

Wealth and your limitless potential

The difference between what we 'think' we want and what we 'believe' we deserve can often be the stumbling block in achieving our limitless potential, says TAMMY HAMAWI

Change now happens at such speed that we are urged to consider new ways; new ways of thinking, new priorities and better ways to accessing an abundance of opportunities we never had before.

History is filled with stories of winners. Through their darkest moments and most difficult situations they forged a life so wealthy, that Bill Gates himself would be proud to endorse.

These courageous ones know only one way; and that is to believe in one's own inner perfection/potential. The opportunities are then limitless.

Consider the options you would take if you were a young coloured boy, back in the 1930s and living in the deep South of the USA. Being regularly shooed away from white stores, white restaurants, white bathrooms, even white water fountains. On a long return bus trip from a debating contest, he and his teacher were told to stand so that white passengers could sit. In a downtown department store, an elderly woman once slapped him saying, "The little nigger stepped on my foot!"

That boy became a man and chose to 'believe' in equality, peace and his own potential. Armed with the teachings of his three main mentors: Gandhi, Henry Thoreau and the gospel, he chose to fight for what he believes through peaceful yet powerful actions. On April 4th 1968, He was shot dead, ending a life and beginning

a powerful legacy. He is Martin Luther King, Jr.

Have you heard of Ricardo Semler. President of Semco SA, and author of two books: *Maverick* and *The Seven-Day Weekend*? For nearly 25 years, Ricardo has let his employees set their own hours, wages, even choose their own IT. The result: increased productivity, long-term loyalty and phenomenal growth. He was born in 1959 in Sao Paulo, Brazil and, at age 21 and after threatening to leave his father's business due to clashes over management styles, he was given the reins. On his first day he fired 60 per cent of all his top managers.

In 1990, through Brazil's hyperinflation period, the Brazilian economy went into severe downturn and many companies declared bankruptcy. Semler and his loyal workers at Semco negotiated and agreed to wage cuts, management salaries were also cut by 40 per cent and employees were given the right to approve all expenses.

His firm's revenues grew from US\$35 million to US\$160 million in just six years.

Semco is now a US\$400 million business with additional minority interests in companies that add up to \$9 billion in market value.

He is a man after my own heart as my leadership style has always been about believing and investing most in the partnerships and relationships with the people around me. That is why my experience in the shipping industry is more than my job descrip-

tions, my income-ability, my gender or the titles.

What are you prepared to do now in order to have history tell its story about you in the way you believe you deserve? Be honest and take ownership.

Start this year with a wealth plan that you believe in. That you believe you deserve and you qualify clearly to yourself why you deserve this to happen. In all four corners of your life (financially, mentally, spiritually and physically) lies an opportunity for you to develop. List what you deserve financially and physically.

Add into that what you intend to learn more about and don't forget to also plan for adventures and experiences that will nourish your spirit. Plan how you will make this all happen and then - as Nike says - "Just do it".

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