

THE STRAIGHT PATH TO SUCCESS



*From the Fire of London Grenfell Tower
Back to the Waters of Casablanca Beach*

Nour-eddine Aboudihaj

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FOREWORD

As a transformational coach, I am fortunate to have had the opportunity to walk through the dark alleys of thousands of people in their most difficult times in life and career paths. I am grateful to have been able to cherish and share with them their special moments of happiness and achievement. I look back with serenity on the lives I have touched and the work I have achieved. I especially value the feedback I received from my students at Ibn Zohr University and MBA students in Universiapolis and other management institutes both in Morocco and UK. The success of my clients, trainees and students gives the impetus and determination to enhance my inner core skills and mindset to be of service to global audiences. I can now say with pride, I have achieved one my life's dreams by writing this book. I have selected an example among many, a snap shot of what people have said to me following my interventions. This is what Dr. Zahir Ahmed Khan, Psychiatrist from London wrote:

"Nour-eddine coaching style proved to be a turning point in my life as it helped me in finding my true identity, foster my career as a psychiatrist in London and build a strong character and personality. He helped me in his unique way to realise the true purpose of life and allowed me to seek a holistic approach to therapies for my patients. I was successful in



LEADERSHIP FACTORS

The beauty of this life is that when you decide on what you want, act to reach your goals, and accept 100 percent responsibility for your actions, you have then taken control of your future and have become a leader in your own life.

My dear mother once told me, “The fisherman who saved you from drowning when you were two years old as you fell in the river of Mazagan wouldn’t accept any rewards from us and said, ‘I rescued him so he can help many other people in the future.’”

It has been my mission to be of service to people and help them reach their full potential for the last thirty years. I have done just so in different spheres of work in teaching and training, community development, engagement, coaching and mentoring. Since The Grenfell Tower Fire happened on 14 June 2017 and for the past twenty months, my sole focus has been to provide a lifeline to support and build the resilience of the bereaved, survivors, community leaders, volunteers, businesses, and wider stakeholders. We have been providing health and wellbeing

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retreats both in North Kensington and outside London through Journey of Hope and Grenfell Trust.

Before we embark on the story of my life, with its intricate and collaborative details, I invite you to delve into your childhood and Explore your own life and discover all the treasures you seek and that have eluded you until now. I am certain that by the end of the book, you will agree with me as you become aware that what we seek and need are already within us. My destination for this voyage of self-discovery and spiritual well-being is for us to travel together to the source of our happiness and greatness.

Beware that you might have to face in the dark corners of your inner life and treacherous landscape some of your demons. You may need to chase away many deadly real or imaginary beasts in your jungle. You will have to overcome traumas that have hindered your progress and stopped you from reaching your full potential. In so doing, you will develop resilience and conquer the fears and anxieties that have pulled you down. Consequently, you will develop new paradigms, owning the cure for the worries that may have held you back.

As I immerse in my world, I invite you to do likewise. Use the tools I provide to travel to the deepest corners of your soul, to the oceans and waters that have lay dormant for years, to find those acres of precious, untouched pearls waiting in their shells for you. You must make the boldest dives to remove the sand that has covered the pearls and remove the dust that has stopped you from shining to the world by finding your own path, voice, calling, and life purpose.

The Straight Path To Success is a real-life story that emanates from personal experience that traces back the crucibles and major learning stations in Nour-eddine's life and the important events that shaped his transformation Journey to date. It is written as a guide of how we can look at the blocks and limiting beliefs that stop us for being the best we can be - our Higher Self. It is step-by-step calls to action and awareness raising of the positive ways we can improve and rewrite our own script and do our own programming. The paradigm shift will enable us to lead the life we desire and live the dreams we have.



Nour-eddine Aboudihaj is a Transformation Coach. He has trained with the Coaching Academy in London as well as with some of the world most renowned coaches and trainers. His field work with Grenfell bereaved and survivors has further enhanced his excellent resilience, spiritual wellbeing coaching style and sharpened his inner core skills and outer core attributes.

He graduated from Hassan II University-Casablanca with a Bachelor of Arts Degree in English Literature Languages and finished his post-graduate studies at Westminster University, London. He also has a Cambridge English Language Teaching Award and a Post Graduate Diploma in Education from Canterbury Christ Church University. His teaching and coaching experience in London and Morocco extends over 20 years. He has an extensive experience in community development and engagement. He has a pool of skills and a body of knowledge that have enabled me to successfully spearhead many projects that benefited a global audience. His valuable work and contributions to the local communities has earned him the trust and recognition to lead Black and Ethnic Minorities Network and the Moroccan Community in London. He has excellent communications and interpersonal skills. He is a tri-lingual translator, a community champion and a winner of Millennium Fellowship Award.

He has written many research papers, reports and articles in newspapers and magazines on issues of identity, ethnic diversity, sense of belonging and migration.

He is very passionate about personal development, leadership, organisational behaviour and human rights. His skill-set and coaching style have enabled many individuals and organisations to perform at their peak.

Through the Journey of hope and The Grenfell Trust he is now coordinating the rebuilding of Communities and enhancing of the resilience of people that were affected by the London Grenfell Tower Fire.

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