

الْحَمْدُ لِلَّهِ رَبِّ الْعَالَمِينَ، خَلَقَ الْإِنْسَانَ وَكَرَّمَهُ، وَأَنْعَمَ عَلَيْهِ  
وَعَلَّمَهُ، أَحَمَدُهُ سُبْحَانَهُ كَمَا يَنْبَغِي لِجَلَالِ وَجْهِهِ وَعَظِيمِ سُلْطَانِهِ،  
وَأَشْهَدُ أَنْ لَا إِلَهَ إِلَّا اللَّهُ وَحْدَهُ لَا شَرِيكَ لَهُ، وَأَشْهَدُ أَنَّ سَيِّدَنَا  
وَنَبِيَّنَا مُحَمَّدًا عَبْدَ اللَّهِ وَرَسُولَهُ، فَاللَّهُمَّ صَلِّ وَسَلِّمْ وَبَارِكْ عَلَى  
سَيِّدِنَا وَنَبِيِّنَا مُحَمَّدٍ وَعَلَى آلِهِ وَصَحْبِهِ أَجْمَعِينَ.

All praise is for Allah, the Lord of the worlds, who created and ennobled man, and favoured and blessed him with knowledge. I praise Allah as is befitting His Glorious status and Majesty. And I bear witness that there is no god but Allah alone with no partner. I bear witness that our Master and Prophet is Muhammad the slave and Messenger of Allah. O Allah send your peace and blessings upon the Prophet and his family and companions.

# Principles of Success

الَّذِينَ آمَنُوا وَهَاجَرُوا وَجَاهَدُوا فِي سَبِيلِ اللَّهِ بِأَمْوَالِهِمْ وَأَنْفُسِهِمْ أَعْظَمَ دَرَجَةً عِنْدَ اللَّهِ وَأُولَئِكَ هُمُ الْفَائِزُونَ

“The ones who have believed, emigrated and striven in the cause of Allah with their wealth and their lives are greater in rank in the sight of Allah. And it is those who are the attainers of success.” (9:20)

## WHAT LEADS TO SUCCESS?

- **PASSION:** Do something with love/passion and the money will come. Do something purely for money and it will die out - *Inner Drive*

وَمِنَ النَّاسِ مَنْ يَتَّخِذُ مِنْ دُونِ اللَّهِ أَنْدَادًا يُحِبُّونَهُمْ كَحُبِّ اللَّهِ وَالَّذِينَ آمَنُوا أَشَدُّ حُبًّا لِلَّهِ

“Even so, there are some who choose to worship others besides God as rivals to Him, loving them with the love due to God, but the believers have greater love for God.” [2:165]

- **HARDWORK:** Malcolm Gladwell states it takes **10,000 hours** of work to become an expert at something. A successful person will do both glamorous and menial jobs

يَا أَيُّهَا الَّذِينَ آمَنُوا اصْبِرُوا وَصَابِرُوا وَرَابِطُوا وَاتَّقُوا اللَّهَ لَعَلَّكُمْ تُفْلِحُونَ

“You who believe, be steadfast, more steadfast than others; be ready; always be mindful of God so that you may prosper. [3:200]

- **FOCUS:** Success requires a laser like focus on the task at hand. Don't become *'jack of all trades - master of none'*. Successful people, are usually most recognised in one field

فَاصْدَعْ بِمَا تُؤْمَرُ وَأَعْرِضْ عَنِ الْمُشْرِكِينَ

“So proclaim openly what you have been commanded, and ignore the idolaters.” [15:94]

# Principles of Success

- **PUSH:** Every project will hit a wall where it becomes easy to give up. Physically, mentally, emotionally – push push push; through shyness, self doubt

وَالَّذِينَ جَاهَدُوا فِينَا لَنَهْدِيَنَّهُمْ سُبُلَنَا وَإِنَّ اللَّهَ لَمَعَ الْمُحْسِنِينَ

“But We shall be sure to guide to Our ways those who strive hard for Our cause: God is with those who do good.” [29:69]

- **IDEAS:** Successful people constantly come up with new ideas, new projects, and new and innovative ways of helping others

وَشَاوِرْهُمْ فِي الْأَمْرِ

“And consult them in the matter”[3:159]

وَأَمْرُهُمْ شُورَىٰ بَيْنَهُمْ

“And whose affair is determined by consultation among themselves” [42:38]

- **IMPROVE:** This is a constant process; you must continue to hold yourself to a higher standard than anyone else. Continued success means continually improving even if others may not see a need for it

وَأَحْسِنِ كَمَا أَحْسَنَ اللَّهُ إِلَيْكَ

“Do good to others as God has done good to you. “[28:77]

إِنَّ اللَّهَ يَأْمُرُ بِالْعَدْلِ وَالْإِحْسَانِ

“Indeed, Allah orders justice and excellence”

# Principles of Success

- **SERVE:** True success means that your aims and objectives also help benefit others as well. Your success is directly tied to how well you serve your community

كُنْتُمْ خَيْرَ أُمَّةٍ أُخْرِجَتْ لِلنَّاسِ تَأْمُرُونَ بِالْمَعْرُوفِ وَتَنْهَوْنَ عَنِ الْمُنْكَرِ وَتُؤْمِنُونَ بِاللَّهِ

“You are the best community singled out for people: you order what is right, forbid what is wrong, and believe in God. [3:110]

## CRAP

- **Criticism:** Every project and goal has its critics; differentiate between constructive and destructive criticisms
- **Rejection:** Even the Prophet faced rejection, sometimes the rejection will come from family and peers. The key is to not let the rejection be the reason you give up
- **Adversity:** Nothing good ever comes easy; adversity can come in different forms: Decrease in family time, financial, emotional, physical or spiritual. Overcoming this requires wisdom, patience, and persistence
- **Prejudice:** People will judge you and say things about you that are extremely hurtful, but you must remember that it comes with the territory

قَدْ أَفْلَحَ مَنْ تَزَكَّىٰ وَذَكَرَ اسْمَ رَبِّهِ فَصَلَّىٰ  
وَمَنْ يُطِيعِ اللَّهَ وَرَسُولَهُ وَيَخْشَ اللَّهَ وَيَتَّقِهِ فَأُولَٰئِكَ هُمُ الْفَائِزُونَ

“And whoever obeys Allah and His Messenger and fears Allah and is conscious of Him , those are the successful attainers. (24:52)