

The Art of Success

10 Steps to Transform Your Life

Malcolm McCrae

Copyright ©2017

Malcolm McCrae

All Rights Reserved

No part of this book may be used or reproduced in any manner whatsoever without written permission except in the case of brief quotations embodied in critical articles or reviews.

ATTENTION CORPORATIONS, UNIVERSITIES, COLLEGES, AND PROFESSIONAL ORGANIZATIONS: Quantity discounts are available on bulk purchases of this book for educational or gift purposes, or as premiums for increasing magazine or online subscriptions or renewals.

Special books or book excerpts can be created to fit specific needs.

For information, please contact

malcolmmccrae@yahoo.com

Printed in the United States of America

Table of Contents

4	Dedication
5	Acknowledgments
7	How To Use This Book
8	Introduction
22	Passion - Find your purpose
34	Vision - See beyond your current situation
46	Successful Mindset - Believe, Overcome, Compete, Study, Focus
58	Value - Establish your worth. Time is money
70	Mentorship - Find and be a coach, mentor or guru
82	Courage - Overcoming adversity. Don't take "no" for an answer
96	Goals - Plan your success. Failure is not an option
108	Consistency - Success is a blueprint. Failure is a habit
120	Entrepreneurship - Your business supports your lifestyle
132	Leadership - How to discover the true leader inside of you
144	Appendix

Chapter 7

THE ART OF
SUCCESS #AOSBOOK

www.MalcolmMcCrae.com

Goals and Objectives

Goal

[gōl//]

Outcome that a person or a system envisions, plans and commits to achieve.

Objectives

[Əb'jektiv]

Strategies or implementation steps to attain the identified goals. Unlike goals, objectives are specific, measurable, and have a defined completion date.



Akoban

Goals and Objectives

Goals give you a reason to work hard. We are so used to accomplishing things in our lives because of obligation. So what we have to do is take that mindset and use it to accomplish personal obligations. Goals keep you focused. For example, in 2010 my home and business got flooded in one of the worst floods in the last century in Southern Missouri. I was devastated. I woke up to a phone call from my neighbor across the street. He was asking if my house had water coming in but I was still in bed. Keep in mind that my bedroom was on the second floor so I said no, my house isn't flooding. As I'm talking I go downstairs and see furniture floating. I had just purchased a brand new air conditioner the day before and left it on the floor near the front door. As I glance across the room I see the A/C floating in a corner almost fully submerged in water. Before I could I call my neighbor back and explain the situation he calls me back telling me that the National Guard was executing an immediate evacuation. I threw some clothes on, grabbed some things and tossed them in my truck and positioned all of my electronics and valuables upstairs.



Any disruption to your life can be difficult. In 2010, Malcolm's home and business was flooded in one of the worst floods in Southeast Missouri in 100 years. One of Malcolm's mentors gave him a sage piece of advice as the reality set in, "Sweep!"

I evacuated and left for two weeks to stay with a friend. Two weeks later I returned to my property to see nothing but devastation. Things were molding. There was no running water and all of my furniture was destroyed. All of the floors were buckled and cracked. The only area that was somewhat undamaged was the floor in my warehouse because it was concrete. My spirit was broken. A day went by and I made up my mind that I was going to start the cleaning process. I wrote down a list of goals and objectives that I needed to complete. The list included demolition, power washing and trashing things. But there was so much stuff I couldn't figure out what to do first. I called a great mentor and friend of mine and started to explain to him my frustrated situation. I went on and on explaining to him what happened. He said one word, "sweep." I was thrown off by his response. He said start off by sweeping the floor and when you start the process of sweeping the floor you will be forced to do the next task.

That next task will take you into your list of goals. See, sometimes we have to just get started and that momentum will push us to accomplish one goal at a time. I realized that I was focusing so much energy on the chaos that I couldn't find a beginning or starting point towards the clean up. Start your goal and objective list today so you can start sweeping up your life. Fear plays a role in a lot of the decisions we make. I'm always trying to make sure I don't make decisions out of fear. Fear is associated with the feeling of failure or doubt. Next time you encounter failure, remember that every failure carries within it the seed of an incredible benefit. Your dreams and ideas are but a seed that has to be planted by action. You may ask yourself what determines a person's failure.

Be Patient and Don't Rush the Process

As we start to move forward and work on this thing called success we must prepare ourselves. The end result is important but the most important thing that most people overlook is the process. The process is what is done everyday; the process involves continuous practice. This is what sustains you through the slow times. When you have a daily practice it keeps your head and actions focused on the hard work. The hard work is what builds greatness. Not only hard work when it's time to produce but hard work in everything that leads up to accomplishing the goal. You can never be successful until you develop an overview of what success means to you.

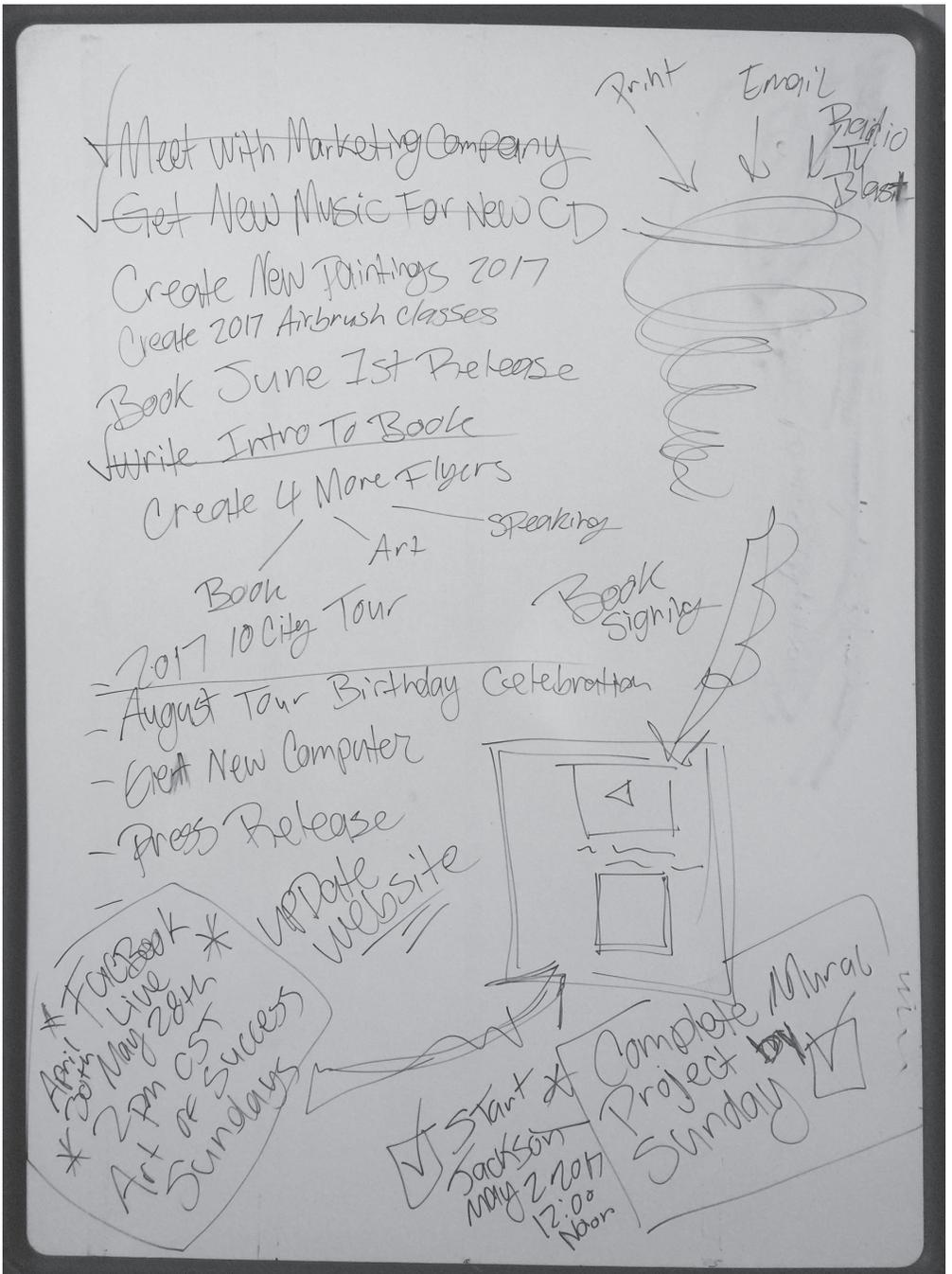
We all want great lives, more money, a better car, etc. But if I ask you how much more money do you want this week, month, or year most of us would have to think about it. If I ask you to describe what your success looks like - not your neighbor's success or a friend's success but your success - would you know? I want a full HD view of what your life would be if you had this thing called success. One of the most important practices that I have applied almost daily in my life is writing down my goals and plans. These are tasks that are short term and long term. Things that I can accomplish that day, that week, or that month. After I write these things out I then begin to categorize them by time and urgency. I number them from 1 to 10; 1 being the most important and 10 being less urgent. This practice helps all of your ideas, thoughts and plans to get out of your head where they get forgotten and jumbled. This is a practice of clearing your head and starting the process of building your road map.

Create a Goal Board

A goal board is a tool used to get your ideas or visions out of your mind. This board can be as large as you want it. You can use a standard dry eraser board. I have even purchased the white board paint and made a whole wall dry erasable. Write your goals or projects out as clear as possible. Don't think about spelling or any problems that may be an obstacle while fulfilling your goal. Just write all of the ideas out. It's the first step to bringing any goal to reality. Use this board as a tool to stay focused. Now start numbering them. One being the most important thing that will help you succeed and the last being things that might be less important. What you are doing is mentally organizing your thoughts and systematically focusing on what's the most important goal that will lead you to your ultimate success faster.

Liability or Asset?

I was on the road traveling across the country selling airbrush t-shirts, hats and other customizable products when something happened. I started to look at the other vendors. Most of these people were road vets. They traveled the country and even the world touring with a promoter. These vendors were based all over the United States. They would meet up in different cities to sell their products at these "Liquidation Sales." Some of these people were on the road for months and even years traveling from state to state. Their bodies



One of Malcolm's many goal boards. A goal board is a tool used to get your vision, goals and ideas out. This board can be as large as you need it to be. Use your board as a tool to stay focused and on track. When creating your goals make sure you start off by writing every idea and goal out. Write it out so it's out of your head. That's the first step to bringing it to reality.

were broken down from the years of eating unhealthy, fast foods and they all had back problems from driving and working long hours on their feet. Most were men but there were women entrepreneurs as well. They all loved the chase and the thrill of the money. I would guess most were in their late 40's. I looked at them but I didn't see that for my future. I was around 25 years-old and knew I had to find a better way to live. Time seems to move fast when you're on the road and I had seen how these people had become slaves to their own businesses. I was tired of Milwaukee and I hated the cold weather. I was on the road for so long that Milwaukee was only a base for me. I knew in my heart that it was time to go. I had numerous employees that I had working on the road for me and the business was growing.

Remember my good friend, DeVon from Chapter Five? One day he was talking with me about choices. At the time DeVon was a record executive. 3D entertainment was the name of his record company and he was the head engineer at a million dollar recording studio that was located on the south side of Milwaukee. DeVon recorded some of the hottest hip-hop and R&B artists at the time. He was locally respected and nationally known. He was explaining to me the difference between a liability or asset and how this way of thinking was critical in life. He went on to say how success is based on two principles. Liability; something that is not reliable or accountable. It brings no value and only takes value away. Or a an asset; a useful or valuable thing, person, or quality. I didn't quite understand what that had to do with success or even life.

He described how one has to be careful not to invest in people or things that can be a liability in life. We must always question the people around us making sure that these people are not takers and power suckers. In life it's all about balance and we all must give and take evenly. Everyone has to have a purpose other than taking. If a person or object is a liability than it must be removed immediately because it will continue to cost you time and money. I asked him how can a thing be a liability? He said think of it like a vehicle you bought for your business to travel in and make deliveries. You just paid \$2500.00 for it, drove it off the lot and a day later you had a flat tire and spent \$500 for towing and new tire. On your way to go to make a delivery the van overheats and you have to get a new radiator. I costs you \$1500.00 in parts and labor. The customer is mad because you're late with their order and to make them happy you give them a 20-percent discount on the order. This van keeps costing you money and wasted time. DeVon says this is how people and things can be liabilities in your life.

He went on to describe how to look at an asset. An asset will bring you value. Take that same van for example. Let's say you spent \$5000.00 instead of \$2500.00. Double the cash, so it took you months to save up, but it's a better van. Bigger motor, great suspension and even has a warranty. You pull off the lot spending more money but knowing it will make you more money. You look at an asset as an investment that will raise your value or productivity and save you time and money.

After that conversation I started to look at things differently. At the time my business was growing and I found myself stressed out with problem employees. I had created a monster in my company. I had hired a lot of employees that were friends and family members. People would come up to me and ask for a job. I felt obligated to help most times after hearing a sad story even though they didn't even have the experience to do the work. I immediately started losing money from wasted stock and even theft. I could remember feeling stuck. I wanted to help these people but they were killing my business. They were becoming major liabilities. Days had passed since DeVon and I had this conversation but I started making changes. I made two lists - one was liabilities and the other was assets - and I put each employees name and would think about if this individual was a giver or taker. The question was so simple that it made it apparent about who had to go. I was no longer stuck with guilt and I was astonished with this way of thinking.

This simple process helped me understand how I had the power to adjust any situation in my life. It has been a consistent tool that I use in every part of my life. Before I make any decisions about people that want to work with me I always ask myself if this person is going to be an asset or liability? Before I decide to undertake a new business deal with a company I ask myself is this deal going to be an asset to my growth or a liability? Being able to see things from this perspective has helped me stay on my road to success.

Only invest in assets because they will always gain value. I'm always purchasing new equipment for my companies and I use this way of thinking. Most people look at how much a product or piece of equipment costs. I look at how much money I can make off the investment. Now it makes me think twice when I see someone who is living beyond their means buying homes and cars that they can't afford to sustain. Most people would look at them as someone that is successful. Being able to tell the difference between these two principles has helped me to not get caught up on the bling and focus on objectives that will help me produce long term success and not short term distractions. True success is having the freedom to be financially free.

Ten Steps I Use to Fulfill My Goals and Objectives

1. Be clear, know what you want
2. Pre-Plan your goals and expect them to happen
3. Write down your goals
4. Take action
5. Be prepared and grind
6. Have valor and vision
7. Study
8. Keep distractions away
9. Growth
10. Succeed

Be clear, know what you want

Success is created by the thoughts you most think about. When thinking about your goals ask yourself the question “What do I want?” The universe works in non-congruent ways. If you’re not precise on what you expect you never know what your success looks like. I can pass you by and you wouldn’t even know it.

Pre-plan your goals and expect them to happen

Pre-planning is not only writing your goals out, it’s visualizing the end result. You have to expect that your goal will be accomplished. It’s not enough to plan it, you must believe in it. Create ways that help you believe deeper in your capabilities. One of the ways that you do this is to stay away from negative people. Stay around productive, positive people. When doubt approaches these people will be your support system helping you reinforce your values.

Write or draw out your goals

Write down your goals with as much detail as possible. Let your mind dream big. I’m an artist so I also draw out my goals. This creative process is amazing. It helps you fully visualize what you want.

Take action

This is sometimes the hardest part. You must make a commitment to yourself to keep moving. Stop over thinking. It will never be the right time. “You don’t have to see the whole staircase. Just take the first step” - Dr. Martin Luther King, Jr.

Be prepared and grind

Always be prepared. Preparation is the key to making profits. Hard work beats talent especially if talent doesn’t apply hard work. Take no short cuts. Outwork the competition. Do what others won’t do and make no excuses. Work hard. Keep grinding, pushing yourself towards your success.

Have vision and valor

Vision to look past your current situations. Valor to step out in honorable faith and bring the vision to life.

Study

Listen and watch self improvement materials that will help you stay focused and motivated. Study high achievers that have had similar obstacles in life. Study how they have endured the hard times and how they became successful. Successful people leave clues to their success just got to know what to look for. Try to find a coach or mentor ASAP.

Keep distractions away

Distraction is the process of diverting the attention of an individual or group from the desired area of focus. Distractions come from both external and internal sources. External distractions include factors such as visual triggers, social interactions, music, text messages, and phone calls. There are also internal distractions such as hunger, fatigue, illness, anxiety, and daydreaming. Both external and internal distractions contribute to the loss of focus.

Growth

Growth is the only way to measure your success. You must always spend time analyzing your journey. Stop and ask yourself frequently “Am I growing.” I make it a habit to ask myself weekly, monthly and yearly.

Succeed

Success can be overwhelming at times. Most people look at what society tells us what success is. Find out what success means to you. Visualize your successful lifestyle.

Ten Biggest Causes of Failure

1. Lack of definite purpose, goal, or vision
2. Lack of ambition to move past mediocrity
3. A negative mental attitude
4. Lack of self-discipline
5. Lack of a creative imagination
6. The use of race, sex, or circumstances as an excuse
7. Lack of faith in one's dream
8. Ill health
9. Lack of persistence in carrying through to finish that which you start
10. The desire to cheat the process and get something for nothing

APPENDIX

The Adinkra symbols are believed to have their origin from Gyaman, a former kingdom in today's Côte D'Ivoire.¹

The Adinkra symbols express various themes that relate to the history, beliefs and philosophy of the Asante. They mostly have rich proverbial meaning since proverbs play an important role in the Asante culture. The use of Proverbs is considered as a mark of wisdom.

The Adinkra symbols continue to change as new influences impact on Ghanaian culture as some of the symbols now record specific technological developments.

On the following page is a table displaying the Adinkra symbols used to identify chapter concepts in this book. They have been arranged by names in Twi, literal translation in English and significance.

¹ ADINKRA - Cultural Symbols of the Asante people, compiled by Valentina A. Tetteh, NCC, St. Lawrence University, www.stlawu.edu/gallery/education/f/09textiles/adinkra_symbols.pdf

	Symbol Name	Literal Meaning	Symbol Meaning
Chapter 1	Hye Wonnye	That which cannot be burnt	Imperishability, Endless
Chapter 2	Sesa woruban	Change your life	Transformation
Chapter 3	Nkyinkyim	Zigzag, Twisting	Adaptability, Toughness
Chapter 4	Nssa	Woven cloth, Blanket	Excellence, Authority
Chapter 5	Boa me na me boa wo	Help me to help you	Cooperation, Interdependence
Chapter 6	Tabon	Paddle	Courage
Chapter 7	Akoben	War Horn	Readiness, Preparation
Chapter 8	Ohene aniwa	King's Eye	Consistency, Vigilance
Chapter 9	Okuafu Pa	Good Farmer	Entrepreneurship
Chapter 10	Nea ope se obedi bene	He who wants to be king	Leadership