

# PRINCIPLES OF SUCCESSFUL LIFE MANAGEMENT

(personal, professional, social)

  
TOMÁS DUROSKA



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OF SUCCESSFUL LIFE MANAGEMENT  
(PERSONAL, PROFESSIONAL, SOCIAL)

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Tomáš Ďuroška

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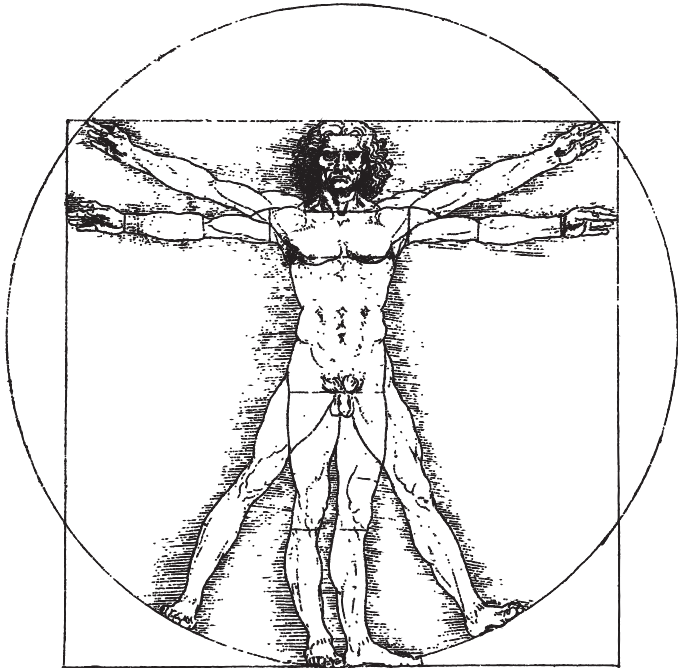
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I devote this book to the memory  
of Leonardo da Vinci.  
This great Renaissance thinker can be  
an inspiration to us all.



# MOTTO

“Even small changes bring big results.”  
TOMÁŠ ĎUROŠKA



# BIG IDEAS

“Unlike Man, Nature never breaks her own laws.”

LEONARDO DA VINCI

“Imagination is more important than knowledge.”

ALBERT EINSTEIN

“Find a job you love,  
and you will never have to work a day in your life.”

KONFUCIUS

“If you want to increase your success rate,  
double your failure rate.”

THOMAS WATSON

“Intelligence is the ability to adapt to change.”

STEPHEN HAWKING



## ABOUT THIS BOOK

This book discusses ordinary things in an unordinary way. Its ambition is not to be a textbook or an academic guide. It narrates ordinary things from different points of view. This narration is supposed to reveal things in life in new, sometimes unexpected and unusual contexts. Readers will be able to understand certain important connections and relations which might help them in their personal or work life. The book also deals with wider-ranging topics which go beyond the borders of the individual world, because they are based on the assumption that the world and its elements are mutually indivisible and connected, and individuals and their surroundings cannot be separated or earmarked. Using the examples of ordinary people and top managers, beginning and well-known companies, various trends and published analyses, the author looks for and discovers new, interesting and discreet connections which may be hidden in the everyday “cycle and bustle” of life. The result of this search and revelation should be a discovery of important and essential principles (variables, factors) of success in one’s personal, professional and social life.

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# INTRODUCTION

There are many books on the topic of how to be successful, how to gain friends, how to be happy, how to get rich and so on. These publications deal with the development of one part of our personal potential, and so can be of great help in many aspects.

In this book, I would like to help develop people's personal potential, and perhaps on a slightly wider scale summarise some facts and add my own observations and analysis of what has worked for me on this subject; this is what I would like to share with my readers.

Although this book deals with life management, it does not analyse management and its different fields as management is traditionally perceived. For example, it does not deal with the traditional division of methodological aspects of management and a description of individual management methods, technologies and tools. It primarily describes those principles of management which people use in their personal life. In doing so, it focuses on those management methods, technologies and tools which I believe to be the most essential and most important in order to build a successful work, personal and social life. My starting-point is the assumption that success can only be achieved if the condition of sustainability is met. The success of every corporate and personal activity, and those which have an impact on the whole of society, can thus be judged successful only if the premise of sustainable development is met. I was led to this idea by the fact that many traditional managerial concepts did not perceive the condition of sustainability as sufficiently important. However, if we define this very condition as a priority and key factor, then everything suddenly takes on

a different nature and dimension. This is because, for example, the winners are not those companies which produce the most products at the lowest price, in the shortest time. Those we perceive as most successful are those companies which produce such products that are not an environmental burden, yet do not exclude or degrade the human factor in their activities. However, I do not wish to give too much theory, and so in my reflections I always try to analyse the aspects in question using concrete corporate activities and examples of personal and social development. At the same time, I will try to uncover some interesting and new connections. I will also try to reveal the link between personal, work and social life, because I believe that only when these are in harmony and in balance with each other can they ensure a successful existence for our society.



PART I

LIFE MANAGEMENT

Elements of Life  
Building a Personal Life  
Building a Professional Life  
Social Dimension  
Principles of a Successful Life



# LIFE MANAGEMENT

## **Elements of life**

Every day we convince ourselves that life is one big struggle, in which we have to – whether we like it or not – fight for survival. There are many philosophical approaches which try to see the world as a better, more beautiful, more just and more tolerant place than it actually is. However, we can only believe in these illusions until our next “fight” which awaits us around every corner.

But this is natural, if we want to be optimistic and believe in a better world. However, this belief also contains a challenge to strive for this world, meaning we too must participate in its improvement.

Many important business people and entrepreneurs successful in their field are the proof of one rule: they never strove too hard or took too much interest in their business success, profit and prosperity. They were mainly driven by the need to solve certain problems in this world, so their services and actions might lead to its improvement. This was then reflected in their business success.

We don't all have to be business people. We can also find a similar sense of fulfilment for our life in serving others as regular employees, officials, doctors and so on. We can find satisfaction and a meaning for our life in various things. However, most of them have one common denominator, which is doing good for the benefit of the wider community. But in order for someone to spread good, they also need to draw it from their surroundings. Many people have to draw it simply from the feeling they have made other people happy. In this case, each one of us can provide a source of positive energy and the meaning of life.

## *Bread and games*

The basic functions and tasks of human life were revealed as early as in the Middle Ages. In order to survive and succeed, a person needs two basic processes to fulfil the fundamental objective of their existence. The first is work; today this includes doing business. This process provides us with bread, which nourishes us. The second is entertainment, relaxation, or in the spirit of the ancient Romans, we could say this these are games. It is a process used to draw energy and replenish it.

According to this idea, the basis of a meaningful and successful life is work and fun. In addition to providing us with the means to survive, working for the benefit of the wider community also gives us joy and positive energy. Such work is both bread and games for us.

Even so, people should also find another source of joy and positive energy alongside their work. If you want to be completely outgoing and connected, you need relaxation, fun and rest as well as work.

These two spheres, work and fun, are the two basic spheres of life for each of us, namely our personal and our professional life. However, we must add another element to these two basic spheres, which expresses the social dimension of how our civilisation works, and that is society.

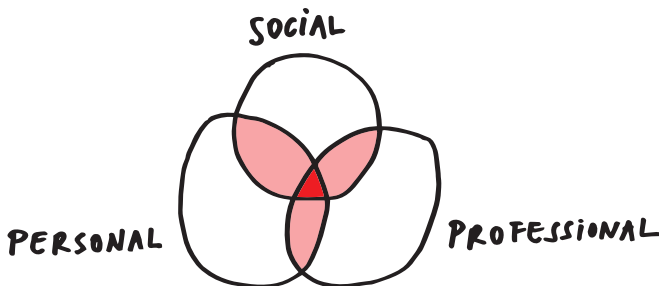


Figure 1:  
Elements of life: personal, professional, social (basic life entities)