

Be The  
**CEO** of  
Your  
**Life**

Third Edition

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**BE  
THE CEO  
OF  
YOUR LIFE**  
*(3rd Edition)*

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## Preface

It is important to understand ourselves as we go along in life. This statement may seem unreal, as we generally think we understand ourselves. Understanding of the self is best described by one of the greatest personalities of the last century, Mr. Jiddu Krishnamurti:

*“Understanding is action.”*

Therefore, if we think we have understood something but it has not translated into action, then it is not really understanding. This is the biggest issue today—everyone thinks they know everything, but there is no change in action. We think the same thoughts and continue with the same actions everyday.

Action will complete understanding, and in turn genuine control will be generated. This action of understanding is a process that takes time, seriousness and persistent effort. First, a threshold level of control needs to be built as a minimum point in order not to lose our real selves. Control in this sense implies means actions and reactions – for example, when someone abuses you, do you have the control of self to decide whether to feel bad or not? Remember that this is only the initial step,

but this book is only about this initial step, and how it will help make you the CEO of your life. The idea is to reach this threshold, which is the first step to start enjoying life, and create the right affluence for yourself.

Day to day life -walking down busy roads, going to the office, etc. - demands a certain maturity. The lack of which is pushing people into the random and chaotic behaviour we see today. Today, stress, anxiety and chaos are the order of the world, even as affluence is on the rise. This is all due to the lack of control in terms of not knowing what we want. The purpose of this book is to help you to clearly delineate what you should want and gather threshold control of your life.

Now what is CEO? This will be detailed further in the first chapter. But in a nutshell, we have taken the approach of “being the CEO”, since like in business world, everything is straight forward and pragmatic towards making money. We have taken a straight forward, objective and pragmatic approach towards making you happy. So we have used business world techniques to achieve the right balance, control, affluence and happiness. The nature of the language in this book is highly objective and reflective - there is no beating around the bush, which is the need of the hour.

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If you want to be the CEO of your life, you have to “cut the crap” and “come to point”. Just to make issues and solutions understandable, we have used simple examples and some background of the concepts.

Just like the famous statement of Jack Welsh:

“Shape up or ship out”

We have been straight forward and hard hitting. Life is actually more unforgiving than the business world, therefore the margin of error in here is much less. We have used lot of reflective techniques to highlight issues and create solutions. But we like to warn you that this book is not an entertainment session - we are talking about real problems and real solutions. We encourage you to read and implement the suggestions seriously and achieve true “victories” in all aspects of life.

Best of Luck, and we truly hope to contribute to your lives. Please do not start the chapters before reading “How to be the CEO”.

## Acknowledgement

We like to thank and give credit to people, incidents, situations and circumstances right from our childhood which inspired us to write this book. There have been many experiences, which led us to believe that there is a clear need gap in terms of clarity of living our lives.

We also like to thank our friends and family, who supported us while writing this book. Special thanks to our wives, who helped us collate and organize our material.

We also like to extend a vote of thanks to our publishers, Asian Publishing, who gave us the opportunity to take this material to millions of readers.

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## How to Be the CEO

As stated in the preface, the language of the book is objective and straight forward. The focus of the book is on major issues in life which prevent us from having required controls of our lives. But it is important to understand how the readers should digest the content of the book. A lot of discussion may seem trivial and objective—some of it may sound like the grandmother’s advice. But readers may also realize that most of the discussion is straight to the point and looking at success or failure in life. In business, there are no pretexts, no theories, no academics; it is all real money and profits.

Today, there are so many books on philosophy available in the market. There are all kinds of Gurus telling you how to lead your life and reach higher self. All those things are right in their own regard but the question you need to ask is has that knowledge changed your day to day life? We are in no way suggesting that all the philosophical and religious advice is not useful. But as you drive in traffic, walk down the street, conduct your business, is that knowledge helping you out? There is nothing academic about the majority of

problems; the pain of them is real. Therefore to settle real issues, we have real suggestions, and without much pretext. This book is not intended to support reaching a higher level or any spiritual state. But that does not mean that there is no higher self. May be once we learn to lead our day to day lives in the right manner, we will have paved the way to reach the higher self.

Enough material is already available on preaching a pretext like this, and that is right. We are showing the real mirror and real strategies to solve the problems. Self empowerment is the real solution in life, which the readers ought to attempt to achieve by the end of the book. Therefore while you go through the book, here are some suggestions which you should consider:

1. Kindly do not read the book with any pre-conceived notions. This is critical, otherwise you will judge this material and categorize it in your brain, which will have zero benefit for you.
2. Please read slowly and carefully. We could have made this book very lengthy by giving a lot of pretexts but we have deliberately kept only the important things.
3. Please do not try to skip any of the points as they will be inter connected later.

4. Even if you have heard or read something before, do not say “I already know that.” The important thing is that if you have implemented the suggestions in your life. The assimilation of the concepts is critical to get desired results.
5. To help drive proper results, there are action points at the end of each chapter. Kindly try these methods at least for some threshold time, maybe a month at least to get some results.

Now at the end of each chapter there will be two areas of action points. These will be called:

1. CEO Tactics
2. CEO Strategies

The CEO Tactics are for the day to day problems and issues. It is your day to day empowerment to improve the quality of your life and be at peace. These techniques will help day to day empowerment and nourishment to the mind. Some of these techniques might sound obvious but implementation is the key here. Therefore, religiously try them out for 15 days to see the change.

The CEO Strategies are the long term initiatives. These are the methods which will actually empower you in all times to

come. Following these initiatives will be a difficult exercise since on a day to day basis; they may not yield tangible results. But these techniques will build the right decision making muscles in your mind, which is the true surrogate of how much empowerment you have gained. So come what may, try to follow these suggestions for at least six months in your life.

**CHAPTER**  
**1**  
**BEING THE CEO**

# Being The CEO

The CEO is the Chief Executive Officer, the head of an organization. All the functions in the firm report to the CEO from Marketing and Sales, to Human Resources and so on. The CEO is responsible for everything in the firm, and most importantly business objectives like profits. One of the biggest jobs the CEO does is to balance the organization and preserve its good health. The overall good health of the firm is generally measured in terms of profits and finances in business parlors.

Being the CEO of life may mean a lot of things, but let's clarify what it means for this book. Being the CEO here means to develop and maintain a threshold control over our mental faculties. Now the question which may come in your mind is why "threshold control", why not "complete control". The reason is simple, if you have complete control you will be like Buddha or Jesus, which is very difficult to achieve by reading this, or for that matter any book. Here "threshold" means a minimum control which helps to make an impact. And that threshold control will enable you to balance the activities and navigate the course of action of your life. This is what will make you the CEO of your life.

But is there a suggestion here that we don't have threshold control over our mental faculties? And are we not able to balance our lives? The answer is yes, which is leading to increasing stress, frustration, sadness, depression and other evils taking over our lives permanently.

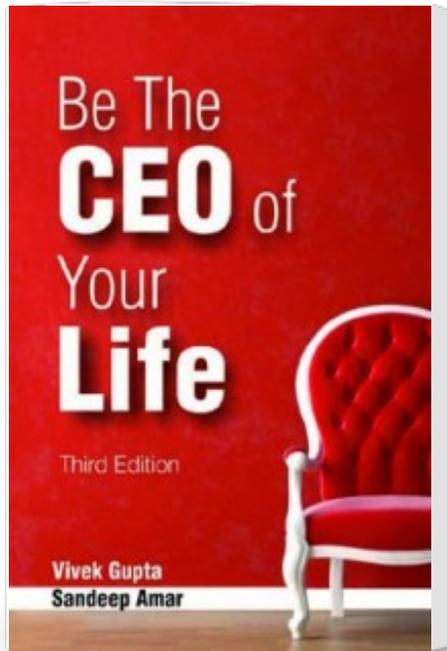
There are two reasons for this. The first is that we are weak as individuals and are not able to cope up to the pressures of societal conditioning. The second reason is mass communication and modern life create very high pressures on all of us. The second reason is more challenging than the first, as society today wants you to do more and more - there is competition at work, at home and at marketplace. The modern day requirements on each human being are more than a human being can handle. After all, how many things can one live up to? It starts with the traffic in the morning and ends with traffic in the night, with a lot more in the middle.

The challenges of modern life have also arrived in India since the economic boom. The high paying jobs, business opportunities, retails chains, malls and more have arrived here. Along with them have come the pressures of a fast and challenging lifestyle. There are peer pressures, newer societal success definitions and suddenly very high competition. Everyone wants to be rich overnight, have a three box car, the latest mobile phone and celebrate international holidays.

All these things must be had at any cost, otherwise there are complexes, insecurities, frustrations and feeling of being left behind. To have a balance today, we need more control over mental faculties than ever before. But our self control is going down, as we are aspiring to have everything at any cost. When we say "at any cost", we immediately lose control of our mental faculties.

Let's look at some examples of the same. A large majority of people today are living like zombies. The life has set patterns - morning office, evenings home and weekends at malls, parties or restaurants. People complain of

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