

# How to THINK Differently



## In a Post-COVID World!

*Learn to handle the coming flood of job loss, layoffs and unemployment & Sail through a global recession to emerge stronger, richer and tougher than ever before!*

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# How to THINK Differently - In a Post-COVID World!

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THINK differently  
PLAN differently  
ACT differently  
PROMOTE differently

Zoom has quickly become the connector app for our COVID times!

By giving people stuck at home a way to get together virtually, it has melted away distance to make social isolation a little less stressful, even enjoyable.

On Easter Sunday, I was on a Zoom call with some dear friends.

We were discussing the COVID-19 pandemic.

Sharing our thoughts, hopes and fears. Referring to stories in the news and what we'd seen happen in our neighborhood and work place. Trying to figure out how things may play out.

I noticed one friend, a usually chatty and cheerful guy, was strangely quiet and withdrawn.

After the group call ended, I phoned him.

We talked, one to one.

I was correct. He was indeed worried. Deeply concerned.

"I have a good job, bro" he told me. "Good pay. We eat out twice a week. Watch every new movie. Comfortably meet my monthly home and car loan repayments. But.."

He paused. I waited. Silence.

"But.. what?"

"Nothing. Maybe I'm just being silly. But if for any reason I lose my job... all of this would come crashing down!"

Suddenly, what had been a serious but abstract concept - job loss and pay cuts due to a virus pandemic and its economic aftermath - had become a clear, vivid reality.

One that made even a middle-aged career professional, at or near an income generating peak of his career, fearful and anxious.

If things played out along the lines of 'worst case' scenarios being painted by analysts, this would be true for almost everyone who works for a living.

- Fresh graduates in their first jobs.
- Mid-level employees in middle level positions.
- Experienced careerists in senior management.
- Even top officials in the C-suite.

All of them are staring at the scary prospect of losing their jobs - or taking a pay cut.

What should they do?

***What should YOU do?***

Well, you could stay home alone during the quarantine and lock down, fret and worry about what might happen, stress yourself into a breakdown, and lose your hope, optimism and confidence.

But that's not a great option, is it?

Nope!

I'd rather suggest something practical, positive and pragmatic.

So I explored the question at length.

As a social entrepreneur who has built an online business around my passion for writing..

And then used the profits to fund a dream project of sponsoring life-saving treatment for little kids with heart birth defects...

And used my decade-long formal professional training as a pediatric heart surgeon to perform these operations...

I have a deep, personal understanding and experience - gained over the last THIRTY YEARS - in tackling adversity, overcoming challenges and facing tough times.

***What would I do in your place?***

Once I asked the right question, the answers came flooding in.

This series of 4 reports reveals that answer.

An answer that you can run with - **starting today.**

An answer that will keep you in the fight, and help you win it.

An answer to turn a hostile environment into your personal victory lap, that sets you on track for future growth and prosperity.

Because tough times call for positive action.

## And it means doing things DIFFERENTLY.

### ***Do You Know WHY Corona Virus Is So Deadly?***

What made COVID-19 a worldwide epidemic?

It's simple. Every patient infected with the novel Corona virus spreads it - on average - to 2 or 3 more people!

Just think about that for a moment. Simply by passing it on to 2 or 3 people, this deadly bug has turned into a worldwide epidemic.

And that's why you should **SHARE THIS REPORT** with 2 or 3 - or even MORE people!

To protect them against the twin dangers of fear and uncertainty in these troubled times.

If you know someone who needs this information, please pass it along.

**SHARE THIS REPORT WITH YOUR FRIENDS...**

***You never know - you just might change their lives!***

# THINK Differently

*May you live in interesting times*, goes an ancient Chinese curse.

In our modern era, a virus that first was detected in China and has since rapidly spread around the world has led us into very interesting times.

Or perhaps "*interesting*" isn't the right word.

Scary times. Fearful times. Distressing times.

Worrying times.

Uncertain times.

All of this, for sure.

And just now, there doesn't seem to be a light at the end of a very long and dark tunnel.

Not only is there no cure, vaccine or effective prevention on the horizon for a virus infection that has brought over one half of the world's population to a screeching stop... there's also a snowballing economic devastation which is building up to breaking point.

Every indicator of economic progress is in the amber (if not red) zone.

Employers are worried about meeting payroll and covering overheads.

Employees are concerned if they'll get paid, suffer steep pay cuts, or if they'll even retain their jobs.

Economists wrestle with the tough challenges of kickstarting a commercial engine that has sputtered and died - because of an incredibly rare failure on both the 'supply' and 'demand' side.

In other words, no one is buying stuff.

And even if they were, there's no way to manufacture it for them!

A double-whammy that decimates national wealth, erodes into personal savings, and puts us all on a difficult and slippery slope of uncertainty.

We could let all of this lead us down, into a vortex of fear.

We could become paralyzed by terror, and prepare to meet our fate.

Or...

## We could do things DIFFERENTLY.

That is what my series of 4 short special reports is about.

It will show you how to:

- Think DIFFERENTLY.
- Plan DIFFERENTLY.
- Act DIFFERENTLY.
- And Promote DIFFERENTLY.

Because one definition of insanity is:

*"Doing the same thing over and over again - but expecting a different outcome!"*

No, it doesn't work that way.

If you want a DIFFERENT outcome, you've got to do DIFFERENT things.

Or do the same things DIFFERENTLY.

In this report - and the three others to follow - I'm going to share a framework for BEING DIFFERENT.

- In how you think and feel.
- In how you plot and plan.
- In how you take action.
- In how you project and position yourself.

None of this is specific to a particular audience, or segment, or specialty.

It doesn't matter

- if you're a software developer or stay at home entrepreneur,
- if you're a heart surgeon (like me!) or a middle-level manager,
- if you're a CEO or a daily-wage worker in an industry,
- if you're a typist in a company office or a long-haul truck driver for a firm...

or anything else.

You will find something of value in studying these reports.

Because they are about your MINDSET.

And about how you can adapt and change it... to EVOLVE with the times.

Remember this powerful quote:

**When the going gets tough, THE  
TOUGH GET GOING!**

Let's get going.

But first, let's get one thing out of the way...

## **My 'Hidden' Agenda!**

Many times while reading a free report, I'll wonder at what's coming next.

Is there going to be a pitch for a high-priced coaching program lurking behind this 'giveaway' content?

Well, let me set your mind at ease.

**No, there isn't.**

My only 'hidden' agenda is that I hope you'll buy some of my ebooks - and they are priced very affordably. And they are all about how to

- improve your productivity,
- become a better information entrepreneur, and
- inspire you to live your dreams

When you buy an ebook, you'll help **fund a life-saving heart operation** for an underprivileged child through my non-profit foundation.

Feel free to do it, when you can. The '***Heart Book Store***' is [here: click](#).

Meanwhile, go ahead and read this report... knowing that it comes with no strings attached!

Onwards!

## ***Meet Ashwini.***

If you were introduced to her at a party, she'd say, *"I'm a secretary."*

Single. Lives alone, 200 miles away from the village she grew up in. Where the rest of her family still stays.

As secretary to the managing director of a mid-level company in the city, she has a cushy job. 9-to-5 weekdays at the office. Quiet evenings watching TV or catching a movie on Netflix. Weekend parties and trekking trips with her friends.

Life is good.

Lately, she's had to stay late at work because her boss was working longer hours. He also seemed a bit worried and stressed.

When she asked, he explained that the firm was going through a lean phase... but a big contract - that was almost in the bag - would soon put them right back on top. Armed with this inside knowledge, she confidently reassured her co-workers around the water cooler that "things would soon be fine".

And then, the COVID epidemic struck. Everything came to a grinding halt.

Cooped up in a tiny apartment, Ashwini is now worried. Alone at home with time to kill, she follows the news. The big US client they hoped to work with was under similar stress. As were other smaller ones.

Social isolation messes with the mind.

"What if we don't get this contract?" she worried. "What if our money troubles only get worse? Will I still have my job? Will I get paid? What if I don't - how will I manage?"

In a sense...

**We are all Ashwini.**

If I ask you this simple question, think about how you'd answer me...

*"Who are you?"*

Chances are that you'd describe what you do.

- Your job - I'm a driver, or writer, or janitor.
- Or position - I'm the CEO, or sales manager, or department head.
- Or educational qualification - I'm a doctor, or scientist, or engineer.

We all think about ourselves a certain way.

Mainly, that's conditioned by what we have learned to be the best way to position ourselves in society so that we're respected, admired, and...  
**EMPLOYED.**

Well, in a post-COVID world, we're all going to have to change the way we think about ourselves!

Because otherwise, things could get really tough... since you'll compete against everyone else just like you - for limited job opportunities.

You'll have to **THINK differently** in order to position yourself uniquely against everyone else!

This transformation begins with **HOW** we think about ourselves.

Take me, for example.

I am a qualified medical doctor. A specialist. In fact, a sub-specialist.

Yes, I'm a surgeon. A cardiothoracic surgeon. A **PEDIATRIC** cardiothoracic surgeon.

*That's one way of looking at myself.*

I am also a writer. An entrepreneur. A co-founder of a non-profit. A consultant to various healthcare businesses. And more.

Each of them requires **THINKING of myself in a different way.**

If you have multiple skills or areas of expertise, you could do this too.

If (like most people) your skills, study and experience have been in a narrower sphere of interest - or even limited to just one thing - you can still expand your scope by *THINKING about it differently.*

Let me explain.

Say you're a stenographer or typist in a firm. Like Ashwini.

You could think of yourself from the perspective of the **job you do.**

So you can think of yourself as the person who

- takes dictation,
- types out reports,
- collates and files away documents,
- sends out memos to other workers,
- organizes your boss' schedule

... and more.

You could also  
**THINK Differently!**

Imagine yourself from the viewpoint of how your job plays a part in the **bigger picture.**

As a cog in the machinery you help to run.

So you could see yourself as being the person who

- keeps things running smoothly around the office,
- boosts productivity and efficiency in the workplace,
- ensures your boss keeps all important appointments

and more.

Let's take another example.

Imagine you're a truck driver who ferries loads of groceries from a warehouse to supermarkets.

From the perspective of the "*job you do*", you can see yourself as the person who

- motors a vehicle from one place to another,
- delivers goods on schedule without delays, and
- avoids rash or reckless driving.

Or...

## You can THINK Differently.

And realize that, from the viewpoint of being "*part of a bigger picture*", your role is to

- keep shelves stocked for people who depend upon these groceries,
- maximize profit for your employer, and
- lower accident rates while enhancing road safety in your community.

The point I'm making here is simple.

Even though you're doing the exact same thing, you can **THINK about it differently.**

And as a result, you will see your role and responsibility expand and extend in several dimensions.

Why should you do this?

*Because I'm going to show you ways to leverage those 'line extensions' into potential ways to earn money or find employment - even in a congested and hyper-competitive jobs market that is likely in a post-COVID environment.*

So let's run through a simple exercise.

At the end of it, you'll possibly see yourself in a different light from how you've always perceived yourself in the past.

Ready?

Let's go...

## Your **THINK** Differently Questionnaire

*(Expected time to complete: 30 minutes - but take as long as you need, just work through ALL the questions, and answer them in depth and detail!)*

### **1. What is your current job?**

(If you don't have one, what jobs can you possibly do, if you were given one right now?)

## **2. What are the components of your actual job?**

Feel free to be as detailed as you like. If there are two dozen separate tasks or skills that make up the whole of your job, list them out individually. You'll see why shortly!

## **3. Which are the unique skills, talents or things you've gained from experience that best help you carry out your job?**

## **4. What criteria or requirements would be absolutely vital for somebody who wants to take over your job - and do it well?**

## **5. For each item you listed above, answer these questions:**

- a. How long will it take someone who's just starting out to acquire this?
- b. Will they have to get specially trained/licensed, or go to college, or be mentored for it?

## **6. What are the benefits or advantages to your employer (or the owner of your company/business) that come from you doing your job very well?**

## **7. What are the benefits or advantages that come to your immediate superiors at work, from you doing your job really well?**

**8. What are the benefits or advantages that your junior colleagues and co-workers enjoy at work, from you doing your job effectively?**

**9. What would happen to your workplace if you suddenly stopped working well?**

Describe the consequences in as much detail and depth as you can. In other words, make a case for how vital and important your role at work really is.

**10. Do you have the knowledge and experience to teach somebody else how to do your job very well?**

**11. How does your job affect the bigger picture? In other words, how does what you do at work influence everything else?**

Think about the impact of your daily work upon the company's bottom-line (in earnings, profits, customer satisfaction, social impact, environmental impact, and more).

**12. Can you come up with an estimate or projection of how much value your job adds to your employer? Try to put a value on it, either in dollar terms or as a percentage of growth/improvement.**

e.g. How much extra profit does your company earn because you are working efficiently? Or, how many extra customers come in because of what you do? Or, how much more productivity have you generated through your actions?

Now, it may seem like all of this has little - or nothing - to do with your finding a job in the post-COVID environment.

And you may not really see any value in going through this exercise - because MOST folks tend to downplay the role and importance of what they do as a job.

*"It's only my job,"* is a typical response.

And to you, it really does feel that way - because you don't see it as anything special or unique or... important.

But if you're going to compete more effectively in a post-COVID arena, you'll have to get rid of that way of thinking.

And begin to THINK Differently

Shift gears - fast.

See your job (yes, that regular, dull, boring routine humdrum job you've been holding for months or years!) in a different light.

For what it truly is...

As the fruit of your **rich experience** and **training**.

Of your knowledge and skill, focus and passion, commitment and consistency.

Why do this?

Because only then can you  
**REINVENT** yourself for a brave  
new future.

Only then can you expand your horizons to explore new, uncharted terrain.

Only then will you succeed despite what many will see as "limited opportunity".

Because you'll EXPAND your opportunities infinitely by learning how to

## THINK DIFFERENTLY.

So, finish the exercise.

Answer the 12 questions.

Do it, preferably, in writing - on a sheet of paper, or on your computer/smart phone.

That way, you'll have a record to work with later on.

And the following steps will build upon this foundation - so get it right.

Make it solid and strong. Take as long as you need to finish the assignment.

Think of it as drawing up a blueprint for your future success.

Because this will be what holds up your dreams... far into the post-COVID future!

See you in the next report shortly.

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## DON'T MISS THE NEXT 3 REPORTS!

To make sure you download the other 3 special reports in this series on "***How To Be Different - In a Post-COVID World***", sign up to this email notification list: click



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