

IF YOU ARE
SINKING
BECOME A SUBMARINE
Winning Through Wisdom and Creativity

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INTRODUCTION

In the world of power, there are broadly two kinds of people — those for whom only ends matter, and those for whom means are as important as the ends. For the sake of simplicity, let us name the first type as Vile and the second type as Naive. In the struggle for power, sometimes Naive wins, but more often it is Vile.

VILE'S PROFILE

Vile has lots of ambition but little conscience — he is free of moral constraints, free to act the way he pleases. He doesn't have a public image to live up to. His overriding concern, at all times, is to achieve his objective. All he is faithful to is

his ambition. He doesn't care much how his obsession for his objective makes him appear in the eyes of his fellow-men. He isn't sensitive or kind and for him life isn't a picnic. It is sycophancy, it is intrigue and it is war. He often toadies up to the more powerful and is arrogant with those who don't matter in his scheme of things. He believes in self-praise and encourages others to praise him.

He makes problems, that he has already solved, look more difficult than they actually were. He thrusts the part of the problem, that cannot be solved, on others. He changes his strategies to prevent other people from recognising them. He shifts his position and traverses indirect routes to keep others from anticipating him. As I said, he is only faithful to his objective; thus he is formless. His form is determined by his objective. As his objective changes, so does his form. If he feels he can be victorious, he will arise. If he feels he will be defeated, he will desist. He has no principles, no scruples. He finds it safer to be heartless than mindless. He works without a conscience. He is true only to his objective and that is his source of strength.

In fact, there are two types of Viles — the first type is the schemer. His path is circuitous. He poses to be what he is not. He is a wolf masquerading as the sheep. He is the friendly thief. Many of his victims never realise that they have been robbed. Some of them do, but only when it is too late.

The second type is the intimidator. He uses force to make Naive prostrate.

He believes what can't be solved through force needs more force. He belongs to the when-you've-got-them-by-the-balls-the-hearts-and-minds-will-follow school of thought. With time, he realises that Naive prefers to avoid a confrontation. This emboldens him and bolsters his confidence. His confidence multiplies his success rate. Gradually, he acquires an awesome reputation. Then, he rides roughshod over others.

Over time, if Vile is gifted, he masters the art of manipulation as well as the art of intimidation so that even his victims begin to sing his praise. This is when he becomes Super Vile. He projects himself as righteous and fair. He understands what makes Naive tick. He believes in the principle of reciprocity, but not in the traditional give and take. He believes in give and take and take and take.

NAIVE'S PROFILE

He is overburdened by his socialisation in early years. He is kind and compassionate and wishes to be seen as such. He is modest about his achievements. Means as well as ends matter to him.

He is respectful to his superiors as well as to his subordinates. He knows what he will stand for and what he will oppose since his conscience tells him that. He doesn't initially understand Vile, his tactics and what makes him tick.

Over time, he understands Vile but condones his wrongs, thinking and believing (fallaciously) that Vile's *karma* will catch up with him. Providence will prevail. This is when he becomes Super Naive. He doesn't realise that in some circumstances, to be good is to guarantee the triumph of evil. He doesn't understand when to duck and when to fire. He even fails to realise that once in a while he has to pick up the hatchet for his own good and for the sake of the good. Very often, he doesn't even have a hatchet. This book is for him.

It explains the games played by Vile and provides remedies to cope with them.

It challenges Machiavelli's belief that a good man hasn't got a chance, and comes to ruin among the many who are not good. The following pages elucidate, through logical and researched explanations, how the path of goodness coupled with creativity and wisdom is the only way to an enduring victory.

The premises in the book are substantiated with real-life examples, which will serve as mnemonics to help the reader remember the underlying principles. These examples, anecdotes and quotes perform another important function. They set the stage for the reader. They serve as a preamble and bring the reader's awareness to the current level of thinking on the topic being discussed. The book then attempts to take them further.

The book offers unique insights into how to make your ship a submarine if it is sinking and how to build your castle with bricks that others have thrown at you. It also explains how wisdom helps one succeed, helps him sustain his success and build enduring bases of power. Cross cultural in context, its relevance extends beyond business — in fact, to all walks of life. In many ways, it is a book of *universal* and *abiding* solutions.

CHAPTER ONE

MANUFACTURING GOOD LUCK

I realised with awful force that no exercise of my own feeble wit and strength could save me from my enemies, and without the assistance of that High Power which interferes in the eternal sequence of causes and effects more often than we are prone to admit, I could never succeed.

— Winston Churchill

Jeremy Goldsmith's company had a lot of business but was short of cash. Potential partners, well aware of his weakness, were offering humiliating deals to save the company. Early in July 1957, this millionaire's game seemed up. He could not pay his bills and knew that he would now have to declare bankruptcy. On a

Monday morning he left his house to inform his bankers. Passing by a newspaper kiosk, he saw the miraculous headline BANK STRIKE screaming at him. This strike saved Goldsmith. It was the first such strike in two decades, and lasted more than a week. A week was time enough to negotiate the sale of the pharmaceutical business with his main competitor. The proceeds gave him a comfortable financial cushion, which he subsequently exploited to the most.

Even to take advantage of good luck, one has to work hard. If your sailboat is parked at the shore, how will you benefit from favourable winds? If you have not practised sailing, how would you adjust the sails when the wind blows in your favour? Chances are, if your senses have rusted due to disuse, you might not even be able to recognise the favourable wind. To be able to spot your lucky chance as well as to exploit it, you have to strive.

The right attitude is to wait for the universe to sing your song. Meanwhile, all the time, practise painstakingly on your keyboard. So that when the universe breaks into a song for you, you are ready to add your music to its lyric.

Hard work is desire, with its hands to the plough. It is a powerful magnet to universal energy. When the clouds see you sweat, they are tempted to rain.

Kindness is a strong catalyst to bring about good luck. Kindness is the fountainhead of many virtues. If we single-mindedly pursue kindness, several other virtues sprout out. If we are kind, we will be fair, polite, generous, loving

and empathetic. Uncalled-for harshness, arrogance and the inability to feel the impact of one's words on others augurs ill for man. Often these are the most important reasons for failure.

Humility is equally important. Humble people get more opportunities than the arrogant. And what is luck but opportunities? Why do humble people get more opportunities? Because people like their company and like to have such people accompany them. Also, an arrogant man is disrespectful to others. If you know a friend of yours is arrogant, wouldn't you be wary of hanging around him? Would you like him to accompany you at social get-togethers or would you prefer a humble friend's company?

- Dreams are big contributors to good luck. In fact, dreams are the software of good luck.
- Wisdom also bears luck. Wise behaviour avoids mindless wars and the consequent diversion of energy.
- Wise friends bring luck by giving you right advice, sensitising you to the tenor of the times as also through their enabling presence. Wisdom is a magnet to opportunities and personal growth. Wise well-wishers help you tread the path of opportunities.

Ancient wisdom suggests there are two laws that govern our destiny. It was Pythagoras who, for the first time, elucidated these two laws — the Law of

the Earth, and the Law of the Sky. Understanding these laws will also help you manufacture good luck.

What is the Law of the Earth? It is akin to the law of gravitation. It pulls you down as you strive to rise. It has its own uses. Through its constant opposition to man's will to rise, it strengthens the will power.

What is the Law of the Sky? This is akin to levitation. It pulls you up. Till the time one is banking solely on his efforts, he operates within the sphere of the influence of the Law of the Earth. Once, he recognises the existence of the Law of the Sky and falls within its purview, the results of his efforts grow manifold. Once he falls within the purview of the Law of the sky, he starts *falling* upwards. For this law to be able to pull you up and help you grow, you need the following:

- You have to be open to the possibility of its existence. Just because science has not proved its existence doesn't mean it does not exist. Newton may have discovered the Law of Gravitation just three centuries ago, but it was operational since the Big Bang, or perhaps earlier. Just because we don't have the instruments to measure the Law of the Sky, we cannot deny its existence. Instruments will come, but by then you will not be around. So, try to experience its buoyancy while you *are* and enjoy the ride.
- You need to be alive to your feminine polarity to experience it. When a man deeply falls in love with a woman, she acquaints him with the

woman within him. It is then that he recognises his feminine polarity, which is his latent, soft side. This law cannot be approached through masculine aggression. One needs feminine receptivity to experience it.

- Your equations with your loved ones should be in harmony, else the psyche stays troubled. And not only do you disturb this energy field, but also cannot perform up to your potential.
- You can't actively seek to experience this law. You have to passively wait for it to include you in its ambit.

Prayer also affects your fortune. Real prayer is not just an inventory of supplies to God; it is more relational than acquisitive. You position yourself with respect to God by praying to him; you align yourself with the universal force field.

Prayer changes you. Sometimes it also influences God. That is when miracles happen.

The power of prayer is indisputable. Prayer helps you get rid of your fears as you approach the supreme power through it. It also gives you hope. By helping you tackle your fears and raising hope, it prepares you for action. Also, frequently praying to God dampens your ego. Implicit in prayer is the surrender of your ego. The wall of 'I' that you have created between yourself and the universe crumbles eventually through this surrender. And when it does, there is an upsurge. The universe sings its song in you and a thousand things begin to happen.

Advice for Naive/Vile/the Ruler

- *Kindness is in our power, even when fondness is not.*

— Samuel Johnson

- *Once in a while, for good reason, you have the right to be angry, but you don't have the right to be cruel.*
- *Prayer is not an old woman's idle amusement. Properly understood and applied, it is the most potent instrument of action.*

— Mahatma Gandhi

CHAPTER TWO

POWER OF SHARING

A true master is not the one with the most students, but one who creates the most masters.

A true leader is not the one with the most followers, but one who creates the most leaders.

A true king is not the one with the most subjects, but the one who leads the most to royalty.

— Neale Donald Walsch

When one person teaches another there are two who learn. The master also learns.

— Zen saying

Whatever I shared is still mine, the rest I have lost.

— Gurjief

It's not what you gather, but what you scatter that tells what kind of life you have lived.

— Helen Walton

If you want happiness for an hour – take a nap.

If you want happiness for a day – go fishing.

If you want happiness for a month – get married.

If you want happiness for a year – inherit a fortune.

If you want happiness for a lifetime – help others.

— Chinese proverb

Big people become big by making others big.

Small people become big by making others small.

— Ashok Kapoor

An important question is whether one should share what he knows and what he has with others. Some say if you share your wealth, it dwindles; if you share your wisdom and insights, you lose your uniqueness. It sounds logical, but it isn't real. Though, if you share with these logical apprehensions, it may come out to be so. So when you share with the spirit of helping others to develop and grow and as

a means to thank the Lord for the bounty he has given you, it is then, you experience the power of sharing. Because then, the universe shares with you.

All successful people would admit that chance has played a big role in their success or enlightenment. Chance is the currency through which the universe has shared its bounty with you. Is it worried that its wealth will reduce by sharing it with you? Is it looking for gratitude in return? It shares with you in the natural spirit of sharing. It shares to help you; to make you happy. This is how one must share. By sharing thus, you share as the universe has shared with you. This commonality brings you in the inner circle of the universe. Naturally as an inner-circle member, your share in the bounty of the universe increases.

In fact, you can't receive without giving. Yoga says one cannot inhale deeply unless one exhales strongly. This isn't just logic which applies to the process of respiration. It is almost a cosmic cyclical law that governs all our transactions. Wealth creators all over the world know money grows by circulation. This law governs not only the field of wealth but also that of ideas. In fact, the only rider here is that one can't share what he doesn't have. And to have, one needs to accumulate. So your accumulation and sharing should form a cycle — accumulate—share—accumulate and so on. Deep expiration will create the necessary space in your being to accommodate the largesse of the universe.

When sharing, also understand that some of your friends may find it difficult

to ask. To them you have to give without their asking, by sensing their needs, by keeping an arm around their shoulders, so they can ask. Also don't speak while giving. Because when you give, the ego wakes up. It might want you to tell the receiver what a big thing you are doing for him, or it might want you to ensure you get the beneficiary's long-term gratitude in return for what you are giving, or it might want you to tell him that few would share with him as you are doing. By keeping quiet while giving, you prevent the ego from spoiling it. You retain the grace in giving.

I have heard about a corn farmer in Canada, who won all the quality awards, year after year. Researchers, who went to study what was it that he did which differentiated him from the other contestants, were amazed by their findings. They found he shared all his best practices with his neighbouring farmers. When asked why he did so, he replied, "Because corn is a cross-pollination product. It is important that the pollen grain coming into my farm from the neighbouring fields be of good quality. It is for this reason that I share all my secrets with my neighbours. Moreover, once I have shared, I am empty and hungry for more learning. So I try to acquire more state-of-the-art knowledge. Thus, sharing helps me in my quest to keep ahead"

There is also a kind of sharing which immortalises you. When you share what life has taught you, you put your life into others. You make yourself immortal.

So share. By sharing, your wealth and uniqueness will not be a casualty. It will, on the contrary, be the biggest beneficiary.

CHAPTER THREE

LOVE AND DISCIPLINE GO HAND IN HAND

He who lives without discipline dies without honour.

— Icelandic proverb

This is not healing to the abuser, but damaging. For if the abuser finds that his abuse is acceptable, what has he learned? Yet if the abuser finds that his abuse will be accepted no more, what has he been allowed to discover?

Therefore, treating others with love does not necessarily mean allowing others to do as they wish...

Thus, in order to 'have' yourself as a man of peace, you may have to give up the idea of yourself as a man who never goes to war. History has called upon men for such decisions.

The same is true in the most individual and the most personal relationships. Life may more than once call upon you to prove who you are by demonstrating an aspect of who you are not.

— Neale Donald Walsch

Have you ever wondered why Jesus Christ, a true man of love, chased out the moneychangers from a temple with a whip? Perhaps, because he knew love wouldn't work there. Or he felt the time for love was up. It was time for discipline.

So, how does one become capable of love as well as discipline? How does one know, in a particular situation, if it is love that's required or is it discipline that's necessary? And how does one know whether the response he chose was appropriate or not? Let me suggest the answer through an example.

Suppose a peon in my company comes to me for financial help to enable him to buy textbooks for his son. I give him the amount he seeks without any question. He goes away happy. Another peon comes with a similar request for financial help. This is what I tell him, "Handle your finances better. No help will be provided. Thank you and goodbye." Disappointed and dejected, he leaves my room, with tears in his eyes. But I am at peace with myself. Because I know that this peon is a drunkard and is careless with his money. My inner voice, therefore, does not protest when I summarily dismiss him.

Were I to behave in this manner with the first peon (a responsible colleague),

my inner voice would have protested against such unjustified behaviour. If you can train yourself to listen to this inner voice, you become capable of love as well as discipline. You also know which is the appropriate response in a given situation. When your inner voice does not protest, you know you are doing the right thing, be it loving or chastising.