


RESEARCH ARTICLE

“Attitude Is Everything” - A Semiotic and Numerological Perspective on Human Values and Success

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ABSTRACT

This paper investigates the significance of human values and success by numerically analysing commonly regarded traits such as hard work, knowledge, leadership, and attitude through a simple alphabetical value system (A=1, B=2, ..., Z=26). The study explores how numerical values can metaphorically reflect the potential impact of each trait on success. Surprisingly, while traits like hard work and knowledge fall just short of the perfect score of 100, the word attitude sums up exactly to 100. Through this symbolic alignment, the paper argues that while many qualities contribute to personal growth and success, it is one's attitude the lens through which we perceive and engage with the world that determines a complete and fulfilled life. The paper concludes that developing a positive attitude is a psychological recommendation but also a symbolic key to achieving wholeness and success.

Keywords: values; attitude; success; semiotics; numerology

FULL PAPER

Introduction

The pursuit of success has long intrigued philosophers, psychologists, educators, and common individuals alike. While diverse factors such as intelligence, effort, and opportunity contribute to success, this paper adopts a novel approach and numerologically decoding the English alphabet to assign numeric values to certain key human traits. The study seeks to uncover which value, when translated into this system, aligns with the symbolic perfect score of 100, thereby representing completeness or ultimate success.

Objectives of the Study:

- To explore the numerical representation of human qualities using alphabetical values.
- To analyse which quality symbolically reaches a score of 100.
- To examine the metaphorical implications of attitude as a determinant of life satisfaction and success.
- To promote the idea of positive attitude as a transformative personal and social tool.

Literature Review

Research on human success has traditionally revolved around psychological, sociological, and philosophical perspectives, often emphasizing the interplay between traits such as intelligence, perseverance, leadership, and social environment. Dweck (2006) emphasizes the importance of a growth mindset, asserting that belief in one's ability to improve shapes motivation and achievement. Similarly, Bandura's (1986) Social Cognitive Theory positions self-efficacy and personal agency as critical determinants of performance outcomes. In value education research, scholars have identified *attitude* as a mediating force that integrates cognitive and behavioural components to influence decision-making, resilience, and goal attainment (Covey, 1989; Maxwell, 2003). Seligman's (2002) work on positive psychology further situates attitude as central to cultivating happiness, suggesting that optimistic thinking patterns foster personal and professional success.

From a semiotic perspective, the symbolic representation of values has long been embedded in human communication, where metaphors, numbers, and

symbols act as tools to convey abstract concepts (Eco, 1976). Numerology, though often situated in mystical traditions, has been examined by cultural theorists as a way of assigning meaning to letters and words, revealing hidden symbolic alignments (Schimmel, 1993). While its empirical validity is debated in the sciences, its cultural and motivational resonance cannot be ignored, particularly in educational and self-development contexts.

Integrating semiotics and numerology into the analysis of success traits offers a novel interpretive framework. Studies in applied motivation (Robbins, 1991) demonstrate that symbolic reinforcement through metaphors, visual analogies, and numerical codes can influence personal belief systems, thereby impacting goal-setting behaviours. However, literature specifically examining the correlation between alphabetical value systems and human success traits is sparse, making the present study a unique contribution to interdisciplinary research on values and achievement.

Significance of the Study:

This study is significant as it merges semiotic analysis with a numerological approach, creating an interdisciplinary link between motivational psychology, symbolic studies, and values education to offer a fresh perspective on human success. It emphasizes *attitude* as a teachable and cultivable trait, aligning with modern educational goals that integrate emotional intelligence, resilience, and mindset training into curricula. Practically, it provides an engaging and symbolic method to communicate the importance of mindset to students, employees, and leaders, making abstract values more tangible through numerical metaphors. Culturally, it resonates in societies that value symbolic and numerological interpretations, offering a versatile framework for promoting positive psychological traits. Moreover, the findings hold policy relevance, guiding educational institutions, leadership programs, and community initiatives to prioritize attitude cultivation as a central strategy for human resource development.

Research Problem

While existing research affirms the importance of hard work, knowledge, leadership, and resources in achieving success, there remains a gap in understanding how symbolic representation and particularly through numerological value systems are used to reinforce these concepts in educational and motivational contexts. The specific problem addressed in this study is: How can a semiotic-numerological analysis of human traits reveal symbolic patterns that emphasize the role of attitude as the ultimate determinant of success? More specifically, the study

examines whether assigning alphabetical numeric values to key traits can provide a symbolic model that resonates with psychological theories of motivation and values education, and whether such a model can effectively communicate the primacy of attitude over other contributing factors to success.

Methodology:

The methodology includes assigning numeric values to each letter of the alphabet based on its position (A=1, B=2, ..., Z=26). Selected human traits such as *Hard Work*, *Knowledge*, *Luck*, *Money*, *Leadership*, and *Attitude* are numerically evaluated by adding the values of their individual letters. The total is then compared to the ideal score of 100 to analyse their metaphorical contribution to human success.

Data Analysis and Interpretation:

HARDWORK

HARDWORK						
8	1	18	23	15	18	11
H	A	W	L	D	G	K
Total = 98						

Hard work nearly reaches perfection, suggesting its undeniable value, yet it alone may not complete the journey to success.

Image 1 Total = 98

Hard work nearly reaches perfection, suggesting its undeniable value, yet it alone may not complete the journey to success. As given in table 1 Hard work is universally acknowledged as the backbone of success. This value of 98% symbolizes that perseverance, discipline, and consistent effort are important to achieving goals. However, the score falling just short of 100 suggests that while hard work is critical, it might not be enough without other factors—such as mindset, direction, or emotional intelligence. In life, we may work hard but still fall short if our efforts are misaligned or unsupported by the right attitude.

KNOWLEDGE

K	N	O	W	L	E	D	G	E
11	14	15	23	12	5	4	7	5

Image 2 Total = 96

Knowledge is powerful, but incomplete without the correct application and mindset. As given in table 2 Knowledge equips individuals with the power to analyse, think critically, and make informed decisions. A score of 96% reflects the immense strength that learning and wisdom provide. Yet, as with hard work, knowledge alone does not guarantee success. If it's not used ethically or paired with action and a positive outlook, it may remain underutilized. In human life, knowledge is an enabler, but not the ultimate measure of fulfilment or progress.

LUCK

L	U	C	K
12	21	3	11

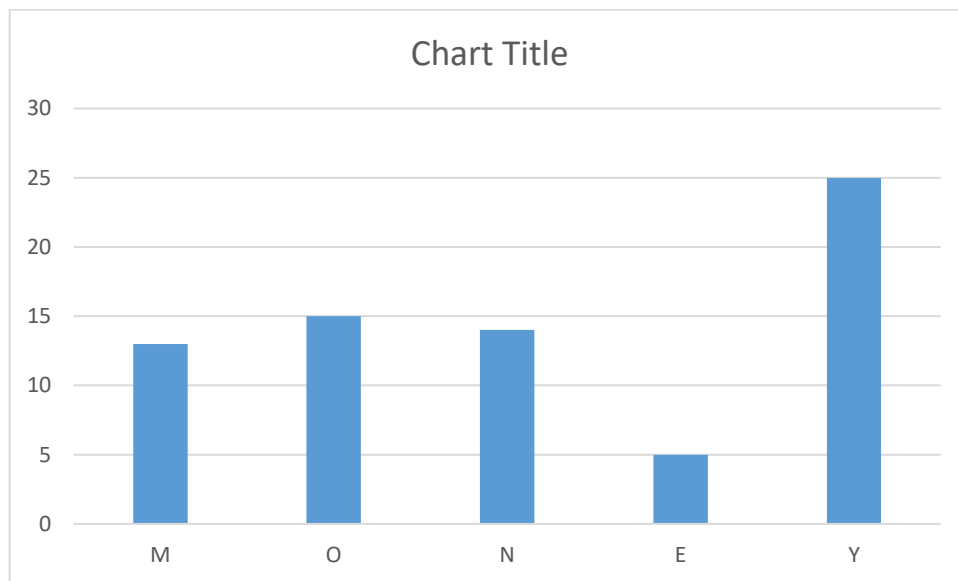
Image 3 Total = 47

Luck offers limited support in achieving success and cannot be solely relied upon. Luck has shown in table 3 receives a modest score of 47%, reflecting that while chance and favourable circumstances can aid in success, they are unreliable and inconsistent. Depending solely on luck may lead to passivity or disappointment. In real life, people who wait for luck often miss opportunities that proactive effort could create. This suggests that luck is an unpredictable bonus not a dependable foundation.

MONEY

M	O	N	E	Y
13	15	14	5	25

Image 4 Total = 72



Graph 1 MONEY

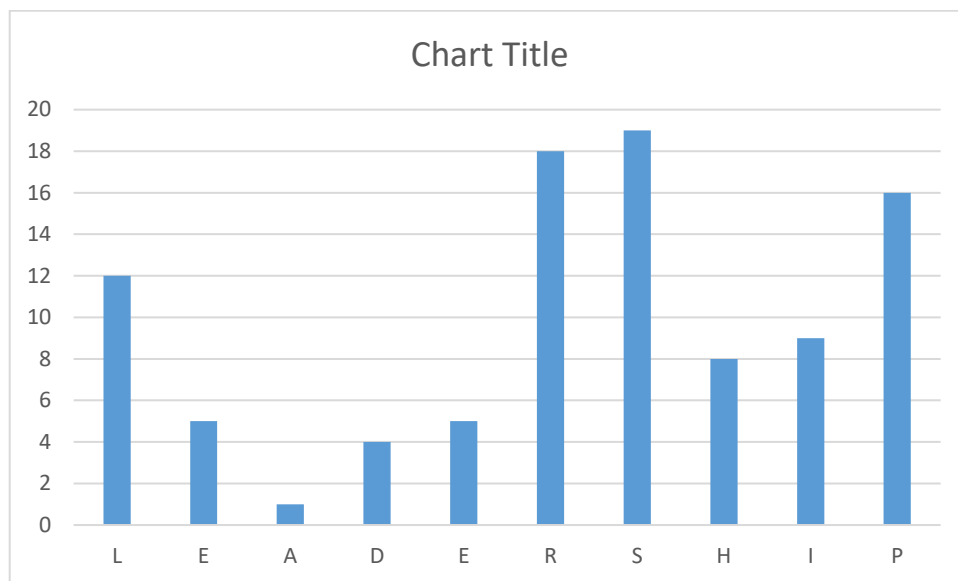
Money is influential, but insufficient in guaranteeing happiness or fulfilment as given in table 4 Money scores 72%, indicating its significant but not absolute role in life. It can provide comfort, security, and opportunities, yet it doesn't assure emotional well-being or moral satisfaction. Many people with wealth still experience stress, loneliness, or dissatisfaction. In life, money is a tool not a destination. It's valuable, but insufficient on its own for a meaningful, happy existence.

LEADERSHIP

L	E	A	D	E	R	S	H	I	P
12	5	1	4	5	18	19	8	9	16

Image 5 Total = 97

Image 5 Total = 97



Graph 2 LEADERSHIP

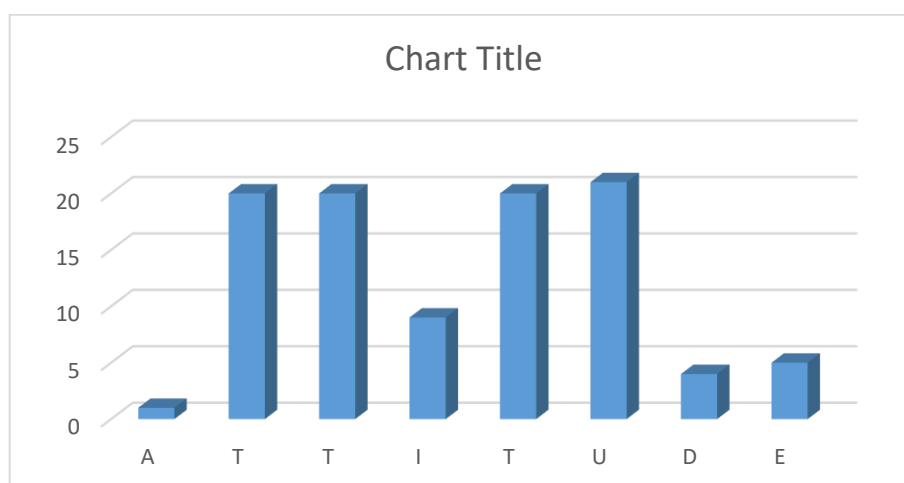
Leadership is critical and impactful, yet not absolute in ensuring success which is mentioned in table 4 as Leadership scores 97%, symbolizing its near-complete power to influence, guide, and bring about change. Good leaders inspire teams, solve problems, and build societies. However, leadership without the right internal foundation like humility, empathy, and attitude may falter. In life, leadership is vital for direction and vision, but its effectiveness is shaped by the personal qualities of the leader.

ATTITUDE

A	T	T	I	T	U	D	E
1	20	20	9	20	21	4	5

Total = 100

Total = 100



Graph 3 ATTITUDE

Only Attitude reaches the perfect score of 100, symbolically representing the wholeness required for a successful life. Attitude achieves a perfect score of 100%, making it the only trait in this study to symbolize completeness. This highlights a powerful truth: how we think and respond to life defines our success more than circumstances or external traits. A positive attitude enhances resilience, opens minds to learning, fosters gratitude, and improves relationships. In human life, a strong attitude is the key to transforming obstacles into opportunities and stress into strength.

Findings:

Based on the numerological and semiotic analysis of human qualities through alphabetical values (A=1 to Z=26), the following key findings emerged:

1. Hard Work (98%):

Hard work is almost complete and forms the foundation of success. However, it lacks a final push, indicating that effort alone may not guarantee complete success without the right mental framework.

2. Knowledge (96%):

Knowledge is immensely valuable, yet its full potential depends on application and mindset. It suggests that intellectual growth must be accompanied by practical wisdom and emotional intelligence.

3. Luck (47%):

Luck has the lowest value, emphasizing that relying on external chance or fortune provides limited and unreliable outcomes. It is not a dependable path to success.

4. Money (72%):

Money is a strong factor in providing comfort and access to opportunities but fails to ensure emotional and personal fulfilment. It should be viewed as a means, not an end.

5. Leadership (97%):

Leadership is a near-complete trait with high value, representing influence and vision. However, it also requires a solid internal compass—shaped by empathy and attitude for sustainable impact.

6. Attitude (100%):

Attitude is the only trait to reach a perfect score, symbolizing its supreme role in shaping human behaviour and success. This finding suggests that mindset is the ultimate determinant of how individuals process experiences, overcome challenges, and achieve satisfaction.

7. Symbolic Reinforcement of Psychological Theories:

The numerical outcomes support psychological theories like Bandura's *Social Learning Theory* and Dweck's *Growth Mindset*, which emphasize the importance of self-belief and perspective over external factors.

8. Attitude as a Meta-Quality:

Attitude integrates and amplifies the effects of all other traits—hard work, knowledge, money, leadership—making it the central force in human growth and holistic success

Suggestions:

Based on the findings, the following suggestions are offered to integrate the importance of attitude in personal and institutional settings:

Educational Implications

- Integrate attitude-building modules within school and college curricula alongside academic subjects.
- Promote value education that emphasizes empathy, resilience, and a growth mindset from an early age.

Organizational Development

- Design training programs that balance technical skills with attitude transformation and emotional intelligence.

- Encourage leadership development through reflective practices that foster self-awareness and mental flexibility.

Parental and Community Role

- Parents and guardians should model and instill positive outlooks, emotional regulation, and a can-do spirit in children.
- Community outreach should highlight role models who succeeded through attitude rather than privilege or luck.

Policy and Social Planning

- Policymakers should support interdisciplinary research that links education, psychology, and sociology in promoting human potential through mindset cultivation.
- National and institutional policy should recognize mental frameworks and positive psychology as integral to wellness and productivity.

Further Research Directions

- Scholars may explore numerological-symbolic frameworks in other languages and cultural contexts.
- Comparative studies could be undertaken to assess the practical impact of attitude-focused interventions in educational and corporate environments.

Conclusion

In the journey of life, *hard work, knowledge, money, and leadership* play significant roles. However, it is *attitude*—the singular trait that metaphorically sums to 100 that enables a person to fully realize success and fulfilment. The symbolic approach presented here is both inspiring and instructive. It highlights the timeless wisdom: “Change your attitude, and it will change your life.” Fostering a constructive and growth-oriented mindset can thus be seen not only as a personal goal but a social imperative.

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