

THE SUCCESS BLUEPRINT

Owner of 3DSpeaking, and public speaking coach, Mohamed Isa, recently hit two Amazon.com best-seller lists with the new book, *The Success Blueprint*. He joined the legendary Best-Selling Author and success expert Brian Tracy and a select group of ThoughtLeaders from around the world to co-write the book *bizbahrain* interviews Mohamed Isa.

Can you tell us what *The Success Blueprint* is all about?

A BLUEPRINT for SUCCESS is the architectural rendition of what success should look like. It will give you the detail and various views of the concept. It is no secret that achieving goals is a personal pursuit. Your goals are invariably different to those of your friends or family members. One important secret in pursuing your goal is in your ability to identify it clearly and distinctly. Accomplishing any goal for success requires us to make changes to the identified present condition or situation, in order to produce what we are trying to achieve.

In your opinion what defines a person as successful?

Most people associate success with money and power. There are the other few who view success as making a difference on a large a scale whether on a community level or at a global level. They realize, while doing this, they will



Mohamed Isa
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ultimately be more influential and have a bigger bank account. In essence, we cannot define who is successful based on a one fit-all-definition. Success differs from one person to another. For example, there are many social entrepreneurs engaging in projects in education and health to make the world a better place. That is their success.

Do you think it is possible to have a blueprint that tells you exactly what it

takes to become successful and avoid many of the mistakes that we all make?

Ask yourself this question: What would you do differently if you could go back 5 years or 10 years in time? I am sure you would want to change few things. And this is normal, I would change few things myself. I have made decisions that cost me money, energy and time. They held me back from achieving more success in my life. Accordingly, I am confident that if you have a success

blueprint, you will have a higher probability to be successful regardless of the goal you are aiming it. A blueprint will save you the trials and tribulations.

Tell us a little about your career as a speech coach and what brought you into this line of work.

What lights me up about this work is knowing that this is my life's calling: To guide my clients to achieve their dreams and desires through becoming charismatic speakers who can grab the audience's attention and hold it to the end, whether they are raising funds for a charity or selling a product or service. My path to becoming a speech coach emerged at an early age. I was the go-to person when it came to the preparation and practice of class presentations and case studies. I coached many students on how to deliver presentations that engaged their audience.

Can you recount some of the best and most impactful moments or experiences you have had in the course of your career?

Two stories stand out.

In the first one, a client called me to see if I can help her with her speech. The only problem was that she did not have a speech. She was supposed to be on a speaking tour in Europe in two days! We started with blank paper and a pen. We brainstormed on possible stories that she could use in her speech. We decided on three relevant stories to her audience along with their takeaway messages. Then, we worked on a humorous opening and powerful closing. Finally, we worked on some speech delivery mechanics for her to appear more polished and prepared speaker. She did fantastic in her speaking tour.

In the second one, my client had her speech written word-for-word. When I finished reading it. She asked me: "What do you think?" I smiled and told: "I think you need a new speech!" She was shocked. She did not expect me saying that at all. I explained to her the basis of my assessment of her speech. And then we had a productive discussion on her speech's objectives and analyzed

her audience. I made her travel back in time to different stages of her life to bring about stories that would connect well to the audience to maximize the engagement level with them. Her speech was a huge success. As for her prepared speech, it was proudly posted on her blog.

Is there another book in the offing? What's next?

Of course. Writing is an addiction. Once you start, you cannot stop. Between 2017 and 2020, I have an ambitious plan of publishing at least 10 books. Yes, 10 books. In September 2017, I will officially launch my upcoming book. It is called: *Chai Karak, a Customer Service Story*. I have already submitted the manuscript to my US-based publisher for editing, review, design and production. In fact,

I have already received many positive reviews on the book from leading customer service experts from around the world. They said things like: "This book is a must read." I am devising a marketing plan to make it another Amazon's Bestseller.

What advice would you give to aspiring writers?

Just write. Do not over think about it. Just write it!

Our readers are already familiar with your work thanks to your popular column, but do you have any additional words of advice to face the challenges of modern life.

I have three words for the readers: Hard work pays. @

