

**ATTITUDE –THE DECIDING FACTOR OF SUCCES**

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**The Japanese have always loved fresh fish. But the water close to Japan has not held many fish for decades. So to feed the Japanese population, fishing boats got bigger and went further than ever. The further the fishermen went, the longer it took to bring the fish. If the return trip took more time, the fish were not fresh. To solve this problem, fish companies installed freezers on their boats. They would catch the fish and freeze them at sea. Freezers allowed the boats to go further and stay longer. However, the Japanese could taste the difference**

**between fresh and frozen fish. And they did not like the taste of frozen fish. The frozen fish brought a lower price. So, fishing companies installed fish tanks. They would catch the fish and stuff them in the tanks, fin to fin. After a little thrashing around, they were tired, dull, and lost their fresh-fish taste. The fishing industry faced an impending crisis! But today, they get fresh-tasting fish to Japan.**

How did they manage? To keep the fish tasting fresh, the Japanese fishing companies still put the fish in the tanks but with a small shark. The fish are challenged and hence are constantly on the move. The challenge they face keeps them alive and fresh!

Have you realized that some of us are also living in a pond but most of the time tired and dull? Basically in our lives, sharks are new challenges to keep us active. If you are steadily conquering challenges, you are happy. Your challenges keep you energized. Don't create success and revel in it in a state of inertia. You have the resources, skills and abilities to make a difference. Put a shark in your tank and see how far you can really go!

It is the weakness of the attitude which is directly responsible for bringing weakness in character and in turn your personality gets shaped accordingly. The shark put in the tank are not big enough to eat even a small fish but the weakness in the character which has been imbibed by the fish seeing a shark makes all the difference. It is the attitude which finally gets shaped permanently by a perceived fear which in reality is not there. Most of us are the victim of this phenomenon during our life time. Some of us analyse it and get out of it but most of us are fearful of even making an analysis of the same due to another perceived fear that the intensity may increase.

During this period of heavy recession when there are a number of job cut and even most of the cartoons in the newspaper volley around this job cut due to recession has created an everlasting fear amongst the service sector employees. It has adversely affected the production. There is no doubt that it is there but combined efforts of print and non print media has made it havoc and it is still spreading like an epidemic. The attitude has become that the organization has to cut short of human resources in order to control their operative costs. This scene was always there but previously for a shorter spawn of time by getting a bank loan it used to be minimized but now when the bank themselves being in very bad shape are not funding any more such organizations who are not profit making.

It was the attitude of the organizations to spend more than what they earned is the root cause of this debacle. The persons working in these organizations were so sure that nothing will go wrong and they did not develop any contingency plan to face such situations. They formed an attitude of easy going and comfortable zone situations. When you work for yourself or for some organization you should only love your work and not the organization. Once you will love your work you will try to give the maximum to the organization by updating yourself and in turn it will make you comfortable to do something else in an adverse situation. But it does not happen as

human being by its very nature always search for a comfortable zone and as soon as he achieves this comfortable zone he really becomes comfortable.

People who have made the history were those who were always eager to get out of their comfort zone. As soon as they reach their comfortable zone they immediately get out of it and move forward to search another and this process goes on for ever and ever. In order to be successful one must miss something in life. A person who has got his permanent comfort zone can never be a successful individual as he is satisfied with what he has.

Movement keeps us energetic and vibrant. Our movement is directly related to our attitude. A slow attitude results slow movement and an energetic attitude having an achievement motive results in fast, steady and calculated movement. Movement keeps us mentally as well as physically fit. You must have noticed individuals who work hard are physically fit as they feel that a physical recession will cost him enormous. We are born free, fly free and so are our thinking.

Glance through the successful individuals near you and you will be amazed to note that all were having a positive attitude about themselves and whatever they were doing they were getting the best output of their performance satisfying Newton's law of motion which states that for every action there is equal and opposite reaction. If you have a positive thinking to be successful no one will be able to propel you any other direction as you are committed to forward movement. Individual who inscribe their name in this world are those who were committed to their thinking and least bothered for their criticiser.

Doing something because you like the work and doing something with a positive attitude makes a lot of difference. The former is directly proportional to your interest and as soon as you loose the interest so will you loose the concentration in work but in latter case the attitude forces you not to desert the result till you achieve your target.