

TULSHI SEN

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# MASTERING THE MIND

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by Rajinder Sandhu

Tulshi Sen doesn't want to talk about himself. Except, that is, to relate personal experiences to help his students learn. Insisting he is simply a messenger delivering age-old secrets of success, he shies away from the limelight. "I'm not here to become famous," he says while waiting to start a workshop on success. "I've come here to spread a teaching that I love."

Getting him to agree to an interview is easy — he wants to share his knowledge with as many people as possible. Getting him to talk about himself? That's another story. He responds to each question about his life with a parable.

"Who was your master?" we asked.

"I had many masters," he says. When asked for their names he smiles and says the true teachers keep as low a profile as possible and relates a story:

"A man was travelling to Calcutta. When he was halfway there he ran into a couple and asked, 'Is this the way to Calcutta?'"

"'Yes,' they said, 'but there's a better way. Go back and take the other road.'"

"The man went back to the beginning and started down the other road. Half way to Calcutta he ran into another man and asked him, 'Is this the way to Calcutta?'"

"'Yes' the other man replied. 'But there is a faster way. Go back and take the third route.' So the man went back to the beginning and starts down the third route. Half way to Calcutta, he ran into an elderly couple..."

You can guess the rest of the story. The man keeps going back to the beginning and

never makes it to Calcutta.

There are many paths to the truth, says Sen, and a true master will not accept would-be disciples who are already going down one path. Most people who are already following a path, or program, should stick with it rather than jump from one program to another. "Otherwise, you'll never make it to Calcutta."

Promoting his teachings without drawing too much attention to himself is a bit of a paradox, he admits, but he emphasizes that too many people put the messenger on a pedestal and it's too easy for the messenger to let his ego get the best of him.

"When the light bulb thinks it is the light, that's ego," he says, adding that eventually the bulb will burn out, but the energy, the root of the light, will still be there to shine through the next light bulb. The bulb is just a messenger.

Born in undivided India in Dhaka in 1944, Sen, who describes himself as a bare-foot boy from Calcutta, worked for the East India Hotel company before joining Bata Shoes, which transferred him to Canada in 1972 at the age of 28.

"I wanted to get some overseas experience

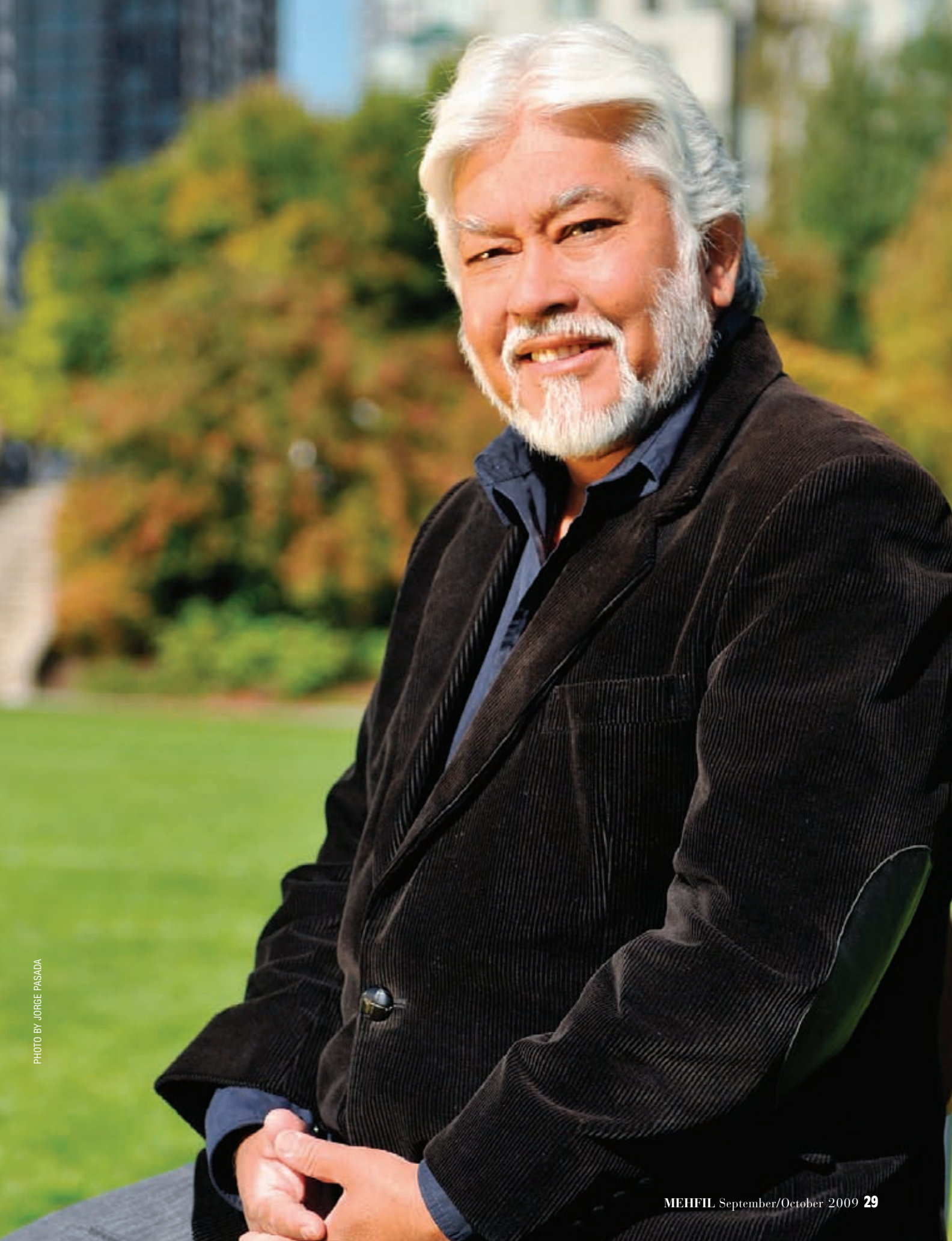


PHOTO BY JORGE PASADA

“I realized that when I was showing people business that the greatest thing they needed, more than learning business, was to learn to develop the mental muscle to build a business. To set visions and goals.”

— Tulshi Sen

and I was intrigued by Canada because people said there were a lot of opportunities,” he says.

“I became a training director and labour negotiator for Bata Shoes. It was a fantastic experience. At that time they had 106 companies in 96 countries,” says Sen. “I got the full spectrum of how international business worked.”

Although he could see a great career ahead of him as a company man, Sen wanted to be independent, so in 1974 he started an import/export business.

“One of the products was a headlight reminder,” he recalls, recounting the problem of drained car batteries caused by headlights being left on.

“Anyone could install this device easily in their car and if you left your headlights on, a buzzer would sound when you took the keys out of the ignition,” he recalls, adding that the product sold throughout North America.

His success in his direct marketing mail order business prompted family and friends to ask for help in establishing businesses of their own.

“People used to come to me, especially friends, and say, ‘Show me how to do business.’ So I would give them ideas and spend hours and hours of my time with them,” he says. “Then after a while they didn’t do a thing.”

Sen decided that maybe if he charged them a fee they would take his advice more seriously. He was right. After becoming a professional business consultant, Sen decided to go from one-on-one training to group seminars.

“I thought this could be a part of another business model and create a whole network of entrepreneurs and business people all around the world,” says Sen. “That’s what prompted me to do seminars.”

Sen also wrote a manual, *Fast Track into Import/Export in Direct Marketing* half of which, he explains, was focused on empowering the heart and mind.

“I realized that when I was showing people business that the greatest thing they needed, more than learning business, was to learn to develop the mental muscle to build a business. To set visions and

goals” says Sen.

Neil Thompson, a chartered accountant with KPMG at the time, heard Sen on a talk show about money in 1988.

“He [Sen] talked about how you can start your own import export business from home. He was so engaging and knowledgeable I found out when he was going to be in Vancouver and attended his weekend seminar that same month,” says Thompson.

“I had never heard or met someone with such depth of knowledge in business and life. Not only was he teaching the concepts of business that were street smart and practical but the mindset you needed to have to be successful in business. I learnt more in that one weekend about actual business and life than I did in all my years at university,” he says.

Thompson became Sen’s student and travelled with him on a trade mission to the far east. With the knowledge he gained and skills he learned, Thompson says he started his own business and about a year later left his position at KPMG to be a full time entrepreneur. Today, Thompson is not only a student of Sen’s but helps arrange and promote Sen’s seminars on success.

“Tulshi Sen is one of those rare individuals you meet in life and immediately know you want to have them as your mentor. He is tireless in his pursuit to show others how to be successful in life,” says Thompson.

In 1997, while Sen was speaking at an import/export seminar at the Calgary Saddledome, an aboriginal gentleman approached him. “He said, ‘I’m a politician and I would like you to come and help our people,’” says Sen. That man turned out to be the chief of one of the largest first nation communities in Canada: the Blood Reserve. “He told me the unemployment rate is so high, suicide rate is so high,” says Sen, who decided to take a break from his other work to focus on teaching life and business skills to the people of the Blood Reserve and other First Nations people across Canada.

Over the next eight years Sen took eight First Nations trade delegations overseas and helped them establish relation-

ships and partnerships with businesses in China, Hong Kong, Taiwan and Japan.

In 2005 Sen decided it was time to put his teachings in the book *Ancient Secrets of Success for Today’s World* and today the Toronto resident is busy sharing mind-mastering secrets from his book at workshops and through online material.

At a recent workshop in Vancouver, Sen is introduced as an author, entrepreneur and business trainer who has been teaching people the principles of success for more than 20 years.

He begins the day-long session with a simple statement: “I am not the hero here. You are the hero. Get the teachings. Forget the teacher.”

He goes on to explain that the workshop will not be about breaking bricks with one’s head — rather it will be about controlling one’s thoughts to break free from the shackles of the mind and learn how to get what you want out of life.

The charismatic and eloquent Sen, who can be described as equal parts romantic, philosopher and entrepreneur, uses poetry, parables and lessons in etymology to impart the wisdom of a lifetime of study and practice to his students. At times he sounds more like a theologian, reciting passages from the Bible in Hebraic and the equivalent lessons from the Bhagavad Gita in Sanskrit. All his teachings, he says, can be found in the major religious texts of the world and were taught by all the great philosophers of the west — he quotes Plato, Hippocrates, Pythagoras, Hermes, Euclid to name a few — and the masters of the east, including Buddha and Pritanjali.

Everything we touch, taste, smell, hear and feel, says Sen was created by consciousness. Our very lives and the circumstances that surround us were created by our own consciousness. It’s not a simple concept to grasp and is a bitter pill to swallow for some, he says, but it is the truth. The good news is that you can change your circumstances by changing your thinking, he says.

It’s not a new message. Hundreds of authors, motivational speakers and success gurus have written and talked about the power of the mind. From Napoleon

## Freeing Your Mind

(excerpted from *Ancient Secrets of Success for Today's World* by Tulshi Sen

Achieving the ability to set goals from the Absolute is the purpose of Ancient Secrets of Success. These secrets reveal how you can develop the capacity to set goals and visions from the heart, from the Unconditioned, from outside the box. Till we are able to achieve this state of mind all our goals are being set by us on the basis of our past experiences and present conditions. In the Ancient Vedic texts this is described as being trapped in Karma. Karma simply means action, and being trapped in Karma means that all our actions are a ripple effect of our previous actions. It is an endless chain of the same conditions and it appears there is no escape from its iron grip.

It is the ultimate desire of life to go where you have never gone before but unless we break free from this karmic entrapment it is not achievable. To break free this dependency on the past and build a brand new future is the purpose of the teachings of the ancient masters.

The ancient secrets give us the knowledge and understanding that all visions are real. The manifestation of these visions are molds with an irresistible power of attraction to draw and be filled with the cosmic abundance; the stuff with which the entire universe is made. Everything, stars, galaxies, grains of sand, and the human body are all made with this one thing by adaptation.

This one thing, this cosmic substance with which the entire universe is made, is consciousness. Science calls this force energy, and the ancient teachings call it consciousness. The new physics declares consciousness creates reality. The Vedas and the Bible affirmed millenniums ago that consciousness creates reality.

*Consciousness is the creator*

- Rg Veda, Aitareya Upanishad 3.3

# “What good is it for us to know all the laws of success if we cannot control our thoughts?”

— Tulshi Sen

Hill, in his classic *Think and Grow Rich*, to the more recent bestseller *The Secret*, the promise is similar; they'll show you how to attract the money, spouse, house, car – or whatever – into your life. But do they work?

Yes, says Sen, to a degree people may be able to slip in a few thoughts of success and see some results, but there is no certainty — and what people need is to know they can create the life they want.

“We know that the world operates on the law of cause and effect. The thought is the cause and the thing is the effect,” he says.

FIRST PROCLAMATION:  
Consciousness is the creator.

SECOND PROCLAMATION:  
I am **that**.

THIRD PROCLAMATION:  
My consciousness is the **creator**.

FOURTH PROCLAMATION:  
I am the **creator**.

It's great information, says Sen. Important information. They are indeed the laws of success.

“But what good is it for us to know all the laws of success if we cannot control our thoughts?” he asks.

Thought is the creative force, he says, not the mind. The mind is the tool through which our thoughts are processed and, according to Sen, the mind thinks it is in control.

He illustrates with one of his favourite examples: “If I give you a Ferrari for free, you would say ‘great!’ But if I told you it had no brakes you wouldn't want to drive it. Without being able to control it the Ferrari would be dangerous to drive.”

Most people's minds, says Sen, are like Ferraris without brakes. People are unhappy, unsuccessful, and stressed out for one simple reason, he says: They have no control over their thoughts.

He goes on to explain further that for most people, their minds dictate what their consciousness should be conscious

about. In other words, “the mind decides what thoughts it wants to think” rather than the individual being in control.

“The ancients understood this ... and they formulated a system to enable their students to have total control over their minds,” he says.

“The sages of the Vedic period in India formulated the four proclamations — meditating upon these, the mind is brought under our control to think the thoughts that we want to think regardless of our circumstances. This is the key to success. And this can only be done through meditation,” explains Sen.

“The mind is like a dog,” he reiterates with another favourite analogy. “It is restless. It sniffs every post.”

To create the life you want you must put a leash on that dog so that you can “think the thoughts that you want to think and not the thoughts that you don't want to think.”

So what does it take to “leash the mind?” There are two phases, says Sen. The first phase is the theory that prepares the mind to understand its capacity and its role, and to convince it that it can rely on consciousness.

The second phase is the meditation on the four proclamations, which trains the mind to have complete union with consciousness, which is yoga, says Sen.

Once you learn to control your mind, says Sen, you can use your imagination to create a vision of your life and turn that vision into reality. It takes persistent practice and patience, but it can be done, he says, and his book, *Ancient Secrets of Success for Today's World*, can show you how.

Sen may be trying to keep a lowish profile, but judging from the lineup of students waiting patiently for the opportunity to thank him personally at the conclusion of the workshop, he may not be able to keep his message and teachings under the radar for long. This messenger clearly has a knack for delivering the message — and we won't be surprised at all to find the limelight seeking him out.

But on a parting note, as if on cue, Sen reminds us gently: “Take the message. Forget the messenger. It's the message that's important.” □



“[Parents] need to learn to inspire. Just like they work hard to feed us, clothe us and shelter us, they also must work harder to know how to build us up, to not be afraid and to be brave and successful.”

**Q&A**  
with  
**Tulshi Sen**

PHOTO BY JORGE PASADA

**Q: What is the single biggest obstacle that prevents people from achieving success?**

**A:** Belief level. We are what we believe. We don't get what we want, we get what we are. We are what we believe in. Success is not setting goals and achieving goals. We do that every day. Success is raising our belief level to heights unknown to us. To answer your question: The obstacle is our mind, which has to be controlled by our consciousness. Now our mind tells us what we can have and what we cannot have.

**Q: There are many people who read book after book and attend seminar after seminar but still can't seem to change their lives. What are they doing wrong?**

**A:** In my book I mention that most of us are like donkeys with a load of books. Knowledge limits. Throughout the history of the world all the teachers and masters of both the east and the west have vehemently told us that we have to listen to our heart, our consciousness, and follow our bliss. Knowledge is our memory. We have to reach the depths of our being that creates our memory. That is what my book is all about. We have to transcend the mind.

**Q: Even before the global economic crisis it seemed that people were more stressed than ever. Why are so many people so stressed?**

**A:** Stress comes out of uncertainty. My book, *Ancient Secrets of Success*, is about creating a life without any uncertainty, to become the master of our world according to the teachings of the east and the west. To quote one of the greatest poets of our times, Walt Whitman, who said: "No one has begun to think how divine he

himself is and how certain the future is."

**Q: What can people do to reduce the stress in their lives?**

**A:** Only one thing, one thing alone and no reading and any other knowledge can help them. Meditate on the four proclamations. And that is not my answer, that is the answer of all the masters of the world. These four proclamations are the very foundation of all the teachings of all the ages of both the east and the west. These four proclamations are the basis of building lives for fulfillment.

**Q: You talk about circumstances being created by our consciousness. Is the global economic meltdown an event created by someone's — or a group's — consciousness?**

**A:** Yes you are right. Our world represents our race consciousness. Our consciousness creates our reality. A true leader of today must change the consciousness of their nation.

**Q: You talk of the limitations we impose on ourselves and that these limitations are passed on to us in childhood from parents. What can parents do to avoid instilling limitations in their children?**

**A:** Parents are our first teachers. According to the ancient teachings, the first masters of our lives are our parents. They mould and shape us. Parents have a great responsibility, more than just taking care of us physically. They need to learn to inspire. Just like they work hard to feed us, clothe us and shelter us, they also must work harder to know how to build us up, to not be afraid and to be brave and successful. They have to realize that they don't own us; they are our custodians for the universe.

**Q: You also say that the mind will resist. What can people do to overcome frustration and the urge to give up and go back to life as usual?**

**A:** We have come to quench our thirst. We have to remember our longing, our expectations and our thirst. The pain of not having what we want is the thirst. We have know what we want. We have to learn to believe that we can have anything we want.

**Q: What is the most difficult step for people to overcome in developing a success consciousness?**

**A:** Raising their belief level and not following others who have given up living a life of designed destiny. To remove themselves from the herd mentality.

**Q: What kind of changes take place in people as their understanding of consciousness increases?**

**A:** They feel a sense liberation from the opinion of others. They do not seek approval for their vision of their life. They believe that they know what they want.

**Q: Why do you think some people are skeptical of programs like yours?**

**A:** Skeptics are people who are seeking clarifications and have not yet been able to formulate their questions. Every question has the answer built in it.

**Q: What is the first, most important step a person should take to change their lives for the better?**

**A:** To set a vision for their lives and know how they want to be remembered when they leave this plane. □