



**VIRUTCHAM ACADEMY**

We Love What we do

# TOP 5 POWER HABITS FOR YOUR SUCCESS

THIS MINI-BOOK HELPS  
YOU BECOME A  
BETTER VERSION OF YOU.

**Dr.N. JEYASEELAN.**  
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## "MAKING PEOPLE GROW WITH A PURPOSE."



VIRUTCHAM ACADEMY

We Love What we do

**Purpose:** To inspire people "to Dream Big & Transform".

**Vision:** Making 1 million people "Dream Big and Transform" by 2028.

**Values:** We live our "Values" in our daily life.

- Learning, Sharing & Growth.

**What we do?** We help people grow them and their businesses with a PURPOSE. When people are "Purpose aligned", they love what they do and it leads to doubling of productivity, resulting in their Happiness & Success.

## “TRANSFORMING PEOPLE”



Virutcham Academy for Social Changemakers LLP is offering world-class, impactful & transformative training programs-both online & In-person programs. We train Small Business owners, Social Entrepreneurs, Homemakers, Young CEOs, Staff of NGOs, Micro Finance Institutions, Banks, Farmer Producers Companies and Corporates to perform at their peak by aligning with PURPOSE & VISION and support them to emerge as a Purpose Centric Leader.

Dr.N.Jeyaseelan, Chief Executive Officer,  
Virutcham Academy for Social Changemakers

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## 1.INTRODUCTION

How many of you want to be successful?

How many of you failed to achieve success?

How many of you want to achieve success, but not knowing exactly how to achieve it?

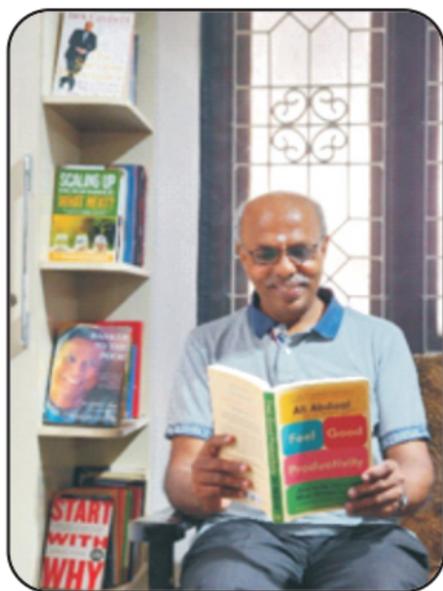
If you say “Yes” to any of the above questions, You are in the right place.

This book “Top 5 Power Habits for Your Success” will help you learn the step-by-step process of building your Habits. No matter, who you are. Whatever may be your education or economic background, You can achieve whatever you want to achieve in life by simply following the steps described in this mini-book, because these steps only transformed my life.

## 2. WHY HABITS?

Habits shape the fabric of our daily lives. Habits play a pivotal role in defining our character and shaping our destiny.

By automating repetitive actions, habits conserve mental energy (45% of our daily activities are determined by Habits as per research by Duke University, UK.)



**My tiny Habit of  
“Daily reading  
of Books” gives  
me eternal  
pleasure.**

Choose your  
Habits & create  
your amazing life  
on your terms.

### 3. QUOTES ON HABITS.

We make Habits first and Later Habits make us.

The key to reaching your goals is not the size of your steps but the consistency of your habits.

Success is the sum of small efforts repeated day in and day out – it's all about your habits.

Greatness is not a single act but a collection of positive habits

Your habits determine your character, and your character shapes your destiny.

Habits are the architects of our dreams; build them strong and build them well.

Your habits can either lift you up or pull you down – choose the ones that elevate your life.

## 4. WHAT IS A HABIT?

Habit is a behaviour or an action repeated automatically without much conscious thinking. A habit is a routine behaviour that becomes ingrained through repetition. It is formed by a cue-triggered action followed by a reward, creating a loop.

### **Habits Loop :**

**Trigger** : Context, Place, Time or some action or some person or some event or emotions/feelings, which triggers a certain behaviour.

**Behaviour** : An action without much conscious thinking.

**Reward** : Pleasure / experience, the brain gets after the behaviour, which reinforces the brain to repeat it.

Understand the Habits loop, to shape your habits.

## 5.HABITS FORMATION.

Dr.Maxwell Maltz found that habit formation takes “21 days” (His book “Psycho-Cybernetics”). If one does a particular action continuously for 21 days, then the brain gets used to that and the brain's automaticity takes over and then that action becomes a habit.

Later, University College, London (European Journal of Social Psychology 2010) found that habit formation takes from 18 days to 254 days and the average is 66 days.

If you want to install a new Habit, do it consistently for 21 days and then you will see that action becomes automatic.

I have read the book “Atomic Habits” by the Author James Clear, which was very useful to instal many habits in me using the easy methods shared by the author.

## 6. HOW I BUILT MY HABITS?

**1. Decide 3 things first :** For installing any new habit, fix first New Behaviour (Habit), Time and Location. Time & Location are cues (Cue is a trigger in the brain that initiates a behaviour).

E.g. I do the Physical exercise (Habit) daily at 6.30 am (Time) on the Balcony (location).

**2. Starting Small is easy :** Starting a big habit is difficult. But, we can start a habit in a small way easily. Later, we can keep on improving it.

E.g. Instead of trying for a Habit of reading 20 pages daily, start with a small habit of reading 2 pages daily. I started in this small way reading just 2 pages only, later I improved it and now I read 20 to 25 pages daily.

## 6. HOW I BUILT MY HABITS?

**3. Combining a New Habit with an existing Habit :** Combine a new habit, which you want to instal with an existing habit, which you are already doing daily.

E.g. I listen to Podcast (new Habit) while Walking for half an hour (Existing habit) in the evening.

**4. Create an Environment :** Reduce the friction and create an environment so that you will do the habit action without difficulty in an easy manner.

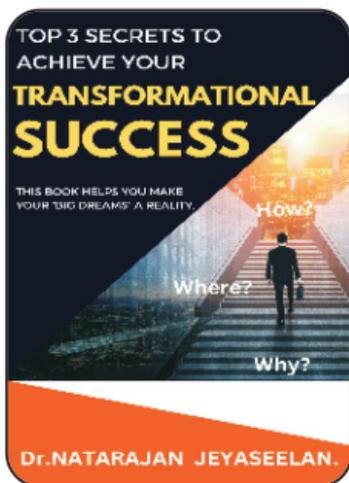
E.g. I keep my "GRATITUDE JAR" on the bed-table so that I will put the Gratitude journal slip into the jar and will go to sleep with a lot of fulfillment that I used the day effectively & I enjoy a good sleep.

## 6. HOW I BUILT MY HABITS?

**5. Focus on Identity :** Build Habits not for outcome. E.g. Writing every day to publish the book. I am not focusing on the outcome. But, my focus is on “What I become”.

Build Habits for your “Identity”- Who you are? Who you want to become? E.g. Writing every day to become a Best Impactful Author.

Now, I am writing every day for my



next book “Top 3 Secrets to achieve Your Transformational Success” both in English and Tamil and I wish that to be my Identity in the days ahead.

## 7.HOW HABITS CHANGED ME?

**How I became a Lifelong Learner?** One day when I was in Bangalore, I visited My Mentor Mr.J.P.Bernard's home. He was a reputed Master Trainer on Participatory training methodology. I was surprised to see a big library in his house, which was very inspiring to me. At that moment, I realized the power of reading books and that is why Mr.J.P.Bernard had a rich knowledge & even used to handle training for IAS officers as well. I was influenced by Mr.J.P.Bernard and I started my new habit of reading books.

Later I emerged as a Master Trainer and I have become a “Lifelong Learner” and started building a small library in my home. Now, I have a nice collection of books at my home on management, leadership, social entrepreneurship, training and

## 7.HOW HABITS CHANGED ME?

microfinance. I am always thanking my mentor Mr.J.P.Bernard for training me in participatory training methodologies and transforming me and made me stay hungry for the new knowledge.

Another new habit is taking at least one action on completing a book. In the last page, I mention the “New Action” that I will start doing.

### **My Home Library**



**Now, I read one book every month.**

## 8.HOW TO STAY COMMITTED?

To stay committed to a new Habit, have an Accountability Partner at the outset. The accountability partner will have a weekly dialogue with you and will ask you about your progress on the new habit installed. Having an accountability partner will add to your commitment to stick to the new Habit.

*Weekly Habit Tracker* **Dr.Jey**

From: \_\_\_\_\_  
To: \_\_\_\_\_

Activities	M	T	W	T	F	S	S
Early wake-up at 5							
Gratitude Song							
Physical exercise							
Meditation							
Self-Affirmation							
Writing Goals							
Work on Top 3 Goals							
New learning 30 mts							
Nurturing Garden							
Playing							
with Granddaughter							
Gratitude Journal							
Listening to music							

I also use the **Habits Tracker**, which I found it very useful. Every Sunday, I review my daily habits adoption for the week.

## VIRUTCHAM ACADEMY'S

Training program on "Balancing Purpose & Profit" for Indian Bank Branch Managers.



Training program sponsored by Bank of India, on "Business plan preparation for CEOs of Farmer Producers Companies.



## TRAINING PROGRAMS CONDUCTED

Training program on “Purpose Centred Microfinance” for staff of MGENM NGO-MFI.



Training on Improving Productivity for staff of KDS COIR Farm Group



## 9.MY TOP 5 POWER HABITS.

**1. My Daily Rituals :** Following daily rituals will make us self-disciplined. Once we self-discipline ourselves, we manage the self-better and then we can manage the others also better. Starting the morning with daily rituals boosts our energy levels and helps us begin the day with a positive mindset.

- **Morning Rituals :** Waking up at 5 am, Singing gratitude song, Doing physical exercise, Meditation, Telling self-affirmation statements, Writing goals.

- **Focused Work :** Working on top 3 Goals, New learning for 30 minutes,

- **Evening Rituals:** Nurturing garden, Playing with granddaughter, Listening to Podcast while walking, Writing Gratitude journal & putting in a “Gratitude Jar” and Listening to music before going to bed at 10.00 pm. These daily rituals help me focus on the things that matters to me.

## 9.MY TOP 5 POWER HABITS.

### Self-Affirmation Statements.

**"We become, what we think & what we believe".**



I started with telling the above 7 statements, and now I tell 21 statements daily in the morning, looking at my eyes in a mirror. This helps put the message into our sub conscious mind, which attracts opportunities, events & people to make it a reality. You can tell any statement, you wish- Make it in Present tense & start with "I". This helps you become who you want to become.

## 9.MY TOP 5 POWER HABITS.

### **Gratitude Journal.**

I write the Gratitude Journal every day, before going to the bed. I mention 3 things for which I am grateful to God & Universe. I put this gratitude post in a Gratitude Jar, which is kept on my bed-side table. This gives me a lot of fulfilment and being grateful for what we have boosts our happiness.



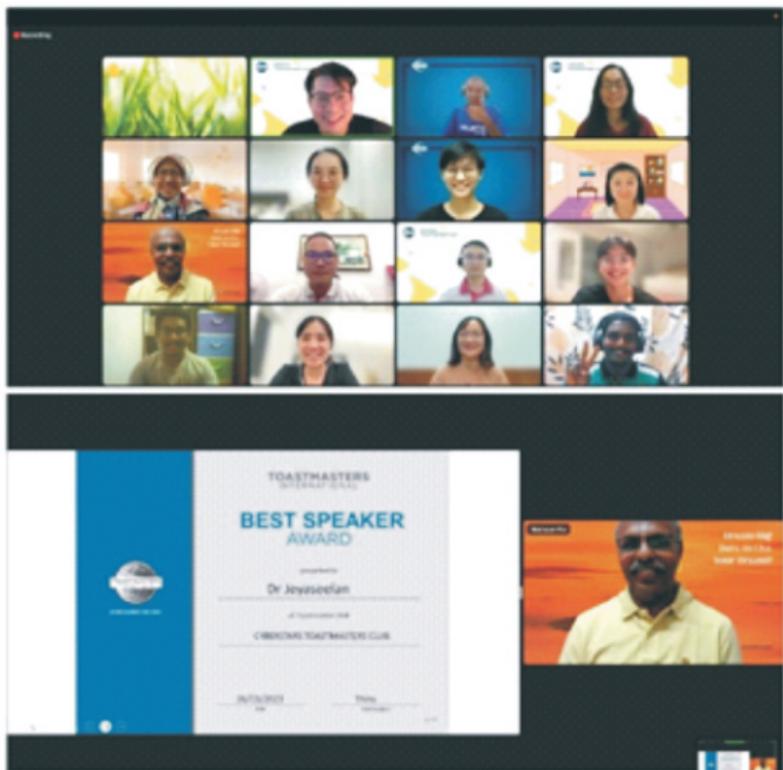
## 9.MY TOP 5 POWER HABITS.

**2. Life-Long Learning :** In this era of VUCA (Volatility, Uncertainty, Complexity and Ambiguity), everything is dynamic and keeps on changing. To manage these challenges, one need to continuously learn. The learning can be through formal courses, attending seminars, workshops and talking to experts. Now, there are lot of opportunities available over online- You Tube videos, podcasts and so on. When you stop learning, you stop growing. Review your skills sets related to who you want to become and focus your learning on acquiring those future-ready skills.

As a part of my life-long learning journey, I read books, attend webinars, listen to podcasts and I joined Toastmasters Club to improve my communication & leadership skills. I enjoy my Learning Journey with Toastmasters.

## 9.MY TOP 5 POWER HABITS.

**“Facts tell, Stories Sell”- Storytelling,  
a key skill I learnt from  
Toastmasters.**



## 9.MY TOP 5 POWER HABITS.

**3. Positive Attitude :** “Attitude is everything”. Attitude determines your altitude. When you have the positive attitude, you will see the problems as opportunity and you will go up the ladder in your career. But, people with negative attitude see even the opportunities as problems. Attitude is willingness to do. Individuals with a positive attitude are resilient. They inspire others with their uplifting energy and create a ripple effect of positivity that enriches their relationships, work environment, and wellbeing.

### **To Build Positive Attitude :**

- I Start the day with telling Positive affirmation statements,
- I Reflect on failures to learn a lesson out of it, instead of blaming.

## 9. MY TOP 5 POWER HABITS

- During any crisis, first I thank the God for giving me that crisis, which opens up a new opportunity & focus on the next small action & just do it.

- To radiate positivity, I share daily a motivational message as ATM (Any Time Motivation) message daily in the morning on all my social media and in all my programs, I start the program with a motivational quote.

You can see Dr. Jey's ATM message daily on his social media links.

<https://www.facebook.com/jeyaseelan.natarajan.94/>

<https://www.linkedin.com/in/dr-n-jeyaseelan-5079446/>

Instagram: atm\_dr\_jey



### "ATM" as Dr.Jey's Brand.

As Dr.Jey is sharing the ATM (Any Time Motivation) messages now for the last more than 1402 days consistently, "ATM" has emerged as his BRAND IDENTITY.

## 9.MY TOP 5 POWER HABITS.

**4. Networking** : Networking is building mutual relationships among the people in your industry/sector/areas of interest.

By participating in the networking events, you can learn the best practices from the industry leaders or experts on emerging issues. You can contribute to the knowledge sharing sessions organized by networking organizations and it will give you visibility among the industry people and you can position yourself.

You can become members of selected networking organizations. Networking takes a lot of personal time, but networking events open up huge opportunities and introduce us to many new stakeholders.

## 9.MY TOP 5 POWER HABITS.

- I believe in the principle of “Network is Your Net Worth” and hence, I dedicate time for networking to deepen the relationship with stakeholders.

### Dr. Jey speaking at various events.



## 9.MY TOP 5 POWER HABITS.

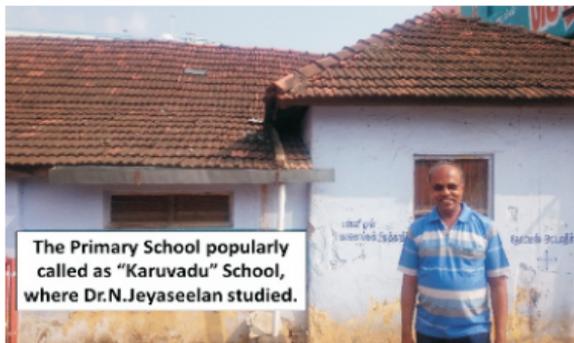
**5. Aligning with Values :** Values are our top priorities or deep beliefs we have in our life, which guide our behaviour. When our actions are aligned with our “Values”, people start to trust us and follow us. When our daily choices are aligned with our “Values”, we give our best and find a meaning in our work and hence, feel happy & fulfilled. People can have “Values” for their personal life and as well as for their professional work.

- I focus on Health, Family & Relationship as my Personal Values.

- I focus on Learning, Sharing & Growth as my Professional work Values. I invest a major part of my time, money, efforts & energy on these 6 Values & they guide me.

- " Live Your Values Daily"

## 10.KARUVADU TO HARVARD.



My start was a very humble start. But over a period, I stacked one habit over other good habits & kept on moving forward, which enabled me to achieve this learning journey from **Karuvadu Primary School to Harvard Business School, USA & achieve Super Success.**



## 11.HABITS CHALLENGE.

Congratulations to you for having read till this page and You are really an “Action Taker”. Jump into action. Start Small, But, Start now. Here, it is a “21 Days Habits challenge”.

- ❖ Decide a tiny habit to instal.
- ❖ Commit yourself to start the new Habit today itself.
- ❖ Tell your family & friends about your new 21 days challenge.
- ❖ Fix an Accountability Partner.
- ❖ After 21 days, it will become auto - pilot & magic will happen.
- ❖ Celebrate your wins.

### 21 Days Challenge!

I start this new Habit.....

.....

.....

Signature

Wishing You All the Best. Dr.Jey. 29

## 12. " About Dr. JEY "

Dr. Natarajan Jeyaseelan @ Dr.Jey is the CEO of Virutcham Academy for Social Changemakers LLP. Not content focusing only on the bottom line in a bank, he changed his career to working with an NGO to focus on the people at the bottom of the pyramid.

Dr. Jey headed several organizations as CEO/MD/Board of Director & practiced Purpose Centred Leadership in his life and helped several thousands of rural poor women become entrepreneurs through Microfinance not only in India but also in abroad (Brazil)

South Africa, Kenya, Myanmar, Cambodia & Sri Lanka). He has authored a book "Scaling up Microfinance: What Next ? Top 10 focus areas to achieve a Purpose Centred Growth" sharing his Purpose journey. He has also done consultancy assignments for UNDP, UNOPS, IFAD, ADB, IADB, World Bank & GIZ projects in India and in abroad.

**Microfinance Knowledge Promoter Award 2007 to Dr. N. JEYASEELAN by UN SOLUTION Exchange, A joint initiative of all United Nations agencies in India**





## **VIRUTCHAM ACADEMY**

WE LOVE, WHAT WE DO

### **TRAINING FOR TRANSFORMATION.**

If you plan for a year, plant paddy,  
If you plan for a decade, plant a tree.  
If you plan for a life time, invest in training.

### **Virutcham Academy For Social Changers LLP.**

If you want training on the following topics, please contact us:

- Entrepreneurship
- Productivity Enhancement for Teams
- Microfinance
- Accessing Finance from Banks for your business.
- Leadership Development
- Project Management
- Women Empowerment.

For Enrolling in the Program

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