

Make the impossible possible

SHARON ASCHAIK
Special to The Sun

IN THE early 20th century, scientists proclaimed that bumblebees are aerodynamically challenged, and shouldn't be able to fly. It's a good thing they can't read science journals, or they might never leave the ground again, says motivational speaker and author Barry Siskind in his newest book, *Bumblebees Can't Fly: 7 Simple Strategies for Making the Impossible Possible* (Wiley).

Bumblebees is a 144-page mini life guide that very quickly gets to the meat of how to use common sense to take control of your life. His seven strategies provide readers the tools to understand themselves, transform that knowledge

into power, and stay on track to achieve their personal or professional objectives:

"The detours of life are fabulous, but make sure you bring yourself back to the original goal"

— Barry Siskind

1. **Doubt the obvious:** The older we get, the more likely we are to lose our idealism and think we can't change the world. The key, Siskind says, is to weed out the myths from the truth — what's

true for one person isn't necessarily true for another.

"So many times people get stuck with messages that are not true. So many affect our job, like, 'We can't do it like that, it didn't work 25 years ago, that won't work.' The bottom line is, how much is true? What's true for one is not necessarily true for another."

2. **Let your reach exceed your grasp:** Learning to tap into your sixth sense, your intuition, can help you find the best answers to your problems. "Sometimes you know in your gut the answer, but it just takes time for it to emerge," Siskind says. "Without the belief that there is a way, you won't get anywhere."

3. **Know yourself:** Every action is grounded in four life forces — values, intellect, emotion and experience — and understanding these forces in your life will help you identify the right career direction for you.

4. **Transform information into knowledge:** Three principles — a sense of purpose, commitment and inner strength — form the core of your character. Defining your sense of purpose, committing to live by certain standards of your chosen role, and finding the inner strength to stay the course helps you transform information into knowledge.

5. **Embrace the unexpected:** The instinctive or obvious solution may not always be the best one. Always be open to new or different ways of viewing a situation and paths to success. Where you fail, be sure to learn from your mistakes.

6. **Stay on course:** "The detours of life are fabulous, but make sure you bring yourself back to your original goal," Siskind says. "It's fun



BARRY SISKIND
Bumblebees author

to try something new and experiment, but know where you're going so you can get back on your path."

7. **Don't be afraid to change horses midstream:** Learn to recognize when you're on the wrong path, and when you need to get off. Trust your inner voice to steer you in the right direction.

sharon@summitmediagroup.com

Burning Questions

Q. I was fired from my last job because of a personality conflict with my boss. Do I tell someone that in an interview?

your termination (if asked, you do not need to volunteer the information if they don't request it), you jeopardize your credibility. If you say, "I was fired," and fail

strengths. You don't want to dedicate too much of that time to discussions of a negative situation in the past. Focus more on why you are the best hire for the opportunity you are meeting about!