing than the cost of consequence.

**Do Not Seek For Length Of Life Above
Height Of Impact. There Is No Use Living If
You Live Only For Your Basic Needs. That's
What Animals Do.**

Your individual worth relative to others is not in the order in which you were born: it is in the deference for which you are worth knowing.

Often, how long you would be remembered has nothing to do with how long you live, it has everything to do with how long your words and actions can stay alive in the hearts of men.

A Man walked this earth like every other man and decided that history will be congested with his-story. Lived every day of his life only concerned about the welfare and salvation of everyone and everything else but himself. Wellness to the ill, Supplies to the famished, freedom to the bound, insight to the simple-minded, purpose to the wandering, life to the dead and quickening to the dying. Summarily, concerning his life: he went about doing good. That was the example of Jesus Christ,

the greatest ever leader the world would ever know. There, the secret to a lasting influence in life and posthumous relevance is revealed.

The more you think about yourself and create solutions to enable the seam for your own life, the weaker the potency of your name in the future, the more you think of others and how to effect change towards bettering their lives: the more compliant your fingerprint will be to unlocking the hearts of men, even after your death. Your body depends on food to be sustained: your soul depends on information and hard thoughts to be sound, your name depends on your works in the lives of other men to live forever.

**Idea-theft Is A Crime,
Hoarding An Idea For Fear
Of Theft Is A Sin**

The world is made better by a Man who believe in the fertility of his mind to produce and reproduce. He is never scared to share because he believes that an idea like a child bears within it the DNA of his father and cannot be changed without causing a death or disease.

In our day, poor thinkers like a devour-ready lion go about with money in search of ideas to steal and edit. Although they are quick enough to know that the world is ruled by great ideas, it is at the table of thinking that they are disenchanted. This trend has done damages to the ones who labour in thinking. they now defer to saving themselves with solitude and confidentiality agreement papers that is taken more seriously than the idea in itself. thinkers now fear the theft of their idea than they fear for the death of their idea. Man is created to bond, so are ideas, they become better when shared.

The danger of Sharing.

It is not sharing ideas that you should fear: it is the lack of the right people with whom to share.

Ideas are labour of the mind which must be amortised (reward for depreciation in intellectual property) so anyone who steals an idea has committed a crime against the man for he has stolen units of the mans life and has committed a sin equivalent to murder or is capable of for he may not hesitate to deprive the Man of his life should he be prevented. It is also not strange that you are more prone now than ever to this evil. The solution in my opinion however is not farfetched: to share with people who have no tendency to defraud you and have your best interest at heart (by experience and earned trust). Long standing friends and partners whom you have tested to have tamed their animal lusts and have become the bests of themselves. If you have no such friends, you have nothing at all. Never be scared to share, instead, fear that lack the right people to share with. The big question is not what if I share it and it is stolen. It is what if I Keep It and it dies?

■ SOC 35 ■

**The Fear Of What People Will Say
Will Do More Harm Than What
People Will Say.**

If you wait for a time when people will not talk ill about you, you'll die waiting and while you're dead, you'll be disdained for dying a fool.

Evidently, people's inputs are factorial in your getting the results you desire. Negative or positive. Exactly why you're told to keep away from pessimists and negative influencers. Words are undescribly creative. However, think of the worst things ever said to anyone: He was referred to as too feeble, weak muscles that can't coordinate, too skinny for sports, not fit for TV, don't waste your time, you can't succeed at this, think of more of the most disparaging and discouraging things ever said to anyone. With all the above, Michael Jordan rose to become the greatest basketballer the world has every known. All of the damaging things people say to you put together has less power than the fear of "what if they say". I think that the fear of what people would say keeps

you from ever attempting anything great. So, you would never get the chance to fail in the first place. Know that failure in itself is a crucial item in the resume of high flyers.

So when people start to talk, then we know that you have engaged in something of value, as a wise man truly pointed out, no stones are thrown at a tree without fruits. Own your journey. Nobody actually cares that much. Even if you pay a set of people to do nothing but think about nothing but you, they'll actually will but only on how you may be of profit to them. So look away from the crowd and do what matters regardless. In the end, all those whose antagonisms you feared most are the same people who would celebrate you if you succeed. Success is promised to those who act. Hussein Bolt has never received a medal because he was Hussein Bout ut because he participated in a race. Likewise you: your status, knowledge, skills and convictions are immaterial. Result only respond to actions and action is the seed to the good-life fruit.

■ SOC **36** ■

The power of doing

If You Know What People Don't Know: You Stand A Chance, If You Act On That Knowledge, You Will Stand Out. Hence: Knowledge Is As Irrelevant Without Action As The Eyes Are Without Light.

Our century is overcrowded by too many gifted talkers with a negligible amount of corresponding work. People who can build skyscrapers with their mouths but detests to lift a brick with their hands, strive to be counted not among such.

In the practice of speaking, your value and demand is not based on the retentiveness of your memory to recite and inspire people by the words of other Influential speakers but your ability to stitch your own life and experiences into a tapestry of motivation for the people you lead. Can a man have experience without action?

The word experience in itself, ex (past) periri (attempt) doings is resultant from past encounters or actions. Proficiency at speaking and motivating is not a product of merely talking. I had always known that I had a great gift at speaking and making an art from words, I just did detested the thought of being known for noting but the things I said. I have studied the

biographies of great thinkers and philosophers, and unarguably, they inspired great actions, both of themselves and in others. today, we have people who proudly bear the title of “speaker” but take no thought that there is a possibility to create a category of personality called “doer”. Chose to be known as one who would act.

A story was told of a king who made an extreme promise to his daughter because it was his birthday and she pleased him with a breath-taking dance. The extremity of the promise was such that he used these words, *whatsoever you shall ask of me, I will give you: up to half of my kingdom*. He did not foresee a disparaging request. The daughter having being influenced by an external factor (her mother, the queen) she requested that a prophet whom the king revered be beheaded. He was the King, he knew the danger of non-performance, and he knew that her request was non-negotiable. The good man was beheaded. To you my reader, you always seek for retreat and negotiation because you have not seen that you seat on a throne. You are a king. The one thing that binds you more than chain is your word. Every great King knows this. It is immaterial whether or not the conditions are appropriate for you to do what you have said. Actions founded on thoughts creates greatness and they are not always convenient. Pull out your best idea from the archives and do something about it today. It does not matter if it is just a phone call or a purchase. Do something daring and different towards your purpose.

I would have still been fantasizing in the ecstasy of the daring goals I have set for myself. I desired that by the time im thirty years I should have authored five impactful books. It looks more possible the more I write each page day by day, exactly how this book in our hands came to be.

I wrote these words in my diary concerning postponement of action; *If a man is too lazy to combat an insect he sees in the room by daytime, he must bear the damage done to him if he finds the same insect on his bedside when it is night for he could have saved himself with a stroke of a broom, but now, he may have to see a doctor. This was in the morning after I was utterly discomforted at night by a cockroach I ignored in the early hours of the day.*

**You Cannot Think Outside Of The Box
While You Live Inside It. Contrarily, You
Cannot Think Outside Of It Except You
Have Had Lived Inside It.**

*"Think out of the box" is what you are usually told when you are required to go beyond your limits in search of creativity, breakthrough and daring results. Literally, it means: stretch yourself, go out of the norm, do something entirely out of your recipe of action, do the unexpected. The out of the box is the new. The unusual and the bizarre. Question is, how you can do the new if you don't have a knowledge of the old. In other words, **what you knew leads you to what is new.***

My friend, who was a detective and financial security expert shared with me concerning identifying counterfeit currencies. He said, the expertise of identifying counterfeit currencies is a function of depth of knowledge of the original not necessarily any knowledge of fake a fake one. Consequently, the old is always the precursor to the new, in other words, the pleasure of newness is only a thought of comparison to what was.

Your experience and your personal power

All great thoughts must begin from within the box. Every out of the box idea you see now even though conceived out of the box has elements from within it. I have seen people who in the bid to think different have presented ideas that showed no ingenuity. Thinking different is a learn-able exercise, but the easiest way to think different from other teammates is first to think the same and either continue from where they stopped, or take the path they didn't see or ignored.

The way out of the box.

Among lack of tools and many failed attempts, fear is the greatest enemy of inventive thinking, fear of ridicule in the event of failure. Every inventive thinker must be shameless as well as fearless. Shamelessness is a non-negotiable attribute of a man who must thrive.

Every potent out of the box idea is created behind closed doors. Talk too much about the new thing you intend to do and here is the danger you face: the praises you receive for having conceived such ingenious idea in itself gives a feeling

of accomplishment. That feeling is the bane of maximum achievement. Do not be in a hurry to take praise for inventive thinking, at least not until it is substantiated to an extent. However, do not be afraid to put out the new to a team of people who may help you through the thinking process, it may be criticized, antagonized and disapproved but if you are sure of what you saw in your mind, don't give up on it.

Nothing helps refine and redefine a new thing like criticism whether inventive, constructive or destructive. One reason why ideas fail is, people only prepare for the positive and slightly discomfiting feedbacks and reviews in what they call constructive criticism. Every criticism has two potentials: to refine or kill depending on how it is received: Antagonism is to a new idea what fire is to gold.

The way out of the box is narrow and painful. Like a foetus making its way into the expectant world or a seedling breaking out of through the earth surface. In all, if the plant must see the sun, it has to push until it comes from beneath.

The box is your comfort zone, a dangerous place to live in. Take some pain and do the new, move out of that house, invest that money. Risk towards action is what differentiates the literate from the intelligent.

■ SOC **38** ■

**Show Me An Undisciplined
Successful Man And I Will
Show You A Wingless Flying
Bird.**

I have searched and researched but found neither a smooth nor a toll free road to success.

Faith even without works is Impotent. People often perceive that there is ease in some areas of endeavour order than theirs. A manufacturer thinks politicians have no input for the proceeds they get, artisans think that preachers are literally plucking money off of trees, nothingners think that public speakers get paid for nothing but doing what just anyone can do; talking, pilots are getting paid for doing nothing but surfing the clouds, sports men are getting rich and famous for doing nothing but keeping fit.

Nothingners is a word I use to describe people who believe in the low road to the top, people who profess so much faith without an ounce of work. They do nothing so they think others are the same. They think that people who ignore low hanging fruits and reach for the top are fanatics. But, ease does not come easily. I know you seek to be happy and known for good, to have all your needs at your call, to archive something that has never been, to create and break records, to become all that is possible with you. Never forget this; Seek to possess nothing of value without an input. The low road is for thieves. Whatever is gotten through mischief is as a house built on sand by the beach. The waters will wash off the base and it will collapse. As a bird cannot fly without wings, so there is no way to personal success without work. And if the success must outlive you then your work must be virtue based. There were men who rose to greatness through hard work, although their investment was chiefly evil and largely to the disadvantage of other men, thus, they are great but have no glory. Greatness in itself is relative and any man who exerts enough discipline over himself to do the kinds of things that put him above others is great, good or evil, but virtue is the big difference.

■ SOC **39** ■

**In The Absence Of Virtue To
Sustain Prosperity: Inherited
Fortune Would Be An Inherited
Curse**

What you leave within your child and the people you lead is more important than what you leave behind for them.

The pace of civilization in today's society makes it impossible for any technology or design to stay in the spotlight for as long as a decade. This is why software update notification fill your inbox every morning and improved models of gadgets and automobiles hit the market every now and again.

At the time my father bought a satellite dish for our new apartment in 2006, there was none in my immediate community. A few years later, every new house that was built mounted a superior quality of satellite on their rooftop. Within five years, every part of that device was defunct, and nobody who had a need to buy ever bought the type because it was considered too large, obsolete and delivered lesser value compared to the improved versions.

As C. S. Lewis puts it, “ *Anything that is not eternal, is eternally out of date*”. Consequently, nothing that you leave behind can be compared to the value you leave within. Today, I have spoken before a larger crowd than my father had ever sat in. because he committed more time to building me than he did to building a house. A house can only protect men from climatic hazzards but a Man can protect other men from wasting. What would you rather build? A house or a Man. You can spend a lifetime building the former: the weight of your impact is however on what you do with the later.

Fortune can be inherited but if it is not merited on the basis of your ability to Sustain it, it is undeserved and my destroy the ones meant to enjoy it, seek to teach those you lead the how to cook the food with which you feed them.

■ SOC **40** ■

**Most People Strive To Augment Their
Cv (curriculum Vitae) But Are Often
Indifferent About Their Cv
(convertible Value)**

Those who came in through excellent results on paper may find initial acceptance but can never live up to the expectation of their superiors. Soon, they would be overtaken by the ones who may have nothing on paper to show for their abilities but have made themselves truly valuable through problem solving.

Although, politics had infiltrated the fabric of the corporate working system in most nations of the world so that people who know people are absorbed into leadership whether they know the trade or not and they rise through the corporate ladder, but people who come into places of power and leadership through nothing else but who they know are unable to sustain continuity and impact. Today, honorary degrees are thrown at influential people who have no honour whatsoever by institutions in dire need of recognition and funding. Our society is therefore is densely populated with

people who have more titles than they have capacity. This makes it disastrous to make any deductions about people on the basis of their certificates or superficial values. Our age is endangered by compromise and paper has lost its value at all levels. When you study, let it not be for you to succeed at an interview or an examination because people will obtain excellent results by means other than studying and complying with constituted order, but when problems surface, we shall tell the difference between the one who cheated in school and the ones who did not because, in life, there's no room to cheat, your results will expose you.

■ SOC **41** ■

**Be Careful In Trusting A Fish
That Lives Outside Of Water.**

Adaptability is the ability to change in order to fit into a new environment, this also includes changing to be accepted or acceptable to people.

When you meet people that possess all the traits you desire and fit into your expectations for the kind of friends you want, two things are obtainable; They may or may not be who they claim to be. If they are not real to what you want but were only adapting, there is every need for you to be aware so as to prepare for uncertainties because a man can only adapt for so long. Although, man's adaptive ability is high, meaning that most people you have placed certain amount of value upon only deserved so much.

Ultimately, trust your instincts about people, Giving excuses for people's wrongdoings (what some refer to as positive assumptions) puts you at risk. Never forfeit the questions prompted by your instincts about people and their behaviours. This will help you draw a more accurate supposition regarding what the people in your radar are capable of. One man can assume different personalities and be known for each of those at separate places and times. Ultimately, be vigilant to know when an aquatic creature is trying to adapt to land, whether it is design for both, or it was just drenched in water and needs time so dry up.

■ SOC **42** ■

To Assume Fatherlessness In The Time Of Your Own Fatherhood Is A Risk You Must Take In Favour Of Your Leadership Over Your Home Because You And Your Father Cannot Be Father To Your Children.

To have a father is of inestimable value, However, there are men, who made it to the apex of life who never met theirs. Let your father be to you a teacher and not dispenser of every need because your overall value is what remains of you in the absence of everybody else including your father.

In 2018, Professor Charles Oyewole, my lecturer in the university during his final lecture to us gave an illustration that inspired a great deal of change in my motivation. Fruit bearing trees disperse heir fruits under itself, while some germinate right under the mother tree, others are dispersed. while some are harvested and consumed at distances far away from the mother- tree and germinate wherever they are planted or thrown to.

Latent in every seed (dispersed or stationary or planted) is the capacity to reproduce. Here, I learnt a lesson that I may never have had I not attended that class. Seeds always germinate under the mother-tree and we see smaller trees there but we never find trees on the long run competing with the mother-tree. What becomes of them after a while? This is arguably the most interesting lesson I learnt as a student of agriculture. And it bears the most applicable lesson to human growth.

Man, like the wild mango cannot maximise his potential until he is dispersed whether by deliberate or unpleasant happenstances. Even in the event of marriage, a Man must leave his father and mother. In my thought, everything else bears observance to this lesson. Your father represents your fortress, your comfort zone, your origin and everything that creates for you the atmosphere of comfort because when a man lives in comfort, his destiny cannot come forth.

■ SOC **43** ■

**Pain Is The Way To
Pleasure: Do Not
Waste Your Pain.**

Death is the end of this body of pain, this is absolute and uncontrollable, however, how you live and what takes your life is relative and most often determinable.

Staying up late and waking early is the routine of the global 1% (the best of the bests). Luxury or poverty are both vanity, whichever you would experience is in your power to decide.

Suffering is Valuable.

It is important to know that you can chose your suffering just as you can chose anything else. There are two kinds of suffering; inflicted and self-imposed. What you go through in the process of obtaining a degree is a self imposed suffering and every choice you make to take pain come with a reward.

You may have stayed awake more than Dangote and Bill Gates put together but you have next to nothing to show for it. Why is that? Your suffering is not streamlined. Every pain you experience must be committed to one thing. The ability to do ten things at the same time is an illusion. When the mind is involved, it can only be one thing at a time if it will be a thing of value or be done effectively. If you have ever tried doing two things needing equal amount of concentration you would realise that multitasking is only a fancy word. I have ever tried talking to someone on the phone while writing a letter and when I hung up the phone; I had filled my letter with all the things I said to my caller.

Pain is wasted when it is not focussed. In an attempt to experience pleasure in the process of a productive pain, you would have neither the product of the pain nor the pleasure you wanted. All men will run at some point: it will then become a question of the purpose of the race. Others are being chased and others are chasing after something. So at the end, the chaser gets a reward but the chased has nothing.

That is the difference between valuable and wasted pain.
Never forget to always ask yourself, at the end of this pain,
what is my reward?

**Nothing Is More Entrapping To A Powerful Man
Than A Beautiful Woman In Need, Unknown To
Him; She Had Mastered The Skill Of Vulnerability.**

Some women have so mastered the skill of vulnerability such that they can get a Man to give even the things he cannot afford for himself.

A woman is greatly attracted to great men, this is because a woman treasures financial security much more than a man. While the man strives for influence and prosperity to sustain his esteem and status which is largely motivated by the need to satisfy the desires of his woman and gain the respect and admiration of other men and women, she desires a place where she may be treated as a queen. Correspondingly, the greatest satisfaction of a man is to find a woman who satisfies his eyes, body and soul and this quest often gets in the way of his search for prosperity. Hence, a woman can be to a man, what a worm is to a fish. In fact, nothing sets a man up like a beautiful woman in dire need of treasure or time if he has the means to provide, this is because he thinks that through her situation, he may find his way into her heart. Hence, if you recall any scene where a man was victimised through a woman-trap, one thing is universal: He was first interested in her.

But, do women cause men to fall?

The supposition is thoughtlessly passed as though women are enemies to greatness. Through history and in our day, never have I heard of a woman who had on her own set out to bring a man down simply because of his greatness. Truly women have been instrumental in the fall of men, great men. However, at any point a woman is seen in the picture of the fall of a man, a few deducible possibilities are, that she's been sponsored as in the case of Delilah against Samson, deprived or spited as in the case of the wife of Potiphar against Joseph, or offended, insulted or threatened as in the case of Jezebel against Elijah. In all, Women are not enemies to a man's greatness, they only avail vulnerable men with a platform to express their proclivities to falling or, since every woman desires to be mentioned in synonym with greatness, if a particular man denies a woman the leverage to obtain this, he becomes an enemy.

Ultimately, a man who is wrecked by a woman would have been wrecked whether or not the woman was involved. So, it is the inability of a man to control his urge for a woman that destroys him and not the woman herself.

A disciplined mind esteems treasure over pleasure, Work over sex, value over money, people over things. A disciplined mind prioritises. *The science of certainty* tries to prove that the trigger to the man's manhood is in the mind, so it is possible for a woman to be naked before a man's eyes yet he gains no erection. Only an uncontrollably vulnerable man is trappable with a woman.

■ SOC **45** ■

**From A Home With A Fully Furnished Dining, A
Luxury Living Room And A Regularly Stocked
Kitchen, Where There's Not Even A Picture Of A
Library, Leaders Cannot Proceed.**

If your child's ability to understand is defective, we can ultimately deduce that you placed no value on books and the need for knowledge and understanding.

More than ever, families continue to raise children who hold the cutlery in high esteem but never hesitate to tear sheets off their textbooks when they run out of tissue paper. A people that will utter no words at the dining room but will make video calls in the classroom. Consequent to this is acute dependency an inability to sustain anything of value. No man is called most powerful who does not seek to empower his own followers. The best way however to empower is to give the people you lead the highest ease of access to knowledge and a passion for it. Ask your president and the people in the same power-class what they have done to ensure that their children succeed them, they spend a fortune on their education. You may not be a child

of the President, yet, education is the only tool with which you stand a chance to gain equality and possibly surpass the people who now lead you. Education is the hope for the poor. The poor man learns believing that someday he will know what had withheld prosperity from him and he also will taste the good life. The peasant farmer sends his child to school at the expense of his welfare and sometimes to the risk of starvation because he knows that the only difference between him and the billionaire is knowledge-difference. To you my reader, haven't you realized? The barricade between you and what you seek is what you don't know. Keep the dust off your brain; read that you may live forever in health of body, mind and purse.

MIND OF THE EXTREMIST



■ SOC 46 ■

**You Are Extremely Skilled Yet
Broke Because You Didn't Know
That A Promise Is Not A
Currency.**

You will find a lot of young artisans who are skilled and gifted but will continue to hope for the day of mega-breakthrough that might never come. Although they are getting paid, just not in the right currency and the don't know it.

in 2013, I was recommended to someone in need of my service who called to inquire of my rates, I sent my standard price list which was and had always been the value of my service in my opinion. But the client said: oh that's way too high for this, oh! I'm not saying it's not worth it, no, but do this for me at half what you're asking. Then comes the promises: *we will work together, I will show your works to people, you will be my personal workman, and so on, until I complied.* The implication of this is, my mind assumes the same state of satisfaction it would have if I had received exactly what I wanted.

Invariably, it felt like I was paid what I initially asked because in that promise is contained the psychological equivalence of the difference between what I wanted and what I got.

Experientially, 95% pre-transaction promises are just gimmicks used by buyers and service receivers to pay lesser for a product or service. And the earlier you realize this, the faster you're able to grow the confidence needed to defend

your skills and businesses.

No customer will refuse to patronize your service because it is too expensive, rather, because it does not have a corresponding value.

The danger of trading on a promise

The first price you receive for a product or service has a lasting impact on the client's perception of you and your products and services going forward. If you think that you can sell a one million naira product for two hundred thousand today just to retain the customer with the intent to hike the price tomorrow, you are being deceived. It doesn't matter if you met the client in the office of the President. Regarding a client, what brings him is what keeps him. It is simpler to build value from beginning, rather than any other time.

A way out

Be confident in your capacity. This begins when you realize that it could not have been anybody else but you. If not you would not have been called upon. Anyone outside of you is just an alternative and nobody starts anything from the alternative. Alternatives are considered when the natives are altered. I.e. when the first option fails.

Let me repeat this, it could not have been anybody else but you.

So, when you charge fifty and they offer fifteen, let them know that there is a product for that value. This will offset the pressure on you and the proclivity to compromise your

own standard make someone else happy at the expense of your reputation. If you do a great job, they'll still work with you even if you insisted on your price, contrarily, if you do a bad job, even if it was for free, they'll not work with you.

Keep the Balance

This proposition is not sacrosanct and you must be sensitive enough to know when people are questioning your value or cannot actually afford to pay what you are worth or are unable to afford but are in dire need of your product or service. Your discretion is an ultimate judge in every negotiation. Do not sabotage prospective partners with greed to get it all at once. Know when the claim of the client is genuine and when he's just being smart. This balance will help you thrive in the event of a negotiation.

**Sometimes You Aim For Too
Long And You Forget That The
Vision But To Kill The Bull.**

Sometimes you could be overtaken by the desire to show how skillful you are at the expense of your assignment. The extremist doesn't care what part of the target he hits initially, all he wants is to hit the target somewhere at least with every shot. he would do it again and again and before long he claims the life of his game.

if you would achieve tangibly in this life, you must first understand the need for attempts. Some have waited for the day when they would hit the bull's eye but the bull was never stable and they spent all their lives aiming and never shooting. Consequently, it is better that I shot and lost than never shooting and still lost.

Do I here condemn the need for precision at targets? Of course not. If you have the technology and the scientifically proven formula that promises a certain result, why not, if not, whenever you sight a game or set a goal at which you desire to shoot, aim not that you may be praised as skillful, but aim to kill.

■ soc **48** ■

Work, Energy, Force and Power (WEFP)

Certainty recipes from physics

You do not of necessity require any knowledge of physics to see the applicability of these lessons.

The WEFP concept.

Work is a product of force multiplied by distance.

This is significant because it reveals the futility of force if it has no locomotive effect. Hence, Work (change) is the consequent productivity effect of force, energy, and power. In other words, force, energy and power are useless if they cannot move a quantity through a given distance or motivate change; positive or negative.

Understanding the relationship between energy, force and power in relation to work. Energy, force and power are distinct quantities. Although, in conventional communication, all the above quantities (energy, force and power) can be interchangeably used as long as the intention of the speaker rightly communicated, this is because they all have potentials to influence change. However, there are notable differences between them.

By examining the WEFP quantities not in relation to machine but to man, we can deduce that;

A man that has no energy within (inherent or induced) cannot exert or apply force. Hence, force like power has an external effect or a visible form but also has an equal and opposite Internal propelling called energy.

Energy can empower and power can energize.

This is interesting because power and energy both exerts force, however, in practical terms. A man's ability carry a load of certain kilograms is indicative of energy, complementarity, a man's ability to withstand the urge to consume a favourite food in the event of prolonged compliance with dietary instructions or withstand the urge to gratify his erection in the event of a pressurized seduction is descriptive of power. Hence, energy is to the body what power is to the mind.

The difference between Power, force and energy.

Power can be further conceived as the capacity to set energy in motion but energy is not power in motion. This is because power is more sophisticated than energy. Energy is a latent ability to exert force or implement work. This is the reason why a fifteen year old boy can be in charge (power) marshalling five thousand men (energy) on a mission.

Power is influence; the ability to subdue fear is a product of an empowered mind. That is why power is mostly attributed to immaterial quantities like Politics, finance, spiritual, personal, etc. Adolph Hitler did not have energy, he had power. Mohammed Ali did not have power, he had energy.

Ultimately, these influencers (energy and power) are only valued on the scale of how much force they can mobilize towards work or change.

So, the importance of this thought is to guide you through your quest for capacity, you are not powerful by the weight of your muscle, you are powerful by your ability to mobilize muscles of other men to do what you would have done. (Influence).

■ SOC 49 ■

Scarcity Of Presence:

The most effective recipe for value retention.

*Better to be away and valued
than to be available and despised.*

This is a simple formula with high effectiveness, people who pay observance to this theory are able to retain value in places and with people for a long period of time.

Time acts on everything

Time in itself is constant, it is what you do over time that changes, and the reaction of people to what you do also change. But, that you would be disregarded when you become so available is also constant. Concerning value by scarcity however let me make something clear. It is not scarcity that makes you valuable, it is value that brings about scarcity due to pressure and excessive demand. This has to be made clear because people run away from people and places just to retain value, if you were not needed, even if you are gone for a decade, you will not be missed. So, value first, then scarcity.

Global business brands understand this theory.

Apple's or a new version of Windows for instance don't advertise on your regular community billboards. The reasons are many, prime among others is an understanding of personal worth. When you have sufficiently built value, you don't engage in the regular kind of publicity although you would spend more.

The reason why you clamour so intensely to be seen or heard is that you have not discovered your self worth. The moment you do, you would act differently. Be deliberately unavailable, Keep a distance from places where you are valued, else, you would eat the best portion of your meal too early.

Master The Game Of Ludo And You've Mastered Life.

Nothing had shaken the earth to its crust like the Covid-19 pandemic. When the said virus invaded Africa in the first quarter of 2020, all Markets (on and offline) forex, sports prediction and advertising platforms had to shut down. Schools at all levels, corporation, hotels, most gas stations, shops, and even mosques had to close indefinitely. Churches had to look for a way to conduct services virtually because no more than 30 people could converge anywhere in the world and most countries of the world had gone on a 30 day lockdown.

This was happening without any prior notice whatsoever and almost nobody was ready for it. In less than a week, those who could afford to had already stocked their kitchens and shut their doors and abandoned their businesses which were officially dead as long as the pandemic continued, and for the following days of the following weeks, Death toll continued to rise and new cases were discovered in unlikeliest places. But in the midst of this historic pandemic, some men discovered a way to set themselves free off the hold of poverty and seek for a way to rise above the line of generic limitations. And while it was a time of isolation and quarantine for most, it was a time to think and reinvent for some, so that when the world would recover from this challenge, power had changed bands. Businesses realized that they weren't as gigantic as they claimed, churches realized that they had to find a way to exist should this situation repeat itself, e-commerce platforms realized that a business online is not all there is to sustainability. But all this realization was quite posthumous and reactive. Reaction based solutions are always short-lived. Only projection based

solutions are enduring. The imaginative ability to assume a problem in your mind and begin a process of solving it before it ever happens.

It was during this period of compulsory isolation that I learned this powerful message from the game of LUDO; it is nothing I'd ever seen.

Ludo Is The Most Applicable Game To Real Life

Two features characterise its play out, luck and skill. A player would need sufficient luck on his side if he would throw great numbers from the dice, but the use of the number to step his game forward is totally a matter of expertise. So, a novice could get better numbers from the dice if he had more luck but a veteran would always emerge winner even if he had lesser luck because he'll match luck with skills better.

Ludo-life Rule

Don't try to control the uncontrollable, only seek to make the best use of the outcome.

Don't try to get better numbers from the dice, because you cannot try to be lucky, only learn to move your game forward in the best possible direction. Luck may be useful to the man who's skilled, but if luck is the only thing you have, it may be everything else to you including your doom. The luckiest Man is the only who knows how to position himself for opportunities and when the opportunities come, he never lets it go without leveraging it to the highest extent. Ultimately, LUDO in my conclusion is an acronym for: *Life's Uncertainties are Disguised Opportunities*.

See everything that happened in your life as the numbers from the dice. Your reaction and use of the numbers determine the ultimate outcome of your life. You have more capacity than

you can quantify, and no man is disabled. The man without a limb or a certain body part is the man the world refer to as disabled, but that's some big fable. If a man has everything but a non-profitable brain (illiteracy) that is the disabled Man. The one who is making the world a better place but has no limb is not disabled, he just has no limb.

Do not let the world give you a name on the basis of what's outside but on the basis of the quality of your mind and the solutions you provide to the people around you. This is a timeless truth for unquantifiable accomplishment. It is *the science of Certainty*.

CONCLUSION

The Science of certainty is a book after my heart. Some of the contents of this book which crystalized from my personal experiences have happened more than five years before the idea of this book was conceived. The contents are true and authentic. Written with passion to the reader and a conviction that it will impart a tremendous change.

It teaches how to build genuine and lasting personal power from within over time and not the kind of recipe that teaches people to assume multiple personalities in an art that has no formidable base.

Read the laws and own them, recite the simple words, write them on sticky notes and place by your bedside so that the laws can become a part of you.

You are created to live, the reverse of this word is *evil*, you know why? It is actually evil, not to live. Do not deprive the world of your purpose because you are irreplaceable.

Praise for the Science of Certainty

Every page increased the urge to get to the next, very Impactful, it will evidently cause an eruption in the mind of its readers. a timely piece aimed at bridging the lag-phase between talk. and work today.

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