

by Steve Krummeck

know and love yourself

Have you noticed how some people (kids, teenagers and adults), regardless of their looks and appearance, magnetically draw success and others to them? You are sure to have reflected on the reasons and come to a conclusion as to why this phenomenon occurs.

The truth of the matter is that the reasons for this taking place are simple and yet complex. Each of these is a powerful determinant affecting the successes (in all aspects of our lives) that we enjoy throughout our lives.

To begin with answer the question, "Who am I?" by identifying your wants, needs, dreams, aspirations, passion and purpose. Think about what excites and ignites you and seek an understanding of your deepest values and beliefs. Consider the advantages to be gained by replacing limiting beliefs with more desirable, chosen beliefs, thus letting go of the past. This process will enable you to acknowledge and accept a much broader concept of who you are and what you wish to experience and manifest in your life.

In the mid-seventies I was in my early teens and used to play what is arguably the fastest sport in the world, ice-hockey. After a particularly exciting match, fellow team mates were revelling over

the successes of the game in the shower room and before long the subject shifted to girls. Being a group of teenagers, girls were at the forefront of our minds. At some stage during the conversation Joe (a fictitious name) blurted out the following; "If you don't love yourself (not in a conceited way), no-one is going to love you". That single statement changed my entire outlook regarding relationships, and to this day has an enormous and positive influence in most areas of my life. Keep in mind that to a large degree relationships (friends, family, spouse, work, political, between countries, etc.) are what make the world what it is today.

We are where we are today because we are meant to be there! Because of who we are, each of us has made certain choices, either consciously or unconsciously, which have placed us where we are in our lives at any given moment in time. Yes, there are a multitude of factors that do have an influence, some of which I will now discuss.

Ask yourself, who am I?

Truly getting to know and love yourself can be an immensely exciting and invigorating process. One of the first steps in this process is to ask yourself, "Who am I?" Answering this question will require time and deep reflective thinking. It's helpful to start a journal in which you record your reflections. Remember that the position (position at work) you hold in life does not define who you are. For instance, if you are a director of a large corporation, it isn't being a director or the prestige, power, money, possessions, political connections, and so on, that defines who you are.

Look in the mirror and write down everything that comes to mind as you look at yourself. Record the positives as well as the negatives, as acknowledging the negatives, embracing them and

moving past them is vital to truly knowing and loving yourself for all that you are at present. Let go of bad experiences that had a role in forming who you are today. Know that deep within yourself you are unique, whole and infinitely capable of being all that you aspire to be.

Remember that any negatives that you may see (physical or otherwise), may be purely because you or others have told you so, or through time you have come to believe it is so. I'll explore this further under the heading Values and Beliefs. At the end of the day, knowing and accepting who you are will result in loving yourself, leading to deeper, longer-lasting, quality relationships, better career choices and ultimately a more fulfilled life.

Your wants, needs, dreams, aspirations, passion and purpose in life

Few people, including highly successful politicians and corporate executives, make a conscious effort to identify their wants, needs, dreams, aspirations, passion and purpose, and what excites and ignites them. Even fewer take concrete steps to plan, embrace and incorporate these life-altering elements into their lives. More often than not, those that have a life plan (and vision) and carry it out are the ones who succeed in life.

Imagine for a moment your life with your wants, needs, dreams, aspirations, passion and purpose fulfilled – you are sure to truly know and love yourself, be fulfilled and enjoying immense success, be it tangible or intangible.

Therefore, the next step towards truly knowing and loving yourself, and securing your success (tangible or intangible), is to identify your wants, needs, dreams, aspirations, passion and purpose, as well as what excites and ignites you. Again, this will require intense personal exploration, including deep reflection, and it is valuable for you to journal what comes to the fore.

The third and vital step is to accompany the identified needs, dreams and so on with a plan to bring them about. The plan should incorporate clear, realistic goals and the necessary associated actions, with appropriate time frames. It is important to be realistic in the sense of assessing whether you believe this is achievable and if it is achievable within the time frame allocated. An extreme example of an unrealistic goal is a fisherman born in South Africa who wants to be the President of the United States. For a start, the United States does not permit people born outside of the US to run for US President.

This whole process will bring about a deeper understanding of who you are, what is important to you, where your life is going and how you'll get there. Therefore a strong, positive self-concept can be built up, resulting in an in-depth knowledge of who you truly are as well as a sense of your potential. During this process love and respect for yourself evolves, ensuring your success in every sphere of your life.



Values and beliefs

Your personal values and beliefs are two powerful internal drivers that have either a positive or a negative effect in propelling you towards or away from what you do on a daily basis. That is, they can prevent you from or move you toward knowing yourself, and enjoying rich, rewarding relationships as well as success.

Our values are what assist us in deciding whether what we have done is good or not. Just as important is the value we assign to ourselves, our self-worth. That is, do we value who we are and all that we bring to the world?

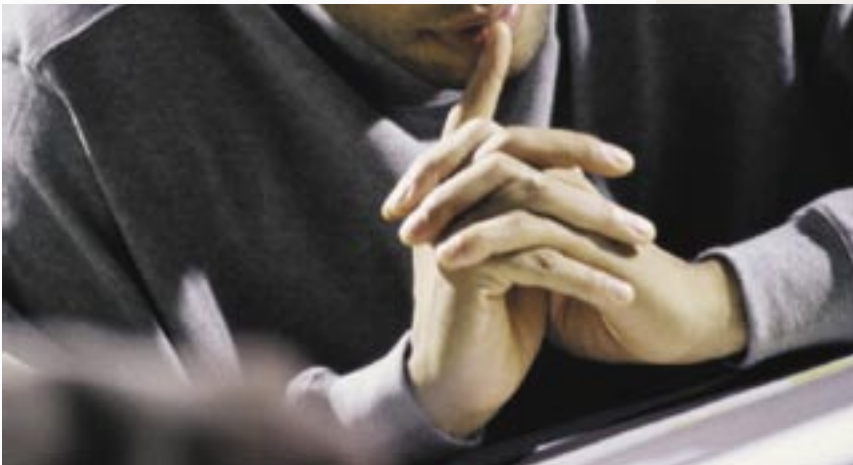
Beliefs that we have taken on through the generalisations we make about our life experiences direct our behaviour, which in turn creates our reality.

Clearly establishing what your value and belief systems are will give you an accurate idea of what is contributing to the success or failure in your relationships, career and life in general. Keep in mind that effective, healthy relationships (with yourself, others, G-d/universe) are essential in every aspect of your life. Again, the

most important one is with you, because every aspect of your life reflects where you stand in relation to your own self concept.

Some of the questions you may ask yourself in respect of your personal values are;

- ▶ Do I value myself?
- ▶ Do others value me?
- ▶ Through my unique self, do I bring value to the table?
- ▶ Do I believe in myself?
- ▶ Do I imagine I have to attain my value through external recognition? If so, how can I develop a sense of my internal value instead, so as to experience genuine confidence?



In answer to each of the foregoing questions ask yourself, why is it so and how can I change it for the better (if your answers were in the negative)?

- ▶ Are my values in conflict with the organisation I work for? If so, can I/should I change my value system to fall in line with the organisation? Or, should I leave the organisation and join one that has the same or a similar value set to mine?
- ▶ What are my core values?
- ▶ Which of my values are non-negotiable?
- ▶ Do I have a value set that can be applied by me to assist in determining what is either good or bad, both for me and my life in general?
- ▶ Do I value myself enough to expect and therefore attract healthy, rewarding relationships and success in my life? If not, how can I change this?
- ▶ Because of a lack of value for myself, do I sabotage my relationships and career prospects and resultant success in life? If so, how can I change this?

Some of the questions you may ask yourself in respect of your personal beliefs are;

- ▶ What limiting beliefs do I have? For instance, I don't deserve to succeed in life. I deserve to be treated badly in my relationships. I'll never lose weight. This is my lot in life. I can't do better and I have no control over my life or destiny. More importantly, ask yourself, how can I overcome my limiting beliefs, then decide to take action to overcome your limiting beliefs.
- ▶ What beliefs do you have or wish to acquire so that you can be propelled to new heights, succeed in all you do, have great relationships,

and generally have a phenomenal life? For instance, inculcate into your belief system, "I am a magnificent person and capable of achieving anything I set my mind to".

The crux of the matter is that you must strive to value and believe in yourself! Armed with a strong set of values and beliefs, you can achieve virtually anything you set your mind to. Limiting beliefs should be identified and overcome as they will hold you back and subconsciously sabotage every aspect of your life.

If you have a strong set of values, value yourself and acknowledge who you are, truly believe (and see it in your mind's eye) that you deserve great relationships and success, chances are you will magnetically attract these to yourself. This is one of the fundamental laws of the Universe. If you can dream it, you can see it in your mind and think the thoughts required to make it happen, then you will as a consequence, consciously and unconsciously take appropriate steps to bring your thoughts to fruition. Thoughts generate energy in the ether which brings about your chosen reality, both tangible and intangible.

Let go of the past – embrace today and the future

Bad experiences from the past are gone and cannot be changed. Today and tomorrow present opportunities for you to live the life you want. Build on the good and the positive from your past and present. The emotions you feel and thoughts you think on an ongoing basis are arguably the most powerful determinant of the kind of life you live and experience every moment of the day. Therefore it is crucial that you do not become preoccupied with the bad experiences and conditioning of the past. Such preoccupation will, in itself, exacerbate your situation, perpetuating unwanted behaviour, beliefs, value systems, relationships, and experiences in general.

One solution is to acknowledge the bad experiences from the past, let go of them, forgive those that hurt you, and release the control those experiences and or people had over you. The next step is to acknowledge yourself as a mature, rational adult, able and capable of crafting a new future for yourself. This is not a simple process and entails many techniques, some of which have already been covered in this article. However, one powerful means to create a new reality, now and in the future, is to change both your thoughts and emotions.

Every moment of the day the thoughts related to your daily activities should be constructive, positive, solution-orientated, optimistic, holistic, balanced, and filled with love, trust, faith, truth, harmony and expectations of prosperity. They should be in harmony with nature (which has an innate impetus towards

growth), the universe around you (which is constantly evolving), and G-d/the higher universal power (Creator of all that is). Strive to maintain in your thoughts pictures of health and goodness. Say, and feel "I am filled with the finest of emotions. Health, hope, peace, love, life, truth and plenty are mine". Practice this as frequently as possible during each day and you will soon internalise these, drawing quality relationships to yourself, enjoying greater success, and leading a more fulfilled life overall.

After all is said and done, two drivers determine the life you live; namely love or fear. Love is the positive driver, while fear is the negative driver. Live a life of love (positive driver) and your life will be filled with joy, happiness, plenty, inner happiness, great relationships, and fulfilment.

The positive/love thoughts and emotions alluded to earlier create purposeful energy and will change your reality for the better. Patience and trust are vital. That is, trust that your affirmations and accompanying undertakings will actualise your desires. Know that this may take time, sometimes even years. As the saying goes, "Rome was not built in a day". You cannot expect to create a new reality or a new you in a day. You will be tested. Events will take place that detract you from where you aspire to be. Faith and belief in yourself is of paramount importance. This faith and belief will be stronger should you have carried out all the preceding guidelines in this article.

Knowing yourself – being at one with yourself and universal wisdom

Embarking on a journey of self discovery and spiritual growth can lead to you knowing and loving yourself and reaching a higher level of consciousness where words of wisdom and messages come to you all the time, whether through books or magazines, a spiritual experience, the spoken word, or any number of other mediums. Keep in mind that every event and experience happens in our lives for a reason. It's what we do with the event, wisdom, or message that can and does propel us to higher levels of being. Becoming 'aware' and reflecting on life's messages opens your mind to the universal knowledge and power in the ether, thereby bringing you answers and guiding you to live in harmony with the universe/G-d and your true self.

It was this process that led me through years of personal growth and increased wisdom, often characterised by turbulent, trying, traumatic times. Having said this though, my journey has also been filled with joy, happiness, excitement, feelings of elation and peace, adventure, positive challenge, deep personal exploration, and a phenomenal personal relationship with myself, those around me, and the higher universal creator. Life is a journey and mine is far from complete! However, my deepest wish is that in some way I may be able, in one way or another, to positively influence those around me to realise their fullest possible potential, ultimately bringing about a better life for as many of my fellow men/women as possible.

In conclusion

When you know, love, and accept who you are, you will feel more complete and whole, thereby ensuring extraordinary relationships, unconsciously drawing others to you by virtue of your 'whole self' and charming 'presence'. According to the laws of nature, a consequence of this is tangible and intangible success. It is with all the foregoing in mind that you are encouraged to discover who you are, love yourself, reach out, and live life to the fullest.

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Steve Krummeck is the founder of The Right Coaching Company. Further details of his all empowering Transformation Coaching

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