

# WHY I WROTE THIS BOOK AND WHY YOU SHOULD READ IT

*“No one can help someone else at less that person is willing to be helped, but still he must change by himself only with his own effort.”*

-James Allen

1985

It was nearly Christmas time. I was 11 and it was my very first day as the head of my family. My mum was diagnosed with a chronic kidney disease and the treatment was not available in our hometown; my two little sisters, my mum and I had to quickly move to a different city as her life was suddenly at high risk, while my dad had to stay behind for his job. In a matter of hours, my family literally broke apart and we were facing the most uncertain time of our lives.

Somehow, as I was the eldest, I was given, or at least I “felt”, the responsibility to look after my family and myself during the weekdays and wait for my dad to visit us every weekend.

The very first Sunday afternoon my dad left was one of the saddest days in my life; we all felt completely lost. I saw emptiness in my mum's eyes. At that moment she asked me to come closer to her and told me that the doctor thought it would take six months for her to have a kidney transplant and then we would be back to our normal life. Very little did we know at that time that this situation would last for almost twelve years. However, right then I thought it would only be six months to see my family reunited and happy again. That was my VISION, which was my DRIVE.

That same afternoon, she opened a small bag and took out my old boy scouts' cap. We both looked at it and many happy moments came to my mind; however, what my mum was giving me “with or without intention” (I really don't know) was a physical symbol of a set of values, including a very strong sense of PURPOSE. She asked me if I remembered what a good boy scout did?... and in no time I shouted “I SERVE OTHERS!”... and what are your values, she asked? But when she saw in my eyes that I was ready to confidently reply with each and every single scouts' value I had taken as my own personal qualities she stopped me, she hugged me and she smiled at me. Again, I do not know if it was her intention but with that action, she simply set for me the most powerful source of psychological and spiritual ENERGY.

For five years and until the day I graduated from high school, I did my best to fulfil my duty to my family and to God. It never occurred to me to question my life situation, I simply obeyed and ignored whether there was any underlying reason. I was CONVINCED I had a mission to help my family. I never questioned it; for me it was a natural belief that I had to help others every time anyone needed help. I guess my mum and dad implanted those values and beliefs very early in my life.

For me, every little task was a mission to be accomplished. Sometimes, and despite my young age, I had to take buses and go far away to places in a city I barely knew. I remember going to banks or state agencies and having to talk to adults and many times I was the only one receiving my mum's hospital treatment report regarding her deteriorating condition. By the age of fourteen, I had a special driving license for underage people - very helpful when rushing my mum to the hospital late at night as she constantly had asthma attacks. This was all very heavy stuff for a boy of my age. It was like that for the following eleven years. By far the most painful activity I had to do during my teens was to carry my mum upstairs to the fourth floor to our flat when she felt too weak to walk by herself (at that time her weight was just below 40Kg due to her illness). I served my family for almost five years with no other INTENTION but our well-being.

What kept me going? Apart of the love for my family, of course. Simply, the extraordinary energy that emerged from having a focused vision, the purpose that was driving me, the set of values and a strong character that my parents helped me to build during my childhood.

I now realise I had the right mindset at that time, the right belief system. I valued myself. I considered myself worthy and of course I accepted it and was comfortable with who I was. I was building a strong character, therefore, I felt confident and truly believed in myself. Me and even my two little sisters felt empowered, physically stronger and morally straight. My mum felt it too, thus she wanted me to go to a good university in another city to develop my full potential. I was filled with a strong self-belief I was up to the challenge. My sister took care of my mum from that moment and with exactly the same mindset. She even did a better job.

A few years later, life changed; my mum died.

The level of UNCERTAINTY was higher. This difficult situation in life of losing my mum was so devastating that it affected me in many other aspects of my being, particularly in my professional career. When she died, a big part of myself also went. I was left with no vision, no purpose and most of my fundamental beliefs vanished slowly but progressively. After a couple of years, I completely forgot who I used to be. I started losing confidence in myself; my self-esteem and self-belief also dropped and with it my positive mental attitude, which was then replaced with an ever increasing negative attitude, fear and anxiety. The worst of it is the fact that I never realised what was happening. So it could only get worse and worse.

Since 1997, and for more than ten years, I tried to deal with this situation but I failed. I worked for different companies in different roles under different managers but with a new vision: to build a "high-flying" career. From junior roles to senior management positions, I managed to achieve some positive results and with pain and hard work I began to build my career, stepping up to higher positions.

Even though I had all the academic qualifications, skills and experience, I felt something wasn't right or at least something was missing. I was showing others a strong face and built an image of success according to my role and other people's

expectations. However, inside my mind I was suffering. I never felt totally comfortable in any role, company or position.

Every time I had a new higher position, the feeling of success was quickly overtaken by fear, worry and anxiety. Just like for many other people, these negative feelings grew on a daily basis and destroyed my self-confidence. I continued having doubts about my skills and my own capabilities and became so nervous that doing simple tasks or making some decisions were becoming harder every day.

Due to the sort of thoughts I was entertaining in my mind as well as my constant negative emotional state, I felt I was becoming a fearful leader with a weakened character. This lack of self-belief, clarity and confidence meant I couldn't perform at my top level in any of these roles and responsibilities. I never felt totally in control, neither of the situation nor of myself. I was losing motivation and my aim of being a high flyer and high performer was diluting.

As professional and later as a manager, I had a constant fear of not being highly effective, a fear of making mistakes and letting my team down and ultimately losing my job. When giving orders, I feared what others might think of me or my decisions. I feared being discriminated against and humiliated for whatever reason. I became used to checking others' behaviours and attitudes towards me and made my own interpretation, as if I wasn't worthy of their acceptance or approval. I had constant feelings of inferiority and allowed others to put me down. I was taking unfair or misguided criticism to heart; I could not control criticism. I could no longer connect deeply with others. Later I understood I sadly became dependent on others' acknowledgement to give me the feeling that I was of value. I stopped serving others and was driven by self-interest.

When are they going to sack me? How long will I resist this situation? What I am going to do with no job? Am I ever going to find a good job again? I am not competent...and those sorts of thoughts were continuously present in my mind. My mind was constantly somewhere else, just wondering around with these negative thoughts and feelings. I was totally unable to control negative thoughts and negative self-talk.

Many days, particularly Mondays, I used to feel more and more dragged down as I was getting closer to the office. I remember walking to my cubicle, sighing the Monday morning sigh to my colleagues and dropping my documents with a thud that, to me, sounded like prison cell doors closing behind me. Put simply, I was not doing what I really wanted to do. I felt physically and mentally tired. I had no more energy.

My attitude to work changed completely. I began hating Monday and I was simply going through the week looking forward to the weekends. As a result, some of my good habits such as punctuality and walking the extra mile changed. Part of me wanted to do a great job and fight for my dreams, but the other side hated the job and the way I was doing it. My fears became worries that, bit by bit and without me noticing, were affecting my attention and concentration levels and my productivity and professional performance in general were decreasing. Just like an endless circle,

these situations were again feeding my mind with more negative thoughts. At that time, my mind was so passive and disturbed that I ended up becoming very anxious at work. My standards were lower and reaching high performance at work was not easy under that mental condition. I was becoming "average". The company's politics were affecting me too. Colleagues and friends turned their back and I involuntarily created enemies among my staff. Talking to my boss, meeting for performance reviews or presenting my work was very painful. I simply wanted to avoid all that.

After a while, I ended up losing the support of my team, my colleagues and managers. I had no future in there. I lost my job.

Although, it was never difficult for me to find another job, the situation repeated once again after a few months.

My mind was busy most of the time trying to find reasons or excuses. I thought my first employer did not give me the chance and opportunities to develop my full potential; I thought my second boss did not appreciate my talent; I thought my third boss was an insensible man and the following job simply was not the right one for me. The list of job experiences continued like that. In my mind, I was never in the right company, in the right industry or in the right role for me.

This feeling grew every day and it badly affected other areas of my personal life. My financial situation was deteriorating too. After many years of work, my balance sheet was in the red, no assets, no income and a lot of debts. I had worked hard but built nothing. My relationship with my family was not bad but it wasn't ideal either. I hardly had time to spend with my kids so I missed many days of their childhood and hadn't created strong family ties. I didn't have good friends or a social life and my spiritual life was somewhere near zero. I never realised that even my health was being affected by this situation. Poor results in each of these areas were a sad outcome after many years despite thinking I was doing successful and hard work.

With a family to look after, no job, no financial support and not knowing what to do next, I found myself completely lost, alone and scared. I did not know what I had done wrong. I did not know what I was missing, or what knowledge I did not have access to during my long career and education. I did not know how to get out of that situation I was in or how to react to it. Once again, fear, doubts, anxiety and worry was beating me.

I reviewed all the knowledge I had accumulated during my twenty-one years of education including my masters and a specialisation. I checked all the skills I had learned and developed. I looked at all the tools and techniques I had been given to sort out any problem I could face as a leader and nothing, absolutely nothing gave me a solution or even an answer to what was happening or what I needed to change in my life. So the most powerful weapon I had, the knowledge I got from my traditional education at top universities, simply did not work this time.

My critical turning point began in 2012 at the British Library. The answer to all my questions and the beginning of a new chapter in my life came from a couple of

books. Although, they weren't "traditional leadership books", their great lessons were the beginning of a fantastic transformational journey that not only helped me to reclaim the life I was meant to live, but I also developed a clear mind with a strong purpose that have become the foundation of my authenticity and my personal and professional success.

After a few days of reading these books several times, learning from them and reflecting on their lessons, I became totally convinced I had to work on myself and condition my mind if I wanted to change my life. Nothing else would work. I recognised I had to put myself in a mental state where I needed to be at my best so I could ensure I had more of myself to give to my job, my staff, my company and my family. I understood that the first essential step to changing my results was to do inner work and change not only my mental attitude but my subconscious programming in order to be at my best. That idea was the one thing I could grab hold of to help me out of my difficult situation. What I did not know was the profound change it would bring to my life.

This really was new and special knowledge for me. I never read anything like this during my years of training as an industrial designer, marketing manager and as an MBA. From that moment on, I had what I like to call a gratifying personal transformation, not because I reached any higher spiritual state, but simply because I felt empowered to take on any adversity in my life no matter how hard it could feel. I now have a very specific state of mind and emotional strength, which orientates my conduct toward any external circumstance.

I began this conscious transformation journey (which really emerged out of being thrown out of my comfort zone) knowing that it would involve dramatic changes and being perfectly aware that there was a high probability of failure during this process this happened previously when I failed to make changes in my life. However, this time the result was different because I felt in control; it was all about me. I reflected on those previous experiences when I failed and felt frustrated and noticed that I had failed in all sorts of conditions. It did not matter what job I was doing, in what industry, with what people, not even what country I was living in, still I had failed. So clearly it wasn't the environment or the people around me that were affecting me. I was affecting myself.

My own mind was the only thing to blame for the kind of life I was living. Therefore, this time my transformation process started with the real source: my mindset. This time I challenged everything, I searched back from my childhood to the present and that was the beginning of the most powerful life transforming process that gave me extraordinary results in a relatively short time.

Only few days later, I decided to commit myself to this inner transformation, which involved a self-discovery and self-development process that took several months. A new sense of life and a completely new mental attitude emerged from the process of rediscovering myself, which resulted in true authenticity and personal success.

I began a lifelong process that continues day by day, hour by hour and even task by task, watching my thoughts consciously, studying and analysing them constantly, never surrendering, always learning from them, controlling them and making the right choice of thoughts, then mastering their application in the right way. I was at such a low level of consciousness and I never realised it. It took time and a lot of effort but the result is worthy.

It all occurs within ourselves. I learned that every new situation was an effect, so I kept linking it with the thought that caused it. I was doing it all the time and I appreciated I was also becoming patient and persistent. I grasped the feeling of obtaining self-knowledge, which is understanding, knowledge and power.

As a result, the quality of my life has improved tremendously in every dimension.

I have recognised, understood and clearly defined who I am. I accept, respect and value myself. I have built a strong character, which I am aware of and I enjoy expressing my personality in every word, in every action. This self-knowledge brought an extraordinary feeling of calm, freedom, emotion and positive energy that influence everything I do in my personal and professional life. I know who I want to become, I discovered my life purpose and I am living it day by day. The clarity of my purpose allows me to live purely focused towards its achievement.

This strong foundation and positive well-being of my personal life allows me to be more authentic when I am leading my team. I have a strong mindset that positively influences my attitude towards them and my work. As a result, my behaviour and actions have changed and are more focused towards the achievement of my professional goals, which are in line with my life purpose.

My mind is clear, I have a very positive mental attitude, I have better control over my thoughts and the way I react to any situation. Most of the time I am actively thinking and doing with my self-advancement in mind.

I have an increasing amount of energy that keeps me motivated and committed and an extraordinary inner force that helps me to keep on track and persevere even if things aren't going so well. I am more conscious of and enjoy the present, the now, and think less about the future. I have a whole new set of positive habits that help me to grow and open new doors for my personal development.

I have achieved the life balance I wanted, given priority to those areas I enjoy and care about the most, such as serving my family, serving others, being and developing myself and enjoying what I do. I am financially stronger than ever before, but more important, I have the time and the energy to spend with my children and my wife and live the life we want to live.

Every morning, every hour, every meal we have together is a moment that I consciously created since I was in the British Library and that's why it is easy for me to be consciously present during those moments we share together. The time I dedicate to work, I am fully present. I do not only enjoy it but I look forward to my

working hours; I work in the environment I want to work, I have the schedule I designed according to my planned life, I work with the people I want to and it all makes me act in a certain way as my results are simply the results I expected to have. I do not hope to have good results anymore because I am confident that it will be the best result, the one I need in order to achieve my own life purpose.

I see life completely different from what it used to be, and, as a result, I have improved my financial life and have great potential to continue with this positive trend. I also have a very positive change in terms of my health and fitness. I am more conscious about my body and what it means to me. I value it more and look after it as never before. I appreciate, understand and use the power of my mind. I dedicate part of my time to study, learn and develop it and I am convinced I will do this for the rest of my life. I am clear and accept the “person-paradigm” that we are a body, mind and spirit and that I need to develop each of them in a balanced way if I want to enjoy true happiness.

As result of this personal development process, I also co-founded a company with my wife that allows us to work at what we like to do while helping others. The feeling of happiness when working in our business is indescribable. With passion and hard work, we have made it an international organisation that helps and supports leaders in Africa and Europe, by teaching and sharing with them the knowledge and experience we have gained during all these years. I was inspired and delighted to design three amazing courses that are inspirational to others and have been accredited by a respected organisation. We developed a partnership that helped us to achieve our dream of teaching and delivering our courses to many leaders in Africa who really needed this knowledge. My wife and I travel, work and we have fun, as enjoy what we do and, more important, we feel we’re doing something that is meaningful and significant.

Obviously, I have many goals to achieve, including financial and personal goals; however, now I know that not achieving them does not define me. Recognising what I have achieved is a better way of living in my present with joy when I am on my way to achieve my definite purpose.

I wrote this book because I am convinced that the experience and knowledge I gained during the last thirty years can help those in executive, management or leadership positions to grow to their fullest potential in a way that is satisfying and enjoyable, rather than being on a difficult life journey. You can achieve this too if you commit to your personal development.

While I was going through these changes in my life, I was also very careful to understand and record, reflect and evaluate every step of my journey so I could one day confidently help those who are not necessarily career focused or in a leadership position, but were struggling with their personal life and wanted to find meaning in what they do to have a more fulfilling life.

You should read this book simply because it could immediately help you to improve the life you are living while making you a great human being. That is what our world need from all of us. This is what millions of other human beings need from you. This

transformational journey will define a clear path for you and will produce the change that will help you to keep focused, make the right decisions, take actions and keep motivated to reach your full potential while helping to build a better world. I want to convince you that it is possible for you to develop to your fullest potential. Believe you can become more than who you are now, independent of your current situation in life.

Whatever your age, situation or condition, I know you probably feel this is going to be hard, that changing or doing something about it seems beyond your ability. Or maybe you feel you have too much to do, with too little time, and that important things are falling through the cracks and you don't even know what to do differently. You may have no idea how to start this. Know that you can always grow more and you have plenty of time to develop your potential. This is an incredible way to achieve it while living an amazing life and contributing to a better world.

In case you still have doubts about your possibilities, I also want to tell you that it is your responsibility as a human being to gain the force and enthusiasm to grow and develop your potential. Follow this idea of living a really complete and successful life and rise to the greatest possible height in talent. It will bring that amazing feeling of leaving your fingerprint and being significant to others.

Finally, with this journey, I feel like I have been awakened and my purpose now with this book is to show you how to become an authentic and successful person who leads others to greatness. It is my personal belief that only a few great leaders are needed to make a better world for all of us.

Extract from THE CLEAR-MINDED LEADER. 3 POWERFUL STEPS TO DEVELOP THE MINDSET OF AUTHENTIC AND SUCCESSFUL LEADERS BY CARLOS GOMEZ.

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