

WHY I DO WHAT I DO, THE WAY I DO IT.

BY TAYO SOLAGBADE (The Spontaneous Coach™): Self-Development Speaker/Educator 2nd Mar '03

People sometimes ask me to tell them exactly what I am trying to do through my work on Self-Development (SD) Education in Nigeria.

I wrote this paper to answer questions like that. *Many Nigerians – young and not so young – do not know that they are basically responsible for most of what happens to them.* They've been brought up to believe that to get ahead in life, they need only seek the favour of those already "up there" – in government, power, authority, successful persons etc. Some are advised to get deeply religious and "pray ceaselessly" for a miracle to turn their lives around for the better.

In my opinion, both schools of thought are not wrong. It's just that those who accept them tend to think that's ALL they need to do. And so they neglect to do the most crucial thing necessary to achieve the success they so fervently desire. **THEY FAIL TO TAKE PERSONAL ACTION!** Too many people think all they need to do is DESIRE success and express that desire to anyone they believe can help them, who will then help them! Maybe it happens that way at times, but it won't be often!

My objective is to show people how they can apply SD principles to achieve their personal goals in life. I hope to help them realize they can do more for themselves than they currently believe. All it takes is for them to STOP being fatalistic and LEARN to accept life's challenges as pre-requisite for achievement of their set goals.

I have chosen this approach because I found that methods employed by many others to effect socio-cultural change in Nigeria have not really worked well. I have chosen NOT to be a **Social Critic** or commentator because even after criticizing or commenting, one will suggest alternatives, which **then have to be implemented by others (or with the cooperation of others)**. The problem with that method is that any resultant plans could be easily frustrated via bureaucratic processes, Nigerian factor etc.

I have chosen to be a **SOCIAL CHANGE AGENT** by advocating – and propagating – SD Education (SDE). I strongly believe SDE can stimulate people to take **PERSONAL ACTION** to create changes that enable them achieve their personal goals consistently and repeatedly.

My method (Spontaneous Coaching™) ensures that I can carry on – day and night – preaching SD wherever I go, with or without the cooperation of decision makers or "authorities". How? Through influencing others by my actions and also by sharing my thoughts, ideas, failures and successes (some people wrongly interpret this as an attempt to boast or show off). I developed it myself, and have used it successfully for over 10 years. I have testimonials from many individuals confirming how I helped them greatly, using this method.

People with mental attitudes that enable them take control of what happens to them daily, are unlikely to be seriously (if at all) affected by vagaries of their country's socio-economic circumstances. They are more likely to make the best of them, rather than fall apart. It is my conviction that knowing how to ADAPT to inevitable changes that could make your survival skills obsolete, is of crucial importance.

For example, graduates unemployment statistics would drop if they acquired income-generating skills while still in university! SDE if started early, will get young Nigerians thinking about ALTERNATIVES to traditional employment much earlier on in their lives. The Self-Development Academy (SDA) for instance aims to expose them to various vocations they could venture into, and even facilitate "entry" for those of them who indicate interest.

The foregoing is one of my motivations for being a **Multpreneur**. To succeed more frequently, one needs a multiple-career strategy i.e. have a variety of skills to generate income and capture opportunities in today's fast-changing marketplace – leading to prosperity and fulfillment independent of economic fluctuations. This concept has been used in developed societies since the early 90s. My paper titled "*How To Be A Jack Of Many Trades – And Why It Can Make You Succeed More Often*" elaborates on how a person can successfully adopt it, for use here in Nigeria.

As explained in Tom Gorman's book on "*Multipreneuring*", one can develop multiple sources of income and pursue multiple careers(in paid, or self-employment); manage risk aggressively; market hard and sell soft etc. A key point in the book, is to learn continually, and be in a position to capture opportunities when they appear.

I successfully employed this technique while in paid employment for 7 years, and earned significantly rapid career advancement ahead of people with higher qualifications, and years on the job! (My earlier mentioned paper gives details. To get a copy, call me). This is what I want to share with other young (and not so young) Nigerians. They can also learn to do it through Self-Development. All that is required is adoption of the required mental attitude.

Sadly, many Nigerians are instantly biased against anyone who ventures into multiple vocations. They belong to the "traditional school", which insists a person must specialize. Such sentiments betray a scary lack of exposure to 21st century trends in skills now considered crucial for successful as opposed to existential living.

Robert Kiyosaki advocates becoming a generalist *first*, before specializing. I have frequently suffered discrimination because I "wear many hats". In my former workplace, it initially earned me names and criticisms, but later made me a "darling" because my versatility became an **asset** to every team I worked in! Since I became an entrepreneur, the story has been the same.

In Nigeria, people generally have a "laid-back" attitude to life, thinking that their "schooling" will be adequate to cater for them through life. Technology has made that a thing of the past. Today, without diligent practice of Self-Education, one stands a chance of becoming suddenly obsolete or extinct – virtually overnight!

Through SDE, ANYONE can be empowered to become the best he/she can possibly be in life. Maybe I won't change the world. But for those few people who will *appreciate* it, I certainly intend to try!

BLATANT Sales Pitch:

Tayo Solagbade works with people who want to maximize their fullest potential in order to continually function at their best in whatever they do. For a limited time, he is available to speak to your group or organization for a moderate fee. For information, send e-mail to tayo@tksola.com Or call **0803-302-1263**.

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