
Success Made Affordable

SUCCESS

Made Affordable

Paying the PRICE in Instalments



AYANDA ZACA

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About The Author



Ayanda Zaca is an author who leverages his unique blend of experience in high-level sports, business acumen and a passion for social justice to empower leaders in organisations.

As Founder and Director of VITOVA, Ayanda guides companies towards building resilient and inclusive workplaces. His true calling lies in fostering positive change. His debut book *Scrums and Strategy: Breaking the Line for Business Success* will leave you energised and inspired to create superstar teams and unbeatable business strategies.

Ayanda's career path has taken him across diverse industries, from engineering and construction to telecommunications. He honed his leadership skills while pursuing multi-million-dollar projects and spearheading successful business development initiatives.

When not guiding companies towards a more inclusive future, Ayanda enjoys spending time with family, creative writing, photography, and exploring the arts.

This passion and creativity fuels his innovative approach to supporting leaders in building high performance business environments.

PRICE IS PERCEPTION

Success never goes on sale. It is never discounted. You either pay the full PRICE or miss out on its rewards and value.

We all desire success—we dream about it, plan for it, and even take steps toward it. But too often, we never attempt things or we stop short because we assume that the cost is too high, that we can't afford the price. We also think interchangeably about cost and price, assuming that they are the same. This couldn't be further from the truth.

In the context of achieving success, "cost" extends beyond mere financial expenditure. It encompasses the various investments and sacrifices required to reach our goals. Recognising and managing these costs effectively is essential for "affording" the PRICE of success.

UNDERSTANDING THE DIMENSIONS OF COST

In making decisions relating to success, there are key elements of cost that one must consider:

- **Financial Costs:** These are the direct monetary outlays associated with initiatives and activities. Examples in the workplace include budget allocations, salaries, operational expenses, and investments in technology or infrastructure.
- **Time Costs:** Time is a finite resource, its allocation represents a significant cost. This includes the hours spent on planning, meetings, project management, conflict resolution, and communication.
- **Effort Costs:** This refers to the physical and mental exertion required to achieve goals. It encompasses the energy, focus, and cognitive demands placed on individuals and teams.

- **Opportunity Costs:** Every decision involves trade-offs. Opportunity cost represents the value of the next best alternative that is forgone when a particular path is chosen.
- **Emotional Costs:** The pursuit of success can take an emotional toll. Stress, frustration, and burnout are emotional costs that one must acknowledge and address.
- **Social Costs:** Decisions and actions can impact relationships, reputation, and stakeholder trust. Social costs involve the potential consequences for these intangible (above-mentioned) assets.

Price is different. It is the overall effort, sacrifices, and challenges one incurs or overcomes to achieve their goals. For example, overcoming fear, nicety and discomfort and inconvenience contribute to price. It is not always linked to the cost, and definitely not the same.

Price is more nuanced, and more subjective because it is linked to our perception of the value of the goal. The costs related to achieving success are not always equal to the value gained from achieving it.

It's important to emphasise that these cost elements are interconnected and often influence one another. For instance, reducing financial costs might increase time or effort costs.

Effective decision-making involves carefully weighing and optimising these various cost factors to maximise the value of outcomes.

UNDERSTANDING THE DIMENSIONS OF VALUE

Just as we broke down "cost" into its elements, we need to also explore the different facets of "value".

Value isn't simply a singular outcome; it's a multi-dimensional concept that contributes to the overall "Price".

- 
- In deciding the “price” of success, consider the following dimensions of value:
 - **Tangible Value:** refers to quantifiable benefits that can be measured and expressed in concrete terms. These may be for example increased revenue, cost savings, improved efficiency, and enhanced productivity.
 - **Intangible Value:** encompasses qualitative benefits that are harder to quantify but equally important. This may include an improved reputation, increased morale, improved joy and satisfaction, and stronger loyalty.
 - **Strategic Value:** relates to the long-term benefits that contribute to one’s overall goals and possible competitive advantage. For example improved creativity and innovation, growth, and developing of new capabilities.
 - **Stakeholder Value:** focuses on the benefits that accrue to various stakeholders in your life, including team members, colleagues, subordinates, family, friends and the community.

INTEGRATING COST AND VALUE

Now that we have explored the components of cost and value, let us consider how they relate to price. Most times, when we think of price, we think of what is actually the financial component of cost- not including all the components of price, and dimensions of the value to be derived.



$$\frac{\text{COST}}{\text{VALUE}} = \text{PRICE}$$

The traditional simple view of cost vs benefit is convenient because it helps us to make quick decisions. We make these calculations sub-consciously and spend too little time thinking deeply about the full costs or the value in a decision.

The danger with a simplified and unconsidered view may be the assumptions we make about the costs being too high) or the perceived value (being too low), thus making the price unaffordable (too expensive).

However, if we want to make the price of success more affordable, there are things we can do.

We therefore convince ourselves that success is reserved for someone else: someone more capable, more prepared, more connected, more privileged, or simply someone other than us. We might believe success belongs to those who are more experienced, younger, older, a different gender, living elsewhere, with more resources or from a different background.

But here's the truth: everyone can afford to pay the PRICE for their success.

Not because life is fair, or the journey is easy, but because success isn't about having ideal conditions. It's about understanding how it can be done.

Our most empowering option is to count the cost (and reduce where we can , but more importantly to increase our perception of the value of the goal.

Success is about using what you already have, starting where you are, learning to increase the perceived value of your success, breaking up the cost into smaller, more affordable pieces, and building from there.

This eBook is going to show you how to make the PRICE more affordable—the one you thought was too high. We’re going to increase the value and break down the price into instalments, actionable steps that anyone, including you, can take. When you increase the value of the thing that you seek, the more affordable the price for that thing will become. It is not always the will that we lack, but the “how to” pay the price.

The P.R.I.C.E. Framework below is your game plan for success. It’s both a guide and a reminder that success does have a price. It is a guide because it will help you systematically work through the related costs and value of success.

The price for success is not a one-time payment. It’s something you pay in small, deliberate actions taken over time. By focusing on each aspect of the Framework, you’ll begin lowering the costs, raising value, and making the PRICE for your success more affordable.

THE P.R.I.C.E. FRAMEWORK

P Prepare and Position

R Resist and Rise

I Initiate and Inspire

C Cultivate and Contribute

E Energise and Endure

1. P – Prepare and Position

The PRICE Framework shows that success isn't reserved for the few but is attainable for anyone willing to take intentional, practical steps to afford it.

By following and reminding yourself of these steps, you ensure progression and intentionally stepping closer to your goal.

Success begins with preparation, but not in the traditional sense. Preparation is having the resolve, before having all the reasons or resources upfront.

Resolve means to make a firm commitment to your and goals. It is your non-refundable deposit for success.

True preparation starts with your mindset—imagining what's possible, overcoming the limitations of the impossible and believing it could happen. More than that, that it can happen to you and for you.

PREPARE FOR POSSIBILITY

If you can't imagine success, how will you know what to aim for? If you have not imagined your destination how do you determine your direction?

Preparing for possibility starts by asking yourself: What does success look like for me? Is it a thriving career? Is it a fulfilling relationship? Is it mastering a new skill? What is most important?

Once you have a vision, you can make it tangible. For example, create a vision board by gathering pictures, words, or drawings that represent your goals.

If that feels too elaborate, jot down your dreams in a journal or your phone. As you progress, you can start a habit of keeping a “dream log.” Write down every wild idea that excites you, no matter how impractical it seems. In time some of those ideas may become the blueprint for your success.

But preparing for possibility isn’t just about thinking big—it’s also about broadening the sources of your probabilities. All probabilities are birthed from imagined possibilities. If we can’t envision what success looks like for us, we won’t know what to aim for or what direction to take.

True preparation involves overcoming the limitations we place on ourselves and believing that success could happen, and importantly, that it can happen to us. When we entertain the “impossible,” we shut down the very pathways to explore potential opportunities.

If we limit our exposure to new ideas, different perspectives, we restrict the raw material from which new possibilities can emerge. Staying within our familiar comfort zone stifles the imagination needed to see beyond our current limitations.

Pick up a book on a topic you know nothing about. Explore a new genre of music, read the biography of someone who inspires you or someone you hate/ despise. Read, listen, watch and learn. Expand your exposure.

Once you’ve imagined the possibilities, the next step is to place yourself where opportunities are most likely to meet you.

That’s where positioning comes in.

**“SUCCESS
IS NEVER OWNED;
IT IS ONLY RENTED –
AND THE RENT IS DUE
EVERY DAY.”**

**RORY VADEN,
‘TAKE THE STAIRS’**

POSITION FOR PROBABILITY

Success rarely falls into your lap. It is often said that success is where preparation and opportunity meet. You have to position yourself strategically by taking actions that increase your probability of success.

One way to do this is by diversifying your friendship circles. Surround yourself with people who come from different industries, cultures, or backgrounds. These connections expose you to new ideas and opportunities that you might never encounter within your usual group.

Attend community events, join interest-based groups, or even take a class in something unrelated to your work—it's all about broadening your physical, mental and emotional network.

Now that you've imagined the possibilities and positioned yourself for probable opportunities, the key is to keep your perspective in check.

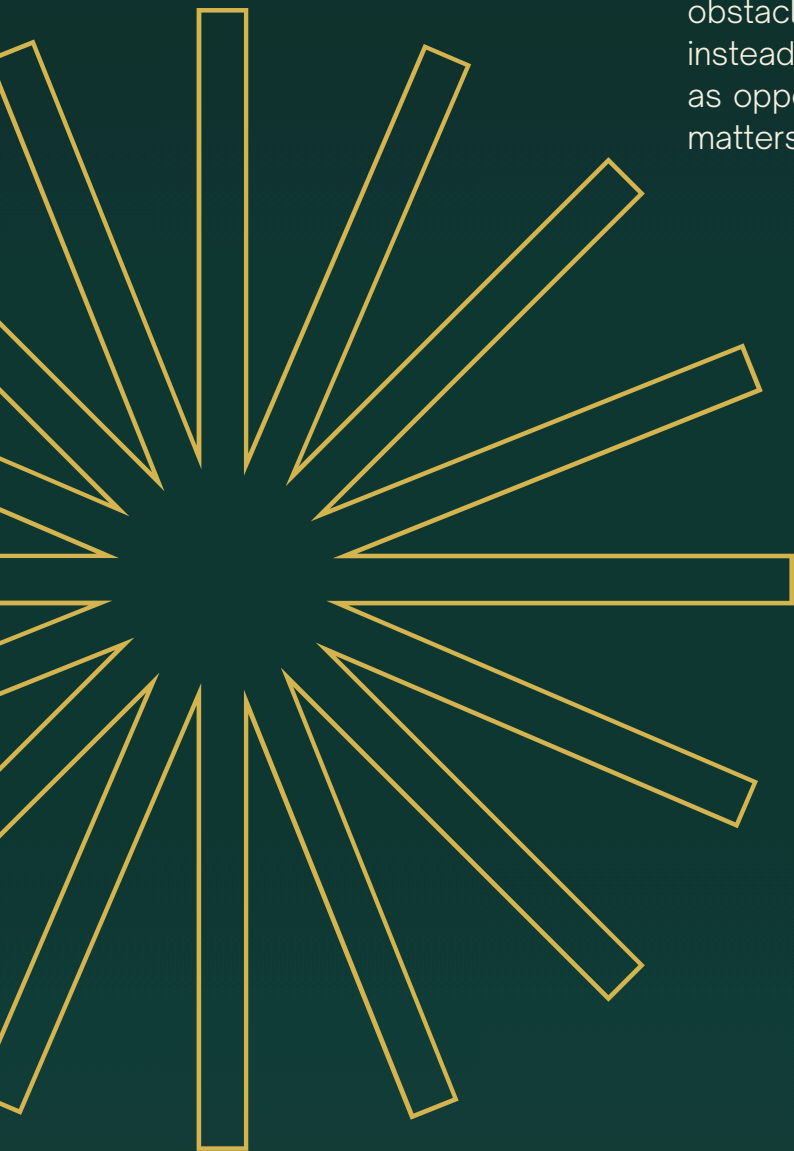
Now, Let's talk about how to maintain the right mindset.

Perspective is what allows you to reframe obstacles and challenges as stepping stones instead of roadblocks. It helps you view problems as opportunities and stay grounded on what truly matters.

One way to cultivate a positive perspective is through gratitude.

At the end of each day, write down three things that went well, no matter how small. Maybe it's finishing a task you'd been avoiding, hearing a kind word, or simply enjoying a quiet moment.

Gratitude trains your brain to focus on progress instead of setbacks.



Another method is to challenge your doubts. The worst and often unseen of them are self-limiting doubts. These doubts often manifest as internal narratives that undermine our confidence and potential.

"I Can't" Doubts sound like "I can't do this; it's too difficult."

"I Don't Have" Doubts sound like "I don't have enough money."

"I'm Not" Doubts sound like "I'm not good enough."

"What If" Doubts sound like "What if I make a mistake? I'll ruin everything."

“GRATITUDE TURNS WHAT WE HAVE INTO ENOUGH.”

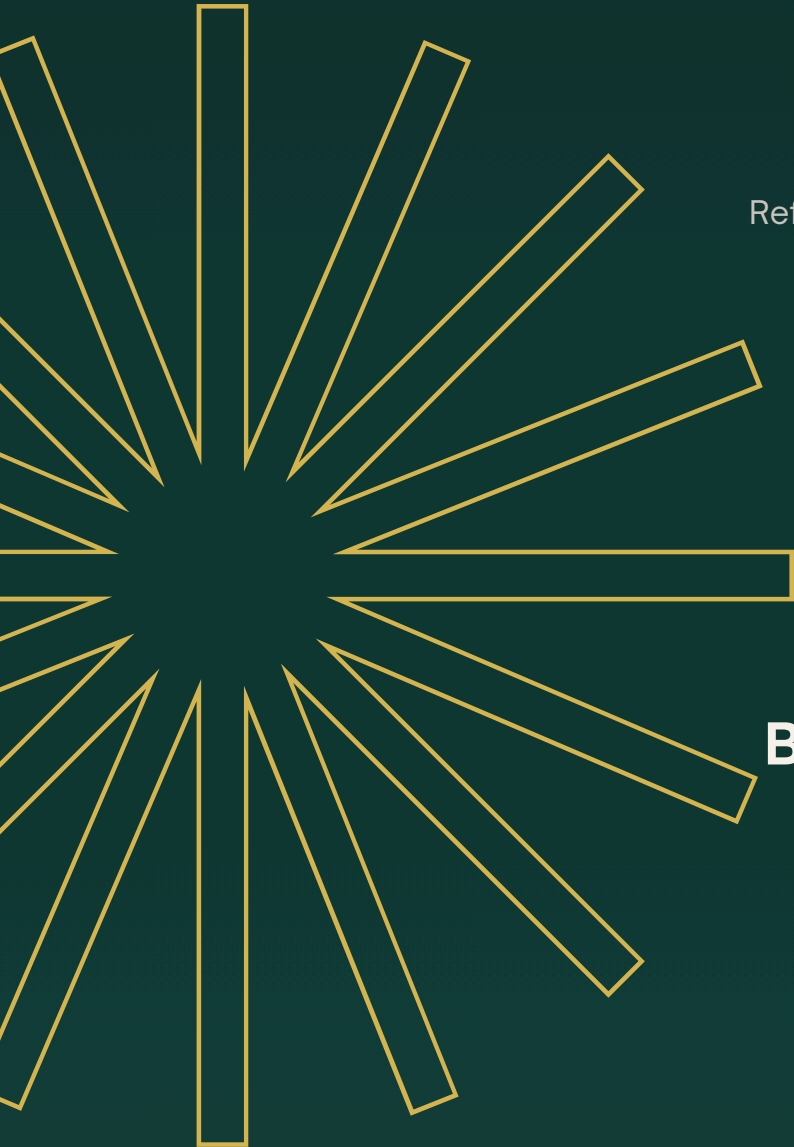
– ANONYMOUS

When fear or hesitation creeps in, ask yourself: What's the worst that could happen? Most fears shrink when you realise the consequences aren't as big as they seem.

This shift in perspective makes it easier to take action (turning possibilities into probabilities), even when uncertainty looms.

Strategies to Challenge Doubts:

- Identify and Name the Doubt
- Challenge the Evidence
- Reframe the Doubt into a Positive Action
- Do a Worst-Case Scenario Analysis
- Focus on Your Strengths
- Seek Support from Other Sources
- Take Action Despite Doubt



**THINKING
WILL NOT
OVERCOME FEAR
BUT ACTION WILL.**

– W. CLEMENT STONE

2. R – Resist and Rise

Preparation gets you started, perspective keeps you on course—because success isn't a smooth road. It's filled with obstacles and moments where progress feels slow. That's where resilience comes in— to not only resist the challenges that come your way but also to rise above them.

RESIST THE RUT

A rut is the enemy of growth.

A rut is a situation where you feel stuck in a monotonous, unproductive, or uninspired routine. It is often characterised by a lack of motivation, growth, or progress. It's like being on a mental or emotional treadmill—putting in effort but not moving forward

RUT STANDS FOR:

R Repeating
U Unproductive
T Thoughts/ Tasks

This reflects the cyclical, unhelpful nature of a rut, where repetitive and unproductive habits or thought patterns keep someone feeling stuck.

It's the cycle of doing the same thing (a habit) over and over without making progress (rising). Breaking free from habits doesn't require dramatic changes—it starts with small shifts in your routine. But discipline is key.

Rearrange your workspace, take a different route to work, or try a new hobby. These simple changes refresh your perspective and reignite your motivation. You could also dedicate one hour a week to something creative, like journaling, painting, or brainstorming ideas for a passion project.

Once you've disrupted the rut, the next challenge is pushing through resistance. Let's explore how to handle that.

RISE OVER RESISTANCE

Resistance often feels like a reason to stop, but it's also an invitation to grow. Resistance can come in the form of procrastination, self-doubt, fear of failure, avoiding action, lack of motivation, distraction. Challenges are what build your strength, increases resilience and sustains endurance.

To rise above resistance, start small. Break down overwhelming goals into smaller, more manageable steps. If you're learning a new skill, focus on one lesson at a time. If you're building a new habit, start with just five minutes a day.

These small wins build momentum and make resistance less daunting.

A habit is an automatic behaviour formed through repetition, requiring little conscious effort once established. It can be positive (like exercising) or negative (like procrastinating).

In contrast, discipline involves intentional effort and self-control, especially when facing challenges or temptations. Discipline is purpose-driven and tied to long-term goals, serving as the foundation for building habits.

This inherent difficulty arises because discipline often requires overriding immediate desires for the sake of future rewards, demanding mental fortitude to resist distractions and persevere through discomfort.

“DISCIPLINE IS CHOOSING BETWEEN WHAT YOU WANT NOW AND WHAT YOU WANT MOST.”

-ABRAHAM LINCOLN

Bad habits require no resistance or discipline as they often align with immediate gratification and take the path of least resistance. They exploit the brain's reward system, making them easy to form and maintain.

Good and healthy habits, however, demand discipline during their formation phase because they require overcoming initial discomfort or resistance.

Over time, consistent discipline turns good behaviours into automatic habits, at which point they require little effort to sustain. In essence, discipline is the bridge that transforms intentional actions into lasting, beneficial habits.

As you navigate these challenges, reflection becomes your most powerful tool. Reflection is important so that you maintain your motivation. Motivation is the reason to overcome the rut and to rise above the resistance. It is the "why" that drives you to start, as well as to continue.

Through reflection you cultivate a deeper understanding of yourself, which fuels your motivation. Simultaneously, you build your resilience, self-control, and self-efficacy. This empowers you to exercise greater discipline and maintain consistent effort.

3.1 – Invest and Initiate

Success starts from within.

The way you interact with your internal world—your thoughts, habits, and energy—directly impacts your external results. Your inner strength and resolve will determine the levels of your success. It all starts from within.

INVEST INTERNALLY

Investing in internal growth is about intentionally cultivating your inner world—your thoughts, emotions, mindset, and beliefs. Just as you would invest in a financial asset with the expectation of growth, investing in yourself internally requires dedication, time, and energy.

It's the foundation of all other success because true transformation begins from within.

Investing internally starts with self-reflection. To grow, and to succeed, you must first understand yourself—your strengths, weaknesses, beliefs, values, and passions.

This self-awareness allows you to set clear intentions for your growth. Internal growth and strength doesn't just happen by accident; it's a conscious decision to invest in developing a focused and positive mindset.

This might include cultivating habits of mindfulness, reading books that inspire you, practicing meditation, or journaling. These practices help you connect with your deeper sense of purpose and become more aligned with your goals.

An essential part of investing internally is nurturing your emotional intelligence. It's easy to get caught up in external circumstances and the challenges of life, but when you invest in understanding and managing your emotions, you gain the ability to respond to situations with clarity rather than react impulsively.

This emotional awareness fuels personal growth and strengthens your relationships with others, whether in your professional or personal life.

Another crucial element of internal investment is mindset development. Your mindset shapes how you approach challenges, setbacks, and even successes.



A growth-oriented mindset embraces challenges as opportunities for learning and fosters resilience and perseverance.

By consistently feeding your mind with positive affirmations, constructive feedback, and an openness to learning, you are setting the stage for greater internal strength.

Ultimately, investing in internal growth means taking ownership of your personal development and committing to continuous improvement. It's a long-term investment that will pay off in every area of your life, giving you the focus and clarity to navigate obstacles with confidence and to build a life that is meaningful and purposeful.

You not only grow but become a powerful force for positive change.

INITIATE INTENTIONALLY

Not every action leads to progress. Initiate with Intention is about starting with purpose and constantly re-aligning your actions with your goals to ensure progress, not just activity.

Many people confuse being busy with being productive, but true progress comes from focusing energy on what truly matters.

By initiating intentionally, you take control of your time and effort, channelling them toward actions that support your values and objectives. This means consciously choosing your priorities and recognising that not every task requires your energy nor contributes to your ultimate goals.

It requires self-awareness, and the courage to say no to distractions, enabling you to move with direction and purpose. Distractions can even be good ideas, but ideas that do not align with priorities or aren't forwarding your goal.

To Initiate with Intention, begin each day by identifying one or two clear priorities that will have the greatest impact on your goals. These should be actions that push you forward, even if they feel challenging or uncomfortable.

Let go of activities that drain your energy without yielding meaningful results—whether it's mindless scrolling, unnecessary multitasking, or tackling low-priority tasks to keep busy.

By applying an intentional approach you distinguish between what feels pressing and what truly matters. Prioritise "important" actions, those aligned with long-term goals and values, over "urgent" tasks that demand immediate attention but may not contribute to the bigger picture.

By focusing on the most important actions first, you build momentum and set the tone for productive and purposeful days. Remember, intentionality is a habit that grows stronger with practice, helping you align daily efforts with long-term success.

As you grow in practicing initiating with intention, learn to trust your inner voice as a guide for making decisions. Intuition is not merely a feeling but a combination of experience (initiation), knowledge (internal investment), and instinct (inspiration) working together.

Intuition is about deepening and enriching the inner wisdom you already have. Trusting your intuition isn't a new skill; it's about tapping into the experience and knowledge that already shape your judgment.

As you practice and test your intuition, learn from it and with it. As you do so, it will help you sharpen your judgement over time. The better you train your intuition and learn to trust it, the better a guide it will be to you in the future.

**“IF YOU WANT TO GO FAST,
GO ALONE.
IF YOU WANT TO GO FAR,
GO TOGETHER.”**

– AN AFRICAN PROVERB

4. C – Cultivate and Contribute

Success is rarely a solo journey. The most meaningful accomplishments often come from working with others, sharing ideas, and taking care of both your goals and the relationships that help you achieve them. When you embrace collaboration, share your voice with courage, and nurture your connections with care, you create a foundation for sustained success that benefits everyone involved.

CULTIVATE WITH CONNECTION

Success isn't achieved in isolation; it thrives through meaningful relationships and genuine connection. Cultivating with connection is about fostering relationships that enrich your perspective, support your growth, and inspire you to reach new heights.

As you cultivate your own success do so with connection to others. It's not just about networking or gathering people around you—it's about creating bonds that nurture mutual understanding, trust, and shared purpose. In short, it is part of care- for self and for others.

Surround yourself with individuals who share your values and challenge you to grow in new ways. Connections with like-minded people provide encouragement and clarity, while relationships with those who see the world differently sparks innovation and broaden your horizons.

Both are essential for personal and collective growth.

Seek opportunities to engage with groups or communities aligned with your passions, interests, or goals too. Whether it's a professional organisation, a creative circle, or a social group, these connections can open doors to possibilities you may not have discovered on your own, or offer perspectives on probabilities that were not previously achievable.

Remember, cultivating with connection isn't just about what you gain—it's about what you contribute. Build relationships that uplift, inspire, and empower everyone involved, creating a foundation for shared success and fulfilment.

CONTRIBUTE WITH COURAGE

Collaboration thrives when everyone in your circle or environment actively participates. This means stepping up and sharing your thoughts and ideas, even if you feel unsure about how they'll be received.

It can be intimidating to put yourself out there, especially when your idea feels different or unpolished, but your voice could be exactly what's needed to solve a problem or spark a breakthrough. Courageous contribution is about being bold enough to speak up while also being open to feedback. It shows that you're invested in the shared goal and willing to take risks for the sake of progress.

Since you continue to invest internally, your inner strength and security will continue to grow. This bodes well for your building your courage and growing your confidence.

Your courage to contribute not only adds value but also inspires others to share their own ideas. This creates a ripple effect where everyone feels empowered to participate, making the collaboration richer and more impactful. Remember, every great idea starts with someone daring to share it.

Be warned...while working toward success, it's easy to get caught up in the grind and forget about the relationships and values that matter most. Care is what sustains both your achievements and your personal well-being.

Nurture the important relationships that support you, by regularly checking in, showing appreciation, and offering help when it's needed. Relationships thrive on mutual respect and genuine connection, so make it a priority to maintain them. At the same time, it's important to take care of yourself.

Protect your time and energy by setting boundaries, saying no when necessary, and ensuring that your goals align with your core values. This kind of self-awareness helps you stay grounded and prevents burnout.

For some, saying no is a daunting task. It is very helpful to think of this way..."if it's not a definite yes, it must be a definite no." This can help you eliminate situations where you say yes to things that you are not convinced that you should be doing.

Using this decision criteria can be helpful in times when quick decisions must be made or when energy needs to be conserved.

Make sure that success isn't achieved at the expense of your relationships or personal health. It isn't truly fulfilling. It is on such an occasion that the price of success becomes expensive.

AN EXPENSIVE PRICE IS WHERE THE VALUE OF SUCCESS DOES NOT MATCH THE COST.

By practicing care in all areas of your life, you ensure that your success is both meaningful and sustainable, creating a solid foundation for future growth.

This also means taking care of yourself. Without this, your mental and physical health will likely be a heavy cost of your success and make its price exceedingly high.

COMMON REASONS PEOPLE NEGLECT SELF-CARE INCLUDE:

SOCIETAL PRESSURES: THE GLORIFICATION OF BUSYNESS AND OVERWORK.

BELIEFS: MISGUIDED BELIEFS THAT SELF-CARE IS SELFISH.

TIME CONSTRAINTS: PERCEIVED LACK OF TIME DUE TO WORK OR FAMILY RESPONSIBILITIES.

LACK OF AWARENESS: NOT FULLY UNDERSTANDING THE IMPORTANCE OF SELF-CARE.

Take time to consider these reasons carefully. To what extent are you subsuming to the pressures of being “always busy”, “constantly available”, “overly responsive”.

Ask yourself:

“Am I as busy as I think I am, or am I disorganised?”

“Are my priorities clearly set and organised properly?”

**"IF YOU WANT TO LIFT
YOURSELF UP,
LIFT UP SOMEONE ELSE."**

— BOOKER T. WASHINGTON



5. E - Energise and Endure

Execution is where ideas transform into reality. Execution without excellence will not set you up for the success you desire. Success comes not from flawless plans but from consistently putting in the effort. Excellence isn't about striving for perfection; it's about taking purposeful actions and maintaining steady progress.

As you execute you need to monitor and maintain your energy levels so you can continue performing at a high level without burning out.

ENERGISE WITH ENTHUSIASM

Approaching your work with genuine enthusiasm doesn't just inspire others—it profoundly impacts the individual as well. When you approach your work with enthusiasm, you create a sense of personal satisfaction and fulfilment.

Enthusiasm fuels your own momentum, helping you push through challenges with a lighter spirit and a more optimistic outlook. It transforms tasks from being mere obligations into opportunities to engage with and enjoy the process.



**“THE ENERGY OF THE MIND
IS THE ESSENCE OF LIFE.”**

**– ARISTOTLE, THE WORKS OF
ARISTOTLE (4TH CENTURY BC)**

Nurture enthusiasm by pausing to celebrate even the small progresses and victories. That way you grow your own motivation and confidence. These moments of acknowledgment remind you of your progress, reinforcing your belief in your ability to achieve your goals.

Enthusiasm also makes the journey toward success feel more meaningful and enjoyable. Rather than being weighed down by setbacks or monotony, you find energy in the effort itself, which keeps you resilient and focused. Ultimately, enthusiasm adds vibrancy to your personal growth, ensuring that the path you take is as rewarding as the destination. Enthusiasm helps you to execute with excellence, while you continuously energise, as you endure.

“DOCENDO DISCIMUS.”

"BY TEACHING, WE LEARN."

**– LUCIUS ANNAEUS SENECA
THE YOUNGER**



ENDURE WITH ELEVATION

True success isn't measured solely by personal accomplishments; it's also reflected in the positive impact you leave on others and how that shapes you as an individual. Enduring with elevation means lifting others as you work toward your goals, creating a dynamic of shared growth and fulfilment.

Whether it's mentoring a colleague, supporting a friend, or creating opportunities for someone else to succeed, your journey becomes richer when it extends beyond yourself. By elevating others, you foster a deeper sense of purpose and personal growth, as helping others succeed teaches you empathy, leadership, and the value of collaboration.

Elevation involves recognising that your achievements are part of a larger community. Sharing your knowledge, resources, or encouragement creates a ripple effect of progress that strengthens relationships and multiplies impact. This not only benefits others but also reinforces your own sense of significance and fulfilment. Success isn't just about reaching the top; it's about creating a legacy that inspires and supports future achievements.

When you endure with elevation, you transform personal growth into something much greater—a shared triumph that leaves a lasting foundation for yourself and others to build upon.

By lifting others, you elevate yourself into a person of meaningful influence and enduring value.



CONCLUSION

Paying the PRICE of Success

Success has a PRICE, and it's one you can afford—not in money or perfection, but through purposeful actions and unwavering resolve. In short, you afford the price by lowering the cost of success or increasing the value of the success you are after.

The PRICE of success can be summarised into:

- Purpose
- Resilience
- Intention
- Consistency
- Excellence

These are the instalments that form the foundation of your journey. These instalments are powered by **conviction, commitment, and courage**, the principles that differentiate an achievement from an aspiration.

→ CONVICTION

PREPARING. POSITIONING. RESISTING

is the first instalment you pay. It's the belief in your vision and purpose, the trust that your goals are worth pursuing, even when challenges arise. Conviction anchors you, providing clarity and direction. It's the spark that ignites your journey and keeps you steady when fear or doubt threatens to derail you. Without conviction, there's no foundation for success. This is the first and largest instalment you pay for your success.

→ COMMITMENT

RISING. INVESTING. INITIATING.
CULTIVATING. ENERGISING.

transforms belief into action. It's the daily effort, the dedication to show up, and the persistence to keep moving forward, step by step. Commitment doesn't wait for perfect conditions; it thrives on consistency. Paying this instalment means prioritising meaningful actions, even when progress feels slow. Success is built over time, and commitment ensures that every step you take moves you closer to your vision.

→ COURAGE

INSPIRING. CONTRIBUTING. ENDURING.

is what sustains you when the journey becomes difficult. It's the resilience to endure setbacks, adapt to challenges, and keep going despite obstacles. Courage isn't just about continuing; it's about growing stronger through the process. Paying this instalment requires boldness and a willingness to embrace the lessons in every struggle, knowing that each challenge shapes you for greater success. It is also the courage to contribute your ideas and learnings with others along the way, despite your own doubts and insecurities.

EACH ASPECT OF PRICE

→ PURPOSE

- o Prepare for Possibility, and
- o Position for Probability.

→ RESILIENCE

- o Resist the Rut, and
- o Rise over Resistance.

→ INTENTION

- o Invest Internally, and
- o Initiate Intentionally.

→ CONSISTENCY

- o Cultivate with Connection, and
- o Contribute with Courage.

→ EXCELLENCE

- o Energise with Enthusiasm, and
- o Endure with Elevation.



WHERE TO FROM HERE?

In today's dynamic workplace landscape, leaders and business managers are at the heart of ensuring efficiency, sustainability, and a positive learning environment. The 'PRICE' Framework is a powerful tool for achieving success.

To help you implement these principles directly in your organisation, I'm excited to offer an exclusive follow-up workshop: ***“Transforming the Environment: A PRICE Framework Workshop for Leaders”***.

This interactive workshop will provide you with a powerful Framework and practical tools to transform your organisation's operations, enhance your leadership effectiveness, build a resilient and engaged team, and ensure the long-term success and sustainability of your organisation.

→ MODULE 1

“PRICE” for Leaders: A Deep Dive

→ MODULE 2

Prepare & Position: Planning and Optimization

→ MODULE 3

Resist & Rise: Building Resilience& Managing Change

→ MODULE 4

Initiate & Inspire: Empowering Teams

→ MODULE 5

Cultivate & Contribute: Community Building

→ MODULE 6

Energise & Endure: Maintaining Momentum& Achieving Excellence

→ MODULE 7

Action Planning and Implementation

Connect

This is a manageable step by step instalment plan toward achieving your goals. These principles work together, ensuring you remain focused and aligned. By embracing conviction, living with commitment, and choosing courage, you make the PRICE of success not only affordable but transformative.

The PRICE is high, but you determine the value, and the rewards—growth, fulfilment, and a lasting legacy—are beyond measure.

Are you ready to pay it? The answer lies in your choices today.



LET'S BE CONNECTED

CLICK ON THE ICON BELOW

