

A close-up portrait of Madara Ogot, a Black man with short hair, wearing glasses, a white shirt, a patterned tie, and a dark suit jacket. He is smiling slightly. The background is a light blue gradient.

MADARA OGOT
SAMPLE

THINK. ASPIRE.
ACHIEVE

Think. Aspire. Achieve

Prof. Madara Ogot

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Dedication

To my two daughters, Ger and Akinyi, both early twenty year olds, just starting out to pursue their life goals. I hope they find the book useful in achieving their aspirations.

Preface

Napoleon Hill was born October 26, 1883 and died on November 8, 1970, at age 87. Of his many books, *Think and Grow Rich* remains a top seller over 70 years after its publication in 1937. Hill's principles remain as timely as ever. This book takes the key lessons from the original book, repackages and presents them in a context more relevant for the 21st Century. Current concepts and schools of thought in corporate and personal success have been incorporated in addition to contemporary examples. The book is presented as a *call to action* for you to decide on your aspirations, have the right mental attitude, and take the necessary steps towards *Thinking and Achieving* them.

– Madara Ogot, April 2021

INTRODUCTION

James Allen made the following assertion,¹ only through persistent searching and mining are gold and diamonds obtained. You can find every truth connected with your being, if you dig deep into the mine of your soul. You are the maker of your character, the moulder of your life, and the builder of your destiny. You may prove, that if you watch, control, and alter your thoughts, tracing their effects upon yourself, upon others, and upon your life and circumstances, linking cause and effect by patient practice and investigation, and utilising your every experience, even to the most trivial, everyday occurrence, as a means of obtaining that knowledge of yourself which is understanding,

¹James Allen *As a Man Thinketh*, Project Gutenberg e-book, 2003, p. 2.

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wisdom, power.

This is captured in the saying that

*"Those who seeketh findeth; and to those
who knocketh it shall be opened."*

For only by patience, practice, and persistence can you achieve your aspirations.

WHO ARE YOU: A LEADER OR A FOLLOWER?

The key to success, is having a genuine understanding of who you are or who you want to be. Broadly speaking, there are two types of people: leaders and followers. As you start the journey to achieve your life goals, you must make the decision whether you are (or shall become) a leader or a follower. The financial return is often higher for leaders, although many followers expect the same returns and end up disappointed.

There is no disgrace to be a follower, it is no credit to remain one. Most great leaders began as intelligent followers. With few exceptions, if you cannot follow a leader intelligently, you cannot become an efficient leader. It is important to recognise that an intelligent follower has many advantages, among them, the opportunity to acquire knowledge from their leader. Some major attributes of good leadership follows.

Unwavering courage based upon knowledge of self, and of one's occupation. No follower wishes to be dominated by a leader who lacks self-confidence and courage. No intelligent follower will be dominated by such a leader very long.

Self-Control. If you cannot control yourself, you can never control others. Self-control sets a mighty example for those who follow you. Followers do not respect leaders who over indulge, for example in alcohol. Over indulgence, in any of its various forms, rapidly destroys your endurance and vitality.

A Keen Sense of Justice. Without a sense of fairness and justice, a leader cannot command and retain their follower's respect.

Definite Decisions. If you waiver in your decisions, you show that you are not sure of yourself and cannot lead others successfully.

Definite Plans. Successful leaders plan their work and work their plan. If you lead through guesswork, without practical, definite plans, you are comparable to a ship without a rudder. Sooner or later you will land on the rocks. To create plans by which to guide your followers efficiently, you must have an imagination that also enables you to handle emergencies. Chris Kirubi, a leading Kenyan industrialist,

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said that²

"If you want to get somewhere, you must know how you are going to get there. People with a direction never get lost because they have a destination. But those with no direction cannot even get lost because they are going nowhere."

The Habit of Doing More Than paid For. One of the penalties of leadership is the willingness to do more than you require of your followers. You will surely fail, however, if you expect to be paid for what you know, instead of what you do with what you know. You are not paid for the knowledge you have. You *are* paid for what you do or induce others to do using that knowledge.

A Pleasing Personality. If you are an unkempt and careless person, you cannot become a successful leader. Leadership calls for respect. Followers will not respect you, if you do not grade high on all of the factors of a pleasing personality.

Sympathy and Understanding. To be a successful leader, you must sympathise with your followers, understand them and their problems.

²Chris Kirubi on Twitter/@CKirubi 19 November 2020

Ability to Organize and Master Details. Efficient leadership calls for the ability to organize and to master details. Genuine leaders are never "too busy" to do anything required of them in their capacity as leader. When you admit, whether as a leader or follower, that you are "too busy" to change your plans or to give attention to any emergency, you admit your inefficiency. Successful leaders are masters of all details connected with their position. That means, of course, that they must acquire the habit of relegating details to capable lieutenants.

Cooperation. To be a successful leader, you apply cooperative effort and are able to induce your followers to do the same. Leadership calls for power and power calls for cooperation. Often leaders fail when they seek cooperation by *emphasising "authority" of leadership*, by trying to instil fear in the hearts of their followers, rather than by encouraging them. A true leader has no need to advertise that fact they are the leader, other than through their conduct, sympathy, understanding, fairness, and a demonstration that they know their job. Other leaders seek cooperation through *emphasis of title*. Competent leaders do not require "titles" too gain the respect of their followers. If you make too much over your title, gen-

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erally, you have little else to emphasise.

A successful leader is not selfishness. If, as a leader, you claim all the honour for your followers work, you are sure to meet resentment. The really great leaders claim none of the honours. They are content to see the honours, when there are any, go to their followers because they know that most of us will work harder for commendation and recognition than we will for money alone. Also, to be a successful leader, you must be willing to assume responsibility for the mistakes and the shortcomings of your followers. If you try to shift this responsibility, you will not remain the leader. If one of your followers makes a mistake, and turns out to be incompetent, as the the leader, you must consider that it is you who has failed.

Jim Collins in his international best-seller, *From Good to Great*, refers to these leaders as ‘Level 5 leaders.’ They³

“look out the window to apportion credit to factors outside themselves when things go well (and if they cannot find a specific person or event to give credit to, they credit

³Jim Collins, *Good to Great*, New York: Harper Collins, 2001, pp. 35.

good luck). At the same time, they look in the mirror to apportion responsibility, never blaming bad luck when things go poorly."

Does Not Fear Competition From Followers.

To be a successful leader, you should not fear that one of your followers will take your position. To do so, is likely to result in the realisation of that fear. As an able leader you should train your understudies to whom you may delegate, at will, any of the details of your position. In this way, you are able to multiply yourself and therefore be at many places and give attention to many things at the same time.

It has been proven to be true time and time again, that you will receive more pay for your ability to get others to perform, than you could possible earn by your own efforts. As an efficient leader and through your personality and knowledge of the job, you should be able to significantly increase your followers efficiency and induce them to give more and better service than they could have done without your aid.

GOALS VS ASPIRATIONS

Sharat Sharma in his best selling book *The One Invisible Code* provides a revealing description on the difference between your *goals* and your *aspirations*.

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He writes,⁴

“... aspirations are not just about setting a bigger goal; goals often lack the fuel to ignite action. The fuel that ignites action is emotion. Emotions are the reason why you feel inspired to take consistent action. Goals are backed by logic, whereas aspirations are backed by deep emotion as well as logic. Goals give you short-term motivation, whereas aspirations inspire you in the long run.”

This is why I focus aspirations on as the basis for all that you would like to achieve. Along the way, through organised planning, you will set your goals. These serve as milestones as you journey towards achievement of your stated aspirations.

Success comes from a strong emotional attachment to whatever it is you are trying to achieve. This emotional commitment shall drive you to consistent action to realise your stated goals (milestones) and give you fulfilment when you finally achieve your aspiration. Sharma continues that⁵

⁴Sharat Sharma, *The One Invisible Code*, Notion Press, 2020.

⁵ibid.

"Emotions are the reason why you strive hard, remain focused, and endure all pain while facing challenges. When you are emotionally invested, you don't give up even during testing times."

THE 7 PRINCIPLES TO ACHIEVING YOUR ASPIRATIONS

I have spent some time focusing on leadership as these are the qualities you will draw upon as you travel the journey to achieve your aspirations. I have repackaged, condensed, and re-ordered Napoleons Hill's original principles in the turn of the 20th Century classic, *Think and Grow Rich* to *7 Principles to Think, Aspire, and Achieve*.

1. Principle 1 - Desire
2. Principle 2 - The Power of Thought
3. Principle 3 - The Subconscious Self
4. Principle 4 - Faith
5. Principle 5 - Expertise
6. Principle 6 - The Alliance and Organised Planning
7. Principle 7 - Making Decisions and Persistence

Each principles is elaborated upon in the following chapters. They present a *call to action*, a commitment

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to a fulfilling journey to reaching your desired aspirations.

I first came across Napoleon Hill's book over 30 years ago. Written at the turn of the 20th Century, the writing style made for difficult reading and the examples did not resonate with the 1990s. *The principles, however, made sense and have helped me achieve one major aspiration after another.* This first-hand experience applying the principles, combined with readings and knowledge from other contemporary writers and thinkers, forms the basis of the 7 Principles to *Think, Aspire and Achieve* (of course one of the aspirations can be to *Grow Rich*).



Figure 1.1 – *The 7 Principles to Achieve Your Life's Goal*