

Chapter that can either be stifled or

[Business](#), [Marketing](#)



Chapter 1 Desire The primary catalyst in creating any movement, forward or backward is DESIRE.

Earth is designed to host man; imagine with me for a moment, that we got to a point where man had no desire for the preservation of life, no desire to influence our environment, no desire to evolve beyond the current state, whatever that was. Imagine also that aliens existed. Earth could have been taken over or if not, remained as is or even destroyed, without man's desire for more in his heart. If you've watched any of the films in the Planet of the Apes series, (Kaye, 2014) then the bad ape's desire may have been fulfilled.

But thankfully, that has not been the case. Our Creator has given us an innate desire to be more and to do more, which distinguishes us from the rest of God's creation. Animals have a desire not to die and so they constantly play a game of 'hide and seek' – seeking their prey for food or hiding from their predators to avoid being food. Plants also have a desire to survive by growing in such a way as to reach their necessary nutrients, light and water. Back to man.

This desire to be and do more is fundamental to the perpetuation of humanity and is rooted, primarily, in finding fulfillment – fulfillment beyond the norm, having something greater than you to live for – a constant thought that can neither be stifled or given expression. If our goal is just to cover the paper with lines, the walls with crayola, make noise with any instrument or our voices, or kick a ball around in our yards, then maybe the animals will eventually take over! But if we desire to make an impact beyond our walls, are prepared to go those extra miles that take us out of our comfort zone and

are in it for the long haul, then we can rightfully expect to receive a commensurate extra reward of deep soul satisfaction and wealth. Consider Napoleon Hill's words, "The starting point of all achievement is DESIRE. Keep this constantly in mind. Weak desires bring weak results, just as a small amount of fire makes a small amount of heat" (Hill, 1937). Defining Desire The Oxford dictionary defines desire as a "strong feeling of wanting to have something or wishing for something to happen" (Oxford University Press, n.

d.). Wanting and wishing are however not enough to see your desires materializing. Desire is but the starting point of every decision we make.

As Thomas Hobbes asserted, "human desire is the fundamental motivation of all human actions" (Lin & Forrest, 2011). Before any improvement can start, we must first carry out some spirit, soul and body sanitation. This sanitation involves divorcing old habits and creating new ones, which must be gradual and manageable, that lead to our desired outcomes. A student desiring to create an enviable reading culture needs not begin with Shakespearean literature more reader-friendly books written in modern and maybe simpler English, within a realistic and specific timeframe.

These desires are just the foundational blocks of being more and doing more, these seeds planted to form the tree whose fruits you look forward to harvesting and are a good place to start in your pursuit of something greater. Your desire fuels your success – if you do not have the desire to achieve your goals, you are simply not going to achieve them. Building Desire You must have heard these two phrases: "you are what you eat" and "you are

what you think". The mind and the body are common denominators to all men, although what we choose to make of them greatly depends on you.

Our bodies are our houses on Earth while our minds help us review the past, process the present and plan the future; these two when managed properly can contribute to building your desires. The mind's capacity generally supersedes the maximum capacities of our physical and mental strengths. All creativity starts in the mind – a powerhouse of tremendous imagination that can stretch beyond any known boundaries.

However, your minds can also become an adversary in times of complacency – "an idle mind is the devil's workshop". Effort is required to harness the positive powers of our minds. The mind is typically not in alignment with what the body or brain can achieve. Principally, the mind governs our default actions and responses; therefore, it takes some attitude of positive 'rebelliousness' to sail that boat against the natural current of our minds.

Thus desire, which starts in the mind, can be regularly fueled and fired up to bring to reality a world our hearts know we can occupy. Chris Gardner, in the movie "The Pursuit of Happiness" saw his desire to succeed to fruition despite many setbacks (The Pursuit Of Happiness, 2006). The achievement of your desire is dependent on your commitment and willingness to make sacrifices. Your most dominant thoughts shown in your beliefs and attitudes become your greatest asset or liability in achieving your desires.

We are always moving in the direction of our thinking, which then determines our behavior (Waitley, 1985). As your desires line up with your thoughts, your life will move in the direction of fulfilling those desires. I want to briefly share my own experience with you. I desired to succeed in life despite being raised by a single parent. Life was not fair to my siblings and I growing up. Each new day merely carried on with yesterday's struggle.

In desperation, I begged just to put myself through school. Life was truly very difficult at that time. I hawked food on the dangerous city streets, worked as a laborer on unsafe construction sites and merchandised, disregarding personal comfort as these jobs were crucial to my family's survival. I never considered the value of these tasks and carried on pretty much a zombie, copying what others around me did, task and result-wise, until I listened to an eye-opening teaching on financial freedom. It had never occurred to me that saving part of the money from those jobs can bring relief when needed in the future. I felt embarrassed realizing my relationship with my immediate environment was so parasitic. This knowledge showed me a way out of this dark tunnel of poverty, making me work and save simultaneously – a habit that has made my current company one of the most sought-after real estate firms in Nigeria today (ref).

I see myself as a phoenix that rose out of the ashes. Many rich men and women today owe their wealth to their poor upbringing which in their cases, was turned out to be a blessing because as I am convinced, poverty laser-focused their desires to succeed. The Media and its Influence on Desires Before going any further, we need to be conscious that desire in the

21st century is dominantly induced by the intense persuasiveness of marketing and advertising which often causes confusion or misinterpretation of our core choices and desires in our minds. As such many tend to focus on its emotional meaning — a longing, a yearning or an attraction.

Rapidly evolving creative marketing strategies and the dominating advertising forms that appeal show how desire has become a perpetual tool deployed to dominate our conscious and subconscious. Commercials stimulate desires, which in turn usually stimulate the pursuit of money to acquire what was advertised, and such money pursuits without a wholesome root in a worthwhile goal can never satisfy. Partial satisfaction as promised by these adverts lead only to greed.

There is the tendency to buy a commodity while window shopping after being exposed to an overload of audio (-visual) commercials. If you successfully resist at the time, that product becomes of reduced significance especially if you are no longer exposed to those persuasive commercials. Suppose the craving is insistent even without the commercials, it might be a true 'desire' -only satisfied when met.

More than ever, true fulfillment is near impossible to have since the media focuses on making its audience want more, with our mindsets being reinforced to believe fulfillment comes from using or having what they say. A manufacturer or service provider deploys the tremendous visual inputs of media to stimulate the receptors in the part of your brain associated with pleasure and reward, sabotaging that which results from completing your daily tasks efficiently. Today's media use selective-retention techniques to

influence and control the final decisions of users, with commercials designed with extra-ordinary precision to leave their target audience with memories of their products or services even at times of highest resistance, thus masking a person's true desires. The Pivotal Role of Desire Everyone wants to have a lot of one thing or the other but wanting and desiring are two very different things.

Want is the less of a functional need, while desire is an endless longing. You may want to make more money but that differs from desiring to make money! Your want can be irrelevant but your desire is that psychological need you cannot forego because it manifests itself by creating a vacuum within you. I wanted to legally make money like most people do. Money became my principal desire at first especially when I realized I was allergic to poverty! But as I grew in knowledge, not just financially, I realized it had to be not just about the money. I realized money was just one of those things that could make me feel like an accomplished person. You can have all the money for all the universe cares but be devoid of fulfilment which only leads to frustration. When I concluded that fulfilment was key to my endeavors, I reset my thinking and buried my obsession for monetary wealth.

Too often I hear people say that they want to make more money – but this isn't their true desire. Their real desire is to have security, and more time on what they truly enjoy with less work-related stress in their lives. If you focus on your true desires, you will be more motivated and compelled to succeed. Nelson Mandela desired freedom of all black South Africans; Bill Gates desired a computer in every home; Warren Buffet desires to make money by

investing; if you want to improve your life, you should work to transform that want into a desire is so that you motivate yourself to success. Working with the Power of Desire is power to achieving goals. Around the world, we regularly hear stories of people surviving against near impossible odds. People in the ER are more likely to come out alive if they do not give up their desires to live. You can create and fuel the desire to achieve your goal by coming up with a solid why for that goal.

Lacking the desire to accomplish your goal most likely means you have chosen the wrong goal or you do not clearly understand why you want to achieve that goal. Getting married is a noble goal achievable by a stronger reason of having a family around you. Wanting to improve your health or lose weight just because you feel you need to, does not equate desiring to improve your health or lose weight.

Having a why of living a longer and healthier life gives you that real desire to improve your health just because of that definite why. Remember the example of the student with the new reading culture desire? How persistent that student is in achieving that desire is dependent on the expected output (a strong why) when this new habit is created. Hopefully you now see the difference between simply wanting and having a desire for something. You create your desires by simply looking at the goals you set and understanding how achieving those goals would significantly improve your life and/or the lives of those around you.

To get a better job, think about how having a better job would benefit you and those around you. If you're not clear on your desires, then this is a good

place to start. To succeed, to achieve your goals, to enjoy happiness and a better life, you must understand your true desire or why you want to achieve your goals. Personally, my true desire is a life-time of commitment to God and to humanity, to meet the physiological needs of people in as many ways as I can. Your Desires in Your Words Muhammad Ali, Nelson Mandela and Bill Gates always talked about their desires leading to those desires fulfilled. Your mental space – your beliefs, mindsets, attitudes and dispositions, and the words you speak need to be in complete agreement with your desires.

Having it otherwise is equivalent to planting a seed and then uprooting it and repeating that cycle, but wondering why your tree never materialized. Having the correct mental and vocal space may mean creating a list of positive statements in line with your goals, repeating them every day to yourself till your regular conversations and thoughts come into alignment with what your desires are, till you truly believe that those things you desire cannot but happen. Remember that sometimes you have to keep saying it till you believe it, till it is firmly rooted in your mind. A good tool I've seen used is visualization board with pictures that represent your dreams and desires which can only help reinforce those desires and spur you on in the direction of their fulfillment. To further your desires, look at the future and picture yourself in it – all desires met and possibly exceeded. Feed your desires by being consistent in your outlook and becoming more knowledgeable about what you want to achieve. Instead of baseless envy, seek to learn from those that have already achieved what you want. Make sure your environment constantly reminds you of the why behind your desires.

Enemies of Desires An underdog overcoming a more heavily favored and physically superior opponent can sometimes be traced back to those upcoming athletes having a greater desire to succeed than their more established competition. People either lose their desire to succeed, do not have the desire to succeed, or have the wrong reasons attached to their desires." I lost my desire, I'm not hungry anymore. I'm wealthy, my kids have money, I have nothing to fight for", said Mike Tyson after a recent defeat (Mosweu, 2006). His desire to fight was for financial security. On the other hand, Muhammad Ali continually desired to be the heavyweight champion of the world.

His desire was fame and he carried on fighting until his body could no longer supported his desire. People also often fail to achieve their desires because they have too many aspirations they juggle to achieve if possible at the same time, and eventually end up with many half and not-baked loaves instead. Make a note to self that it is ideal to focus on one desire, achieve it and then later spread your wings.

Due to circumstantial limitations, primary desires do not always actualize since simply desiring is not an exclusive determinant of succeeding. Where an individual's control over fulfilling their desires is fractional there will be the need for deliberately planned actions coupled with progressive output maintenance. What Next? Now that you have read this chapter, take some time to write down your goals and wants. Find a strong why for each one. Then go online or to your local library or to people who you think can

help with each one and create a strong reminder by pictures or words that remind you of your desires and your why's behind them.

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