



Mel Clifford – Stories of the Day

About this book

The book you are currently holding is a composition of the very first blog posts written by Mel Clifford, as part of his “Stories of the Day” blog series.

It ranges from notes about his daily life, to personal quips on the state of the world as it was at the time of writing.

Feel free to read the blogs chronologically, but you may find yourself flicking to any page for a quick read. The wonderful thing about Mel Clifford’s blog posts are their independence, making it entirely possible to pick up and continue reading from any point in this book – don’t feel like you have to conform reading conventionally.

These posts have been compiled by Mel’s son, Ben Clifford, with the help of his friend Beth Duffy.





Mel Clifford – Stories of the Day

About the Author



“Do you do what is expected of you or do you do what is amazing?”

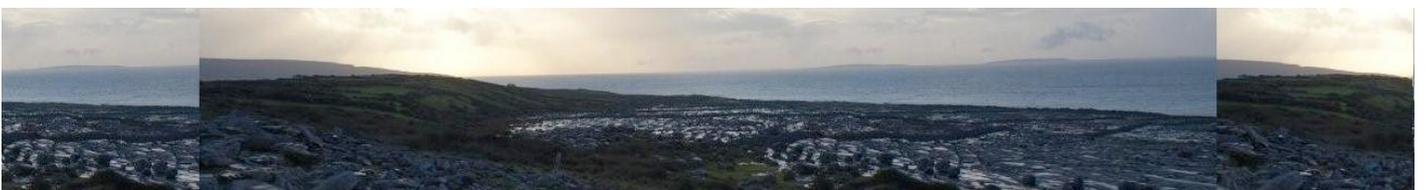
“Lots of people don’t even do what is expected from them. Taking personal responsibility for your life is the only way for you to grow and achieve your dreams.

Putting the “Me Factor” in your life will build your confidence and support you in breaking down your barriers to change. Shifting your comfort zones and getting to where you feel happy in your own skin.

I continue to grow and learn from others and situations that occur in my life each day. I make mistakes and I have some regrets, the past is gone and future is where it’s at. I believe in honesty and I value the times I spend with people and listen to what they have to contribute to me and others. I create fun in my life – laugh every day no matter what and appreciate what I have in my world.

Remember change is in your hands.”

- Taken from “About Me” at www.melclifford.com





Mel Clifford – Stories of the Day

About the Author

Mel Clifford has been involved in the support, coaching and personal development of individuals for over 20 years. With over 10 years business experience in starting companies and successfully managing their growth, Mel takes a personal approach to making real changes for clients.

Mel is passionate about getting individuals to really understand that if they want to make changes in any aspects of their lives be that health, career, finances, relationships, spiritual then they must take personal responsibility and know that change is in their hands.

In 2000, Mel left the secure environment of private sector employment and started his own business to work with individuals and organisations in managing change and making a real difference. He has gone on to achieve his goals on a global scale, conducting business in Europe, China and the USA

Mel currently resides in Canada, and continues to work on personal development as well as up keeping his blog and exploring his creative writing talents.





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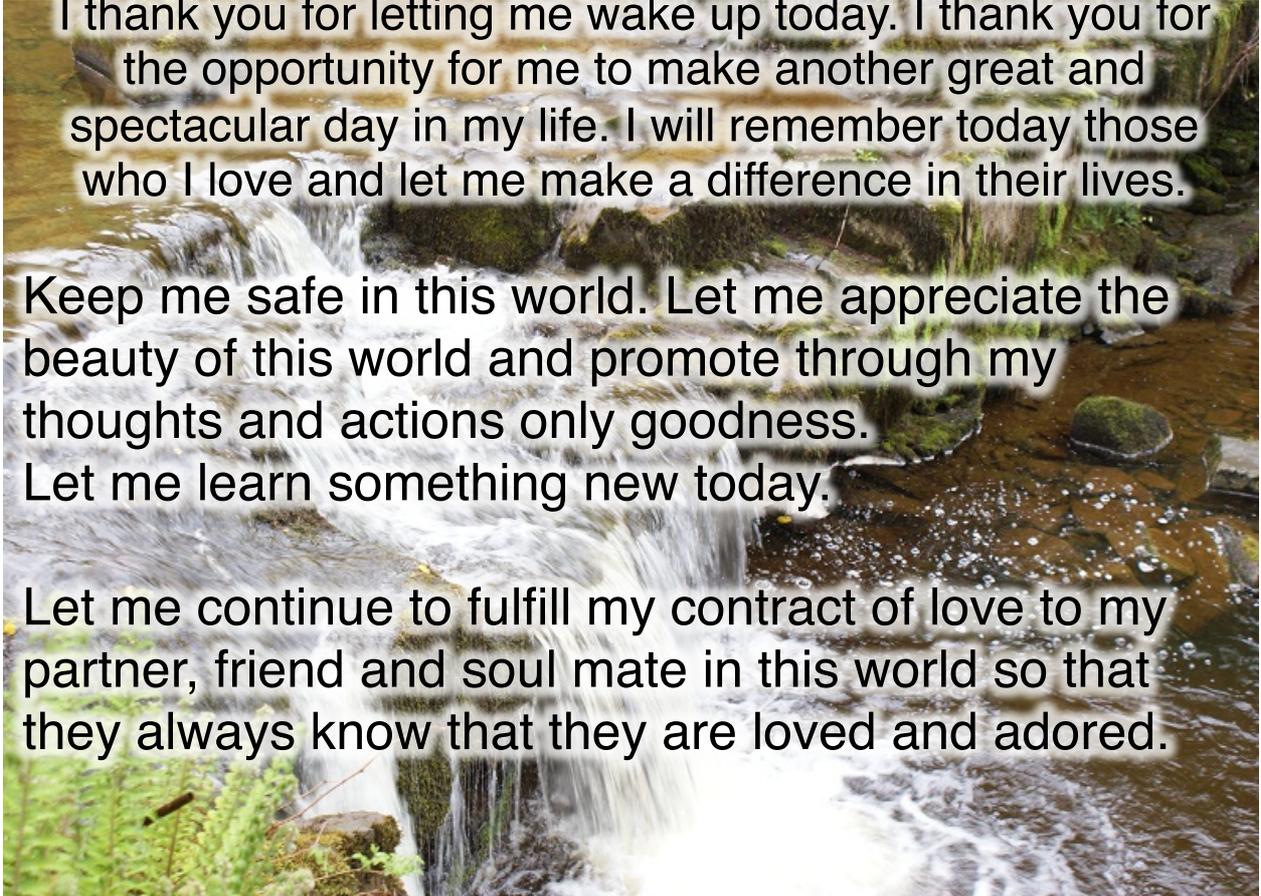


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How I will live my life.

In the most spectacular, exciting, healthy, loving, spiritual and wealthy way. My life is for living, my body is healthy to house my mind and spirit. My loving is without fear, giving and most beautiful. My wealth is that I never have to be concerned about money.

To maintain my life there are things that are not negotiable and I need to remind myself everyday that this is what gives me my most spectacular, exciting, healthy, loving, spiritual and wealthy life.

A photograph of a waterfall cascading over mossy rocks in a lush, green forest. The water is white and frothy as it falls, creating a sense of movement and energy. The surrounding environment is dense with green foliage and moss-covered rocks.

I thank you for letting me wake up today. I thank you for the opportunity for me to make another great and spectacular day in my life. I will remember today those who I love and let me make a difference in their lives.

Keep me safe in this world. Let me appreciate the beauty of this world and promote through my thoughts and actions only goodness.

Let me learn something new today.

Let me continue to fulfill my contract of love to my partner, friend and soul mate in this world so that they always know that they are loved and adored.



Just Starting

This is my first blog and I am just starting to make comments and test out the systems. I have added a photo to remind myself and others to have fun in their lives. Do something every day that will make you laugh no matter how difficult things are.



Taking personal responsibility for the changes you want to make.



One of the key issues we have to deal with in today's world is the pressure of having to be successful my question is –

“The pressure of success – who decides on the measures?”

If you want to change your behaviour – change your point of view.

Now consider what you have to do and be positive and take that step forward.



I attend a creative writing course recently as I thought I should as I was in the middle of my manuscript and maybe I would learn something? It was recommended that if you are starting to write you should have a blog.

OK I thought, I have heard of blogs or blogging so I will have a go at that. So how do I start? where to I start?, so I asked a closed friend who knows whatever you want to know about technology – “Mel you have to set up an account and then you can start”.

So as you can see I have got that right – sometime ago you will see I set up my blogger account – Ok so what do I do now – I posted a few words – positive thoughts for people to read – but I decided I would just not go public for a while and would see how it goes.



I was wrong once I clicked “post” it was gone to the world which I only realised yesterday.

So where to from here ? I have decided to give myself a target of 1000 followers in one year from now, maybe this is too ambitious not or not ambitious at all – given that I have seen people with hundred and thousands of followers every day – well one has to start somewhere an as the old saying goes “with one small step at a time”.

What will I write – who knows we will just have to wait and see but for today whatever small step you have to take in your life do it today for it will be too late tomorrow.



One's character is one of the most important assets you have and to build character we all need to learn and seek learning from life. If you are finding things difficult at this time in your life look for the learning.

A rough road will help to build your character. Think of those whom you admire and look at their journey in life, was it easy?

I would suggest not, did they learn and come out the other side of their difficulties, I would suggest yes. So for today believe in yourself and turn the issues that you are finding difficult in your life into thoughts of joy for you can learn and grow in your life to be strong and continue on the path for which you are here to achieve.



Ask yourself, how I will grow in charter today and smile today for you are learning to grow and living your life.





I recently heard on TV a UK Politician called Nick Clegg MP saying what we need is honesty – well that's a good one an honest Politician – I am not saying that Nick Clegg is not honest but still it was a shock to here a politician using such words and fair play to him if he really means that he wants honesty in the world he lives in.

That is why I wrote his name down at the time as I have not heard of him before or such words from an politician and again well done – if you mean it Nick. I would first ask him one question are you honest with yourself Nick. His comments reminded me that I should write something today about honesty.

How do you feel about honesty?



Would you like people to be honest with you and say it as it is or would you like them to lie to you? Are you always honest with people in your daily life?

There is either the truth or the untruth, you are either honest or dishonest in a situation. You can paint a lie whatever shades of a colour you like, you can call it whatever you like “its only a little lie or a white lie” but the facts are something is either true or untrue.

How honest are you with yourself?

If you can't be honest with yourself who can you be honest with? If you demand honesty from others then start with yourself – honesty is something I will write about from time to time but for today what is it that you need to be honest with for yourself – here is a task for the next 24 hours for you whatever the issue is be honest with yourself and whatever the question or situation is be honest with others, try it.

It may not be easy but you will feel great if you are honest in your life.



Ask yourself the following five questions

1. How important is time to you?
2. Do you know what you spend your time on?
3. Do you waste your time?
4. How much time have you got left on this earth?
5. What will you do from this moment on with the time you have left?

One thing that we all have that is equal in this life is there are 60 seconds in one minute and 60 minutes in one hour. This time measurement is given to us equally. It does not matter who or what you are, how clever you are, your colour, your religion or beliefs, if you have money or not, we all have the same measurement in time, 60 minutes in one hour.



Yes some of us may spend a longer time on this earth than others and one could say you have received more time than others. It does not matter how long you have it is what you do with the time you are given that is important.

Remember if you ask somebody for a lend of money say €50 euro, they can always repay you at some point in time and you will get your €50 back.

If somebody asks you to spend time with them say 20 minutes, you will never get this time back in your life. Only you can decide how you spend your time and with whom so don't waste it. As we enter this world with nothing we will all leave the same way with nothing. Maybe we will be asked what did we do with the time we spend here.

How will you respond? This may be the only measurement we will be judged against.



So from today onwards don't let others steal and waste your time and don't you waste other people's time – think of all those minutes that you sat waiting to meet somebody while they kept you waiting out side the office or waiting at other locations, all those times you spend in wasted meetings or doing things that others want you to do and you were just to nice to say NO.

On what and where and with whom do you want to spend your time? Find out now and just do it- because the majority of us can't answer question 4 so use your time wisely and with goodness.



Why do Irish politician not accept personal accountability for their actions in public life – look at the recent events and the scandals with semi state spending, expenses and decision on infrastructure projects and the enormous over spends and wastage.

Yet not one public employee or minister has been fired, why? Well I feel if you can fire one of them the others can get fired, so lets not start the ball rolling as who knows where it might end up. It is a shame on all those who know what the right position is to take but yet do not have the courage to make these decision and take action.

They can make all the excuses they like and hide behind legal advice but I am sure there are other legal people that would offer different advice and would be willing to take the right course of action.

Ones character is one of the most important things in your life and I must say that our current politicians (with no emphasis on any particular party) have a lot to answer for yet not one of them will accept accountability and take action.

Well all I can say is you have failed to fulfil your commitment to the people that your serve.



Failure to stand up and do what is right is a failure of leadership.

Recently a CEO within an organisation was directly informed of an employee at management level who was dishonest, their behaviour was totally unprofessional and bullied individuals, yet this CEO failed to do the right thing, they failed to take action and demonstrate that this behaviour was not acceptable or to be tolerated within their organisation.

What a weakness in their leadership, what does this demonstrate to others within the organisation except it is OK to behave like this, as this behaviour is acceptable.

This is just a small example, but when our politicians are doing the same thing then what is the culture they create within our society, remember what gets honoured in a country gets done.

How come they expect others in society to be accountable for their actions and behaviours but not them?



Find me an honest politician and you will find a true leader that people will respect and follow why because they will be accountable, when the time comes they will do the right things.

I had finished writing this blog when I heard on the radio that George Lee resigned from politics for his own reasons, and most of the people have commented on his honesty and willingness to create changes, I don't know George Lee at all but here is a man that has taken accountability for his own decisions and stood up to be counted.

If there were only others like him and stated that yes there is something very wrong with the systems we have. I have also heard on the radio some of the negative comments about his decision. If you are not honest with yourself who can you be honest with.

Do you accept accountability for your actions, remember what gets honoured in an organisation or country gets done, where is your personal leadership and dignity for yourself?



In the Chinese tradition we are now entering into the year of the Golden Tiger on February 14th 2010. We are leaving 2009 which was the year of the OX so one could say we are coming for the back of the OX onto the way forward of the Tiger. The OX represents hard work and is patient and tireless in its work. I am sure 2009 for many of us was just that hard work and taking very little risk.

The Tiger represents courage, power, passion and royalty. The Tiger also symbolises the female Yin energy which I believe we need more of in creating a balance in the world right now, just as we are coming out of a very dominate male Yang energy.





We have seen and experienced where that has got us in the world for example the financial crisis and fear of terrorist attacks. I feel we are very lucky to be entering this period as the world itself is creating a balance as it always will in order to survive. But for the Golden Tiger to bring this balanced we need to ensure that our contributions are balance with Yin energy.

The Tiger is daring, courageous, passionate and so must we be in our lives going forward. We must have the courage to continue and live our dreams, we must dare to be different, as we are each unique. Different from the crowd and not just going along with what we know is wrong and we must have the passion in our hearts to provide those in our lives with the help and support they may need.

The Chinese word for a crisis is Wēijī which means both danger and opportunity.

As you can see this one word has the balance of two meanings, both are opposites but yet protect each other.



In my work over many years with individuals and groups I have continually examined where the imbalance maybe in any of the following areas of their lives, Health, Relationships, Finances, Career or Spiritual.

Where this imbalance lies will show up difficulty within their personal growth and often the ability to move on in their lives. So we must look at each area and understand where we feel the crisis is and seek the opportunity to heal, grow and move forward. Each of you reading this may well know internally where you feel the imbalance is in your life.

Some of you may be blind to it and need the right support to help find it. As I wrote yesterday for some of you it maybe having the courage to do what is right. For others it will be taken that first step to put things right in your life that you know you should for you and others.

While I was writing this blog it reminded me of a book I recently read written by Brendan Foley “The Yin Yang Complex” it is well worth reading.

So starting now in this year of the Golden Tiger have the courage and passion to make the changes you know you must in your world.



When we are born we are all provided with a name, carefully chosen by our parents or guardians.

A considerable amount of thought and discussion goes into what you will be called. Most of us love our name and are very happy to continue to use it throughout our lives. Sometimes for reasons we may not know or understand our name gets changed by others, it is either shortened for example from William to Bill or from Desmond to Des.

We are given a nickname or called by our family name for some other reason, again as an example like “Doyler” or “Harris”. One example of a nickname I came across was this man called “leaky Doyle” who was a local Plummer.

When we were children and we met someone for the first time we would nearly always ask them “what is your name”. Yet when we get older in life we seem to lose this quality of interest. Once while working with a very senior team of executives I asked the question about the type of culture they believed they had within their organisation.



Various response came back but one of the agreed response they all said was that they were very employee focused and they cared for their people because this would reflect onto their clients. Each of these executives passed the receptionist nearly every morning and when I asked them what was her name less then 10% of the room could tell me her name.

How many people do you pass each and every day in your workplace or maybe where you buy your morning, coffee or newspaper or purchase a weekly/monthly transport ticket or pay for your petrol or someone who empties your rubbish bins bin at home or in work – do you ask them their name? Most people working in retail shops or customer services areas have name badges – do you use their name to say thank you or just hello?

Never lose that child quality within you, so from today ask and use my name.



I am sure you have heard of the saying “if you are not part of the solution you are part of the problem” or a different saying you might come across “don’t bring me problems bring me solutions”.

Well how does this sound, the solution is – “I am leaving – the problem is you are an asshole” or I am part of the solution “good bye”. If one can’t understand or see the issues than how are they expected to see the solutions?

It is only through communications with individuals will you be able to first recognise if there is a problem and secondly get to some form of acceptance that things might need to change. Non communications is definitely a sign of a problem and the quick solution is to start talking about it.

So just stating don’t bring me problems bring me solutions will not solve anything except more problems.



Lots of people will not see there is a problem in the first place or if they do have a problem they may need to get some support with how to solve it. Whatever the issues are that one needs to deal with, big or small we all need support. If one could solve the problem on their own there would be no need to tell you and there would be no problem.

What they are seeking is your support or advice and maybe it is just for you to listen – you might not be asked or expected to come up with the solution, just listening will do sometimes we need someone to listen and say nothing.

So the next time you hear someone using this type of saying “don’t bring me problems bring me the solutions” – the solution is you are either working with or living with an asshole.

Who do you need to talk to or who do you need to listen to today?



Who decides the measures of success in your life?

Who or what are you comparing yourself too? Ask yourself why are you making these comparisons? Stop right now and ask yourself what is important to you and who is important to you right now in your life.

You decide the measures of success in your life no one else. Stop comparing yourself to others as you are unique and beautiful. There is no one else like you in this world, we are all make different and special.

We often spend our time worrying what people think of us and then realise that it really does not matter. Remember what others think about you is none of your business, what you think about you is your business.

You set your own measures of success in this life. Tell yourself how great you are, love yourself and tell those that matter in your life they are important to you and that you care for them.

Don't wait, just do it now.



Happy wishes to all lovers

– and remember there are no limits when it comes to love. Love is in the eye of the beholder.

Just think of the barriers people have placed before them as they seek to choose that special person in their life. They think that the person must be this or they must be that or they must look like this or that, they must have this or must have that. These false believes, looking for the Hollywood image. If we all closed our eyes and listened to the person's heart, forget about the looks, forget about the money and forget all those false images and wants.

Just listen to their heart – for it is from there they will speak to you.

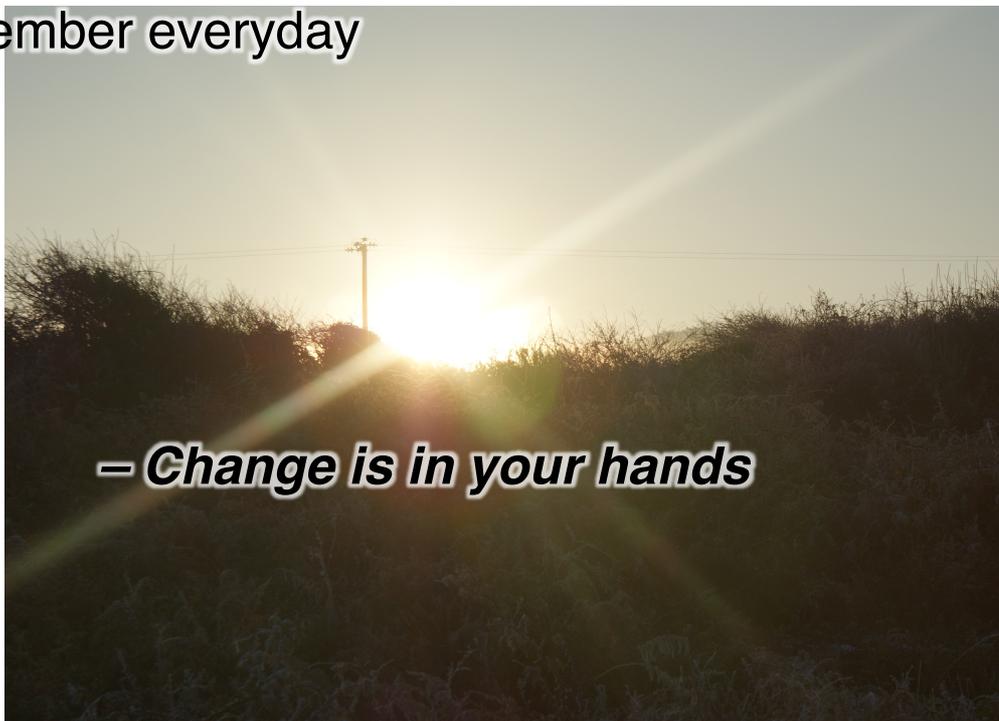
When it all comes down to it, most of us just want to feel loved, have fun and be happy in our world. The person that will do this for you is the person that is right for you. One can have all the others false images but if you don't have real love they have nothing. So make sure when you have found this in your life that you work hard to keep it and deliver on your commitments in this relationship.



One way is to communicate on all levels, if you can't do this then work at it, for communications is vital in a meaningful relationship.

So for Valentines Day, one should not need just one day in the year to remind us to look after the one we love. One day to tell them that they are loved or to make a little fuss about them just on this day. Or on this special day to have fun with them and make them laugh.

For one day it will be your last day with the person you love and I would hate to be waiting for Valentines Day just to let them know how I feel about them. So do you need one day in the year to remind you or will you remember everyday





How many people felt this morning as they awoke,
“oh no” its only Monday?

The start of another week and the weeks are going so fast. We are into the middle of February already. While the saying time waits for nobody is correct – one thing we are sure of is time will keep passing. If you are looking forward to something new in your live or something that you may not be happy about. One thing is for sure the time will come and pass. So the quicker we respect our time and take care not to waste it, the better you will feel.

So from tomorrow onwards when you wake up whatever name this day maybe called, meet the day with excitement and joy. Tell yourself this is your day and today “I will have fun, laugh and bring a smile to those that are special in my life”

It is ***your decision*** how you will face everyday, ok its not easy and yes life is difficult – but you have a choice and you can decide. It’s up to you – so to start you off “there were two cannibals eating a clown – one cannibal turned to the other and asked them “does this taste funny too you” ***Have a great day – every day.***



This morning I noticed a car bumper sticker which read **“Random acts of Kindness”**.

I had just the day before spoken with a friend of mine and when I asked her how she was feeling, she told me that she was a little tired. While driving on her way back from Mayo the night before, she had just come across a road traffic accident.

It had just happened a few minutes earlier. She stopped and assisted a young girl who was driving one of the cars involved and a young couple who were in the other car. Thankfully nobody was killed. Although the young man had a bad leg injury and help was called to assist him. She told me that she stayed with the young girl until a family member from some distance travelled down to meet them.

She stayed to support and comfort this young girl by the side of the road that night. This is not the first time my friend has supported individuals when they needed it.

A random act of kindness – well done



The Chinese have a saying and its “loosing face” this is an embarrassment caused by a person or a situation to another individual or organisation. One thing that the Chinese dislike the most is to loose “face”. Face means, honour, good reputation, respect and one can show good face or bad face. Diu- mianzi, is when ones actions or deeds are exposed to people, thus loosing face.

It is seldom that people complain for the reason that you may think most times there is another or hidden agenda. Somewhere the truth is to be found. The current Ryanair and Irish Government issue over the hanger at Dublin Airport would strongly suggest that there is more behind this than what is said openly. Nobody wants to loose face especially a politician. I am fed up with the spins that are put on these matters trying to cover ones own back side. No accountability and no responsibility for ones actions.

My questions are, where does ***honesty*** enter these discussions, as it seems to me not in this arena. Where is the consideration for the individuals who are faced with hardship and unemployment in this matter? Where does a dose of reality enter the world of politics?



We often talk about this friend and that friend and my friend and our friends. In Dublin City one might hear on the street or in a pub “listen here my friend” which translates to be careful or else.

What is your definition of a friend, I am not talking about people who you may just know. Can you count how many real friends meet your definition?

If you have a real friend hold onto them and ask yourself what do you bring to this friendship – one thing not to bring might be to place your expectations on them as you might be disappointed.

I read this definition recently, by William Shakespeare

“A friend is one that knows you as you are, understands where you have been, accepts what you have become, and still, gently allows you to grow.”



Ask yourself, why am I working with the organisation I am employed by or ask the question what are the values of this organisation and do they match my values. If within this organisation you happen to be responsible for leading the way and you are the CEO or owner can you answer these questions? Once answered, is there a difference between the values written down and the demonstration of these values in your workplace? If there is a mismatch what are you doing about it?

For if you are an employee, CEO or owner you have the responsibility to make that change that will bring the values into line with each other. Too often I have seen weak leadership, in what people say our organisation values are and how they behave against these communicated values.

Here are some values, they may not be perfect but who is – they may not be the most well written values, but does this matter – the one important issue is that we live by them.



Keeping your customers and winning new customers is vital for your business growth. Why do your customers do business with you? Do you know? Well the one thing you must do is to ask them.

Listen to them and then keep doing the things they tell you are doing right and try and do it better.

So call one of your customers each day and ask them why do they do business with you and can we do anything better for them.

You will find out more about your business and if your competitors go after your customers they will think twice about moving and they will know why they stay with you.

The next step is to make that call and ask that question.

Listen and learn.



Stand up anyone who has not made a mistake in their life that they are sorry for. It is recognising that it was a mistake, accepting it and taking responsibility for ones actions.

You maybe the only one who knows about the mistake, your circle of friends may only know or the outside world may know all about it. None of us were made perfect and we all know internally what mistakes we have made and we will have to live with them.

Forgiveness of oneself and others is a good starting place – remember ***“there is a crack in everything that’s how the light gets in”*** – Leonard Cohen



Even the word laughter brings a smile to my face.

Remember when you last had a good laugh. Remember when you laughed with someone and you were in a place where it was not appropriate to laugh. During these times we would almost wet ourselves trying to hold in our laughter. Tears would run down our face and we might even get a pain in our side from laughing.

I was reminded only yesterday by a colleague when we were having an interesting discussion about working with individuals who have a very positive attitude. When he said when you look at children playing they are always laughing and as we get older we seem to lose this sense of fun and laughter within us in the workplace. As if there is something not right with just laughing out loud.

It reminded me of a saying I have used in the past while working with senior executive teams and that is “***Never loose the child within***”

Thank you Brendan for reminding me.



Why do some people love conflict?

Why do some people avoid conflict at all cost?

Where does a simple remark or comment of observation turn into a flash point of conflict?

Does it depend on the individual who makes the comment or remark?

Do you accept it from one person but not from another?

Does it depend on what state of mind you are in when the comment or remark is mentioned?

Should you avoid mentioning a comment or observation of behaviour that needs to be addressed just to avoid a possible response that may end in conflict?



The answer is no, as long as your intentions are meant as support for the person and it is being made for a positive reason.

It is then up to the recipient to decide how to accept it – meanings are in people not in words.

Often a simple acceptance of the comment is the best course of action. A thank you for mentioning it and a simple sorry maybe appropriate.

Sometimes we are just not aware of the impact or our behaviour on others. How we see ourselves and how others see us are often very different. So if you receive a comment or remark meant in a positive and supporting way it is up to you as to how you will respond.

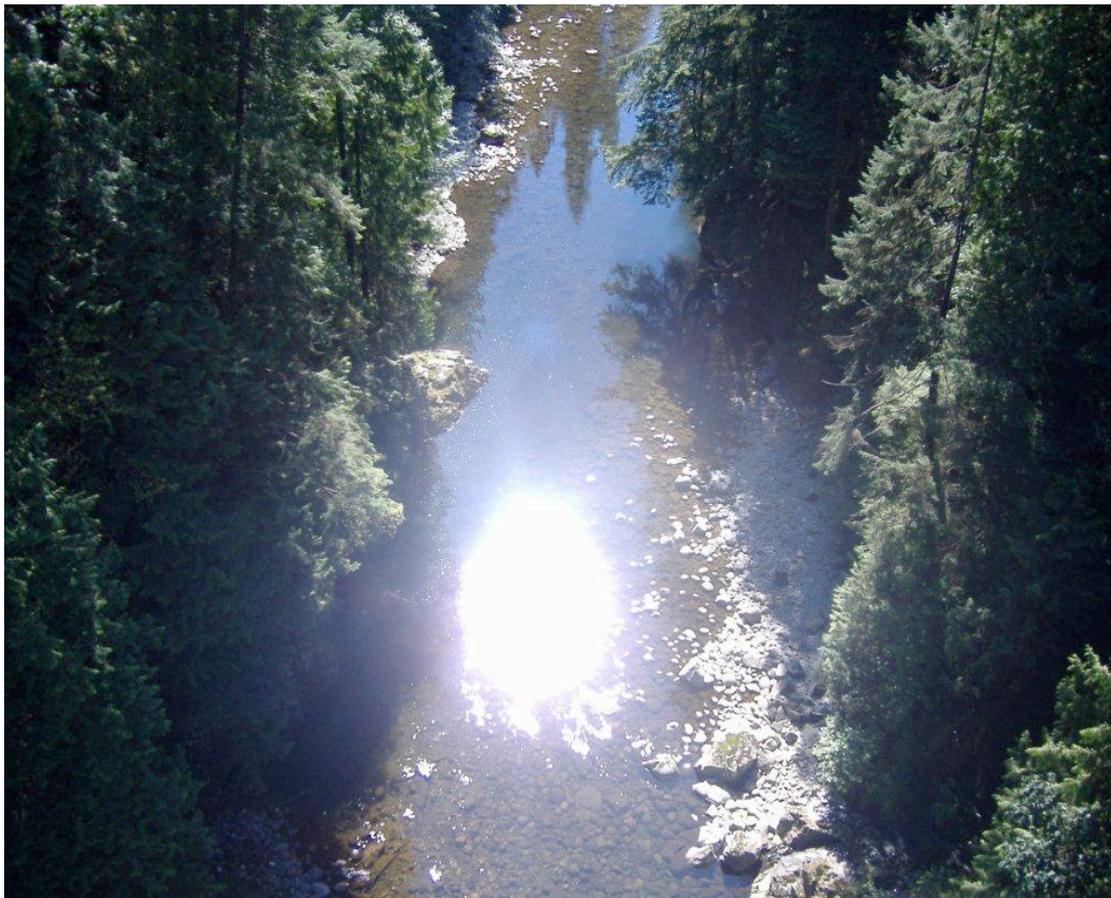
We may not see the positivity or feel supported at that moment in time because of all of the questions I asked at the start.

Often difficult to say but **sorry** goes a long way.



I came across this short piece and thought I should share it with you. The author is unknown.

Nothing is as real as a dream. The world can change around you, but your dream will not. Responsibilities need not erase it. Duties need not obscure it. Because the dream is within you, no one can take it away.





Our internal and external worlds are a challenge to us all. Each day we protect, communicate and project an external image of who we are and what we do in our world. Is the external image that we project each day the same internal image we have and want for ourselves.

Matching both is difficult, as the “if” word comes into play. If only I had this, if only I was more.... If only I had a better job..... if only I had more money. If ...if “if” is a small word and sometimes becomes a major blockage in our world.

Changing your mask can be fearful, one needs the inner strength to make a change. Remaining in the “as is” may not be an option for you.

The longer your internal and external world remain different the great the cap will become.

So gently remove your mask and show the world your inner beauty.

Only you know you can do this.



It is said that if you do the same thing each day over a 21 day period it will become a habit.

Giving something up like sweets, smoking or taking exercise, doing meditation or what I have done is to blog each day.

So writing a blog every day should now be a habit of mine. I have noticed that it has become easier although there were times within the 21 day period I found it difficult to make the time or know what to write, but I succeeded.

I have decided to continue writing and I have also decided from my own experience that when I get emails in each day from the same source, I tend to not open them and leave them for a few days or just deleted them. This I believe defeats my objective so I will continue to write blogs but I will not publish every day in the hope that you will welcome them more when you see them in your email inbox.



So as I develop my new site and as I write I will publish.

Thank you for following me and please feel free to comment anytime all views welcome.

So let's wait and see...





Mel Clifford – Stories of the Day

When I think of my Dad, I think

