

Recently a friend of mine sent me the transcript of the speech JK Rowling gave to Harvard University in June 2008. I'm so grateful she did because her speech contained the two fundamental principles that were the secret to JK Rowlings outstanding success. They're also the same two principles that everyone who has created true and sustainable success has embodied. What made it even more exciting for me was, they are the same two principles that I live and teach.

So what are they I hear you ask? They are simply and profoundly the ability to embody failure and devote your life to your imagination.

As I'm sure you're aware, JK Rowling wasn't always the billionaire author of Harry Potter. As she said in her speech; "So I think it fair to say that by any conventional measure, a mere seven years after my graduation day, I had failed on an epic scale. An exceptionally short-lived marriage had imploded, and I was jobless, a lone parent, and as poor as it is possible to be in modern Britain, without being homeless. The fears my parents had had for me, and that I had had for myself, had both come to pass, and by every usual standard, I was the biggest failure I knew." In summary, JK Rowling created everything she was avoiding.

Like JK Rowling, I also managed to create everything I was avoiding. In 1998 my sole focus was on being successful. I'd created a successful career in change management within the IT industry. I created the 'perfect' wife and a beautiful penthouse apartment near Sydney Harbour. Just when I thought it couldn't get any better....it didn't!

My life suddenly crumbled around me when I discovered that my wife was having an affair. In an instant it was as if someone had come along and stuck a tiny little pin into the perfectly inflated balloon of my life. I was devastated and dropped into a deep depression because I came to the stark realisation that my life was all veneer and no substance. I built a house of cards on sand while the tide was out. Just like JK Rowling I created everything I was avoiding. This is also the reality that many people around the world have experienced as a result of the recent credit crisis.

The house of cards created by our collective pursuit of success has been washed away by the tide of reality. JK Rowlings failure, my failure and the failure of the global markets was not an accident; it was the result of our focus. In every case our focus was on avoiding failure and pursuing success. The reason this kind of success is so easily swept away is because it's only the veneer of success. We didn't create any substantial success because our fear of failing was the determining influence that informed our thoughts and feelings and drove our actions.

Whenever you're avoiding anything, you're blinkered. You don't see the whole truth of reality. Just when you think your life is perfect or when you think the markets can only go up, that's when reality shifts and reveals to you what you've been avoiding. You then go into free fall and your whole world collapses around you. Suddenly you have to manage change that's been thrust upon you by forces outside of your control. Unfortunately, most people's way of managing change is to react to it, which only makes matters worse. The way George W. Bush handled 9/11 comes immediately to mind.

The most powerful way out of this dilemma is to do what JK Rowling did which is what enabled her to write Harry Potter, and that is to choose to embody what you're avoiding. As she said in her speech to Harvard University; "I stopped pretending to myself that I was anything other than what I was, and began to direct all my energy into finishing the only work that mattered to me. Had I really succeeded at anything else, I might never have found the determination to succeed in the one arena I believed I truly belonged. I was set free, because my greatest fear had been realised, and I was still alive, and I still had a daughter whom I adored, and I had an old typewriter and a big idea. And so rock bottom became the solid foundation on which I rebuilt my life."

Embodying her failure freed JK Rowling to devote the rest of her life to her imagination. Where do you think her "big idea" came from? From that point onwards she devoted herself to her imagination, regardless of the consequences and we all know what that devotion created.

This then reveals the ultimate choice anyone can make and that is to dedicate the rest of your life to your imagination. Devotion to your imagination effortlessly leads you to the creation of what you love, no matter what failure you experience along the way, because even your mistakes become fuel for your imagination.

Like JK Rowling that's exactly what I chose to do when my life fell apart. I decided to use my imagination to devote the rest of my life to the creation of what I love. JK Rowling loves writing. I love exploring human potential, transformation, magic and intuition. For the last 11 years I've devoted myself to the creation of a transformational modality built on harnessing people's innate intuitive ability which has brought magic to thousands of people's lives around the world and facilitated their ability to live from their imagination.

The only reason why the vast majority of people don't experience the extraordinary success that JK Rowling created is because they stay in reaction. They don't embody their failure because they don't know they're avoiding it and they don't know how to ignite their imagination. In order to develop that clarity of mind and uncover the immense power of your imagination, the best thing you can do is to be trained in your intuition.

Unfortunately, our conditioning causes us to abandon our intuition and imagination in favour of rational thinking. Many people think imagination is just the stuff of fairy tales or is childish. The irony of this assumption is that it's our rational thinking that drives us to build houses of cards on sand when the tide is out. That doesn't sound very rational to me. The more rational thing to do is to stick your head in the clouds with your feet firmly planted on solid ground.

Your imagination isn't just where you create fanciful stories. It's the seat of your power. It's the source of everything you love. It's the source of your intuitive wisdom. It's where your true freedom lies. The magical thing about your imagination is that the more you give it power, the more power it gives you. The more you imagine what you love and act on what you imagine, the more your imagination starts acting on you and becomes your reality. This is what JK Rowling did, this is what I've done and everyone else has done who has created true and sustainable success.

If you stop and think about it rationally for a moment, devoting your life to your imagination has to lead to true and sustainable success because if you make mistakes along the way or even fail, they are great opportunities to learn and hone your imagination even more. Every experience you have is full of richness and holds the potential for you to create a full and bountiful life.

What I love the most is the intuitive foresight that your imagination gives you. Paradoxically, it gives you a very firm grip on reality. You know well ahead of time if what you're creating is built on sand because you can see the tide coming back in before it arrives.

So how can you start tapping into this incredible power that lies latent within you? The most powerful choice you can make is to train yourself in your intuition; doing so will ignite the power of your imagination. This is the greatest investment you can make in your future, especially during these times of massive change brought about by the global financial crisis. It's the one investment that will produce massive returns over the long term. This is why I've devoted my life to mastering my own intuition and training people in theirs.

Your intuition gives you the foresight and insight to see what you're unconsciously avoiding so you're not living in a deluded reality. It reveals to you what you truly love as well as the most direct path to create it. It also strengthens your inner fortitude so you can walk down the path your imagination reveals to you and not be swayed by the siren calls of your rational thinking.

Developing your intuition will help you prevent any catastrophic failure because it will reveal what you're avoiding and enable you to embrace it. In so doing you'll create bedrock for yourself, just as JK Rowling did, which you can use as a launching pad for a new life transformed by your imagination.

A great first step you can take is to ask yourself the question; "What do I love?" and answer it without any concerns about how or when it's going to happen or even if it's possible. Share or capture whatever becomes obvious to you, then ask yourself, "What else do I love?" and keep asking yourself that question until momentum builds and you arrive at the ring of truth. You'll know when you arrive at the ring of truth because there will be one thing you love that stands out and shines, one thing you love that makes your heart sing. Once you arrive at that point then, ask yourself what the most obvious next step is you can take to create it and keep asking yourself that question until you arrive at the ring of truth again.

If you'd love to master your intuition, ignite your imagination and create your own true and sustainable success, then I encourage you to come and work with me and discover how effortless and magical your life can be. Just visit my website at www.darreneden.com to find out about my upcoming events. You can also watch JK Rowlings speech while you're there.

I also encourage you to research the lives of people who inspire you, who've created the life they love. When you do, you'll discover that each of them, in their own way, have also embodied failure and devoted their life to their imagination.

If they can do it, why can't you?