UNLOCK
The Secrets to a Winning Life
Dedication

To 'Roli, Taq-Tah and Tao.
# Contents

*Author’s Note*

*Something Inside of You*

*Prologue: The Winning Life Experience*

---

**Part 1 — The Core: Perspectives and Capabilities**

1. Purpose
2. Mindset
3. Focus
4. Decision
5. Personal Power
6. Personal Ethics
7. Self-Development
8. Self-Differentiation
9. Attitude

---

**Part 2 — The Mantle: Possibilities**

10. Leadership
11. Excellence
12. Greatness
13. Success
14. Poverty
15. Failure
16. Career
17. People
18. Relationship
19. Friendship

Part 3 – The Crust: Opportunities
20. Life
20.1. The Winning Life Project
20.1.1. Creating the Winning Life Project
20.1.2. The Winning Life Pie
20.1.3. Actualizing the Winning Life
20.1.4. Getting the Balance: Wheel of Life
20.1.5. Know Yourself: DISC Personality Test

Acknowledgements
The world is changing rapidly, and while everyone is trying to catch up with the changes, some people are gliding on the waves of these changes, setting the pace and enjoying a winning streak. However, the common denominator you will find among people who win in life is that they are disciplined and fearless enough to seek and dare change, and they are courageous to seek constant improvement in significant areas of their lives.

Some years back, frustrated and in dire need of a change in my life, I embarked on the journey to discover me, to free myself from everything that had been forced on me;
my background, beliefs, environment, experiences, (mis)education, family and societal expectations.

I started by gradually and consciously rethinking everything. Then I rediscovered myself and repurposed my life. I started living consciously and purposefully. It was not a comfortable journey because, as expected, my views became different and my change of perspectives was met with resistance and sometimes criticism, owing to people's lack of understanding of my transformed self. But that did not matter much because my results changed – I was more in tune with myself, achieved more, grew tremendously and became more fulfilled.

Don't let anyone fool you, the journey to self-discovery is not akin to a day in Disneyland, it is a lonely and sometimes spiritual journey; but once you discover yourself, you are on your way to continually win in life. Just like every other great thing in life, transformation doesn't come easy; it is a painful process, but highly fulfilling in the end.

I have been privileged to experience professional life in different forms; as an employee, a failed start-up
entrepreneur, and now a consultant leading several transformational projects and programmes, delivering value and advising major institutions, both public and private. Albeit, my greatest moment of discovery happened at the lowest point in my career when I opened a mobile phone service centre shortly after the collapse of my first business.

In the early days of the GSM, Nigerians living abroad had a generous habit of sending their used handsets to family and friends back home in Nigeria. But unfortunately, most of those phones could not work on Nigerian networks, not because of any fault or that the manufacturers made them so, but because they were locked to a particular system in the country where they were first used. And to make them work on the local networks and receive signals, the phones needed to undergo an unlocking process, either using specialised software or codes. I made quite a fortune providing this service, but what is most significant in this experience is not the money I made but the joy and freedom the new owners of the phones felt when their phones were eventually unlocked.
That process of 'Unlocking' provided me with the opportunity of gaining insights into the dynamics of the human mind concerning success and achievements. Now, this analogy of mobile phones and the unlocking process exemplifies how the human mind works. Through our experiences, exposures, education, environments, etc., we have been conditioned to think and act in specific ways.

Our minds have been locked to a particular “network”, but to function differently and achieve better results, we need to learn to think differently, to “unlock” our minds to receive a different kind of “signal”. We need to open our minds to information that will empower us to make different decisions that will change our lives and move us into the future we desire and long for.

In the last few years, I have shared my transformational thoughts as nuggets, which I labelled #PheekWords. I shared these with friends and on social media platforms. This book, UNLOCK, is a product of my journey. It is a compendium of my discovery for the most critical framework and tools for self-discovery and consistently winning in life, and supported by the captured nuggets
during my rethinking process. I believe you will find this book and the exercises in it worthwhile and fruitful for your life’s journey. Go on and unlock your treasure!
This book is designed to help individuals unlock and transform their minds. It serves a dual purpose: as a book and as a transformational journal. It is divided into three (3) parts with twenty (20) sections. Each section has five (5) relevant nuggets and explanatory notes, instructions to guide the reader. And there is a guided reflection space at the end of every section.

Each part takes the reader through a winning experience from Inward to Outward. And at the end of the book, there are exercises, worksheets and guides for creating a Winning Life.

If you wish to use this book as a transformational journal, which I recommend, depending on the amount of time you
are willing to commit to your transformation, you could do a maximum of 20 days, that is one section per day, followed by undertaking the exercises in the Unlock Life Project sub-section.

Please note that it is okay for you to have a contrary view or better perspective about a particular section or nugget, in which case, note them down and personalise your “Unlock” journey to suit your purpose.

The whole essence of this book is for you to rethink, rediscover and repurpose your life by unlocking your true self. I sincerely wish you all the best as you embark on this journey.
Something Inside of You

“Everyone is gifted, but some people never open their package.”

— Wolfgang Riebe

An old farmer laid sick in bed and nearing the end of his life. It had been a long journey for him, and he'd mostly made the best of his allotted time here.

Lying in his deathbed, his two sons sitting beside him, he wondered how best to pass down his most important legacy to them and ensure that they imbibe it for the rest of their lives. His farmland was extensive, and his sons had worked it with him through the years since they started learning how to operate and manage it.
After much thought, he said to them, “I have hidden a treasure somewhere on the farm that I want you both to work together to find. The treasure will last you both of your lifetimes, so don't stop until you find it.”

Excited, the sons hardly waited for their father to be buried before they set themselves to the search. They dug up and combed every part of their inherited farmland but found nothing: no hidden treasure, just a vast mass of upturned soil resulting from their toil.

Finally, they gave up, feeling sad that their father had probably lied to them. So, they decided to plant crops on the land since the soil was upturned already.

When the harvest time came, the two brothers were blown away by the quality and quantity of crops the land yielded. It was many times more than they ever saw their father get in any season.

That provided the answer to their question of many months. The treasure their father bequeathed to them was the diligence of digging up the soil to unlock its hidden, dormant fertility!
Likewise, for every one of us, there are hidden, dormant treasures inside us waiting to be unlocked and harnessed towards cultivating and manifesting our greatness.

There is something inside of you yearning to be unlocked. I hope this book does just that for you as you flip open its pages every day to find a nugget to feed your thinking and nourish your heart towards the success you desire.

May you unlock your hidden treasures!
The earth has an intriguing structure made up of four distinct layers, and each has a different and unique chemical and mechanical composition that can impact life on the surface of the earth. The four layers are the *inner core*, *outer core*, *mantle* and *crust*.

Variations in heat in the core (inner and outer) cause movement in the mantle which cause the tectonic plates (multiple puzzle-like thin skins that are always in motion and bumping into each other) lining the surface of the
In contrast, the outer core is a molten (viscous) iron about 2,200 km thick and surrounding the inner core. In contrast, the mantle is a rock layer about 2,850 km thick and sometimes becomes so hot that it melts into slow-moving molten magma – what gushes out of the earth during a volcanic eruption to form rocks. The crust is the thin surface made up of sand and rocks and varying between 5 to 50 km in diameter.

Geographers believe that the centre of the earth, the inner core, is approximately 6,400 km below the surface and is a solid mass of iron at a temperature of 3,870°C. Under normal circumstances, iron would melt at such high temperature, but the immense pressure within it keeps its solidity intact – all 2,400 km diameter of it.

In contrast, the outer core is a molten (viscous) iron about 2,200 km thick and surrounding the inner core. In contrast, the mantle is a rock layer about 2,850 km thick and sometimes becomes so hot that it melts into slow-moving molten magma – what gushes out of the earth during a volcanic eruption to form rocks. The crust is the thin surface made up of sand and rocks and varying between 5 to 50 km in diameter.
In like manner, the dynamics for winning in life, as I have discovered in my journey so far, are in layers like the earth's structure. Thus, I have endeavoured to capture and represent them accordingly to reflect what I now call *The Winning Life Model™*, as shown below.
The first thing to commit to mind here is the fact that your relationship with this model – in terms of how effectively you imbibe and apply its provisions – will ultimately determine the outcomes of your transformation; so, I implore you to pay keen attention.

At the core of winning in life is your purpose. Purpose gives your life essence, meaning, direction, and worth. Purpose makes your existence valuable and adventurous. Hence, the day you discover your purpose on earth, your life takes on new meaning and vitality, and you start to repurpose your living. This is why I agree with Myles Munroe's assertion that “Where purpose is not known, abuse is inevitable.” Your purpose determines your perspectives in life. Your purpose is your inner core and must be jealously guarded far away from all distractions and held intact by the “pressure” of a high calling to a place of impact, growth and significance through ardently pursuing its fulfilment.

With your perspectives (inner core) intact, your capabilities (outer core) receive requisite energy and refinement to drive your possibilities (the mantle), which ultimately determine the quality and magnitude of opportunities (the
(crust) that you can attract and maximize to forge your life forward and make winning your perpetual experience.

In effect, the sole thrust of this book is to immerse you into The Winning Life by handing you the irrefutable secrets that make for winning in life.

Brace up for a journey from which you'll never recover!

Welcome to The Winning Life experience!
Part 1

THE CORE: Perspectives and Capabilities

The Winning Life Model
Life is concentric and designed to be lived from the inside-out. You are first within before you are without. As Sam Adeyemi puts it, “You cannot be moving on your inside and remain static on your outside.” In other words, your outer world is simply a response to the workings of your inner world. The outputs and results of your life will always – invariably – be a reflection of who you intrinsically are at your core, starting with your perspectives on life and on to your capabilities.

Your life in the present, outwardly, is the creation of who you are on your inside: your discovery and clarity of purpose, your mindset on diverse life issues, your level of focus on your core purpose and determination towards achieving it, your decisions concerning the quality of life

*If we all did the things we are capable of, we would astound ourselves.
– Thomas Edison*
you want to lead, your resolve towards appropriating your power and hinged upon trust in your inherent potential to make of your life what you want it to be, the personal ethics you imbibe and uphold to keep you from distractions, your commitment to personal growth and development as well as your ability to stand out from the crowd and distinguish yourself from everyone else, all coupled with your attitudinal disposition towards life and its many caprices.

If you were given a compass to navigate from point A to point Z, what would be your first port of call to starting your journey? I'd say determining where you are at the moment. Well, for winning in life, your first and primary task is to heed Socrates' advice, “Know thyself.” Everything about success, winning and greatness starts with a thorough knowledge of self and the different dynamics that must brilliantly interplay from your core to concoct and produce the life you desire.

Your inner world, your core, is the womb of your life. It is the eminent manufacturer of the life you desire and yearn for. Whatever your inner world does not conceive, nurture and brood over can never manifest externally for you. This
is why most people struggle through life. They miss the order. They try to change their external realities without first considering and fixing what's broken in their inner world. They try to live life from the outside-in. Wrong! That can only breed a life of perpetual chaos and misalignment. Instead, life is to be lived from the inside-out, from your core to the crust.

Your **perspectives** are the fulcrum that holds everything else in place, giving them their flair, meaning and thrust. Your **perspectives** connote your core purpose in life – why you're here. So, really, why are you here? Are you a passer-by, an onlooker, or are you here to participate and contribute to life in definite and precise ways and measures?

While the latter is true for all of us at the fundamental level, in actuality, most people play in the former – because their **perspectives** are warped, their **purpose** is undiscovered or unclear to them. Sad as this realization may be, it is the sickening truth. But it does not have to be your truth; you can change your narrative henceforth. This is why you have this book in your hand.
Also worthy of note is the fact that *purpose* is discovered, not invented. And while the path to this discovery and the consequent fulfilment is different for each person, there are cross-cutting pointers that serve as tour guides in this quest, which I will endeavour to share with you in the next couple of pages capturing this part of the book.

Once you have discovered your *purpose* and clarified your life's *perspective*, your **capabilities** are endued with power to accentuate your life in your most preferred direction and enable you to lead a fulfilling and winning life. But this is made possible by their precise alignment with your core *purpose*. You see again why everything necessarily starts at *purpose*? Your *purpose* guides your life, and to the extent that other variables are aligned to it, winning in life is guaranteed!

Your **capabilities**, your *outer core*, constitute your *mindset* – countless mental files from which you judge life as it unfolds for you and determine what to accept or discard. Your *focus* – the energy and attention you infuse into what is most important to you, especially your *purpose*. Your *decisions* – every man is a product of the decisions he
makes or fails to make. Your *personal power* – your inner abilities and how you use them. Your *ethics* – your values and your resolve to never compromise on them. Your commitment to *self-development* – your conscious efforts towards elevating your mind in the direction of your purpose. Your *self-differentiation* – your ability to harness your uniqueness and stand out from the crowd at what you do. And your *attitude* – the crux, because as they say, attitude is everything, your predisposition towards all of life.

This is the summary of what you will learn in this part 1 of your UNLOCK journey. The end is to bring you to a place of greater self-awareness from which you can reassess your life on a broad scale to see what’s not working and why. And then take practical, pragmatic steps towards fixing the bug and getting back into the alignment necessary for your progress and ultimate winning.

Explore your *core*!
Section One:

**PURPOSE**

The reason for which something is done or created, or for which something exists.
One of the most powerful things that can happen to a man is to discover himself – who he is and what his life should be about. His life transforms from that moment on, especially if he commits to maximizing that discovery.

Mark Twain said: “The two most important days in your life are the day you were born and the day you find out why.” Without self-discovery, you can never find fulfilment.

The journey to self-discovery is sacred and personal. No one can substitute or go it for another; not even a parent for their child. You can only guide and show pointers.
Nevertheless, it is a compulsory expedition for any person who wants to maximize their lives on earth.

If you haven't yet, start now to find out why you were born and why you are who you are.
Purpose defines our lives, and purpose is different for every one of us. However, it has the same end: to serve humanity.

Albert Schweitzer once offered, “I don't know what your destiny will be, but the one thing I know – the only ones among you who will be really happy are those who have sought and found how to serve.”

Every human being comes to earth with a different tag stating the unique purpose of our lives. Those who discover theirs and set out to accomplish it for the betterment of their fellow man are the ones who will enjoy the most of life's treasures.
Even twins have different purposes to establish on earth. So, the fact that you find yourself in the same space and circumstances with other people doesn't mean that your objectives are the same or alike. Soon, time will separate each of you to do your thing.

A Yoruba adage says, “Twenty children don't play together for twenty years.” Find and focus on your purpose—how to serve humanity.
In life, it is dangerous and suicidal to try to live by another man's clock – it reads a different time from yours.

As our purposes are different and unique to us, so are the timing for their respective accomplishments. Hence, it is futile to worry over what another person has that you don't. You will only hurt and tire yourself unnecessarily.

Find your purpose. Discover your uniqueness. Maintain your difference. Take chances at the things that interest you. Stay true to yourself and your convictions – that is how to maximize life. Anything else will only cause you pain, which is wasteful and unnecessary.
To Purchase Complete Book

VISIT

https://taopheek.com/index.php/books/
In life, it is dangerous and suicidal to try to live by another man’s clock – it reads a different time from yours. As our purposes are different and unique to us, so are the timing for their respective accomplishments. Hence, it is futile to worry over what another person has that you don’t. You will only hurt and tire yourself unnecessarily.

Find your purpose. Discover your uniqueness. Maintain your difference. Take chances at the things that interest you. Stay true to yourself and your convictions – that is the essence of success.

In this book, the author takes you through a framework, based on his proprietary The Winning Life Model™, to help you discover your core purpose, build your capabilities, unlock your possibilities and be better positioned to harness opportunities required to win in life.

The book is divided into three major parts. Each part takes the reader through a winning experience from Inward to Outward.

The first part, The Core, will help you to reconnect with your why, realign your perspectives and your capabilities, so that you can gain a deep-seated meaning and clarity about the kind of change you seek to make with your life.

The second part, The Mantle, covers sections that will help you discover your possibilities and build the inner edifice to support you on your quest for living an extraordinary life.

The third part of the book, The Crust, will sharpen your eyes to better see opportunities by showing you principles for living a life of impact and how to sustain your momentum for winning in life.

At the end of the book, there are exercises, worksheets and guides for creating a Winning Life.

Taopheek Babayeju is a seasoned professional with two-decade (20 years) experience in business strategy, project portfolio management and technology consulting. He is the CEO/Lead Consultant at iCentra where he specializes in using innovative ideas to solve complex problems and improve business performance.

Beyond business, Taopheek is a proponent of Leadership, Entrepreneurship and Africa’s Development. He is passionate about people development and organizational excellence.

Taopheek is also a facilitator, speaker and author. An avid lover of art and innovation, he is married and blessed with three beautiful daughters.