

12 Principles for Success

IN LIFE AND LEADERSHIP

The **12 Principles for Success in Life and Leadership** are based on Dr. Hitendra Wadhwa's award-winning course at Columbia Business School, *Personal Leadership & Success*, and his book, *Inner Mastery, Outer Impact*. More than 10,000 executives, lawyers, physicians, educators, MBA students and formerly incarcerated citizens have practiced these principles over the last 17 years and marveled at their transformative power. You, too, will be fascinated by how much farther you can go in your personal and professional lives with these principles as your guide.



PRINCIPLE 1

Outer success is about being embraced and valued by the world; inner success is about being true to your self. For a happy and fulfilled life, create a path that allows you to pursue both inner and outer success in a harmonized way.



PRINCIPLE 2

Within you are many competing selves. You will feel most true to your self when you are able to walk away from limiting desires, thoughts and feelings to align with your true self within — your inner core.



PRINCIPLE 3

Leadership is an inner choice you make to bring out the best in yourself and the best in others, in pursuit of a noble purpose.



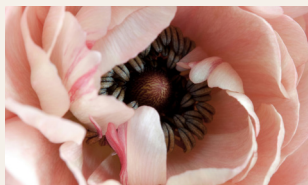
PRINCIPLE 4

You are being invited to lead in all moments, in all roles. Life moments are leadership moments.



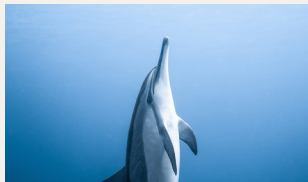
PRINCIPLE 5

To lead well, you need to be "everything, and the complete opposite," adapting with agility to ever-changing circumstances by engaging in whatever behavior is best suited for each situation.



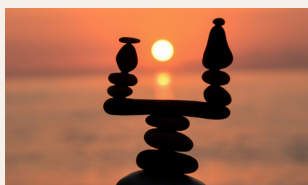
PRINCIPLE 6

Leadership can be complicated on the outside, but on the inside, it's about one thing: operating from your core and inspiring others to operate from their own. The more you do so, the more inner and outer success you will earn.



PRINCIPLE 7

Just like there are laws of nature, there are laws of human nature that govern what results we create based on the thoughts, feelings, intentions and behaviors we engage in. To discover these laws, we should tap not just science, experience and faith — but also inner science, inner experience and inner faith.



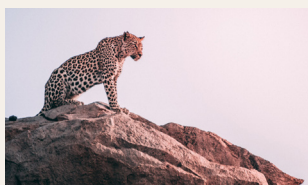
PRINCIPLE 8

At your core, you have access to five energies: Purpose, Wisdom, Growth, Love and Self-Realization. It is by activating these energies that you bring out the best in yourself and in others.



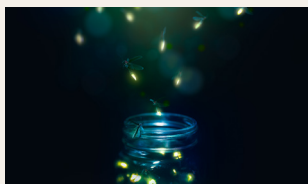
PRINCIPLE 9

You can activate the five core energies in yourself and in others through simple, small actions. By practicing these actions until they become second nature, you start to become an exemplary leader, achieving breakthroughs in life's challenging moments.



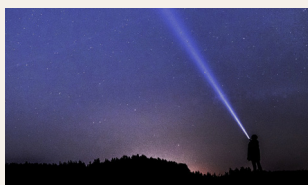
PRINCIPLE 10

High performance is a state, not a trait. We access this state by pausing and preparing ourselves to intentionally activate the five core energies before entering critical situations.



PRINCIPLE 11

We ascend from ordinary to extraordinary by making the extraordinary, ordinary — by doing ordinary things, extraordinarily well.



PRINCIPLE 12

To maximize your potential in life, strive to be a mystic in the material world, attuning yourself deeply to the presence and guidance of a silent, loving, intelligent force in the universe.