

VENTRAX BE TIME WISE JULY 2018 ISSUE



HOW TO LIVE A LIFE OF PURPOSE



Once you've found an approximation of your purpose, *some* kind of meaningful activity ... now it's time to live a life of deeper purpose.

There's no one way to do that ... but here are some ideas:

1. Start to cultivate a list of guiding principles. Gather them from books, from things that speak to you, from things you've learned over the years. These are not things you need to be hardened around, but values and ideas that seem to guide you well. Keep the list somewhere visible. Live by these principles as much as you can, adjusting your behaviour regularly if needed, tossing out or revising principles as you learn, not holding to them too tightly.

2. Keep your purpose front of mind. Every day, reflect on your purpose. How are you living it? How can you go deeper or expand with it? What one or two things can you do *today* to serve that purpose?

3. Set an intention with each task. If you're going to write an article, record a video, clean a church floor, or see a patient ... start that activity by setting an intention to serve the people you care deeply about with love, mindfulness, devotion, or whatever you want to bring to that activity. It helps to set the intention, because the activity becomes filled with purpose, instead of something not very meaningful.





4. Have regular reviews. It's one thing to have an intention, but it's another to actually live it. We forget, we get distracted, we fall into habitual patterns. To get us back on track, **it really helps to have regular reviews.** For example: have a 5-minute review at the end of the day — how did you do today? How can you

get better? Maybe write 1-2 sentences in a journal. Or just reflect on it. Do the same each week: plan out your week on Sundays (for example), but also review your past week.

5. Have people hold your purpose in their hearts. Find at least 1-2 other people (and ideally more) who will hold your purpose in their hearts. That means: you tell them about it, they care about you and what you're doing, and they'll ask you about it, maybe support your mission in some way. They'll challenge you if they feel you're not doing everything you can or living your best life. They'll share their mission with you. They'll be on the journey with you, because no one fulfills their deepest purpose alone.

6. Connect to your fulfilment. Reflect on the meaning you get from fulfilling your purpose. Don't just go through the motions — **feel it, deeply.** Feel the love you're offering (and receiving) as you push into this purpose. See the good you're doing for others. Live your life as love.

It's not something that happens overnight, and it's not always simple to live a life of purpose. But putting these ideas into practice, you'll feel a greater sense of meaning in your life.

IMPROVE COMMUNICATION



Be cognizant of how you're interacting with employees. Team members and upper management should focus on their communication methods and the effects they have on the office environment.

Employees are motivated and feel valued when **they're given positive reinforcement** and shown how **their work contributes to the success of the business**. This means offering employees specific feedback on how their work is feeding into the broader business objectives.

But employees shouldn't be the only ones being evaluated. *Managers should be open to feedback as well.* When you involve your staff in decision-making in an effort to create a better work environment, *they feel valued.* Don't be afraid to ask employees for their opinion on a new benefit offered, or what they think of a new client project.

EMPLOYEE RECOGNITION

While you're working on communication, don't forget to *show gratitude for hard work..... Effective employee recognition can transform and elevate an organization.* It ignites enthusiasm, increases innovation, builds trust and drives bottom-line results. Even a simple 'thank you' after an employee goes above and beyond on a project, or puts in a series of late nights, goes a long way.

HOW FAKING YOUR EMOTIONS AT WORK CAN BE DAMAGING



Emotional labour is a feature of nearly all occupations in which we interact with people, whether we work in a customer-facing role or not. The chances are, wherever you work, you spend a fair portion of your working day doing it.

When research into emotional labour first began, it focused on the service industry with the underlying presumption that the more client or customer interaction you had, the more emotional labour was needed. However, more recently psychologists have expanded their focus to other professions and found burnout can relate more closely to how employees manage their emotions during interactions, rather than the volume of interactions themselves.

Perhaps this morning you turned to a colleague to convey interest in what they said, or had to work hard not to rise to criticism. It may have been that biting your lip rather than expressing feeling hurt was particularly demanding of your inner resource.

But in some cases maintaining the façade can become too much, and the toll is cumulative.

Across the globe, employees in many professions are expected to embrace a work culture that requires the outward display of particular emotions – these can include ambition, aggression and a hunger for success.

The way we handle emotional labour can be categorised in two ways – surface acting and deep acting.

How we cope with high levels of emotional labour likely has its origins in childhood experience, which shapes the attitudes we develop about ourselves, others and the world.

Unhelpful attitudes such as ‘I’m not good enough’ may lead to thinking patterns in the workplace such as ‘No-one else is working as hard as I seem to be’ or ‘I must do a perfect job”, and can initiate and maintain high levels of workplace anxiety too.



Workers are often expected to provide good service to people expressing anger or anxiety – and may have to do this while feeling frustrated, worried or offended themselves. This continuous regulation of their own emotional expression can result in a reduced sense of self-worth and feeling disconnected from others.

The way we handle emotional labour can be categorised in two ways – surface acting and deep acting – and that the option we choose can affect the toll it takes on us.



Take the example of a particularly tough phone call. If you are surface acting you respond to the caller by altering your outward expression, saying the appropriate things, listening while keeping your actual feelings entirely intact. With deep acting you make a deliberate effort to change your real feelings to tap in to what the person is saying – you may not agree with

the manner of it but appreciate the aim. Both could be thought of as just being polite but the latter approach – trying to emotionally connect with another person’s point of view – is associated with a lower risk of burnout.

Remaining true to your feelings appears to be the key – numerous studies show those who report regularly having to display emotions at work that conflict with their own feelings are more likely to experience emotional exhaustion.

Of course, everybody needs to be professional at work and handling difficult clients and colleagues is often just part of the job. But what's clear is that putting yourself in their shoes and trying to understand their position is ultimately of greater benefit to your own well-being than voicing sentiments that, deep down, you don't believe.

There are steps individuals and organisations can take to prevent burnout.



Limiting overtime, taking regular breaks and tackling conflict with colleagues through the right channels early on can help staying healthy and having a fulfilling life outside work. A “climate of authenticity” at work can be beneficial.

Organisations which allow people to take a break from high levels of emotional regulation and acknowledge their true feelings with understanding and non-judgemental colleagues behind the scenes tend to fare better in the face of these demands.

Such a climate can also foster better empathy, by allowing workers to maintain emotional separation from those with whom they must interact.



Where it is possible, workers should be truly empathetic, be aware of the impact the interaction is having on them and try to communicate in an authentic way. This can protect you from communicating in a disingenuous manner and then feeling exhausted by your efforts and resentful of having to fake it.

**SELF IMPROVEMENT SEMINAR
AUGUST 2018**

Topic

"Boost Your Emotional Intelligence"

Date/Time

1st August 2018/6pm – 8pm

Venue

***Ventrax Management Sdn Bhd
No. 37 & 39 Jalan TPP5/17
Taman Perindustrian Puchong
47160 Puchong
Selangor Darul Ehsan***



Topic

Breaking Bad Habits – Overcoming Negative Behaviours

Date/Time

29th August 2018/6pm – 8pm

Venue

***Ventrax Management Sdn Bhd
No. 37 & 39 Jalan TPP5/17
Taman Perindustrian Puchong
47160 Puchong
Selangor Darul Ehsan***



Timely Inspiration

2000 years ago, mankind knew nothing of the brain. The Greeks believed that the mind was not part of the human body, whereas, Aristotle strongly felt that the centre of memory and sensation is located in the heart. In the 1930's and 1940's, we still believed that the brain was like a simple machine, very much like the first computers.



But what we do not realise is that each brain contains 10,000,000 brain cells and that at any one given moment, there are between 100,000 and 1,000,000 chemical reactions taking place in our brain. The unfortunate part, however, is that the complexity of the world's entire telephone system can be stored in one brain cell, the size of an ordinary garden pea. Yet, we use less than 1% of our brain.

The average human being only uses 15% of their brain's potential. If we were to compare the brain to the most sophisticated computer that is the Cray computer; in weight the computer weighs 7 tons, whereas our brain only weights about 3 pounds. If we were to measure the wiring required in the computer, the Cray computer needs approximately 60,000 miles of wires. The brain however has about 200,000 miles of veins. What would take the Cray computer to calculate in 400,000,000 calculations per second for one hundred years would only take the human brain 20,000,000,000 per second in 1 minute. Lastly, as with all computers, the Cray computer does have its limitations, but on the other hand, the human brain has unlimited potential. But the question is, if our human brain is so powerful, than why are we not using it to its potential?

Always bear in mind that the brain is full of "rivers". Your thoughts and ideas are unlimited. But what you need to do is to have an open mind that is free to accept new ideas and expand on them. As Charles Darwin in 1857 rightfully said "survival depends on the ability to change" but the change that is crucial here is to change our thinking. We need to think with a broader mind and not to close our mind to more training and education.

Statistics have shown that the top 10% of British companies spend 80% of their time and money on training. When we looked at the companies in the Fortune 500, the top 5 computer companies spend over a billion dollars on their employee's education. So, this goes to show that with constant education and training, people will improve in their work and thus, contribute to the growing success of the company.

(Extracts from "How long can you wait for results")

A GUIDE TO A LIFE OF PURPOSE



Two big reasons it's important to have some kind of purpose bigger than yourself:

You need a deep reason: If you don't have a deeper reason for doing the training, you'll just give up when things get hard. And when things get hard, that's when things get really good. That's when ***true change happens***.

You need to get out of your closed-in world: Much of the time, we're very concerned about ourselves. About how we look, about what people think about us, about whether we're being treated right, about why they have to be like that to us, whether we'll get what we want, about whether we're good enough. Our self-concern is natural, but it ***closes us in to a very small world of self-concern that makes us less happy, less content***.

Let's look at these a little closer. And then talk about how to find your deeper purpose, and beyond that, how to live a life of purpose.

A DEEPER REASON TO PUSH INTO DISCOMFORT

Imagine this: you decide to go into a weeklong meditation retreat, because it would be nice to be more mindful. Sounds really nice, right?

But then you get to the retreat, and after a brief intro, they have you sit and meditate. Then walk a bit, in silence, meditating as you walk. Then sitting in meditation. Repeat until you eat in silence. Go to bed early, because tomorrow you're going to meditate all day, speaking to no one. As you get to your room, you realize this is way harder than you thought when you fantasized about it.

You get through the second day, but again in your room, you start to think about escaping. You don't want to do this anymore. You don't really care about this meditation enough to keep doing it when your hips are sore, your back is tired, your mind is tired.

This is a key juncture: do you quit or do you keep training?

The truth is that if you can push into the discomfort, with love, and keep going ... it'll be an amazing breakthrough for you, ***an opening up of your habitual patterns***. It'll be a place of growth, of learning, of tremendous change.

This is the kind of training that you need to put yourself in if you want to grow. ***Not a meditation retreat, necessarily, but any kind of practice that makes you want to retreat***. It doesn't have to be hardcore, just something that causes you to be uncomfortable, ***that causes your old habitual patterns to come up***.

At this point, if you have something you care about — a group of people you really love, who you want to serve — you can stay in this place of discomfort and growth.

If you don't, you'll probably run. Because why put yourself through that? **You need the deeper reason.**

**BECOME THE CREATIVE YOU'VE ALWAYS WANTED TO BE BY
EMBRACING THESE SEVEN HABITS**



The most commonly held belief about creativity is that it's elusive, esoteric and unique only to the anointed few.

The ancient Greeks believed that creativity was a divine attendant spirit that came to human beings from some distant and unknowable source, for distant and unknowable reasons. They called these spirits daemons. The Romans had a similar idea as well, but called the spirit a genius.

Centuries later, not much has changed. The only difference is that we no longer attribute creativity to divine spirits, but to special individuals. We think that it's only Beethoven, Picasso and Mozart who have creative genius.

Except that's not true.

Today, we deconstruct and analyze even the most elusive of processes. We come to understand that there are specific behaviors and mindsets which anyone can use to reach a desired result.

STEAL LIKE
AN ARTIST.

Here are the seven behaviors of highly creative people.

1. STEAL LIKE AN ARTIST

“What a good artist understands is that nothing comes from nowhere. All creative work builds on what came before. Nothing is completely original.”

One must realize that the idea and inspiration for a piece of work comes from many sources at once.

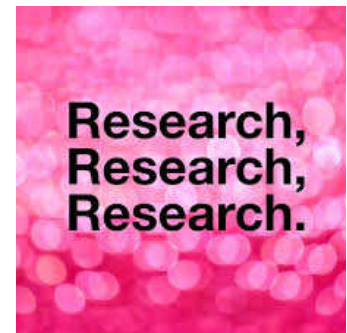
Every new idea is just a mashup or a remix of previous ideas. When people call something ‘original,’ nine out of ten times they just don’t know the references or the original sources involved.”

The good artist emulates the style of another as closely as he can. The great artist selects elements from others’ work and incorporates them into his own mix of influences. He does so tastefully, knowing that the right fusion will create something that is uniquely his, although not completely original.

So learn to steal like an artist—the entire world is up for grabs.

2. ALWAYS BE RESEARCHING

To find something worth stealing, one must look in the right places. Input facilitates output. There’s no getting around that. The quality of the information one consumes determines the quality of work one will produce. In a world where noise often drowns out the signal, finding the best ideas can often be difficult.



It’s not enough to just observe your surroundings. The creative actively seek out the best ideas from all places. They’re always researching.



3. ENTER NEW DOMAINS

As we gain more experience and expertise in our work, we become more entrenched in a particular way of viewing the world. It makes us more efficient as we eliminate part of the thinking process, but the downside is that we become less receptive to new ideas and less responsive to changes.

It's as Abraham Maslow observed: He that is good with a hammer tends to think everything is a nail.

That's a death sentence for any creative who hopes to do good work. It's also the surest way for a company to go out of business within the next few years.

Consider the ubiquity of Google today. Search engines had existed long before Google came along, but were limited in use. Google changed that when it adopted a new approach for returning results, choosing to focus on quality rather than popularity.

The inspiration for this change? Academic publishing.

In the academic world, one can easily determine the quality and relevance of a paper by how often it is cited. The best research papers rise to the top, while the more limited ones fade into obscurity. Original and creative solutions don't always come from reinventing the wheel. Rather, it comes from developing innovative applications, not imagine completely new concepts.

You can start by finding two completely different ideas and combining them.

4. BE MORE PROLIFIC

Thomas Edison was famous for being relentless in experimenting. The sheer quantity of his experiments would eventually result in him holding the record for having the most patents—over 1090 in his name. Picasso painted over 20,000 works. Most of these works never amounted to much. They were creations which the average man on the street

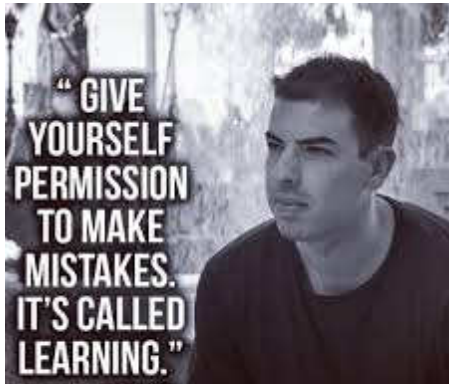


would never have taken a second look at. It turns out that ***none of us can accurately predict which ideas will hit and which will miss.***

The solution? Produce so much work that one piece will inevitably stick. If only one idea for every ten that you come up with is good, all it means is that you should be working on a hundred ideas to come up with ten good ones. The same goes for writing, composing, or painting.

It's widely assumed that there's a trade-off between quantity and quality—if you want to do better work, you have to do less of it—but this turns out to be false. ***Quantity breeds quality.*** The act of creating something, no matter how lousy, is practice for creating a better one.





5. GIVE YOURSELF PERMISSION TO MAKE MISTAKES

Creating more work sounds like a good idea in theory, but it's difficult in application. The single and most important reason is that we don't give ourselves permission to make mistakes.

The problem is that we've been trained to tie our self-worth to our accomplishments. If that's the case, who then, would willingly create a piece of work that would be used to judge him?

The way to creativity is to create a lot, and the way to create a lot is to give ourselves permission to suck. ***People will forget the mistakes and garbage we make but will remember our best works.***

6. EMBRACE CONSTRAINTS

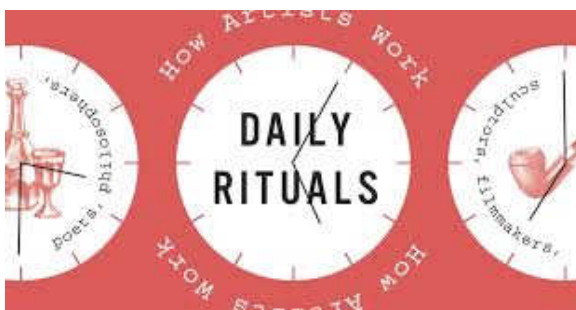
There are many barriers that can prevent us from creating a good piece of work. But the essence of creativity is making do with what we have. "Nothing is more paralyzing than the idea of infinite possibilities. The best way to get over creative block is to simply place some constraints on yourself.



Getting really good at creative work requires a lot of time and attention, and that means cutting a lot of fluff out of your life so that you have that extra time and attention. And, creativity in our work is often a matter of what we choose to leave out, rather than leave in—what is unspoken versus spoken, what isn't shown versus what is, etc.

Constraints are not the enemy. Many people understood that and went on to produce masterpieces because of constraints, not despite them.

Dr Seuss was challenged to write a children's book with only 50 words. The result was Green Eggs and Ham, which went on to sell over 200 million copies. Having constraints was so vital to fueling creativity that Dr Seuss would set his own limits to work with for his other books.



7. DEVELOP YOUR RITUAL

Creativity doesn't come easily. The process is frustrating. There's hardly a good barometer with which we can use to measure our progress. ***It's elusive.*** It's why we give ourselves a pass whenever we can't come up with good ideas or do any creative work.

But what does the architect, the lawyer, or the doctor do when they aren't inspired? They still get down to work.

It's essential then that we create a routine or ritual which we can rely on. Systems work, and prevent us from *falling victim to our mood*.


"Inspiration is for amateurs—the rest of us just show up and get to work. And the belief that things will grow out of the activity itself and that you will—through work—bump into other possibilities and kick open other doors that you would never have dreamt of if you were just sitting around looking for a great art idea. If you hang in there, you will get somewhere."

Creativity is a process. There's a system that one can apply methodically to generate good ideas. It's not an esoteric field that is the sole domain of the genius. But one must do the work, no matter how difficult.

Just remember—if you hang in there, you will get somewhere.

HOW BRANDING YOURSELF IS IMPORTANT FOR YOUR CAREER AND COMPANY

Are you "results-oriented?" Do you have a "proven track record?" Would you consider yourself a "problem solver?" According to LinkedIn, these are some of the most overused buzzwords on profiles across the popular professional social network.



A problem in today's saturated marketplace is finding your unique place as a professional. Whether you are a self-employed entrepreneur or an executive at a large corporation, **you are in charge of your own career**. A successful brand relies on its unique positioning in the marketplace. Likewise, a successful businessperson must understand **the importance of crafting a personal brand**. Your unique identity sets you apart from the competition and contributes to the overall success of your company.

We choose one product over another because it offers something special. The same is true for today's professionals. "In today's competitive marketplace, business professionals must perfect the art of what I call personal branding — developing a unique personal brand and actively promoting that brand to others. Personal branding is not only beneficial for your own career, it also benefits your company's brand image."

What does it mean to brand yourself?

Branding yourself means to develop a unique professional identity and coherent message that sets you apart from others either in your company or in your industry. If you are a CEO or an entrepreneur, you may say, 'I have enough on my plate by building and managing my company's brand, much less my own.' But branding yourself is just as important, if not more so. Think of business leaders like Steve Jobs and Oprah Winfrey. Their personal brand images are synonymous with their companies. **Regardless of your career status, you must commit to being the brand manager of your own personal brand.**



What is your unique selling proposition?

In branding yourself, **the goal is to differentiate from others but consistently within your message.** What specific characteristics and field-related expertise do you have that others may not? Try to develop a personal positioning statement. It should be a concise, one- to two-sentence statement that reflects your unique value as a business professional. Consider creating

a short tagline for yourself that captures who you are and what sets you apart.

What is your personal brand management strategy?

Once you have pinpointed your unique brand, you need to communicate it to others. Your goal is to actively promote and manage your personal brand. Branding yourself involves creating a unified message across all outlets. Consistency is crucial, especially in today's digital age. If someone were to search your name on the Web today, what would they find? Take control of your online brand image by creating a personal website outlining your achievements or by starting a blog that allows you to share your distinct industry-related ideas. Your personal brand management strategy should be proactive and should reflect your natural capabilities. For instance, if you excel at face-to-face communication, attend networking events and schedule coffee meetings.

How does branding yourself benefit your company?

In marketing, a phenomenon called the 'halo effect' suggests consumers make more favorable judgments of a particular product because of positive biases toward associated brands or people. For instance, consumers are biased toward brands endorsed by their favorite celebrities. The same is true for personal branding. If you develop a unique personal brand, your company gets included in the positive halo of your success. The connections that you make and the network that you develop can be transferred to your company.





How does branding yourself benefit your career?

You are the product and your employer is the customer. **Branding yourself allows you to market your skills to meet the customer's needs.** Regardless of the stage at which you are in your career, it is important **to stay marketable by creating a unique brand for yourself, separate from your identity within your company.** This gives you more **opportunities for mobility** both within and outside of your organization. As your personal brand awareness increases, you may be invited to speak at industry events, contribute to industry related stories, and so on not because of your status within a company, but because of your branded expertise within the wider industry.

reflections

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