

Durban-born entrepreneur Dineshrie Pillay was inspired by a failure to start her own company, to write a book about it. As she puts it, when you work for someone else, you are fulfilling their dreams, not your own. She speaks to Sandile Ngidi

How to make a success out of failure, she wrote

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Failure is good. Failure is feedback. It says: change the way you are doing things. Change your mindset. Ask things differently

Dineshrie Pillay

FOR most people, failure is hard to deal with. Some never recover, while others learn from the experience and go on to achieve great success.

Durban-born Dineshrie Pillay, 37, was inspired by failure to become a charismatic public speaker, trainer and workshop facilitator.

A great teacher, in fact. And now a first author of a motivational book, *The Contract with Yourself*, launched in Durban this week.

A high achiever from her schooldays, Pillay already had a BCom honours degree from the University of KwaZulu-Natal in Durban when she decided to add accountancy to her academic achievements.

She had enjoyed helping her father, an architect, with his books, and her mother with her household budget, and it seemed as if accountancy was a natural ability.

But it was to prove more challenging. Having grown accustomed to excellent grades throughout her schooling, including an A aggregate in matric, it was a shock when she twice failed the board exam for the South African Institute of Accountants.

She was working as a junior partner for an accountancy firm when she heard about her second failure.

Bad news

The bad news came on a Friday. There were piles of work to be done for clients. When Pillay broke the news to a colleague, he suggested she stop work for the day and take some personal space.

"I thanked him, and politely turned down the offer. Then he said he had a book he had long wanted to give me, *Conversations with God* by Neale Donald Walsch.

"I read the entire book that evening, finishing at 3am. It helped me find myself. It felt like it had been written for me."

Following the tears, the Reservoir Hills alumnus resolved to compose herself. It was time to change tactics and forge ahead, she thought.

"Failure is good. Failure is feedback. It says: change the way you are doing things. Change your mindset. Ask things differently. Tell yourself never again, and fight all self-defeating thoughts. I said to myself, I'm going to beat the statistics."

As she prepared for CA board exams for the third – and thankfully, the last time – Pillay worked harder and smarter.

Accompanied by soft punches in the air, Pillay revealed how she



Dineshrie Pillay set up her own company to provide high-quality, intensive training on leadership for individuals and organisations. She launched her first motivational book last week.

Picture: SANDILE NGIDI

visualised herself as a boxer bent on beating her opponent in a ring, to motivate herself.

"I had to fight for every single

mark. I missed holidays and special gatherings with family and friends. I was determined to sit through the gruelling

five hours.

"It all paid off in the end and now I have a better sense of what it means to work hard and achieve

one's goals."

While all this had been going on, Pillay had been doing some serious thinking. This resulted in a new direction after she attended a training course by the globally renowned motivational speaker John Demartini.

Once she became accredited as a trainer, she decided to share her personal and professional development skills with others.

She set up her own company, Neospectives, with a clear mission: "To work with individuals, organisations, business associations and networks to provide high-quality, intensive training on the subject of leadership", says Pillay, summing up the essence of her Johannesburg-based company.

The R1 million-a-year outfit, formed in 2010, services blue chip clients as well as individual professionals who have the drive to become more well-rounded business and societal leaders.

Education

She strongly believes that South Africa's education system does not encourage entrepreneurship from a young age.

"Learners must be taught to run tuck shops, manage their finances and be disciplined at a young age.

"As long as you are in a legal contract with someone else, you are fulfilling their dreams, not your own," said Pillay, who launched her book in Durban last week.

The idea of the book started in 2004, but it took some years to get it published. It is a great source of pride for her, and underlines her need to reach a bigger audience.

Also an astute marketer, she has made sure that the book is available online through Amazon, Kindle, and kalahari.com.

The book's core messages can be summarised in three points:

- How to be a better person holistically.
- Strive for multi-disciplinary skills to become a better and informed leader.
- Strive for service-centred leadership.

As we are about to part ways, Pillay shares these final words of wisdom: "We need more global thinkers out there.

"True entrepreneurs make their businesses sustainable by helping to solve problems that have a wide socio-economic impact."

