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Steve Jobs' Zen Approach to Business

Steve Jobs was a Zen master of business and technology. And his success came from applying Zen principles to both. Zen is a practice that has been around for centuries. It's a way of life that focuses on the present moment. It's about being aware of what is happening right now, without judgment. It's about letting go of the past and not worrying about the future. Zen is a way of seeing the world as it is, not as we want it to be.

Jobs was a master of Zen because he was able to see the world as it is. He was able to see what was missing in the market and what people needed. He was able to see what was possible and what was not. He was able to see what was important and what was not. He was able to see what was beautiful and what was not.

Jobs was also a master of Zen because he was able to let go of the past and not worry about the future. He was able to focus on the present moment and what was happening right now. He was able to let go of his ego and his desire for success. He was able to let go of his fear of failure.

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گلن لاییوویتز نویسنده این مطلب میگوید : «نمونههای بسیاری شبیه به این مورد در زندگی من وجود داشت که سعی میکردم خواستهام را مطرح کنم و برای این منظور همواره با خودم در کشمکش و کلانجار بودم که چگونه خواستهام را مطرح کنم . همواره از این موضوع اضطراب و هراس داشتم که مبدا درخواستم رد شود یا در بسیاری از موارد در زمان مطرح کردن درخواستم، خودم را به شدت اذیت میکردم . در اغلب موارد درخواستم را ارائه میکردم و نتایج بسیار مثبتی را دریافت میکردم . به خوبی به یاد دارم در مقطعی از یکی از همکلاسیهایم در مدرسه کسبوکار، نام هتلی را پرسیدم که یک شرکت مشاوره جلسه استخدام کارمند را در آنجا ترتیب داده بود . در آن زمان بدون آنکه دعوتنامهای در اختیار داشته باشم در آن جلسه حاضر شدم و در کمال شجاعت در کنار فردی نشستم که سرانجام من را استخدام کرد و کارفرمای من شد. (البته پس از آنکه هشت مصاحبه شغلی سخت را پشت سر گذاشتم.)

مطلب پیشنهادی

روشهای تبدیل شکست به موفقیت!

با این ۱۰ روش شکست را به موفقیت تبدیل کنید!

همچنین زمانی را به یاد میآورم که برای اولین بار در زندگیام با عزمی راسخ پیشنهاد ارتقای شغلی خودم را مطرح کردم . این درخواست را پس از چهار سال صبر کردن برای ارتقا مطرح کردم که در نهایت پیشرفت شغلی قابل توجهی را به وجود آورد . البته در بعضی موارد به واسطه آنکه یکسری خواستههایم را به روشنی مطرح نکردم، شکستها و ناامیدیهای بزرگی را متحمل شدم . حتا امروزه نیز از انجام بعضی کارها صرفنظر میکنم و در نتیجه فرصتهایی را از دست میدهم . مطرح کردن درخواست در زمانی درست و مناسب یک هنر است. اگر بتوانید نیاز مردم را به درستی تشخیص داده و یک پیشنهاد ارزشمند را به آنها ارائه کنید یک استراتژی ارزشمند را پایهگذاری کردهاید، به دلیل اینکه در نهایت جواب خوشحالکننده "بله " را برای انجام آنکار دریافت خواهید کرد . بسیار از مردم این سوال را مطرح میکنند که چگونه باید اطلاع پیدا کنم هدفم چیست یا به دنبال چه چیزی هستم؟ اگر ایدهای به ذهنتان برسد باعث شادکامی شما شده و فکر کردن درباره رسیدن به آن هدف باعث میشود هیجان زده و امیدوار شوید . این به معنای آن است که چراغ سبزی را دریافت کردهاید . در ادامه بدون هیچگونه تردیدی به سوی آن احساسی که دارید قدم بر خواهید داشت. اما هدف شما باید یک هدف چالشی داشته باشد و حتا شما را کمی بترساند .





مطلب پیشنهادی

راز موفقیت افراد موفق

برای موفقیت به شکست خوشآمد بگویید

من در این مدت یاد گرفتهام خیلی از مردم مشتاق هستند زمان، ایدهها یا حتا پول خود را بدون هیچگونه چشمداشتی در اختیار دیگران قرار دهند . در حقیقت مشاهده کردهام بسیاری از مردم از کمک کردن به دیگران و مفید بودن برای دیگران احساس خوشنودی میکنند . ممکن است این ارزشی باشد که آنها از کانون خانواده یا به واسطه اعتقادات مذهبی خود آنرا کسب کردهاند . حتا ممکن است یکی از خصایص ذاتی شخصیتی آنها باشد .»

جابز میگوید : «در این مدت هیچگاه با فردی برخورد نکردم که به من نه بگوید و در ادامه تلفن را روی من قطع کند. من تنها درخواست خودم را مطرح کردم و هنگامی که فردی درخواستی از من داشت، سعی میکردم در حد امکان جوابگوی او باشم . به واسطه آنکه به خودم ثابت کنم قدرشناس هستم . در نتیجه به این موضوع فکر کنید که واقعا به دنبال چه هستید؟ در ادامه مصمم باشید و زمان و انرژی لازم را صرف کنید تا مهارتهای جدیدی را به دست آورید . سعی کنید دانش جدید کسب کنید و کارهای جدیدی را تجربه کنید . روی روابط اجتماعی خود سرمایهگذاری کنید تا بتوانید خواسته خود را مطرح کنید . در ادامه هنگامی که حس کردید، زمان مناسبی برای مطرح کردن درخواستی به وجود آمده، اطمینان حاصل کنید همان کاری که به شما در رسیدن به خواستهتان کمک میکند را انجام خواهید داد .

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