

Philosophy of Motivation and its Relevance to Cultivation of Positive Attitudinal Changes in Man's Efforts at Development: a Critical Appraisal

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ABSTRACT

Man, as experience has shown and wisdom confirmed, is a being whose behaviour is full of contradictions. This is a being whose ultimate craving is meeting the needs of his well-being. For that reason, he becomes a curious being always interested in every aspect of his existence and an innovative being always effecting changes to meet his latest desires. Contradictorily, while man is carrying a new picture of aspects of his life that call for amendment, he is equally sitting in the realm of stagnation where he is tied to the chain of habit which has become antithetic to changes in his way of living. Since man is a being of possibility always carrying a picture of future better self in his mind, stagnation is a foreign body to his being. For that, he needs to be helped to see how to phase stagnation out in his life. So the purpose of this work is to show how philosophy of motivation can help man to free himself from the chains of stagnation and embrace the booster of positive changes and use it to manage his life. The significance of this work is that it will help man to understand and appreciate his potentials and as well to see how to cultivate positive attitudes that will enable him to use them in effecting positive changes in all spheres of his endeavors. In order to give the topic a deserved treatment by leaving no relevant stone to it unturned, methods of exploration, critical reflection, analysis and prescription have been adopted.

INTRODUCTION

Man is not aware of his life-journey to the world. Hence he arrives in the world ignorant of himself, the world, his place in it and purpose of his life- journey. He remains in that state until he becomes aware of himself and the world. As he becomes aware of himself and the world, experience: his closest, first and best teacher has been informing him

about himself, the world and his place in it and his purpose in life. Due to his nature, his knowledge about the mentioned is a drop in the ocean of his ignorance about what he is supposed to know which he is yet to know them. But his craving for knowledge about every aspect of his existence and the world is native to him and that is why man is hardly found with his hands folded on his duty post. Most of the time, he is busy expanding the frontiers of knowledge he has acquired about some aspects of his existential life and the world. Positive results of his efforts to that end are something as he has been effecting and maintaining continuity of human existence, enlightening his species about themselves and their resources, humanizing their thoughts and actions and developing their capacities, abilities and skills and using them in beautifying the face of the world. But the positive results of his efforts even though are something, but they are nothing to write home about given a myriad of problems such as poverty, segregation, callous actions, violence, crises, wars, murder, monopolization of economic means, slavery, self-mistrust, indolence, ignorance, etc. which have been following him on his life-journey. These problems have inflicted on man myriad of predicaments, pains, sufferings and miseries to the extent that some of their victims wish they had died a stillbirth.

This myriad of problems man is experiencing in the world is due to ignorance-the mother of everything wrong with him. But despite his ignorance of what life is and what it means to live a successful life, the little knowledge he has acquired has exposed the following truths to him.

Man is now aware that he is not in the world by accident but by the intention of his Creator-God. He is equally aware that he is purpose-oriented being and for that he should live a life of purpose. He is also aware that his life is a gift to him from his Creator and that he is fully endowed with resources to use and run the affairs of his life. But its management-taking good care of it-is its own responsibility. He is also aware that resources-human and material- he needs to manage his life

with a vision of success are his for the asking but they are in a potential state. He is as well aware that a part of the resources-mind which enables him to be aware of the mentioned truths is what he needs to develop his resources from their potential level to their actual level and transform them to whatever forms he desires. Commenting on the vital role mind (thinking) plays in the development of man's resources, William Shakespeare says: "it is the mind that makes the body rich" (Dawaki, 2005:81-Shakes Hands...). That is to say, it is services from the mind that man can use to bring about development in the world. For James Allen and Orison Swett Marden in their joint work, say: "A man can only rise, conquer, and achieve by lifting up his thoughts. He can only remain weak, and object, and miserable by refusing to lift up his thoughts" (no year, 39). So, man's rise or fall in the world depends on his using rightly or not using at all his mind. In a nutshell, mind is the generator of what man becomes in the world-success or failure.

Since man has mind which is a custody of his endowed resources; a holder of light he needs to discover his resources; a designer of plan he needs to make use of in his efforts; a director on the right path he should tread on to reach his destination, he should always listen to advice of his mind and implement its instructions with a view to promoting common good of life. For man to be loyal to his mind and obey its positive advise, philosophy of motivation seeks to help him cultivate positive attitudes to life so that he will make positive thoughts and actions a way of life. Positive attitudes which influence man's thoughts and actions, will bestow on him power to subdue and phase out problems and setbacks he encounters and goes on pursuing the attainment of his set goal in life. Philosophy of motivation will continue to recall man to the fact that he has all the resources he needs to achieve his goal but it is left for him to make good use of them and pester his life with success, or ignore or waste them and chain his life with rings of failure.

ELUCIDATION OF MAJOR ISSUES

Man

What is man? Man as a term has synonyms such as mankind, humankind, humanity and human race. So, man as a term refers to human beings as a whole. But when man is used with definite article 'the' or with an indefinite article 'a' it refers to a male of human beings while a woman is referred to a female of human beings. So when man is used in a context without definite or indefinite article it refers to entire human beings in the world.

Man as a being, refers to a human being created by another being-the Supreme Being, who is in the world to live his life according to the will of his Creator; to pursue his purpose in life with a view to making a success story of its attainment, courtesy of his Creator's resources at his disposal which are his for the asking. He is the most privileged being as he is the only being bearing the image and likeness of the Creator of the world and every being in it. Among the resources-human and material-he is endowed with by the Creator is mind which its offshoot-rationality has given man an edge over other beings. According to Habu Dawaki "The mind is the center of all human activity. It is the seat of knowledge and wisdom. The mind is where reasoning, thinking, remembrance, decisions, imaginations, analysis and feelings take place. It is the faculty of our intelligence and the seat of our wills and emotions" (2005:72-Shake Hands...). So, graphically, mind is the central bank of man's resources and man is free as air as he is a rational being to use these resources to effect positive changes he is desirous to have pasted everywhere in the world.

Man has equally discovered that a visible or an invisible hand that determines his thoughts, directs his actions, cultivates his habit, moulds his character and shapes his destiny is his well-being. His well-being is a set of his needs-material, social, intellectual, moral and so on. Among these needs of man are: food, housing, clothing, good health, education,

social harmony, peace, justice, rule of law, clean environment, transportation, communication, good leadership and so on. To be in a position where he can acquire knowledge and skills and use them to build relevant structures and relationships which can enable him to be meeting his needs in all spheres of his endeavours successfully, has been his burning desire ever since he becomes aware that success of his life-journey is not something to be wished but something to be worked for and actualize into existence.

Philosophy, an academic discipline which has declared itself a friend of humanity and took up the task of helping man to help himself to live a successful life-a life overwhelmed with menus of happiness through one of its celebrated mouth-piece-Socrates, advices man as follows: "Man know thyself". According to Socrates, after his study of man and his activities in the world, he has discovered that the genesis of his problems is ignorance and the only way out is to replace it with knowledge. Knowledge he sees as virtue and virtue is the path man needs to tread on to reach the goal of life-happiness. In his words, paraphrased by Joseph I. Omoregbe "Virtue and good actions follow from knowledge, while wrong doing is the result of ignorance. The goal of life is happiness and the only path that leads to this goal is virtue (1990:93). So, for man to dream of happiness-the goal of life, work for its attainment with hope of success and finally experience it in his life-journey, he must make a pursuit of knowledge especially moral knowledge and moral virtues such as love, truth, honesty, sincerity, kindness, justice, etc., and avoidance of their opposites such as hate, lie, dishonesty, insincerity, etc, a way of life. Also, another mouth-piece of philosophy: O.A. Battisto advices man as follows: "If you want to be successful, it's simple: know what you are doing, love what you are doing and believe in what you are doing". Albert Einstein advices man, "...try not to be a man of success try to become a man of value". Winston Churchill says to man "We make a living by what we get, we make a life by what we give" (Dawaki,

2005:209). That is to say a life of success begins and ends with rendering humanitarian services to mankind.

Development

What is development? This question is very necessary and calls for down-to-earth explanation in order to carry the readers alone. But before addressing the question let synonyms of development be stated as they will give hints of what it is. Synonyms of development include: progress, growth, improvement, increase, expansion, advancement, cultivation, maturity, unfolding, evolution, and so on. Reflecting on these synonyms of development it is discovered that their common trend is change. For this reason, development can be defined as change-positive or desirable change or changes effected by man in all spheres of human endeavours. Man's thoughts and activities which effect these positive changes are geared towards enhancement, improvement, advancement and preservation of people's well-being. Man's ideas, thoughts and actions of his that contribute to helping people to be in position where they can be meeting the needs of their well-being-political, economic, educational, religious, medical, social, legal and so on are described as development.

The following scholars have made their contributions to explaining what development means, entails and aims at achieving in all fields of people's endeavours. For Walter Rodney,

Development in human society is a many-sided process. At the level of the individual, it implies increased skill and capacity, greater freedom, creativity, self-discipline, responsibility and material well-being.... At the level of social groups, therefore, development implies an increasing capacity to regulate both internal and external relationships. Much of human history has been a fight for survival against internal hazards and against real and imagined human enemies (1972:9-10).

In a nutshell, development is a means to empower people skillfully, creatively, morally and socially to be in a position of enhancing and maintaining their well-being and protecting themselves and their nation from any hazards- internal and external. For Brigidi M. Sackey, in his own contribution says:

Development in human society is multi-faced process, which can emanate from natural and internal causation or can be imposed by external societies or human forces with genuine or uterus motives. Development takes various forms: moral, economic, political, social and personal development. These are intertwined variables, each having a bearing in another (Duker, 2003:98).

In other words, development can emanate from peoples making use of resources found in their natural environment or from their interactions with peoples from outside with a view to promoting their interests. For Habu Dawaki who sees change as a heartbeat of development, in his contribution says:

Man cannot harness the deposits and potentials in and around him neither can he discover and develop his world by thinking the same thoughts always. All world changers know that to make meaningful progress, they must dare to expand their minds to think, to imagine, to dream, to explore and to conquer with passion, vision, courage, confidence and perseverance (2005:188-Shake Hands...).

In other words, man should remember that craving for change is native to his human nature and for that he should always make provision for change in his activities and remain committed to whatever goal he is pursuing with a vision of success. For Julius Nyerere development means the development of the people, that is, promotion of people's interests is the prime motive of development. In his words:

Roads, buildings, the increases of the crop output, and other things of this nature, are not development; they are tools of development. A new road extends a man's freedom if he travels upon it. An increase in the number of school buildings is development only if those buildings can be, and are being, used to develop the minds and the understanding of the people. An increase in the output of wheat, maize or beans, is only development if it leads to the better nutrition of the people. An expansion of the cotton, coffee or sisal crop is development only if these things can be sold, and the money used for other which improve the health, comfort, and understanding of the people (1974:28) cited by Olusegun Oladipo (1999:123).

In the preceding views concerning the meaning and purpose of development, it is obvious that the purpose of development is people's well-being and their well-being is a network of their needs-political, economic, educational, health, moral, social, religious, legal, etc. needs. So ideas, actions, structures and infrastructures of man which deserve description of development, as tools- mental, moral and physical-must contribute to the promotion of people's interests and their individual and collective good. People's interests include: adequate food stuffs, housing, clothing, understanding of themselves and their resources; development of their capacities and abilities, security of lives and property, liberty, creative thinking, social peace and harmony; recognition of and respect for the value of their lives; right to air their views on public issues, good health services, rule of law, and so on.

So, it is obvious that craving for development is embedded in man's nature since it is a means for him to retain his status as the lord of creation and the caretaker of the world. It is a means for man to understand himself; make himself human in his outlooks; humane in his interaction with his fellows; humanitarian in his thoughts and actions;

creative and skillful in beautifying the face of the world; grateful to God in living his life according to God's will; a helping hand to his fellow humans, dynamic in his character, committed to his set up goals in life and so on. In fact, development is life and life is development. Development is salt of life; anybody whose thoughts and actions are antithetic to development is a living dead.

Philosophy

Etymologically, philosophy as a term is derived from two Greek terms: Philo, meaning love and Sophia, meaning wisdom. When the two terms are combined, Philosophia (philosophy) it means love of wisdom. Love here means absolute, that is, unlimited or unconditional interest in devotion to and pursuit of wisdom. Socrates a philosopher of all ages demonstrated this meaning of love when he was advised by authorities in the religious and political realms to stop practising his philosophy as he was accused of philosophizing in a manner which was atheistic and corrupt to the youth. Socrates refuses to accept their advice saying: 'While I have life and strength, I shall not cease from the teaching of philosophy' (Uduma, 2000:241).

So, because of his interest in the well-being of his people-Athenians, and love for truth Socrates leaves nobody in doubt that he is ready to sacrifice anything dear to him including his life to make sure he continues his philosophizing which lays bare truths about life and what it means to live, to his people. While wisdom-an offshoot of knowledge-is right application of knowledge. For, it is one thing to know truth about a thing and another thing to observe it. That is why the world is full of educated failures-people that have acquired knowledge and skills-tools, and use them, due to selfishness, to distort aim of education which is promotion of common good of mankind as a whole. "Education is a process through which human beings become morally good members of their society....It is a process through which man realizes his potentialities and uses them for service to himself and his society. It is

obvious that a person who uses his knowledge and skills for himself is not educated (Ocho, 2005:110). No matter abundance of material wealth such a person has acquired he or she is not educated and in moral realm he or she is a dwarf, and in life as whole, he or she is a failure.

Philosophy is perceived by people in three ways: First, it is seen as an attitude- a way of thinking or behaving towards life or peculiar activities or events. It is seen as a guide to people in their way of living. It maps out principles and values which people need to observe in order to live an orderly, meaningful, humanitarian and successful life. Philosophy is highly esteemed in this perspective given that human society is full of distractions and setbacks generated and maintained by people due to their ignorance of what adventure called life means and demands from its bearers. Thus, man as a rational, social, moral and physical being, he needs to understand himself, his fellows, life and its aim and formulate a principle or principles that will guide him to face demands and aim of life as an asset to himself and people with a vision of success. In support of this perception of philosophy A.O. Oyesigi says:

A philosophy is a statement of principles guiding the style of living of an individual. If a person is always behaving well, it is because he chooses good philosophies for himself. Conversely, if a person is always behaving badly, it is because he chooses bad philosophies for his life (2000:172).

So, philosophy is a set of principles a person has formulated to guide him in living a style of life which he has adopted as light to help him see his way; as boost to enable him reach his destination; as moral salt to enable him cultivate good attitudes in himself and others and as gratitude to himself for aligning his thoughts and actions to God's will in appreciation of his abundance of mercies bestowed on him. God' will which is common good of humanity

Second, philosophy is seen as a mysterious thing hidden and can only be revealed to people with extra-ordinary knowledge about the world especially the world of abstract issues and especially constant with the really real-God, the source of everything in the world. The formulators and observers of this philosophy-mystical philosophy see themselves as thin gods among human beings; as a social bridge between ordinary people and God. For that they advise ordinary people whatever problems they want God to solve for them or what message they want to send to or receive from God, they should contact them, pay the price and they will see God-and bring solutions to their problems and message from God. This occultic, mystical and strange perception of philosophy is a clear exposition of the slavery of its formulators to material wealth especially money and superstition of people who believe in that philosophy. There is nothing extra- ordinary about philosophy as it is a product of man based on his experiences in the physical world. The occultic philosophers are liars and a reference point in everything wrong with mankind. True philosophers are concerned with human beings as they are living their life in the physical world and their focus is to help them in solving problems they are facing in the process of meeting the needs of their well-being. Uduma O. Udum acknowledges this fact about true philosophers when he says:

Philosophy, by origin and in content, is not and cannot be reduced to a preoccupation with peculiarly occultic, mystical and strange entities, nay abilities. Philosophers do not, do they pretend to, possess any ability to transcend and manipulate the world of physics. No doubt, philosophy, because of its scope and methodology could deal with abstractions, but its character has nothing to do with mysticism and occultism, abstraction can only be absurdly regarded as strange and, therefore, esoteric, (2000:5).

So, philosophy has nothing to do with hidden facts but rather to seek truth about any aspect of reality that attracts man's attention and show it to them through instruction.

Third, philosophy is seen as an academic discipline characterized by rational, critical, reflective, analytic, logical, descriptive and prescriptive argumentation and theoretical arrangement of issues concerning man's efforts towards tackling problems he is encountering in execution of the project of life. Simply put, it is an intellectual and theoretical tool devised by man to enable him to find out answers to questions he has raised about any issue that attracts his attention. No wonder, philosophy is generally preserved as a friend of humanity and a stakeholder in the issues about man's well-being, courtesy of Socrates-its royal intellectual son. So, philosophy generally is seen as a critical and constructive reflection on human experiences in the world.

The following people have made their contributions concerning the meaning and purpose of philosophy Plato, who has various conceptions of philosophy among them are: "the acquisition of knowledge;" "the philosopher is a man whose passion is to see the truth, a man whose heart is fixed on reality". For Aristotle, "Philosophy is rightly called the knowledge of truth". (Uduma, 2000:7-8). F.N.C. Onyewuenyi,

Philosophy deals with essentials and not with accidents; it is concerned with truth. It is the rational investigation of certain fundamental problems about the nature of man and the world he live in. It is a persistent attempt to see life critically, appreciatively and whole. Philosophy is principally a discipline that helps man solve life's problems (No year: 6).

For Joseph I. Omoregbe, philosophy has been defined in various ways due to lack of generally accepted definition of philosophy among philosophers as a result of nature and scope of philosophy. Hence he presents two likely definitions of philosophy. In his words: "1. Philosophy is a rational search for answers to the questions that arise in the mind when we reflect on human experience. 2. Philosophy is a

rational search for answer to the basic questions about ultimate meaning of reality as a whole of human life in particular," (1990:3).

Therefore, philosophy can be defined as a critical and constructive reflection on humans' experiences in their project of life with a view to providing answers to problems that are staring them in the face. It is through philosophy that man has understood and appreciated the following immortal statements. Any problem which has no solution is not a problem, courtesy of Aristotle. Unless life is lived for others, it is not worthwhile, courtesy of Mother Theresa. Nobody can make you inferior without your consent, courtesy of Eleanor Roosevelt. Virtue is the path to the goal of life-happiness, courtesy of Socrates. Love is kindness in action; courtesy of Habu Dawaki. False accusation against a person does not destroy him. What can destroy him is wrong act he has committed, courtesy of Ogbuna Nwogudu. Life is not an island, courtesy of John Donne. United we stand; divided we fall, courtesy of William Shakespeare. These and many others not mentioned are products of critical reflection based on man's experiences in the world.

Motivation

What is motivation? Why is motivation? Before addressing these vital questions, it is considered necessary to expose its synonyms. The term motivation derived from another term motive, has the following synonyms: cause, consideration, ground, impulse, base, incentive, incitement, inducement, influence, occasion, prompting, purpose, reason, spur, stimulus, ginger, awakening, etc. Reflecting on these synonyms of motivation, it is obvious that motivation is action which arouses a person's interest to act or behave in a certain way. That is to say, it is a reason or cause of what somebody has done or preparing to do. In the process of arousing the person's interest it makes him to develop religious zeal for what he has to do. It is a seed for success in any good project one is pursuing.

Concerning the second question: Why is motivation? The reason for motivation is because man has decided to accept the truth about himself in the world no matter how bitter it is. That he is not in the world by accident but by the intention of his creator-God. For that he should live a life of purpose and always align his thoughts and actions with the will of God, which is the common good of humanity. Also that life, his value of all values, is a gift from God to him and all the resources-human and material-required to make a success story of its management are at his disposal. But management of his life is his sole responsibility and his success to that end will make him a celebrity in the world and secure him a seat in the school of all ages. It is the reason why stakeholders in the game of life have been working towards helping people to help themselves. Helping them to see what they have and inspiring them to rightly make use of them toward attaining their purpose in life.

Attitude

What is attitude? Before answering the question, let its synonyms be exposed. The term attitude has the following synonyms: posture, position, pose, aspect, conjuncture, condition, phase, prediction, situation, circumstance, standing, state and so on. With hints from these its synonyms, it is clear that attitude is a way of thinking or behaving which a person has considered good and adopted it towards every aspect of life-himself, somebody, an object, event, belief, of principle, an institution and so on. Attitude is a child of a person's thinking. Hence positive or negative thinking produces positive or negative thinking attitude. So, attitude is a way to show practically a person's thoughts or feelings towards something be it a person, idea, an object or a whole life which means that attitude is a messenger to thinking, a director to action, a cultivator to habit, a moulder to character and a crown to destiny. For that reason, a person who wants to retain, improve and preserve the value of his life should make positive (good) attitudes a way of life and in all situations avoid negative (bad) attitudes.

Positive attitudes are means for practical observance of moral virtues—the salts of life: love, truth, honesty, sincerity, justice, kindness, compassion, care, trust, patience, sympathy, fellow-feeling, hope, gratitude, humanity, respect, admiration, good character, good name, open-mindedness, flair for work, discipline, devotion, focus, life of purpose and so on. And also means to protect their observers from moral vices such as hate, lie, dishonesty, insincerity, injustice, wickedness, aggression, transgression, doubt, fear, impatience, animosity, jaundice, callousness, covetousness, envy, jealousy, corruption, laziness, blackmail, gossip, drift, self-abuse, superstition, prostitution, adultery, corruption, bribery, short-cut to success, and so on. The former build and promote the edifice of life while the latter destroy and hold down life. In support of a vital role positive attitudes play in successful life of man, Catherine Pulsifer says:

A positive attitude is determined by your outlook on life, how you view events in your life; basically your own mindset determines your attitude. Your attitude can determine your happiness and your success. Focus on a positive attitude—finding the good things can be attributed to happiness and success. A negative focus on life will result in your adopting a poor me attitude or a defensive attitude (2013:11).

Sure, an optimist in the project of life with vision of success will cultivate positive attitudes, courage, zeal for work and commitment to it and at the end he will be crowned with success. Whereas a pessimist in the project of life with expectation of failure will cultivate negative attitudes which weaken his strengths, cripple his mind and make him abandon his work and at the end his failure will become a reality and he will pour on himself rain of failure. In a nutshell, seed one sows, its fruits one must reap, courtesy of the law of nemesis.

Cultivation

The term cultivation is derived from a verb term- cultivate. To cultivate means to till, farm, work, fertilize; it means to civilize, develop, discipline, elevate, improve, advance, meliorate, refine, train, inform, instruct; it means to investigate, prosecute, pursue, search, study; it means to cherish, foster, nourish, patronize, promote; and so on. With hints from these synonyms of cultivate, it is obvious that cultivation-an offshoot of the term cultivate-graphically means planting a seed in a fertilized soil; as it germinates to water it, clear weeds in its environment; to persevere in nurturing it to maturity as it matures, to help it thrive in producing its fruits.

So, man as he arrives in the world, he is fully endowed with resources which he is free to harness at the potential level and transform them the way he wants them to appear and use them as tools to meet his dreams-positive dreams in life. Nobody can do the work for him except himself. In life everybody is seen as bank but it is good, efficient and effective bank that people can deposit their values in it for security and equally rest assured that when they are used, they will be rightly used in such a way that enhance and promote common good and thus increase their value motive.

Cultivation of Positive Attitudinal Changes in Man's Development

In this sub-theme, the following questions are vital and providing suggested answers to them, a necessity. Concerning the questions: What is cultivation of positive attitudinal change? Why does man need such cultivation in his development? What are things or values he needs to implement it? How does he go about it so that at the end he will experience success? As already said these questions are vital as answers to them will arouse man's interest in his development efforts and make him remain committed to format designed for its attainment. But before addressing them certain facts about man and his life adventure in the world should be recalled so as to increase his interest, boost his efforts

and make him cultivate mental and physical approach which a success to that end entails.

Man is already aware that his burning desire is to make a success of his well-being in the world. His well-being which is a network of his needs: food, housing, clothing, enlightenment, good health, communication, transportation, social harmony, justice, safety of lives, security of properties, freedom, creative thoughts, clean environment, sense of belonging, and so on. Also for providing resources-human material-necessary which he needs to rise to the position of meeting the needs of his well-being effectively, efficiently and successfully is the purpose of development he has embarked upon. A desire for development is native to man as a voice of his nature has informed him and continues to recall him to the fact that he is a being of possibility-a being who is always moving towards a vision of his future self. In Martin Heidegger's view, paraphrased by Joseph I. Omoregbe

Thus man is a being who is not yet what he is and who is more than he actually is at any given moment. He always projects himself in his possibilities and lives towards his projected self.... In other words, man always transcends the present and lives towards the future. He is not a finished product but a being in the process of being made. This shows that man is essentially a free being who decides for himself his mode of being, (1991: 72)

So, man as a being of possibilities, it is obvious that he is a development-oriented being. As a development-oriented being, man should search for facilities of a way of life to adopt; understand them very well; appreciate them wholeheartedly; cultivate zeal for their utility in the development programme and cultivate positive attitudes necessary for their implementation to that end. Now let the preceding questions be addressed.

First, what is cultivation of positive attitudinal change? It is looking at a goal man has set for himself which he has been pursuing of which results of his performance are far below his expectation with a desire to help him to that end. It is identifying problems that are blocking his way and correcting them. It is planting seeds of positive attitudinal changes in a fertile land; as they germinate, taking good care of them; as they are growing to persevere in handling them very well to maturity in order to help them thrive in producing expected fruits in all the fields of his endeavours. In a nutshell, it is to help man make his way of thinking and behaviour towards the goal he is pursuing and activities he has designed to be relevant in making a success of his efforts to that end.

Using a student, for example, to explain answer to the question, a student who is sleeping through revolution of learning, should be helped to wake up and understand that acquisition of knowledge and skills in his or her area of specialization is his aim in the academic environment. The knowledge and skills he has acquired and right use of them will enable him or her become asset to himself or herself, his family, country and the world as a whole. For that he should increase his zeal for reading, studying and writing knowing quite well that a giant scholar is now living in him as a seed. He should be wedded to his books as custody of ideas, interact with experts in writing and use knowledge gained to improve his thoughts, actions, habit and character towards his programme. He should avoid distractions which can appear in many forms; for example, admiration of his clothes, invitation to drinking zone, engagement in praise-singing and gossips, etc. All these combine to reduce or waste completely his zeal for your work. So, a student after being sent to school by his or her parents should equally send himself or herself to school by being focused on and commit to his or her course programme. Certificate obtained as evidence that you went to schools is good but knowledge and skills cultivated and rightly used are far better. For if you need a certificate only to prove to experts in your fields and other fields that you went to school you are a failure to yourself and a

disappointment to them. What make a person to be described as educated is not certificate but knowledge and skills he has acquired, productive way he has used them to render good services to himself and to the world.

Second, why does man need cultivation of positive attitudinal changes in his development? It is because man's knowledge of himself, his activities and aspects of reality is limited due to his nature. It is because of this limited knowledge that philosophy advises man not to see any answer to any problem as final or absolute but rather to see it as provisional subject to change in the light of better reasoning or new facts. Also, it is because, as experience has shown, man's limited knowledge and fear of a new disaster, that man sometime feels reluctant to move forward even though it is contradictory to the nature of being. For this reason, cultivators of positive attitudinal changes seek to help him re-design the picture of his life as regards occurrence of disasters. Also, to be afraid of going forward and observing it, is suicidal to him, since it will make him to live a fixated life which is meant for animals and the likes. So, cultivators of positive attitudinal changes seek to help him see courage in fear, self-reliance in doubt, an optimistic picture in a pessimistic picture, wealth in poverty, work in laziness, success in failure and so on.

Third, what are things or values man need to implement it? The things or values he needs to cultivate positive attitudes in his thoughts actions, habit and character are many and among them are: belief in God, self-reliance, self-esteem, purpose, work, patience, helping hands of others, good character, love, truth, honesty, sincerity, flair for knowledge and skills, common sense, kindness, compassion, courage, acceptance of problems, etc. These are bricks he needs to cultivate positive attitudes and use them to effect positive and successful results in his undertakings.

Fourth, how does man go about it so that at the end he will experience success? How to go about it includes the following: Man should accept the fact that resources he needs to live well in the world are his for the asking. He should set a goal for himself and have a picture of its success. He should live a moral life by observing moral virtues such as love, truth, honesty, sincerity, justice, integrity, good character, compassion, kindness, fellow-felling, patience, hope, work, courage, commitment, etc. and avoid moral vices such as hatred, lie, insincerity, bad character, injustice, wickedness, laziness, jaundice, violence, murder, etc. He should live a life controlled or guided by good principles like "never to do wrong nor participate, even indirectly in any wrong-doing"; "it is better to be treated unjustly than to do injustice" (2000: 245-246), courtesy of Socrates. He should face challenges he encounters in his work with courage to change them to opportunities. He should be happy and satisfied with the results of his efforts and continue still in improving his tools and results he has achieved. He must always think of how to help his fellow human beings to live well, self-fulfilled and happy and as well to leave the world better than he met it. He should use love-the mother of everything beneficial to man to guide his thoughts, actions, interactions, feelings, passions, emotions so as to prevent them from degenerating to animalistic level. All these will help him to cultivate positive attitudes and use them to make a success of life.

In the political sphere, positive attitudes in the people will enable them participate in elections and make sure that elections carried out are free, fair and credible. It will help politicians to know that leadership is a means to render humanitarian services to the people and not as a means to embezzle public funds and use them build personal skyscrapers. It will make them inspire hope and encouragement in the people and help them to use them develop their capacities and abilities and direct them how to use them properly to raise high their living standards. It will help them create an atmosphere of peace, harmony, justice, security of property,

safety of life, progress, development and prosperity. It will help them see that each person is an asset in the world and for that nobody should be denied sense of belonging; freedom to think his own thoughts; pursue his own work; reap its own fruits and expand his own contributions to building a just society; provided his actions are within the scope of the governing laws. It will help leaders to understand that "A good objective of leadership is to help those who are doing poorly to do well and to help those who are doing well to do even better" says Jim Rohn (2013:22). As well it will help leaders to know that what secures a leader a place in history, in the sun and in the midst of people is not power, wealth or face of tin god but good services he has rendered to humanity. Also it will help people to understand that power of all powers is with them which no leader can confront without being defeated. That abuse of leadership which results in dictatorship, tyranny, autocracy, democracy, suppression and destruction of lives, etc. is their apathy-loss of interest in public affairs. Their apathy is a fertile soil which bad leaders depend on to continue their negative activities. So, it is their adoption of positive attitude will recall them to their power and use it to rescue themselves from their apathy and as well to stop bad leaders from their suicidal actions.

In economic sphere, adopted positive attitudes will enable people to pursue attainment of their material needs with religious zeal without being slaves to demands of their stomachs. Such attitudes will enable them to control their self-interest in promoting their well-being from degenerating to selfishness which will become a roadblock between them and their life goal, between them and their destiny and between them and their Creator. Being true to their positive attitudes will enable them to understand that they have enough economic resources to meet the needs of their well-being but not to satisfy their foreign bodies-greed, covetousness, jealousy, envy and jaundice.

Good use of their positive attitudes will enable them harness their resources and creatively use them in satisfying their individual and collective needs in the interest of all and to the sadness of none. Good use of them will enable them wipe out self-inflicted problems such as material, intellectual and moral poverty, violence, calamity, animosity, assassination, murder, brain drain, prostitution, adultery, wickedness, stealing, false witness, superstition etc. which are blocks used to build hell on the earth. Thus replace them with salts of life: love, truth, honesty, care, helping hand, work, purpose, justice, enlightenment, recognition, respect, appreciation, etc. which give man a hint of what heaven is-a place of love, work and joy.

Majority of human beings are slaves to their economic needs and to rescue them from their self-imposed slavery, they need positive attitudes which will enable them to align their thoughts and actions to that of God. They will enable them to find time and zeal to listen to the voice of wisdom, voice of truth and voice of reason in every field of their endeavour. Of which their primary aim is to show them how to handle their economic needs and material wealth so that they will not lose their human worth. It is through them that they will understand, appreciate, congratulate the agents of enlightenment and goodness and remain grateful to them.

Among those credited with these immortal statements are: For Socrates, "Man know Yourself"; "it is better to be treated unjustly than to do injustice". (Omogbe, 1990:93/Uduma: 245). For Jesus Christ, "Love your neighbour as you love yourself"; "Always treat others as you would like them to treat you";...(John, 3:34-35/Matt 7:12). For Edmund Burke "The only thing necessary for the triumph of evil is for good men to do nothing" (Okoye, 1980:234). For Juan Arias "I am free when I accept freedom of others. I am free when only the truth can make me change direction" (Odey, 2007:3). For O.A. Battisto "If you want to be successful, it is simple: know what you are doing, love what you are

doing and believe in what you are doing" (Dawaki, 2005:209-Shake Hands...). For Norman Vincent pearl "The man who lives for himself is a failure. Even if he gains much wealth, power or position he is still a failure" (Dawaki, 2005:211-Shake Hands...). For Francis Bacon, "Read not to contradict and confute; nor to believe and take for granted; nor to find talk and discourse; but to weight and consider" (Ghosh, 1957:80). For Habu Dawaki "Great men are known by the goodness of their deeds you can never lose by doing good. It's the shortest cut to your destiny" (2005:209-210-There is).

These immortal statements give readers a hint of what they are going to witness in the sub-theme of philosophy of motivation. These immortal statements contain facts that can wake man up; enlarge the scope of his vision of success; cultivate in him positive attitudes; boost his strength and courage; and make him remain committed to his work with hope to make a success of his efforts. Among these facts are: Knowledge which is virtue a man needs to humanize his thoughts and actions. Light, is what he needs to find his way in life and discover his mistakes and correct them. Love is a sewing machine which man needs to use and design clothe of keeping human stream running, of enlightenment of humanity, of humanization of their actions and of beautification of the face of the world and wear a crown of success. Goodness is the only enterprise; investment in it does not suffer disappointment. Freedom a value which testifies the fact that man is not designed to live a fixated but free life. Success in not something to be wished into existence nor had on the platter of gold but something to be loved, believed in and worked into a reality. Life of success is a product of good services to people and not a product of wealth, power or position. A Critical reflection on issues raised is a right way to acquire productive knowledge. Great men are products of their good deeds and good deeds are moulding blocks of their destinies. These facts are guides which man needs to accompany him as he perseveres in his efforts at development and his tread to the success realm.

Philosophy of Motivation on Man's Positive Attitudinal Changes in Development

As already stated, man's ever burning desire is his well-being. His well-being which is a set of his needs such as adopted food stuffs, housing with life- sustaining facilities, clothing with modern designs, quality education, sound health system, effective and efficient transport and communications, functioning electricity, water supply, clean environment, an atmosphere of peace, harmony, justice, progress and posterity, safety of lives, security of property, rule of law, good social relationship, industrialization, and so on. These are some of man's needs and to rise physically, intellectually, morally and creatively to positions where he can be meeting these needs successfully is his burning desire and the purpose of development in any sphere of human endeavours.

So, it is obvious that man's well-being is a standard for determining thoughts and actions of his that are good or bad, right or wrong. His thoughts and actions that are relevant, productive and contributive to empowering man to be effective and efficient in meeting these needs of his well-being are judged good and right and their opposites are judged bad and wrong. Examples of good right thoughts and actions of man as a social being-a being with others are: living his life according to God's will and being grateful to Him for his abundant mercies bestowed on him; recognition and respect of life-value of all values; belief in his capacities, abilities and his dream for elevation of mankind and taking good care of his health. Showing love and good treatment from his heart through his mouth and expressed in actions to his fellow human beings. Living a moral life where moral virtues such as love, truth, trust, care, justice, integrity, kindness, mercy, compassion, helping hands, discipline, righteousness, etc., are made his way of life. Living a life of purpose and remaining committed to it. Seeing himself as indebted to humanity and rendering good services to them seen as payment of his debts without expectation of personal credit from them. Helping others

to see good potential resources in them and showing them how and assisting them to develop them. Living a life that complies with order, laws and norms of the society and exercising his freedom of creative thinking with hope to enhancing people's common goods, and so on.

So, these are some of man's thoughts and actions considered as good or right as they are raising his self-confidence, self-courage and self-determination to face battle of life with a vision of victory. But man sometimes falls into a state of slumber, into a state of fear and doubts, into a state of blackmail, gossip and negative thinking. Often entertains thoughts and engages in actions that put a question mark to his claim as a rational being. Sometime in the past, man engaged in series of negative actions that made God to regret to have created humankind and if not His love and mercy to them, He would have removed them out from the world. But because of his overwhelming streams of kindness and mercies to humankind, He sent his self-projections-Socrates, Jesus Christ, Abraham Lincoln, Mahatma Gandhi, Martin Luther King (Jr) and the likes to the world to show human beings kind of attitudes to life they must adopt which would humanize their thoughts and make them humanitarian and productive in their actions. Of which in the due time will enable them to always elevating their standards of living from generation to generation. These great minds lived and died for humanity.

In the world today they are many the Socrates, the Christs, the Lincolns, the Gandhis, the king (Jr)s and so on who have chosen as their life- projects to help people who have fallen into slumber, that is, sleeping through revolution of human development to wake up. As they wake up, to set goals for themselves and pursue them with religious zeal and with a vision of success. It is to implement this that philosophy of motivation has been designed as a tool to wake people up, show them their potential resources-human and material; cultivate in them positive or good attitudes which they need to guide them in their efforts in various fields of their endeavour. As experience has shown, positive

attitudes seriously observed are ready to empower them to face courageously challenges of life and tackle them successfully and thus enjoy happily fruits of their labour.

Agents of philosophy of motivation have made use of records in the annals of history of mankind to show motivational statements and actions of great minds among human beings which can help average minds and little minds to see seeds of greatness in them. These seeds have remained seeds since, because the holders either because of ignorance, elixir, doubt, fear, procrastination, self-inferiority, shortsightedness, superstition, indolence, jaundice or the likes have allowed the seeds to remain dormant while they are busy discussing events and gossiping about people. Agents of philosophy of motivation interested in helping them, recall them to these facts: Heaven helps those who help themselves. Those men and women who master up courage to call a spade a spade no matter how bitter it is, are great minds, achievers and successors in the world. They are a pride to God, a celebrity to humanity, assets to people and happiness to themselves and light in the world of success.

Some of these motivational statements which have cultivated and still cultivating positive attitudinal changes in man's development-oriented life will be mentioned together with names of those who made them. Also for more understanding, explanation of some of them will be given in a latter sub-theme. For Socrates, "There is only one good that is knowledge, and one evil that is ignorance." For Jesus Christ, man "Love your neighbours as you love yourself"; "Always treat others as you would like them to treat you; ...". For Martin Luther king (Jr), "God who gives us minds for thinking and bodies for working, would defeat His own purpose if He permits us to obtain through prayer what can come through work and intelligence." For Water D. Staple, "Human relations is the art of dealing with people in such a way that everyone wins". For Francis Sales, "The beginning of good things is good, the

progress better, the end best". For Thomas Aquinas, "We cannot have full knowledge all at once. We must start by believing; then afterwards, we may be led on to master the evidence for ourselves". For S. Radhakrishnan "Ultimately men are ruled not by those who believe in negation, hatred, violence, but by those who believe in wisdom and love, in inward and outward peace". For Ralph Waldo Emerson, "Men succeed, when they realize that failures are the preparation for their victories". For John C. Maxwell, "Your attitude determines your action, and your actions determine your accomplishment". For Freddie Mitman, "Problems tend to grow at us like cowardly dogs. If we face them and challenge them, they back away. If we run from them, they run after us, snapping our heels".

For Nelson Mandela, "Education is the most powerful weapon which you can use to change the world". For Plato, "No man should bring children into the world who is unwilling to persevere to the end in their nurture and education". For Lawrence O. Ocho, "The road to national peace, stability and growth is through education. The mind is the principle of thought and action. Education determines how we think, and how we think, determines our actions". For Habu Dawaki, "Living a life that is not your own is a tragedy. You can't be truly happy wearing somebody's face". For Frederick Douglass, "...Men may not get all they want for in the world, but they must certainly pay for all they get. The limits of tyrants are prescribed by the endurance of those whom they oppress". For William Shakespeare, "Cowards die many times before their deaths, while the valiant never taste of death but once". For Wole Soyinka, "Man dies in all who keep silent in the face of tyranny". For John O. Odey "...Our success or failure in life depends on the good-will, support and encouragement or otherwise of other people...Silence in the face of evil is a crime". For Mike Muddock, "You will only be remembered for two things: the problems you solve and the problems you create". For Mark R. Douglass, "The greatest success is he who performs the greatest service for the most of mankind". For Jimmy Cliff,

"You can make it if you really want, but you must try and try, try and try, try and try, try and try, you will succeed at last". For Napoleon, "Impossible is a word found only in the dictionary of fools".

For Obafeme Awolowo, "The Glory is not in never falling, but rising each time you fall". For Abraham Lincoln, "My great concern is not whether you have failed, but whether you are content with your failure". For Daniel Defoe, "Fear of danger is ten thousand times more terrifying than danger itself". Thomas Alva Edison, "Genius is one percent inspiration and ninety-nine percent perspiration". Alexander G. Bell, "Concentrate all your thoughts upon the work in hands. The sun's rays do not burn until brought into focus". For Benjamin Franklin, "Be civil to all; social to many; familiar with few; friend to one; enemy to none". John F. Kennedy, "We cannot expect that all nations will adopt like systems, for conformity is the jailer of freedom and the enemy of growth". For Confucius, "Learning without thought is labour lost; thought without learning is perilous. For Henry B.B Ham, "Education makes people easy to lead, but difficult to drive; easy to govern, but impossible to enslave". Marrie Corelli, "The joy of life is to love rather to be loved, and the recipient of love is never fully conscious of perfect happiness than the giver". Loius Pasture, "Chance only favours the mind that is prepared". Proverb, "It is riches of the mind only that make a man rich and happy." Jesus Christ "Love your enemies, bless them that curse you, do good to them that hate you. And pray for them which despitefully use you and persecute you". For Socrates, "Wealth does not bring goodness, but goodness brings wealth and every other blessing, both to the individual and to the state". And many other motivational statements not mentioned. But these ones have confirmed what motivational statements are and their vital roles in cultivating positive attitudes to life in the people.

Elucidation of Some of These Motivational Statements

Some of these motivational statements need further explanation though in a nutshell in order to carry people interested in them along. Such explanation will remove virus of doubt and thus show light on how they can be used to cultivate positive attitudes in the people interested in development of humanity. Socrates' statements: "There is only one good that is knowledge and one evil that is ignorance," calls for a critical reflection. Why is knowledge only good? To see knowledge as only good when it is a product of man's effort is thought provoking. Is man the producer not good? But, on down-to-earth reflection, it seems why Socrates describes knowledge as only good is because it is the genesis of various aspects of good. For man to embark upon any action that enables him acquire knowledge, he must be first of all, conscious of the reason why he wants to do it. Consciousness as already known is a synonym of knowledge. Even when man arrived in the world he was ignorant of himself, the world and the rest and he remained in that state until he became conscious himself and the world. So knowledge is mother of good things and actions produced and taken in the world and ignorance is the only evil because it is the mother of every other evil in the world.

Christ's statement: Love is highly esteemed value among human beings. No human being has ever complained for being loved or for being treated well. People complain only when they are hated or badly treated by their fellows. It is because of the love that human stream has been kept running from generation to generation. Love is seen as value of extraordinary status because it is kindness in a state of wickedness; forgiveness in a state of insult; peace in the state of war; protest in a state of injustice. Love sees a man in a boy, a woman in a girl, a little mind in a great mind, a problem-solver in a problem creator, the world of happiness in the world of misery, development in backwardness, etc. and struggles to actualize what it has seen. So, love is a salt of life and nobody can experience comfort, self-fulfillment and happiness without it.

Martin Luther king (Jr)'s statement: It is a display of ignorance for man to expect God who gives him mind to think and body to work, to allow him to get through prayer what he should get through thinking (mind) and working (body). It is like expecting God to go to the sea, pick a fish and come and put it into his cooking pot in order to satisfy his hunger. The function of prayer is man's gratitude to God and to humanity. People should show gratitude to God through prayer.

Watter D. Staple's statement: Man is a social being who lives in the midst of others and needs their helping hands to succeed in whatever goal he is pursuing. For him to satisfy his hunger for: love, care, truth, understanding, support, recognition, respect, sense of belonging, worthwhile, security, safety, comfort, cooperation and admiration, he has to carry his fellows along who will provide these things for him. To carry them along he has to treat them as assets and be in the mode to render to them kinds of service he expects them to render to him. It is when he sees from his heart to his mouth that their joys and pains are his own joys and pains too that everybody becomes a winner in human relations.

Francis Sales' statement holds: "That the beginning of good things is good, the progress better and the end best" confirms the law of nemesis which says: sow a seed and reap its fruits. So, if a person plants good seed, as it germinates, he perseveres in taking care of it, it will become better and he continues in improving his care about it, as it matures it will become best in the end thriving with fruits. So, if one sows good or bad seed one will reap good or bad fruits.

Thomas Aquinas statement holds: That it is not possible for one to have full knowledge at once in one's area of study. But what one should do is to believe that it is possible and persevere in one's efforts to that end; in the long run one will master the evidence which one can use to prove to

one's self and to others of what one claims to know. Man is finite being whose knowledge of any aspect of reality is limited. To claim that one acquires full knowledge of any aspect of reality is just to display one's ignorance and arrogance. It is because of limited knowledge of man about all aspects of reality that development in his life is a continuous project from generation to generation.

S. Radhakrishnan's statement is a voice of human nature, supported by common sense, approved by reasoning, confirmed by knowledge and approved by wisdom. The universe is characterized by order and controlled by laws of nature. Society is a part of the universe and for that it is equally obligated to be characterized by order and controlled by laws. Human beings are being created by the Supreme Being and for that should live their lives according to God's will and in a manner that maintains order and complies with the governing laws of their society. An atmosphere of peace, harmony, justice, security, safety, progress and development of human life is the aim. As experience has shown, knowledge, wisdom and love are vital blocks in building society where people are proud of. Those who lean on their guidance in the running of the affairs of the society are true leaders. Whereas those who believe in the use of negation, hatred, and violence which are antithetic instruments to peace, order and law and finally common good of the people are not rulers of people even if they find themselves in the position of power. They are disappointment to God, a disaster to humanity and shame to themselves.

R.W. Emerson's statement is saying that a person who sets up a goal should be committed to it wholeheartedly and constructively. He should develop courage and confidence to face whatever challenges that arise in the field of work. With picture of success in his mind, he should convert the problems to opportunities which will enhance his creative thoughts and boost his strengths as he makes use of them in executing his works. So, man should not be discouraged by problems as they are abound to

rise due to his limited knowledge but rather he should see them as additional means to prepare himself to carry on in the battle of life with a vision of his victory.

John C. Maxwell's statement which holds that a person's attitude determines his actions and his actions determine his accomplishment is an obvious fact. Attitude is an offshoot of a person's thinking and it shows practically his approach to it-be it a person, an idea, a project and so on. So, his attitude determines his decisions; his decision determines his actions, and his actions determine his accomplishment. Thus, seed of accomplishment is sown in the soil of a person's thought, as it germinates his attitude directs his actions in nurturing it to maturity and finally to yielding fruits of accomplishment.

Freddie Mitman's statement holds that "Problems tend to grow at us like cowardly dogs. If we face them and challenge them, they back away. If we run away from them, they run after us, snapping our heels" is truth acknowledged by experience. Experience, knowledge and wisdom have shown that problems are visitors to man at his fields of endeavours, meaning they have no root to stay. If a man has a vision of success in his project work and remains committed to it, he will see problems as distractions. Thus, he will muster up courage to chase them out; or as a rational being, which has an edge over other things including problems, will use his creative thinking to convert them to opportunities. But, if due to his ignorance, elixir or any other negative attitude he has allowed to make his creative thinking dormant, he starts to run away from the problems, they will run after him. For running away from his chosen duty makes him a problem and those problems he is running away from see him as one of them and for that will always accompany him wherever he goes.

So far so good to the extent gone in throwing more light on facts these motivational statements contain and their generators want people to

understand, appreciate and observe in their ways of living. Readers should use their gift of rationality to download facts contained in the other statements and be grateful to their generators by making use of them in cultivating positive attitudinal changes in their approaches to development in all spheres of human endeavour.

COMMENT AND RECOMMENDATION

Comment

Man is a being who is deeply interested in his well-being and always active in his duty post with a view to meeting demands of his well-being. For that any stakeholder in the scheme of enhancement, promotion and elevation of man's well-being should always seek for an opportunity to help man to help himself. For that reason, man should be recalled to these facts about his nature and existence in the world. These facts are embedded in his nature by his Creator and the recall will enable him reactivate and make use, those ones that are dormant, given vital roles they are designed to play in the development of every aspect of his life.

Man should be aware that universe created by God (the Creator) is a complex phenomenon characterized by order and governed by laws of nature and every being including man in the world is designed to comply with these laws. These laws are not a respecter of persons but a respecter of order in the world and the will of their Maker. Hence among these laws is a law of nemesis that is a law of cause and effect. This law like any other law recognizes and respects the gift of free-will but remains deep observer that a seed one sows its fruits-whether good or bad, enhancing or destroying-one must reap. Joseph I. Omoregbe making his own contribution to this end says:"As it operates in the moral order, this universal law of cause and effect ensures that good actions or good behavior produce good effects while evil actions produce evil effects to the doer,...(1993:30). So, man the seed you sow its fruits you must reap whether good or bad, no way of escape if they are bad.

Man should know that he is not in the world by accident but by the intention of his Creator. As a being of intention of his Creator, man is a purpose-oriented being and as a purpose-oriented being, he must live a life of purpose. The acid test of his claim of the lord of creation, the caretaker of the world, the being bearing the image and likeness of the Creator of the world, the being of rational, social and moral endowments, etc. is his living a life of purpose. His living a life of purpose will help him to retain and maintain his human worth and also to be always conscious of the fact that his life is a life for a reason and for a season. His consciousness of his purpose in life-general health, comfort, self-fulfillment and the ultimate-happiness, will enable him to cultivate values such as focus, commitment, dedication, deep desire, self-discipline, optimistic character, fellow-feelings, courage, flair for knowledge and its right application-wisdom, patience, helping hand, etc. and strictly observe them with a view to attaining it.

Man has equally acknowledged this fact which is always staring him in the face in his place of work. The fact that life is a gift from his Creator to him and all the resources needed to manage it and make a success of it are his for the asking. But its management is his sole responsibility and no other being even the Creator, can help him cultivate these resources and wisely use them to achieve his goal in life except him and his fellow's humans. But due to abuse of some aspects of his life-rationality, sociability, morality and body, his narrow-mindedness makes him to feel that his body and its needs are superior and for that his rationality, sociability, and morality should serve his body willingly or compulsorily. This negative thought has made him a slave to his bodily, this is, material needs-hunger, wealth, money, power, position, privilege, etc. It has made him to distort his rational, social and moral life-life of observance of moral virtues with moral vices such as greed, envy, jealousy, covetousness, jaundice, violence, animosity, blackmail, and so on. This has made him create a loophole in his life and a room for his ten enemies-man, ignorance, hatred, fear, doubt, poverty, laziness,

superstition, jaundice, and segregation. The worst of these enemies of man, according to Cicero, is man. In his words "man is his own enemy". He has succeeded in conquering the world but he is yet to conquer himself so that he can align his thoughts and actions with those of his Maker.

These self-created enemies of man, due to abuse of his humanitarian nature, have made him mysterious, thought provoking, transgressive and difficult being. A being whose constant transgressive actions made his Creator to regret to have created him; made some of his species to commit suicide; some to wish they had never appeared in the world as human being; some to wish they had died a stillbirth; some to live in the grave yard of peace to avoid attracting the attention of the agents of the Boko Haram(life-destroyers) and the likes. It is due to myriads of conflicts man has inflicted on humanity that made N. Ideyi to describe him as follows:

The world is a puzzle but the puzzle of all puzzles is man. Nothing that shows this nature of man more clearly than his behaviour which is full of contradictions. He loves and as well hates, builds and as well destroys, gathers and as well scatters, purifies and as well corrupts, refines and as well defiles, praises and as well condemns, etc, in his bid to make one thing or the other out of his wealthy-wretched existence. His whole existence is mostly informed by these contradictory actions of his, which have made him a big riddle (Oguejiofor, 2008:85)

For the fact that these problems man has been inflicting on humanity are foreign bodies which have no root in his nature, solutions to them are at his disposal. The only thing is that he has to accept the fact that he is a being of another Being-the Supreme Being, lean on this advice to make moral virtues his way of life and cultivate positive attitudes to every aspect of his life.

If man should observe moral virtues and submit to God's will, he will see a need to and how to balance his rational, social, moral and bodily needs so as to avoid conflicts in their relations and interactions. They are like the Siamese twins what affects one positively or negatively affects the others the same. Their humanitarian relationship and interaction will enable him develop tools which he can use to cultivate positive attitudinal changes in his spheres of development. It will lead to positive actions which will sow seeds in the spheres of his endeavour, nurture the seeds as they germinate very well and continue taking good care of them until they become mature and finally thrive in producing good fruits. The fruits he will use to face and satisfy the needs of his well-being.

Recommendation

The prime motive, that is, the main purpose in this recommendation is just to recall man to what have already been mentioned as necessities in his progress; re-emphasize their vital roles and adding new ones to them with a view to helping him harness his resources-rational, social, moral, intellectual, physical, etc. and cultivate positive attitudes that will empower him to make a success story of his life-journey.

In these recommendations: First is submission to God's will by man knowing quite well that His will is the common good of humanity. Among the absolute truths which are not affected by man's limited knowledge about himself and the world is this: Nothing in the world including man that brought itself or himself into the world and for that man should submit to God's will, live a life that complies with His order and always show gratitude to Him for His overwhelming blessings bestowed on him. Practical way of demonstrating his submission and gratitude to God is for man to love God's children-his siblings and always engage in thoughts and actions that promote their interest.

Second is life of purpose. Man is not in the world by accident but by the intention of his Creator-God and as a being of intention he is purpose-oriented. As a purpose oriented being, he must live a life of purpose. He must set a purpose, draw a scheme relevant to attainment of the purpose and remain committed to it. Wherever purpose he has set to achieve must end at enhancing, promoting and preserving the common good of humanity. He is likely to encounter problems but he must continue his work with courage to wipe them out constructively, that is, without destroying another thing useful to his work. Or he may through foresight, knowledge and wisdom, convert them to opportunities which he can use to boost up his determination to succeed in his work. In support of the need for focus and commitment by man to the purpose he is pursuing, Lord Chesterfield says: "Firmness of purpose is one of the most necessary sinews of character and one of the best instruments of success, without it genius wastes its efforts in a maze of inconsistencies (Adinnu, 2003:67). So, man should set a goal for himself and remain committed to making a success of it.

Third is a vision of success. Experience has shown that all the works of man in any field of human endeavour first started as ideas in the minds of producers before, using their mental tool-rationality, they transform them into their concrete forms. What man is enjoying as an aeroplane first of all existed as an idea in the minds of its producers-Wilbur Wright and Orville Wright (brothers) before it was transformed into its concrete form-aeroplane. So when you develop an idea in your mind, have a vision of success about it even though it has not appeared in its concrete form. Transform the idea and pursue it deeply and wholeheartedly and at the end you will celebrate the success in the world of matter which you have already celebrated in the world of ideas.

Throwing more light on success, Habu Dawaki says: "The people who dream dreams, set goals, make committed decisions, take massive actions and keep hanging on in spite of situations and circumstances are

those who become overnight successes" (2005:203-There is...). For the great minds among human beings, the fact that a person has set a good purpose, draw a good and relevant plan and remain dedicated to it with a view to achieving the purpose he or she is already a success. This is acknowledged by Voltaire who says: "Work keeps us from three great evils: boredom, vice and need" (Dawaki, 2005:203-There is). Work is the only way man can save himself from these destructive weapons of war. Man should know that another name for him is a worker as he was ordered by his Maker to live and survive on the fruits of his sweats. He should wed with work and respect the virtues of that wedding knowing quite well that success in life can never be wished into existence.

Fourth is moral life. For man to deserve his status before his Creator as the only being he has allowed to bear His image and likeness and to man (take care of) the world, he must live a moral life. For him to contribute to creating an atmosphere of peace, harmony, justice, safety of life, security of property, progress and prosperity, he must live a moral life. For his fellow humans to satisfy his hunger for the following: love, trust, care, inspiration, respect, recognition, understanding, encouragement, admiration, support, acclamation and a desire for mention of his name in their midst, he must live a moral life. For him to participate in keeping human stream running from generation to generation, enlightening human beings, humanizing their thoughts and actions and beautifying the face of the world, he must live a moral life. It is obvious that it is by living a moral life- a life which demands for observance of moral virtues: love, truth, honesty, sincerity, justice, care, trust, integrity, kindness, compassion, fellow-feeling, helping hand, patience, flair for knowledge and wisdom, purpose, discipline, etc, and avoidance of hate, lie, dishonesty, insincerity, injustice, wickedness, envy, jealousy, covetousness, jaundice, animosity etc. that man can become a pride to his God, a celebrity to humanity, a role model to his friends and happiness to himself.

Fifth is education. Education which is a process of training through which man will acquire knowledge and skills which good use of them will make him an asset in the world. Through knowledge and skills man will discover and appreciate who he is and use them to achieve the purpose of his life-journey. Through knowledge and its right application-wisdom, man will empower himself deeply to face challenges he encounters in the process of execution of his life project and wipe them out or creatively convert them to opportunities. It is through knowledge that man has conquered the world and through it he has been trying to conquer himself but he has not succeeded due to virus of selfishness. It is through knowledge that man will understand what life means and what it entails to live in the world. Education is what man needs to distinguish himself from brutes, cows, dogs, beasts, ants, birds, and other animals, retain and maintain his status as the lord of creator and caretaker of the world. Appreciating the value of education, Leo Buscaglio says: "Education is the process of helping everyone to discover his uniqueness". Hosea 4:6, "My people are destroyed for lack of knowledge" (Adinnu, 2003:53-55). So, education is a means to plant seeds of usefulness in people, nurse and nurture them to maturity and they thrive in service-oriented world.

Sixth is positive attitude. As already explained, attitude is a person's way of thinking or behaving to anything be it a person, an object, an idea, a work, a dream, a goal, a principle and so on which could be enhancing or destructive to the issue at stake. Attitude is described positive if it is interested in the issue and deeply concerned with its enhancement, improvement and preservation. Whereas it is described negative if it is spiteful to the issue and ready to harm it. So, in this work man is advised to cultivate positive attitudes to life because common sense has shown, experience confirmed, knowledge supported and wisdom endorsed, the truths of the following statements. In a battle among human beings there has never been a winner or winners but a loser or losers. In the journey of life human beings are coming from the

same destination the success avenue and aspiring for the same fruit-happiness.

Thus, human beings as siblings of the same parents in the same family-human family, man is advised to develop positive attitudes to impacting on their individual and collective lives. In support of this advice to man in his relationship with his fellows, Martin Luther King (Jr) says:

We must all learn to live together as brothers. Or we will perish together as fools. We are tied together in the single garment of destiny, caught in an inescapable network of mutuality. And whatever affects one directly affects all indirectly (1986:269).

It is obvious that adopting and practicing positive attitudes will enable man to live in an atmosphere of peace and harmony with his fellow humans. It will help him to see reason why he should be interested in their welfare and ready to live and die for them in enhancing and promoting their common good. Observance of positive attitudes will enable man to become asset in terms of inspiring hope in people, encouraging them to develop zeal for works relevant to their welfare, helping them cultivate courage to face challenges of life and succeed in making a success of their life-journey.

Seventh is good character. Character is all mental and moral qualities that make a person, group, nation, etc. distinct from others. It is all those features that make an object, a place, an event, an action, etc. what it is and different from others. Concerning human beings a good character is cultivated with the following moral virtues: love, truth, justice, honesty, trust, sincerity, compassion, kindness, care, fellow-feeling, kindness, integrity, patience, principle, hope, hard work, flair for knowledge, optimism, open-mindedness, and so on. Whereas a bad character is a network of moral vices: hatred, lie, injustice, dishonesty, mistrust, insincerity, wickedness, neglect, blackmail, impatience, indolence, drift in life, hopelessness, ignorance, pessimism, narrow-mindedness, and so

on. The former are moulding blocks for edifice of successful life while the latter are tools used in destroying life and making both their perpetrators and victims miserable in life.

It is important to know the place of character in man's life. From experience, man's thoughts determine his actions, his actions cultivate his habit, his habit moulds his character and his character shapes his destiny. A part from this role, character has another vital role to play in the game of man's life. Character is the only property which man has no power to give it to another person and no person has the power to take it away from him. Also, man arrived in the world without any property and leaves to the Great Beyond without anything except his report card-character. Character is a report card where everything man does in the realm of his mind and in the world of matter is recorded and to be presented to the Supreme Being on the D-day to give report of his activities mental and physical-during his life journey in the world.

For that man is advised to live a life of good character so that on the D-day after presenting his report card he will be declared a pride to God, a success to humanity and happiness to himself. Harming on the importance of character, Ralph Waldo Emerson says: "No change of circumstances can repair a defect of character" (Adinnu, 2003:15). So, man should be deeply interested in his character and handle it very well.

Eight is work. Work is a network of man's services directed towards enhancement and promotion of his well-being. It is through work that man can acquire ingredients he has been using to maintain the continuity of human existence. Ever since his Creator pushed him out from the comfort zone of the Garden of Eden and ordered him to live and survive on the fruits of his sweats, man has been seen as work and work as man. For instance, it is only children and adults-adults who have lost their human worth can be satisfied fully with bread. But for adults who still retain and value their human worth what gives them joy when they

are eating bread is their bakery—a source of the bread. They are happy that they have contributed to maintaining human life. Emphasizing the value of work, E. Fitch Ware says: “Work is workshop. Always do something for the benefit of others without any selfish motive” (Maurus, 2003:156). In support of the value of work in man's life, Muhammadu Buhari says: “Self-confidence is the foundation, handwork the cement, commitment the concrete... these are the essentials to build a successful person” (Dawaki, 2005:3—There is ...). So, it is work that man needs to maintain and retain his worth.

Ninth is time. Time is a highly esteemed value in the blueprint-drawn by man to use in pursuit of his goal in the project of life. As experience has shown and wisdom confirmed, whether a person will succeed or will fail in his efforts to achieve his goal depends on how he or she uses the time. Time is a set of seconds, minutes, hours, days, weeks, months and years of the past, present and future. Sixty seconds is equal to a minute, sixty minutes is equal to an hour, twenty-four hours is equal to a day, seven days is equal to a week, four weeks is equal to a month, twelve months is equal to a year and 100 years is equal to a century. Each of these constituents of time is vital and to neglect one is to neglect all.

Even a second, if it is neglected because it is small, a minute is distorted and so with the rest. So, man should make the maximum use of his time in whatever project he has embarked upon knowing that the span of life in the world is for a reason and for a season. Also he should know that time is not respecter of person and when it has gone, it has gone and no matter his tears in the state of regret and frustrations, it cannot be recalled back. Kim Lyons acknowledges this fact about time when he says: “Yesterday is a cancelled cheque, tomorrow is a promissory note. Today is the only cash you have to spend it wisely (Dawaki, 2005:21—There is...) Chesterfield says: “Know the value of time; snatch, seize, and enjoy every moment of it. No idleness, no laziness, no procrastination; never put off till tomorrow what you can do today”

(Adinnu, 2003:80). It is obvious that zone of success or failure a person finds himself depends on usefully or wastefully he has spent the time. So, man should deeply and wisely use his time knowing what counts in life is not number of years he has lived but number of good legacies (deeds) he bestowed on mankind.

Tenth is love. Love is highly esteemed value in man's life as it is its salt. Love is the mother of moral virtues—truth, honesty, sincerity, justice, kindness, compassion, forgiveness, hope, patience, foresight, care, help, fellow-feeling, righteousness, mercy, open-mindedness, hard work, benefaction, charity, favour, beneficence, benevolence, dignity, clemency, generosity, goodness, grace, humanity, mildness, philanthropy, sympathy, tenderness, inspiration, and so on. It is a moulding value man needs to maintain and keep human stream running from generation to generation; to make human beings humane in their outlooks; to make them human in their relationship; to make them humanitarian in their thoughts and actions and to help them develop their artistic and scientific skills and use them to beautify the face of the world.

Love is benevolence in action, forgiveness in the scene of insult, protest in the scene of injustice, light in the dark region, hope in a scene of frustration, hard work in the place of lazy-bones, concentration in the scene of distraction, etc. Love sees a man in a boy, a girl in a woman, success in failure, greatness in littleness, a professor in a student, power in weakness, a good leader in a bad leader, etc. and sacrifices everything dear to it to make sure it brings out what it has seen. Habu Dawaku acknowledges this when he says: "People, who walk in love, build strong and healthy relationship. Love works for the sheer of doing, and expect nothing in return. Compassion is love in action...love is not love until it is given away", (2005:144-There is...). So, man for you to be seen as beloved by your fellow humans always engage in humanitarian services.

Eleventh is positive thinking .Thinking is the image and likeness of God man is bearing which has given him an edge over other beings. It is through thinking that man understands that he is a being of another being and for that he should live his life in world according to His will. It is through it that man understands that life is a gift to him from his Creator, that all the resources needed by him to manage his life as his first and last project are at his disposal and its management is his sole responsibility .It is through it that he becomes aware that his life-span is for a reason and for a season. It is through it that he becomes aware that the root cause of his successes in the world is knowledge and the root cause of his failures is ignorance. Wonderful things man has built in the world such as skyscrapers, aeroplanes, airport, physical and social bridge, societies, cars, schools, hospitals, printing machines, industries, books, etc., first existed in his minds as ideals before, through positive thinking, he transformed them into their concrete forms.

Also bad things he has done in the world such as violence, war, segregation, quarrels, suppression of others, etc, are as a result of negative thinking .Through positive thinking, man becomes interested in the common good of humanity and engages in good works that enhance and promote them. Whereas through negative thinking man has destroyed people's dreams, hopes, plans, homes, lives and destinies that put question mark on his claim as a rational being. Even made some people wish they had never appeared in the world or had died a stillbirth. Negative thinking has wasted human resources and inflicted on people myriads of problems: poverty, sickness, inferiority, self-doubt, suicide, separation and violence, etc.

So, man is advised to engage in positive or good thinking which is the generator of everything useful and admirable in the world and avoid negative or bad thinking which has inflicted on man with myriads of pains, predicaments, miseries and sufferings. In support of this Dawaki says: "Good thinkers are problems solvers. They think in terms of

upgrading lives, helping others and making this world a better place to live Vast potentials have been left as a result of negative thinking/Negative thinking can never bring the best out of you" (2005:17/164-There is...). So, man should ally with positive thinking and shun negative thinking if he desires to live well and make a success of the purpose of his life in the world.

CONCLUSION

In rounding off, man is a being whose burning desire is his well-being and meeting its needs such as food, housing, clothing, education, health, transportation, communication, an atmosphere of peace, harmony, justice and security, social harmony, rule of law, etc. has been his focus. To rise to a position where he can be meeting them effectively, efficiently, successfully and satisfactorily has been his prime task. His performance to that end, so far, has not met his expectation; hence he has been seeking a right way to follow in tackling the issue.

Since man is fortunate as he has been endowed by his Creator with all the resources he requires to use and be meeting the needs of his well-being. But most of them are still lying dormant due to his ignorance which has made him to be sleeping through a revolution of modern development. This work has labored to see a way to wake him up in the slumber he has fallen into; encourage him to recall himself to the project of life he has come to execute in the world.

In this work man has been informed that uneasy lies ahead that wears a crown. Since he is the lord of creation and as well the caretaker of the world, he should maintain the status by working deeply, continuously and wholeheartedly in the project of life in order to make a success of the purpose. For that reason, he has to understand and appreciate that he is a dynamic being subject continuously to change-positive ones in that matter. He should not be a slave to anybody or anything through accustomed way of thinking and behaving to life. He should always

make common good of humanity a standard for judging his thinking or behaviour as good or bad. For this reason, he should be on the farm of life and be cultivating positive attitudes that will enhance his abilities and promote common good. His attitudes that are relevant, productive and enhancing to common good of mankind are considered positive while those which are antithetic to it are considered negative.

In order to remain awake, active and committed to cultivating attitudes that will be promoting the general interest of humanity, man is advised, since iron sharpens iron and it is so with man, he should listen to motivational ideas and actions with a view to using relevant ones among them to attain the goal he is pursuing and to renovate his attitudes to be relevant and productive to the current demands of promotion of common good. This work has been emphasizing on common good because life is a common adventure and nobody can help others without helping himself.

Nobody can destroy another person without destroying himself. So, it is obvious, given man's nature, anybody who regrets to have done good deeds and thus repent of such actions, due to criticisms against him, his duty on earth is all over. His passing away is a good radiance to humanity. Anybody, because of fear of challenges he is facing in the world that abandons his endowed resources and takes a seat in the slumber zone, such a person is a failure of non-descript. So, man should understand and appreciate wealth of potential resources he has and use his creative mind to harness them and transform them into the concrete forms he wants them to appear. The ball is now in man's court to make or mar the purpose of his life-journey.

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