

A PASSION FOR SUCCESS

BY **KAZUO INAMORI**

Practical, Inspirational, and Spiritual Insight From
Japan's Leading Entrepreneur

About the Author



- Dr. Kazuo Inamori born in Kagoshima, Japan in 1932
- Founder Kyocera International, KDDI Corporation and Nippon Iridium, Ltd
- Established the Inamori Foundation – a humanitarian organization which recognize outstanding contributions in sciences, technologies and the humanities.
- New CEO of Japan Airlines when it enters bankruptcy protection on January 19, 2010

What is **PASSION**?

□ **OBSESS**

□ **EXCITEMENT**

□ **ENTHUSIASM**

□ **STRONG FEELINGS**

SUCCEED IN

LIFE

BUSINESS



HOW TO SUCCEED IN LIFE

Write yourself a starring role in the drama called LIFE.

1. Ability
2. Ambition
3. Effort
4. Attitude



1. HOW TO SUCCEED IN LIFE : A FORMULA FOR SUCCESS

- ❑ The drama called life - Be a starring role.
- ❑ Learn from elders — Starting a journey of life on our own is like rowing a boat without a compass.
- ❑ Seek purpose in life — Earnest way VS Easy way
- ❑ See yourself as you are — Improved our self & learn from past mistake
- ❑ Succeed one step at a time — without effort, a great vision will remain just an unfulfilled dream
- ❑ Live by a formula for success —

RESULT OF LIFE = ABILITY + EFFORT + ATTITUDE

2. HOW TO SUCCEED IN LIFE : ABILITY

- ❑ **Admit what you cannot do** – Don't pretend you can do what you really can't. Admit what you cannot do and start from here.
- ❑ **Force yourself to excel** – “**Do extremely well**”, The greatest skill of all is the ability to overcome oneself
- ❑ **Overcome yourself** – Our ability to succeed throughout the long journey of life does not depend on intelligence alone.
- ❑ **Be Bold and Sensitive** - Struggle to develop ways of complementing your inborn tendency for either boldness (braveness) or sensitivity
- ❑ **Master your instinct** – As we born with both INSTINCT and INTELLECT ,we must learn to control instinct to develop your intellect and give you the ability to make the right decisions.

2. HOW TO SUCCEED IN LIFE : ABILITY

- ❑ **Focus your intellect (Brain Power)** — involve rational part in mind for reasons and judges.
- ❑ **Project your ability** — Plan to develop the necessary skills and abilities required to achieved goal.
- ❑ **Build your character** — Elevate mind and build righteous character within our self.

4. HOW TO SUCCEED IN LIFE :

EFFORT

- ❑ **Why work?** - work can provide a degree of spiritual satisfaction and may discover new meaning in life through our work.
- ❑ **Break through the wall** – Do not only make an effort with limitation, try till you get what you want. Do not GIVE UP.
- ❑ **Open a New era** - Accept fact that you start with nothing and develop desire to accomplish goal NO MATTER WHAT.
- ❑ **Love your job** – We might thinking about quitting our job now.
- ❑ **Concentrate on one thing** – Mastering one subject can bring tremendous understanding
- ❑ **Open your own path** - We can detect the true blessing in life only if we open it to them.

4. HOW TO SUCCEED IN LIFE :

EFFORT

- ❑ **Sound mind, Sound body** – Any decisions must not influence by any matters relating to your own health. Poor health may affect decision making.
- ❑ **Live a Contrite Life** - sincerely review ourself, questioning what are doing is right as a human being and try to exercise self-discipline
- ❑ **Let book expand your horizon** - Own & others experiences can provide a spiritual framework to succeed in life by reading.
- ❑ **Infuse your energy into others** - Find out how passionate ur subordinates about their job and fill your energy into them until they burn with passion
- ❑ **Live one earnest day at a time** – Work hard and try to improve things and maybe we will able to visualize tomorrow.

5. HOW TO SUCCEED IN LIFE :

ATTITUDE

- ❑ **Never lose hope** — We can never be completely free from torture and worry. But even in your worst moment, try not to lose your cheerfulness and hope for tomorrow.
- ❑ **Seek righteousness** — Heaven will not ignore sincere effort and true determination.
- ❑ **Avoid the easy way** — The easy way does not usually lead us to our goal.
- ❑ **Heaven or Hell?** — Business relationship can be heaven or hell, depend on whether we view them as win-lose or win-win opportunities of compounding strategy.
- ❑ **Trust from within** — Trust cant be sought outside of ourselves, we have to seek it from within. If not, how to build relationships with others you cant trust. (In business context)

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5. HOW TO SUCCEED IN LIFE :

ATTITUDE

- ❑ **See things as they are** – If we see things as they are and are willing to sacrifice ourselves, there is no real problem we cannot eventually overcome.
- ❑ **Attention to Detail** – Perceptions must be acute and detailed enough to penetrate to the core of any matter.
- ❑ **Believe on your unintentional mind** – The earnest repetition of task trains our unintentional minds to swiftly make correct decisions.
- ❑ **Make sense** – An inner compass can lead us to correct decision-making
- ❑ **Truths and principle** – We should always base our judgment and conduct on fundamental truths and principles.

HOW TO SUCCEED IN BUSINESS :

PASSION FOR SUCCESS

Passion for success — [seven essential principles of management.](#)

- ❑ **The drama called Enterprise** — The quality of a company reflects the passion for excellence that each member of the cast displays. While the roles may differ, each actor or actress is a professional in her or his own right.
- ❑ **Passion Leads to Success** — The key to success is your PASSION.
- ❑ **Passion with a pure mind** — Success depends on the purity of the desire that reaches our subconscious minds.
- ❑ **“Amoeba” Management** — divide company into small profit centers and support each others with buying the products from them.

1. HOW TO SUCCEED IN BUSINESS : PROFIT

A Person who can manage a great business is a person who can bring profit to the customer.

- ❑ **Don't chase profit; let it follow your efforts =**
"Maximize revenue and minimize expenses"
- ❑ **The purpose of business** — Ex : To provide opportunities for the material and intellectual growth to employees and through joint effort, contribute to the advancement of society and mankind.
- ❑ **Pursue profit fairly** — Gain the profit by hardworking to provide the quality services & products to customers demand.
- ❑ **The spirit of business** — Don't speculating on land price but do it by adding value in your products.
- ❑ **Make customers happy**

1. HOW TO SUCCEED IN BUSINESS :

PROFIT

- ❑ **Pricing is Management** — Price slightly below the market price to compete in marketplace. Sell as much as you can.
- ❑ **Market-set pricing** — Customer decide the price, thus we should minimize our cost.
- ❑ **Follow P&L Daily** — Manage operation accordingly.
- ❑ **An unselfish look at profit** - Paying the tax for the benefit of society, we should not selfishly hide profit from taxation to support the communities in which we operate.
- ❑ **Support our business** — Now matter how much we have to pay in taxes, we must never stop our efforts to raise our profitability.

1. HOW TO SUCCEED IN BUSINESS :

PROFIT

- ❑ **Set a visible goal** - A master plan must be shared with all employees and translated into goals that are passionately desired by all.
- ❑ **Wrestle in the center of the ring** - Act on challenges immediately and not to wait until you are pushed to the edge of deadline.
- ❑ **Put your company before yourself** - When faced with the choice of benefiting self or the group, it is the basic moral obligation of a leader “always and without any hesitation” to place the group interest a head of his or her own.
- ❑ **The Bull and the Bear** — Preparing for bad times during the good is the most basic rule of management – to survive during recession.

2. HOW TO SUCCEED IN BUSINESS :

AMBITION

- **Get fired up!** – Overwhelm others in your passions.
- **Never stop dreaming**
- **Think you can**
- **Is my motive virtuous?** If your motivation and methods are virtuous, you need not to worry much about the result
- **Set a higher goal**
- **Apply your gift** – Never monopolize your inherent talent, be humble and try to lead by your talent for the group.
- **Elevate your purpose** – Set your company to become number one in industry, then you will prepare for journey to reach goal.

3. HOW TO SUCCEED IN BUSINESS :

SINCERITY

- ❑ Use your hearts as the base
- ❑ Earn customers' respects
- ❑ Criteria for decision making – objective & not bias
- ❑ Be a humble leader
- ❑ **Big loves, little love** – Bring happiness to a great number of people, for the time we spend (Family VS Organization)
- ❑ Evaluate, assign , follow up
- ❑ Guide with great love
- ❑ Win trust by caring
- ❑ Communicate with all your heart
- ❑ Bridge the generation gap – Sincerity binds the listener to the speaker – speak from your heart.

4. HOW TO SUCCEED IN BUSINESS : STRENGTH

- ❑ Lead with courage
- ❑ Have the courage to sacrifice
- ❑ Set the moral example
- ❑ Do what you moralize
- ❑ Open your own future
- ❑ Prepare for challenge
- ❑ Be tough on yourself
- ❑ Dedicate yourself to business

5. HOW TO SUCCEED IN BUSINESS : INNOVATION

- ❑ Innovate constantly
- ❑ Leaders, be creative
- ❑ Simplify your thinking
- ❑ Burst with energy
- ❑ Raise your mental dimension
- ❑ Face difficulties Head-on
- ❑ Don't lose your base
- ❑ Reach for true creativity
- ❑ Trust on yourself

6. HOW TO SUCCEED IN BUSINESS :

OPTIMISM

- ❑ Always remain positive
- ❑ Begin with a vision
- ❑ Get high on your dream
- ❑ Remove any fear of failure
- ❑ Break free of common sense — Don't satisfied with the expected profit rate, Do expect further improvement for more profit.
- ❑ Develop a positive outlook
- ❑ Conceive optimistically — Starting new project with a dream and passion to achieve it.

7. HOW TO SUCCEED IN BUSINESS :

NEVER GIVE UP

- ❑ Try harder than anyone else
- ❑ Elevate your desire
- ❑ Pursue your endless possibilities
- ❑ Be a demanding taskmaster
- ❑ Deciding to withdraw
- ❑ A worthy task — Love to do it
- ❑ Strive for perfection
- ❑ Light your own way

END

