

CA **YANDAMOORI VEERENDRANATH**

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THE **5** STEPS TO SUCCESS

YANDAMOORI VEERENDRANATH

Yandamoori Veerendranath is a multifaceted personality- an acclaimed playwright, reputed novelist, movie director, personality development and motivational speaker, columnist for The Hindu, and Sahitya Academy award winner. He is a practicing Chartered Accountant and had worked with various financial institutions as a senior executive.

His works have been translated into Tamil, Kannada, Malayalam, English and Hindi languages. His TV show, “Journey towards Success” in Telugu won two Golden Nandi awards from the government of Andhra Pradesh for best direction and production.

He penned dialogues for the Dada Phalke Award winner Mrinal Sen’s ‘Oka vooi katha’ that won ‘best regional film’ award from the President of India. He is associated with more than 30 Telugu films that include ‘Abhilasha’, ‘Challenge’ and ‘Jagadeka Veerudu–Athiloka Sundari’ as script writer. He also directed films with prominent movie stars like Chiranjeevi.

In an opinion poll conducted by a literary magazine Andhra Jyothi in 1982, he was voted as one of the four most popular persons of the state, along with Shri N.T. Ramarao and Director Bapu.

He built a ‘Vidya Peetam’ and a temple for Goddess Saraswathi at Kakinada, Andhra Pradesh, a one-crore project for tribal and poor students, to impart the importance of education and personality development free of cost.

His book **VIJAYANIKI AIDU METLU** (The 5 Steps to Success) holds an all-time record in Telugu literature, surpassing sales of more than twenty million (two crore) rupees.

For more information visit:
www.yandamoori.com

REVEIWS ON THE ORIGINAL VERSION

Only few motivational books are available in Telugu that too catering to the needs of students. Here comes a book, scripted in easy language for all cross sections of people. The significance of this book is that you won't stop till the end once you start reading. - Eenadu

This is not a book to be read in libraries or by borrowing from friends. Own it. Keep aside the cost of this book in your next budget. -Vanita

There is no doubt about it. From failure to success... these five steps would certainly help. This is a sensational book. Many of the life-examples are the writer's own, unlike the works of other Telugu writers who quote from English books. -Andhraiyothi

The secret of success of this book is in dividing the chapters into five, titling them aptly and giving what the reader expects from it. The writer has to be appreciated for his skills. -Andhraiyothi daily

This (Kannada) book has a solution for everything. -Vijaya Karnataka, Bangalore.

The success of this (Tamil) book lies in its simple flair, dividing the chapters, analysing the problems and suggesting solutions, and more than everything the author's unique style. -Kumudam, Chennai

Also by the author:

- *The Art of Studying*
- *Nurturing intelligence*
- *Secrets of Success*
(What parents don't know, Teachers never tell)

The 5 Steps to Success

YANDAMOORI VEERENDRANATH

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FIRST STEP:

WHEN GOD WISHES
SOMETHING GOOD TO THE MANKIND
HE NEVER DOES IT ON HIS OWN...!
CREATES A NEWTON, AN EINSTEIN,
A GANDHI OR A HELEN KELLER TO ACCOMPLISH THE JOB.
KNOW THE PURPOSE YOU ARE BORN FOR.

WINNING OVER WEAKNESSES

‘**God** creates a cobweb of miseries around people to test their faith’ is a timeworn excerpt from old movies. If you believe that you are in problems because of your honesty, you are deceiving yourself.

‘God helps the *good* overcome difficulties’ is yet another fallacy. If you believe God, you should also believe that god cannot make millions of life-jackets and so designed a technique called ‘swimming’! If life is a stream, enjoying every moment of swimming is ‘SUCCESS’.

Life is a book:

If your life is a book, its story line should be ‘happiness’. Don’t dump it in a junkyard called *lethargy* to be decomposed by *apathy* and besieged by cobwebs of *laziness*.

Love your book. If you don’t like it, others don’t even like to glance at it. Read your book every day for positive corrections and betterment. It is called *self-analysis*. Keep the pages clean for improvement, taking a cue from past experiences and encounters. There are no better lessons than experiences to learn from.

Great people learn through other’s experience, the average through their own experience and of course, the stupid never learn either from others or their own mistakes.

The preface of your book should be *Romanticism* and the epilogue *spirituality*. Loosing zeal is the biggest defeat in life. Add drama and thrill. Even a tiny thrill should stimulate you. Go on exploring new ideas to make life more interesting. Design the chapters with titles: **EDUCATION, CAREER, FINANCE, FAMILY** and **SPIRITUALITY**. The book outlines your values, beliefs, ethics, humour and kindness.

Your astute ‘*Time and Space management*’ techniques are the neatly synchronised page make-ups. The multi-coloured cover page of the book is how you present yourself, in other sense your *external makeup*. Colour the cover page with your ‘smile’. Now it is the time to name it.

Let the title be: **“THE MAKING OF MYSELF”**

Now the book is ready for sale. How do you market it? Marketing is beauty of your relationships. It sells only when you develop contacts with the help of your brand name. Your brand is your Personality.

A personality is the combination of *internal* and *external* personae. Your physique, smile, body language, dress and manners constitute your external personality. Then what is internal personality?

The concept of Satagopam:

In my motivational classes, I ask students to raise hands those who intend to come up in life. Almost everybody does it. Then I ask, ‘what is coming up in life?’ even many elders are also not able to answer.

Coming up in life is ‘Developing your personality’..! Various philosophers professed different theories to define a personality. *I found the ultimate definition in the blessings at our Indian temples.* The priests of South Indian temples bless us with a crown called Satagopam, derived from the original word *Shatgopyam*. ‘Shat’ denotes six, ‘Gopyam’ means secrets. In fact the priests place the crown on our head twice, first to remove our six weaknesses which devour our success:

kama (lust),
Krodha (anger),
Mada (pride),
Matsarya (jealousy),
Lobha (greed) and
Moha (delusion).

If the first blessing is to remove six evils (*Shadvidha Daaridriya*), the second is to bless us with six riches (*Shadguna Aiswarya*):

1. Health (physical, mental and spiritual health)
2. Love (with parents, spouse, children and universe),
3. Fame (social status),
4. Wealth (secured and comfortable life),
5. Wisdom (intelligence, knowledge and emotional balance) and
6. Enthusiasm (happiness, healthy vices and thrills)

Ultimately it is about losing weaknesses and acquiring strengths resulting in eternal bliss. Can there be any better definition for ‘personality’?

The next question is how to develop a good personality?

Self-awareness:

A host gave a torch to his visually handicapped friend while sending him off after the dinner. "What shall I do with this, I can't see anyway?" he murmured.

His friend said, "You may not be, but it helps the opposite person to notice you".

A cyclist hit him while he was walking home. He yelled "Can't you see the light? I am blind".

The confused cyclist said, "I am sorry sir, but you did not switch-on the torch..."

Switching on the light within is *self-awareness*. To reach the Peak of Success, you have to climb thousand steps. The first two steps are self-awareness and transformation. Remaining 998 steps are not that significant.

Awareness means realising own weaknesses. But mere accepting a weakness and defending it saying 'I talk nonsense in anger... I cannot restrain myself while losing in playing cards... I fail to concentrate due to nervousness...' does not solve problem.

It is like an insurance agent suggesting an Item-song dancer 'save your beauty for tomorrow'.

The second step is transformation. A famous Buddhist Monk, Lama Yeshe, known for his superb treatment for anxiety says:

"Emotional distress and anxiety are trivial troubles like the small waves on the surface of a huge ocean. The real volcanoes are underneath. We focus on apparent problems while ignoring the actual cause. It is like searching for the missing article where the light is, rather than where it is lost. My way of treating mental illness is to have the person analyse the nature of his problem. I cannot solve his problems by talking to him even for hours. I give him a little advice. On receiving it if he says, 'Oh, great, my problem's gone; Lama solved it with just a few words..!' that's a fabrication. There's no way one can solve your mental problems without you becoming your own psychologist. First understand them and then start the battle..."

LIFE IS A WAR

FROM BODY OUT OF THE WOMB
TO SOUL OUT OF THE BODY ... LIFE IS A WAR.

‘**THE ART OF WAR**’ written two thousand years ago by a high-ranking military general and strategist called Sun Tzu is considered to be one of the Seven Military Classics of China. The author says five factors are to be considered before waging a war: 1. Weaknesses of our army 2. Strength of the opponent 3. Effect of war on relationships with other countries 4. Cost of the battle 5. The purpose of war.

Life is also a war, a bloodless battle, where the enemy is either our *own Problem* or a *Weakness*. The above five principles of war apply to life-struggle as well:

1. Winning over weaknesses and problems.
2. Developing strengths.
3. Maintaining human relations.
4. Acquiring wealth and fame.
5. Understanding the ultimate purpose of life.

These five are the chapters of this book..! The art of war comprises a handful of strategies. Suppose your army is sensitive to cold weather, don't plan the encounter in winter (This is the reason Hitler's army got defeated in Russia). If your army is not good in swimming, don't plan the battle near the river. If your opponent is not good in trekking, force him onto the mountains. If his army consists of more elephants, invite him to muddy soil.

The same strategy is to be applied to different problems like relationship crisis, financial catastrophes and unexpected disasters. Each problem is to be handled with a different approach... money, influence, strong will, brutality, determination and even with a compromise. On few occasions, we ought to accept *temporary* defeat for a *long-lasting* triumph. *Wisdom is the discretion when to bow and where to be stubborn, when to accept defeat and where to fight.*

End of Preview.

Rest of the book can be read @
<http://kinige.com/kbook.php?id=1927>

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