



Power Your Life



PeopleRich®

Todd Hutchison
the Corporate Mechanic®



Millionaire
Motivators

Millionaire Motivators

Todd Hutchison is a Millionaire Motivator, known as the *Corporate Mechanic*, specialises in business improvement and people performance. Todd was featured in the *Millionaire Mentors* book, and later became a co-author of the *Millionaire Motivators* book. This eBook is a complimentary gift from Todd Hutchison to readers of the Millionaire series.



Thank you to Gary De Rodriguez for his contributions to the values and energy drain information in this eBook.



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1. Introduction

Power Your Life is about taking control of your destiny. It is about understanding that you are in control of your life and future, and that you were born with a unique behavioural and communication style that is complimented by your life experiences, acquired knowledge and expertise, and your personal values and belief systems.

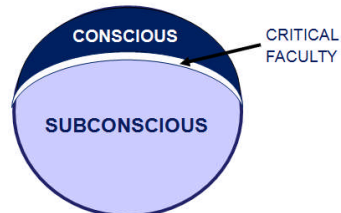
Unfortunately you were not born with an instruction manual for your brain, and therefore you may not have realised the power you possess or how to use it to your greatest advantage. This eBook helps explain what we now know about how your brain functions and how you can lead a more fulfilled and passionate life by following a series of basic principles.

To get the most out of this eBook, complete the exercises and start to explore the insights about yourself that you will gain from this reading and know that it is *clarity* that you desire – clarity regarding your skills, natural talents and future.

2. Values and Passions Driven

Although people are guided by their natural behavioural and communication style, it is our *values* and *belief systems* that have a great bearing on our success. So where do these come from?

Let's start by considering some basics concepts about your mind and how your values and beliefs are created. You may have heard of the statement "we only use 10% of our brain".



Whilst many people have heard this before the sentence is only half complete – “we only use 10% of our brain for the conscious mind and 90% for the subconscious mind” (other findings have found that the conscious mind utilises only 5% of the brain’s process capabilities).

It is a fairly accurate statement on the ratio of the conscious to the subconscious mind. It is a bit like an iceberg where what you see above the water is only a small portion of the structure to which that exists under the water. The water line represents the “critical faculty” that divides the conscious and subconscious mind.

The critical faculty is the brain’s filtering system that receives information from our five senses and deletes, distorts, merges and generalises the information and blocks all else. Basically, this filtering system protects those fears, doubts and limiting beliefs that sit within the subconscious mind. Why hypnotherapy works is that the critical faculty effectively is switched off so the therapist can speak to the subconscious minus the filtering system.

The brain uses emotion as the key signal that the experience is important and should be remembered, and links this to our memory processes. Like when you drive a car to work, you don’t remember much of the journey apart from those moments you hear your favourite song on the radio, you saw an attractive person or maybe someone cut you off in the traffic. It is the arousal of emotions that give events their meaning.

The first point to note is that memory is therefore linked to emotion and its intensity. During intense emotions we take those events, whether experienced or observed, and give them meaning. We start creating our values, and as a consequence our beliefs are formulated.

If values were a branch on a tree, beliefs are like the leaves. If I chop off the branch, all the associated leaves are destroyed. Take the example of an atheist who suddenly finds God – they have a major value shift, and therefore their previous beliefs relating to religion consequently all change.

During our development it is primarily what we give meaning to from events based upon our personal experiences and observations that creates our values and beliefs.

Many of our limiting beliefs or psychological challenges have come from our childhood events. Understanding the brain's development starts to explain why those years have particular significance. What we know from studying the brain is that a child from the ages of birth to around two years old has a brain frequency known as Delta (1-3Hz) that is the same brain wave format as an adult in a deep trance.

At the age of two to five they operate at Theta (4-7Hz), which is still an adult trance-like state, but not as deeply tranced. In these states we accept things into the subconscious without the benefit of the conscious interplay. Research indicates that we also learn a lot from observation, as well as from doing the activity. Have you ever wondered why so many people are in fear of public speaking? It is most likely traced back to their childhood days when they were in school. You may recall that when a child was in trouble, the teacher would make them stand up in front of their peers as a means of making them feel uncomfortable and embarrassed, sometimes making them stand in the corner of the room after misbehaving.

Now if the child took that experience and gave it the meaning that 'standing in front of peers means humiliation' then for the rest of their lives the subconscious will attempt to help them avoid that situation again. It does everything it can to stop us reliving that situation.

This is an example where the limiting beliefs sitting in the subconscious has a lifelong impact on our actions. If we break these emotional inhibitors down to their most basic element, what we are really dealing with is simply pictures, sounds and feelings, or a combination thereof. It could be a visual memory, a specific sound or a voice in your own head, or even a physical sensation that pulls you down emotionally.

The good news is that these are like audible records you are playing in your head, and we know enough about neuroscience these days to now know that we can rewrite those records that are negatively impacting on your life, effectively scratching the record and substitute a positive recording.

Advanced therapies that include Neuro Linguistic Programming (NLP), Time Line Therapy, Quantum Linguistics, Germanic New Medicine and other neuroscience-based methods that can have instant healing due to emotional releases that give permanent results. During this program when we speak about dealing with self-sabotage, we will be giving you insight into how to take self-control over your thoughts, but sometimes you do need an intervention with a trained therapist to reconnect you back with the right internal resources that you have that accomplish these things.

What are some of the significant things you remember from childhood and what beliefs do you think you may have adopted from those experiences?

Many people can consciously change their beliefs when they critically review them and give them new meanings, or re-examine if those beliefs are still valid in your life today. When you have believed and accepted something is impossible it becomes a reality as it is determined by your mindset. Learn to look at the evidence if another human being has achieved it and if it could actually be possible for you.

Despite skin colour, gender, religion and other cultural-related differences, people experience extraordinary lives when they start thinking like extraordinary people. Your actions are driven by your thinking and your actions are accountable for your results. What you think becomes your reality.

Contemplate your current situation and consider if you were looking objectively at your life, what would you conclude was the thoughts you must have had to create the life you currently lead:

3. Introduction to Self-Leadership

You should now realise that you are in control of your destiny. What you have thought and acted upon up to this point in your life will explain the situation you find yourself in today. Now you can create your future based on what you choose to think of and take appropriate action. This is the basis of self-leadership. Every aspect of our lives requires self-leadership, from parenting to running an organisation, to creating successful personal relationships. The word *leadership* applies at all levels, not just the owners or managers of a business, as self-leadership is about taking personal control of yourself. You are a leader!

Good leaders set goals, have priorities, live by their values and have standards they adhere to, making sure that these objectives not only are communicated, but maintained. When our goals are aligned to our values we will have the motivation to accomplish them. By defining what is important to us in our lives we gain clarity of our mission and our lives become value driven rather than endless pursuits in activities and the constant undertaking of tasks in the busyness of life.

Peter Drucker, one of the best-known contemporary management theorists, who offers a pragmatic approach to leadership and believes that consistency is the key to good leadership, and that successful leaders share the following three abilities:

1. **To accept leadership as a responsibility rather than a rank** - good leaders courageously surround themselves with talented and capable people. They do not blame others when things go wrong and they take responsibility for their own results, and their contribution to their team;

2. **To earn and keep the trust of others** - good leaders have personal integrity and inspire trust among others. Their actions are consistent with what they say they will do, and their word is of utmost importance to them; and
3. **Leaders remain flexible** - there is no failure rather only feedback, so a practicing leader will keep out of tunnel vision thinking and seek alternatives to problems until a solution is discovered. They consider risks and seek solutions, accepting non-success as lessons on the path of achievement.

Effective leadership is not based on being clever, it is based primarily on being consistent, congruent and value driven.

Your Core Operating Values

There are five core operating values that support success:

1. **Living Ethnically in Your Contribution:** Doing the right thing by your relationships, your organisation and yourself. Living in a way one may be proud of one's actions, interactions and contributions.
2. **Living with a Mind of Abundance:** Living with an appreciation that there are an abundance of resources for all of us to prosper and through supporting one another and being explicit in what we desire consequently attracts abundance.

- 3. **Living to Enhance Relationships:** Developing mutual trust and respect while maintaining effective communication that leads to common understanding.

- 4. **Living by Action towards Becoming a Better Person:** Operating in effective execution of your responsibilities through developing your knowledge foundation, communication and time management skills.

- 5. **Living to Learn, Share and Grow:** Always reflecting, testing, inquiring and developing oneself in the betterment of self and in support of others toward greater growth.

Take a moment to reflect on what values have driven your behaviours to-date:

Leaders must move from command and control to productive partnerships for performance. The way forward is Self-leadership, which is the foundation to all leadership development.

The effectiveness and culture of a family, team or organisation are no greater than the skills of the people that comprise it.

Let's examine the key steps to Self-leadership:

1. **Step 1: Challenge Assumed Constraints** - many people believe that in their relationships or workplace they do not have power and they cannot influence outcomes. It is not necessarily our environment that limits us, but the assumptions we have accepted. Indicators that you may be operating under assumed constraints are: the tendency to blame others, make excuses and negative internal dialogue (self-talk).
2. **Step 2: Increase Your People Intelligence** - to move a personal or professional goal forward you will need to be in agreeable relationship with others. The key is how you navigate through the difficult relationships to reach your objectives. The person who is the most diplomatic will always be the controlling element to any system that they belong.
3. **Step 3: Collaborate for Success** – acknowledge your strengths and weaknesses and ask for help whenever you require it in reaching your objectives, remaining flexible and changing your approach rather than your goal.

Beliefs About Self-Leadership

Based on the understanding of the psychology of excellence, the following seven realisations are supportive beliefs to self-leadership:

1. **The map is not the territory** - reality is a construction and research has now shown that we only allow less than 1% of the input from our five senses into our neurology. You get what you focus on and are interested in. Our attitudinal perspective is our version of reality based upon our experiences and the meaning we ascribe to those experiences. It is not reality, but the best action we were capable of making up at the time. This equally stands true about others. It is pointless to argue the level of right or wrong with another person, but rather spend your energy developing a bridge to mutual understanding between the differences;
2. **Individuals have all the resources they require to achieve their desired outcomes** - no matter what you believe you are, you possess the ability to be far more than the present limits of your imagination. We have endless possibilities and are generally limited only by the belief in our capability. Align your thought, action and emotion and you will create an unstoppable force for manifestation;
3. **Every behaviour is motivated by a positive intention** - people make the best choices they can with the resources they have available. There are many instances where people behave badly, leaving one to wonder about the inherent qualities of humans. It is our belief that people are intrinsically good and often lack resources that would enable them to make different choices than the ones they do;

People do make the best choices they are able to with the physical, mental and emotional resources they have at the time;

4. **Effective communicators accept and utilise all communication presented to them** - communication is a full body experience. The body language is speaking volumes as is the tonality of voice. When engaged in conversations listen to everything and observe the subtle nuances of the conversation. Sometimes it is not what is being said that is important, rather what is not being said;

5. **All outcomes are achievements as there is otherwise only lessons** - living is learning. Life is constantly testing and teaching us. There actually is no failure, only opportunities to learn and take insights from the feedback. Each of our experiences are feedback loops that define for us if we are getting closer to our goal or further away. Retain the learning's, regroup and re-enter the game integrating the learning and adjusting your behaviour until the objective is realised;

6. **The element in a system with the most flexibility will be the catalyst of the system** - when we remain flexible we can adjust our thinking therefore have more command over our emotional states. This relates to what is known as the Law of Requisite Variety.

With our emotional states harnessed we have the opportunity to take different forms of actions to achieve the results we seek. Rigid thinking and inflexible attitudes are always a form of fear. You have the ability to create a shift in your thinking that can change your world; and

Knowing the Start Point

You have to know where you're at and where you're going. To reach your ideal destination you require a map that leads there and a plan of how to get there. Finally you must acknowledge who is likely to help you along the way.

So what's the first step?

First, you cannot begin a journey if you're currently unclear about where you are today. You require recognising what you have and what you do not have. What are your strengths and your weaknesses?

The next step is a clear and concise destination point, a map of how to arrive there and only then can the real journey of your life fulfilment begin. We will be concentrating on your future and the life you wish to create, however it all begins with reflecting on where you are at present.

Knowing My Strengths

“Define your strengths and align those strengths to your passion and values and you will flourish.”

Gary De Rodriguez

You have to know your limitations as well as your strengths to help navigate the knowhow to get from where you currently are to your desired destination. There are varying models regarding developing your strengths or weaknesses. What *People Rich* have come to realise is that a person's strength is their flow – their strengths must be developed.

The catch is that you often do not even recognise your natural talents as you find certain tasks so easy to do that you do not identify them as having high value. Those are often the tasks other people give to you or come to you for assistance as they recognise your expertise even though you don't see it in yourself. This is the concept of having blind-spots.

When it comes to their weaknesses, they can be divided into supporting and non-supporting weaknesses. Supporting weaknesses are those that support their strengths and must be developed. It is like when running a business, you need to develop enough financial skills that support you being able to effectively run a business. All the other weaknesses you simply avoid and don't spend any time to focus on them, as they have little impact on your success path.

In Week 3 we will be looking more into your strengths based on behavioural profiling, however we are focused on your conscious awareness this week. Let's see what you are aware of:

What have I done in my past that has given me a sense of purpose, fulfilment and passion?

What do I do really well?

What do I find doing that is easy for me, and seems more difficult for others?

What are my strengths mentally, emotionally, physically and spiritually?

What have others said are my strongest qualities?

Knowing My Weaknesses

Remember that there are supporting weaknesses that align and support your strengths and other weaknesses that will have no real impact on your success path as they do not relate to your purpose, goals or direction.

What are my supportive weaknesses that I know I have to develop to help me achieve?

What are the other weaknesses that I just need to accept and not waste any energy on?

Clues to Your Life Path

Sometimes a deep analysis of your passions, the things you like to do and the exploitation of your natural gift and talents can all signify actions as to what you should be doing with your short time on earth. A simple technique is to write down a comprehensive list of your likes (the things you enjoy doing), passions (the topics that interest you), and your uniqueness (the gifts, qualification, expertise and skills you have compared to others).

You then gather different coloured pens and connect those that relate to one another, it can create a clear message to recognise what you should be doing by seeing where the dominant lines are. In fact, this simple process was how People Rich was created – we built the company that originally reflected what Todd Hutchison liked to do and was passionate about, and what used his natural talents and skills, as did Gary De Rodriguez, and Carl Lyons before all their businesses became People Rich.

People are like candles to be lit, and hope is like fuel to a fire that can light up your pathway to abundance. We believe that each of us has a role in self-leadership, and in helping one another excel at what we are uniquely capable of.

Through what we have witnessed in my years, our life purpose has a bigger plan than to serve just ourselves, but brings abundance to a wider community, whether that is through love, hope, financial support or whatever is a valuable contribution to humanity.

Purpose from this experience is linked to bringing value into the world and to serve for the greater good, and not for solely personal gain. It seems that we were placed on earth to support and assist each other to evolve and grow.

It makes sense when you even look at Maslow's Theorem of Needs, as you will see beyond the initial needs for water, food and shelter that we long for social connection. This is why we sense that contribution to a wider community is a key part of our existence.

The key steps are:

1. Make a comprehensive list of the things you like to do. This may include things like reading, coaching, educating, riding, fishing etc;
2. Make a comprehensive list of those things you are passionate about (e.g., project management, horses, saving whales etc);
3. Make a list of your uniqueness that could include your skills, knowledge, experiences and qualifications (e.g., multi-lingual, working internationally, working in public and private sectors etc).
4. Get different coloured pens and connect those that relate to one another; and
5. Then place it on a wall and stand back and see if there are any dominate lines that may indicate a clear path to what you should be doing.

LIKES

PASSIONS

UNIQUENESS

_____	_____	_____
_____	_____	_____

What clues has this list provided to me:

My Passions

Although you have listed your passions in the last exercise, as they are so important it is worthwhile to continue to explore them and the messages they hold. At People Rich we have found that there is a correlation between your purpose in life and that of your natural talents and seeded passions.

What activity brings me the greatest sense of peace?

What activity brings me the greatest sense of personal fulfilment?

What activity brings me the greatest sense of self-esteem and passion?

What activity makes me the most proud to be me?

If money was not a factor, what would I do with my time even if I was not being paid? What keeps coming up in my life that I have not pursued yet?

My Energy Drains

People have natural talents that relate to their potential peak performance, which is known as your *flow*. Doing a behavioural profile is the fastest way to identify your flow.

Being in *flow* is similar to the concept of being *in-the-zone*, where your whole being supports you. Being *out of flow* is like trying to swim up-stream (in ebb). When in flow you find you use less energy, and you do things easier, faster, more efficiently and with more passion.

Knowing these insights about yourself simply allows you to know more about how you operate and how you can change your current circumstances to get *into your flow*. Then you can adjust your role, environment, the people that you surround yourself with and the behaviour you need to create an advantage toward your success.

When you know where you flow, you can choose to spend your time, money and energy in the most productive ways possible to achieve the results the fastest and to multiple your abundance. As your flow is also reflective of your natural talents, it supports your life's purpose, and therefore recognition of your flow exposes many important aspects to living life in the most idyllic way.

Remember that we all share this world, and our commitment to supporting and developing one another has a direct and positive impact on the world we live in. Your flow indicates your most valuable talents are your greatest contributions that not only help yourself, but also helps others. Choose for your life to be great, ensure you make the plans towards your desired state, and then live each day passionately as if it could be your last.

What obligations have I created that I regret?

What relationships drain my energy?

What are the things that other people desire me to do that I don't enjoy?

What is on my schedule that doesn't need to be there?

What am doing I don't enjoy?

What do I try and avoid?

What activities make me feel fatigued?

Now that you have identified your strengths, weaknesses, likes, passions, uniqueness and energy drain, you will have far greater insight into yourself. Reduce your energy drains and the time you spend meeting unnecessary demands from others and avoiding non-support weaknesses by growing your self-leadership through boundary settings and authentic communications.

4. Journal Writing

If you do not have a journal, it is likely you do not know what it is exactly and why you need one as a critical tool to learning more extensively about yourself.

It is recommended that you set up your reflection journal via this five step process:

1. **Select a journal that inspires you to write in**, of a size to be able to travel with you. We recommend an A5 sized journal.
2. **Write your name and address on the first page**. Also write a message asking the reader to return your journal if it is found. It is also recommended you leave a message that the journal's contents are of a personal nature, asking them to respect your thoughts and writings by not reading the journal.
3. **Make a snap-shot of your life on the next few pages**, which may include your personal attributes (height, weight etc), job information (title, company, salary rate), your marital status (may include your family's details), your investments (passive and portfolio, including their value), and your financial standing (your bank balances, the values of your investments etc). This information becomes important when you compare your journals in later years and realise the amazing changes in your life. In fact, seeing how much things change can be motivational. You will be surprised how much of your life changes in only a few years. You will need to decide what information is too personal to include, especially if you take it out of your home. On the other hand, having a lot of detail in your journal is quite valuable when reflecting on your changes and growth.
4. **Include your Goal Template** (refer to our Goals information). The journal becomes the place to write about your progress using your stated goals as a baseline. It will record the activities, challenges and outcomes of your efforts, including the very important thought processes that will show you what works for you and what does not.

5. **The remainder of your journal can hold anything that is important to you.** The following are examples of what you may find in a reflection journal:
- *Personal experiences* – events that have happened in your life.
 - *Thoughts and feelings* – how you are approaching and experiencing life.
 - *Books you are reading* – this may show how you are being influenced and how your opinions and beliefs are being developed.
 - *People you are meeting* – this may show you how networking is helping you achieve your goals, or how people are influencing or helping you.
 - *Courses you are doing* – this keeps track of your formal education and assisting experiences.
 - *Ideas you are creating* – this may lead to future business and investment endeavours. We know of a gentleman who had kept a journal and was excited about a new business idea. After looking at the feasibility of the idea, he was quite surprised to find, on reading over his old journals, that the idea originated some 12 years earlier. This shows the importance of reading previous journals and reflecting on their contents.
 - *Changes that you notice about yourself* – this includes things you are aware of that are part of your physical growth. It may include statements about your health or notable changes, such as your eyesight.
 - *Performance reviews and other tests* – measures that help benchmark and track your personal progress. These may include work-related reviews,

job-matching physiological tests and awards you are receiving.

- *Your goal template* – your goals, their progress, and your dated achievements.
- *Photographs of places, family and friends* – remember the old adage that a picture can paint a thousand words. How much more powerful are your story and writings if you can add a picture as a visual stimulant to reflect on?
- *Tickets from events you have attended* – to help you remember the events that you have attended. This may include tickets to museums, theme-parks, movies and trips, particularly when you are visiting a new country, as they become a record of where you were and when.
- *Email extracts, letters and notes you receive* – these may include promotions, job offers and thank you cards. If they are positive in nature, they often help you reflect on your good points at times when you may be feeling low.
- *Quotes and other interesting facts* – things that you see and find interesting or inspirational. Too many times we see something that has a significant message for us, only to lose the little scrap of paper we wrote it on.

The great thing about a personal journal is that it is yours, and you can put in it anything you desire. The most important thing to do is to simply get started and to keep using it. We can also learn from others' experience, such as People Rich's Managing Director, Todd Hutchison, who has been writing reflective journals for over 18 years. Todd's only regret is that there have been periods of up to 18 months when nothing was recorded in his journal.

It becomes very evident that many things have changed when you are reading the entries from before and after the gap. It is then that you wish you had *taken the time*. So, if you have not started a journal – can you afford to leave it any longer?

5. The Concept of Flow

Flow is your ultimate state where activities are easier, and you can do things more efficiently and with far more enjoyment. Your flow is unique to you, and it is believed that you are placed on this earth for a special purpose. The proof that supports this hypothesis is that every individual is unique and possesses natural talents that enable him or her to uniquely contribute value to the world.

Unfortunately, many people do not recognise their talents, as they often think about their natural skills as general skills that everyone has, and they are unaware that other people do not find the same skills as easy to do. Just consider what others come to you for, as we often have blind spots as to what our gifts are.

Luckily, there are behavioural profiles as well as other tools and methods that enable us to gain better insight into our flow where we have the greatest potential for making a difference. Others often see things in us that we cannot see in ourselves.

The dictionary defines success as:

- the favourable or prosperous termination of attempts or endeavours;
- the attainment of wealth, position, honours, or the like; and
- achievement, fame, and triumph.

It is important to note that success means different things to different people.

Therefore, in response to the word ‘success’ during this training, associate it with your own definition that may encompass an abundance of love, relationships, financial security, spiritual growth, ownership of physical possessions and a state of mental being.

What we have also come to recognise that people are always seeking *clarity* in their life, and success is all about gaining clarity and developing our natural gifts, how to get into our flow, and how to direct that flow to create and sustain success.

This program introduces you to the main concepts that are covered in the weekend training aimed at providing you with clarity on your flow and the tools and techniques that empower you to attract and create abundance into your life and those you serve.

Flow means to “move along with ease”, to move forward in the most natural way possible. From a people perspective, flow relates to your natural talents and gifts and how to use those unique talents to move forward. You are in flow when you:

- find an activity easy and enjoyable to do;
- forget about time;
- are totally absorbed in what you are doing;
- feel like you are ‘In the Zone; and
- utilise your natural strengths.

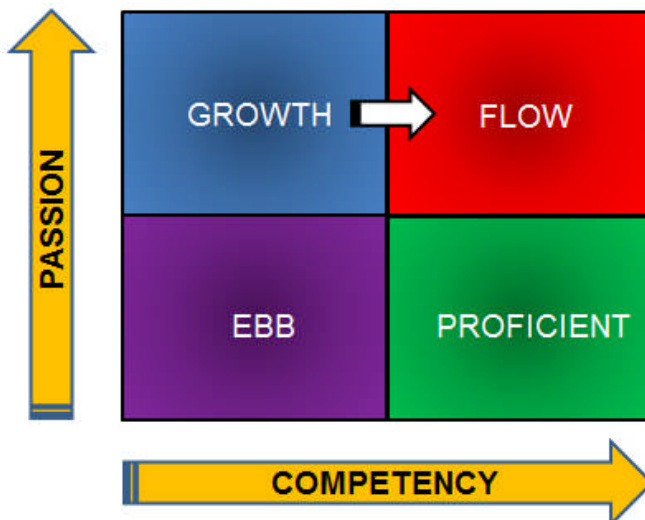
Flow is effectively the point where your passion meets with your competency (relating to your natural talents). Many coaches, psychologists and other therapists try to help people in their ebb to cope better. We suggest you forget about focusing on your ebb and look toward your flow.

Only for the relevant barriers or inhibitors that suppress your flow should you seek assistance in solving them as they are often related to self-limiting beliefs or other self-sabotaging activities we are causing ourselves.

Why would you want to spend time in your ebb anyway? Some people, as seen in the case of a family business, are placed into roles that are not well suited to their natural talents, and come to be proficient in the tasks, not knowing any better.

They may remain ignorant to their potential and capabilities that lay dormant in their natural gifts. The clues will often be seen by recognising what they achieve with their hobbies and where their passions exist. Passions have a direct connection to natural talents, as if you were placed on the earth with certain talents and passions that link to your purpose in life.

The diagram below shows that an ebb skill can be turned into a proficient skill, which is evident where people are good at doing a particular job, but do not like the job. These people are trapped in jobs they often hate.



It also shows how the skills around our natural talents in the growth area need to be developed to be able to fully use them in flow. This is to aim – to avoid developing skills in the ebb area, and focus on developing skills in the growth area so that our competencies align to our passions and we find roles that maintain us in our flow state. These are the roles where success and wealth exist for us.

Many people may never have the opportunity to develop their flow state for many reasons. Usually, because they are unaware of their flow state, or because they are guided by life circumstances and often end up in roles they are unhappy in or unsuited for.

They remain in the growth cycle that reflects a person's 'potential'. These people could make a phenomenal change in their life if they simply did a behavioural profile to gain insight into their flow.

Write down what you are passionate about (have you achieved greater clarity on this than you had during week 1 of the course?):

Write down what you believe you are competent in (what was your uniqueness in the LPU exercise?):

6. Fast Track to Flow

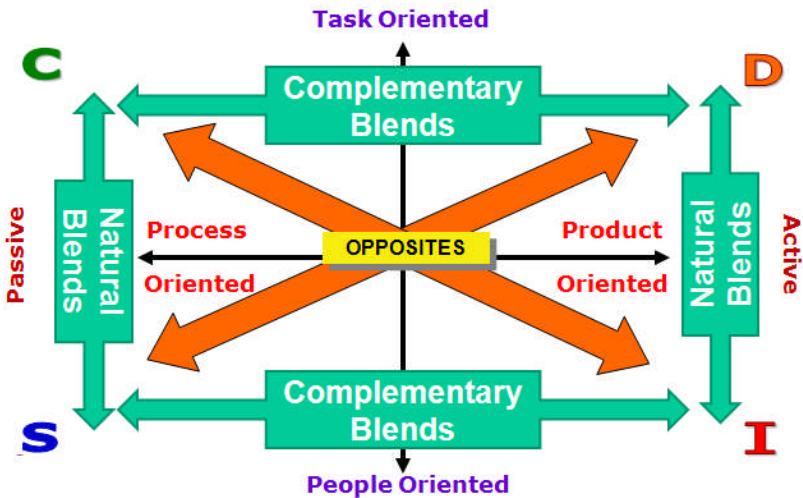
Your natural behaviours are directly linked to your Flow state – in fact, it is the easiest way to get insight into your flow. To appreciate where your behaviours are supportive compared to where they are disruptive to your success, it is important for you to appreciate your own key behavioural style.

The DISC model was developed by Dr. William Marston, and was first published in 1926 in his book, *"The Emotions of Normal People"*. He grouped people as either active (extroverted) or passive (introverted) based on their responses to their environment, or as task versus people-motivated, according to their focus.

From this, the four styles were formed:

- Dominant or Driver
- Influence (most extroverted)
- Stable or Security
- Compliance (most introverted)

As an overview, the model suggests that the D and I styles are more active and product-oriented, whereas the C and S styles are more passive and process-oriented. It also indicates that D and C styles are task-oriented, whereas I and S styles are more people-oriented.



Basically, people who are exactly opposite to your own style often are the ones whose natural behavioural style may irritate you, until you fully appreciate how all the behavioural styles work together best and are all needed in a business.

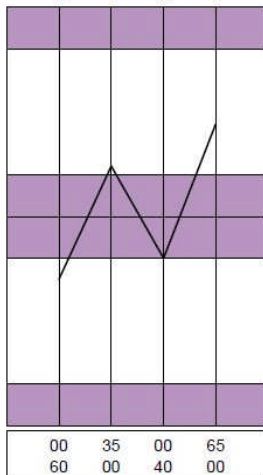
The Extended DISC® model is the most accurate insight into your flow and can be overlaid with other profiles and their theories, such as the Wealth Dynamics® model that shows how flow can be used to attract wealth.

The Extended DISC® model shows that there are in fact eight key profiles. We believe that the full Extended DISC® is the most powerful tool in the world to identify your flow with clarity and it gives you total insight into:

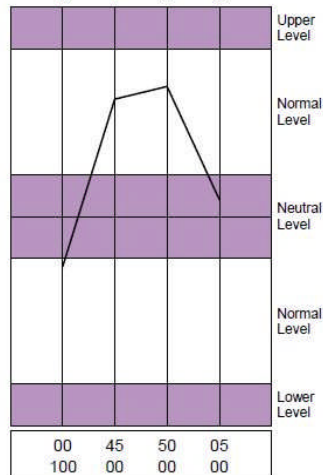
1. Your key strengths and natural talents;
2. What your Flow is and how much you are in Flow (Natural versus Current);
3. What environments empower your Flow;
4. The stress indicators that inhibit your Flow;
5. What tasks use more or less of your energy.

The Extended DISC® produces two graphs that show your natural style (Profile II) and how you perceive you need to adjust in your current work environment (Profile I). The more alike they are, the more you are in your flow (using your energy better). From your natural style we can explain what your strengths are what roles will suit you the best and how to get yourself into your flow.

Profile I - Perceived Need to Adjust
D I S C

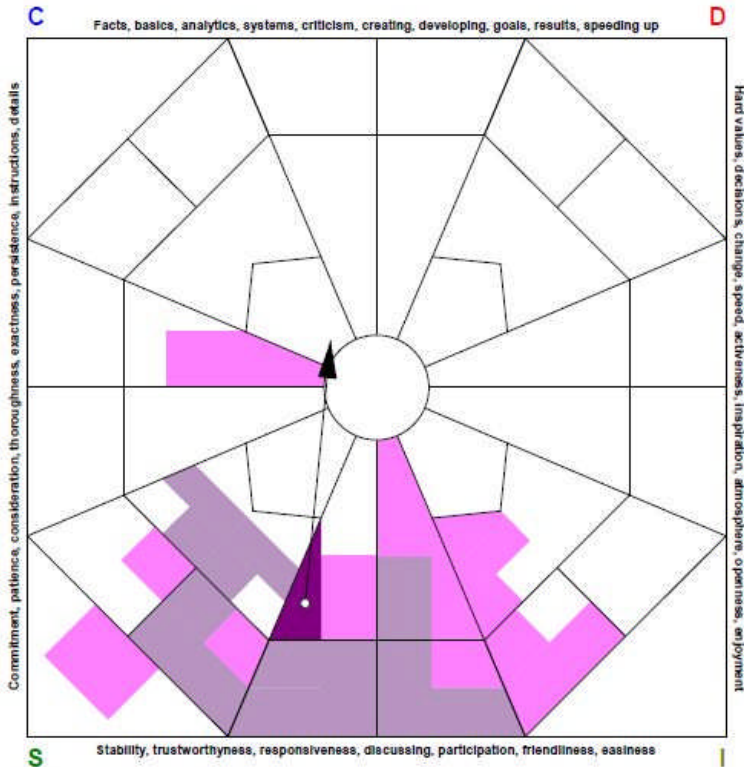


Profile II - Natural Style
D I S C



From this information you are also able to indicate how you can use your profile to create wealth and abundance.

Looking at the graph below, you may notice that there are actually eight core profiles, just as the 3,000 year old Chinese Oracle called the I-Ching suggests (i.e., D, DI, I, IS, S, SC, C, and CD).



The sample above shows the person has an SIC profile, which is a blend of three of the styles, with a dominant SI flavour. The Wealth Dynamics® model is based on the I-Ching, and this particular profile suggests the person is a Deal Maker and that is where the secret to their wealth creation can be found. Imagine being able to be told your profile and where your wealth potential is!

7. The Different DISC Styles

This section explores the core four behavioural traits.

Dominant / Driver Style

“D” people may come across as domineering and they require information delivered fast without overdoing the level of detail so they can make quick and sharp decisions. Their time is most important, so they need the facts in a direct way, without too much conversation. They do not deal with fools, easily.

The general characteristics of this style include:

- Extrovert
- Doer
- Challenging

Examples of occupational characteristics include:

- Goal-oriented
- Acts quickly
- Likes freedom from control and supervision
- Delegates work

The key strengths of this style include:

- Strong-willed
- Decisive
- Practical
- Visionary

Influencing / Inspiring Style

“I” people are typically social people that leverage the strength of their relationships. They will want to develop relationships and are most comfortable when working with people. “I” people tend to attract other people.

The general characteristics of this style include:

- Outgoing
- Optimistic
- Outspoken
- Creative problem solver

Examples of occupational characteristics include:

- Volunteers for jobs
- Creates new ideas
- High energy
- Enthusiastic
- Inspiring

The key strengths of this style include:

- Fun
- Warm
- Compassionate

Stable / Steady Style

“S” people are typically loyal people and will support people that they have built a relationship with. They often resist change and will avoid conflict.

The general characteristics of this style include:

- Introverted
- Loyal
- Predictable

Examples of occupational characteristics include:

- Competent
- Agreeable
- Avoids conflicts
- Team player
- Loyal

The key strengths of this style include:

- Diplomatic
- Efficient
- Dependable
- Relaxed
- Patient
- Good Listener

Compliant / Correct Style

“C” people typically want the statistics and data. They crave information and detail, and are able to pick up the flaws in the detail. “C” people are often studious, able to research and analyse information, always striving to be more accurate.

They will typically take longer to complete the Extended DISC® profile, and will debate the accuracy of their profile.

The general characteristics of this style include:

- Reserved
- Analytical

Examples of occupational characteristics include:

- Schedule-oriented
- Detail-oriented
- Set high standards
- Seek independence

The key strengths of this style include:

- Self-disciplined
- Serious
- Talented

Understanding your key attributes will help you recognise your natural talents and where they may lead. When you do a People Rich debrief we add another level of knowledge, from your style’s typical blind-spots and sensitivities to fears. This is where we start helping you recognise how your profile impacts your success.

8. Modelling Success

Neuro Linguistic Programming (the psychology of excellence) talks about modelling success: *“Model successful people and when you do what they do you get similar results”*.

Based on what you now know about profiling and Flow, you will be aware that you require to model those people most like you, to be able to emulate their success. This will allow you to easily expend the effort required to be successful over a sustained period of time to recognise the positive results of your commitment. Therefore, the saying should really be: *“Model successful people **with the same or similar profile** and when you do what they do you will get similar results”*.

Whom do you know, admire and desire to model, who is likely to have the same profile as you?

9. Getting Clarity in Your Direction

Now you have identified and realised your flow state, the next step is to direct that flow to increase your likelihood of success and to use your energy wisely. For individuals we call this goal planning and for businesses we refer to it as strategy.

We like to use the analogy of a yacht in the ocean. If you don't know your destination you will simply be swept along with the current and be at the mercy of the ocean's force. When the wind comes along, representing the urgent things in life, you may suddenly be forced in one direction and then the next. As the weather worsens, into storm and heavy rains, these conditions can be likened to the emergencies we experience in life, where we may feel out of control.

Having goals is like having your journey guided by a lighthouse in the storm, with the rudder set for the path you want to experience. Remember, the fun is in the journey to success, otherwise achievement is meaningless to us.

Having goals does not mean that the winds and the storms will not come, however, it does mean that little by little you are still moving towards your chosen destination.

So, are you ready to start setting out on a path of your choosing, creating the life you desire to enjoy, rather than living a life of regret and wondering at the end of your life why you didn't explore your passions.

10. The Neuroscience of Success

Hungarian biologist, Dr Mihaly Csikszentmihalyi, suggested that our five senses are being bombarded by approximately 2 million bits of information per second, however, our nervous system (neurology) actually reduces this to a manageable 134 bits per second. Sometimes, these deletions and distortions, as well as other internal filters (e.g., attitudes, beliefs systems, values, decisions, languages etc) make us aware that what we experience very different to even those who have grown up alongside us, such as our siblings. It is what we are *focusing on* and *interested in* that instructs the subconscious mind as to what is important to us.

Goals therefore provide the focus that imitates those very things that will assist us on our path towards success into our conscious awareness. This explains why two people in the exact same environment may observe different opportunities in a given situation. Our job is to get ourselves to be mindful of the people, objects and motivators that will support us on our path to the life we want to lead.

11. Explaining Motivation

Motivation is something that comes from within and can be applied to propel us into action.

There are two types of motivation: *toward motivation* where we focus to gain something; and *away from motivation* where we seek to avoid pain (such as being motivated to step away from a hazardous situation, bad relationship or job).

The Law of Attraction works both ways. Knowing what you want, and being able to define it in clear-cut and measurable goals will help you use the power of your mind. This is all about directing your flow.



Effectively, this means that if you are operating in *away from motivation* you will be focusing on all the things you do not want, and this explains why some people constantly notice the very things that are causing them pain.

Successful people condition their brain using *toward motivation* to become aware of those things that will help them on their chosen path. To operate in *toward motivation* you need to have clarity and purpose in what you want, which relates to having goals. Are you ready to start planning the life you wish to live?

12. Defining the Word Success

The dictionary defines success as:

- the favourable or prosperous termination of attempts or endeavours;

- the attainment of wealth, position, honours, or the like; and
- achievement, fame, and triumph.

Success has very different meaning to each of us. Therefore, in response to the word “success” or “achievement” during this program, associate it with your own definition which may encompass the abundance of love, relationships, financial security, spiritual growth, ownership of physical possessions and a state of mental being.

What we also come to recognise is that people are always seeking clarity in their life, and success is all about gaining awareness of your natural gifts, your flow, and on how to direct that flow to create and sustain success. This is where being explicit in regard to your goals is most important.

13. Think Like a Limitless Child

Have you ever noticed that a young child thinks without constraint, has vivid imagination and believes anything is possible? Yet as we grow older we seem to become increasingly limited by our beliefs in our capabilities, and in what is possible for us. Suddenly, we believe we are not rich enough, smart enough, qualified enough, attractive enough, or young enough, adding to a plethora of excuses as to why we are unable to achieve our goals and dreams.

In fact, if you look to those who have achieved great things, they overcome many obstacles and challenges to beat the odds. Michelangelo became a famous painter when he was over 80 years old, or Edison who was still inventing past 90, and Colonel Harland Sanders who at the age of 65 began franchising his famous chicken recipe from a \$105 social security cheque, with Kentucky Fried Chicken now serving

more than 80 countries and territories around the world, with more than a billion chicken dinners served each year.

A tree will grow to the limits of the space of its roots, a fish to the space of their pond and we grow to the invisible limits we place on our thinking.

The late father of personal development, Jim Rohn, reminds us that *“Every life form seems to strive to its maximum except for human beings. How tall will a tree grow? As tall as it possibly can. Human Beings, on the other hand, have been given the dignity of choice”*

Now it is your time to change, and we want you to think like a child when creating your initial goal list, without limits on what your current financial situation is, your skill set, competency and expertise. Allow yourself about ten minutes to create your own personal, unrestricted and unrestrained goal list.

14. Creating Your Own Goal List

Based on our understanding of how the brain works, we know it is critical to have goals in our life so we can be in Toward Motivation, moving toward that which we desire. What would you like to create in your life? What do you want to have, to be, to experience or do yourself or for others? Remember to think like a child without constraint.

To assist you in this process, we will look at what goals you have for the various facets of life, simply look at the category heading and write out any goals that you may want to develop relating to that category. The far right columns will be explained later.

Just quickly write down what comes into your mind.

1. What toys (tangible things) would you like to have?

No.	Write Your Goal	1	2	3
1.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. What places would you like to visit and what things do you want to see?

No.	Write Your Goal	1	2	3
1.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. Where would you like to live (the country, state, suburb or even house)?

No.	Write Your Goal	1	2	3
1.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. What would like you to do with your hobbies or what hobbies would you like to start?

No.	Write Your Goal	1	2	3
1.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. What investments would you like to have, and how much money in the bank?

No.	Write Your Goal	1	2	3
1.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. What would you like to do for other people, including family and loved ones?

No.	Write Your Goal	1	2	3
1.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. Who would you like to meet?

No.	Write Your Goal	1	2	3
1.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. What do you want for your health and well-being?

No.	Write Your Goal	1	2	3
1.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. What do you want to do for charity or to assist others?

No.	Write Your Goal	1	2	3
1.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. Who would you like to meet, have lunch or dinner with?

No.	Write Your Goal	1	2	3
1.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11. What job or job title would you like to have?

No.	Write Your Goal	1	2	3
1.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. What do you want for your spiritual growth?

No.	Write Your Goal	1	2	3
1.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13. What training, education, qualification or certifications do you want to have?

No.	Write Your Goal	1	2	3
1.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

14. What do you want to be remembered for – what legacy do you want to leave?

No.	Write Your Goal	1	2	3
1.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

15. What ideas do you want to make happen?

No.	Write Your Goal	1	2	3
1.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

16. What personal attributes do you want to develop?

No.	Write Your Goal	1	2	3
1.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

17. What others goals do you have?

No.	Write Your Goal	1	2	3
1.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

18. What repeatedly comes to mind that you still have not taken action on?

No.	Write Your Goal	1	2	3
1.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Well done. You should have a comprehensive goal list by now. You are likely wondering what the three columns on your goal list were for? Well, now is the time to go back and tick one of them for each of your goals.

Tick '1' when it is a goal you feel you must achieve in this lifetime; tick '2' for those you really think are important to achieve, and '3' where the goal is a like-to-have (i.e., not critical).

What we find is that those that are ticked as '1' rarely change and are critical to put into a goal plan, and that is likely the same for those marked as '2'. These we will process in detail in the goal plan.

What Makes Goals Work

Independent of whether your goals are personal or for business, goals need to be:

1. Specific and measurable;
2. Linked to an end date (otherwise you will not get started);
3. Ecological (meaning something that you can do and is aligned to your values); and
4. Something you expect to achieve.

Now we are almost ready to start creating our goal list, but first we have to understand the process of goal planning.

Creating Your Goal Plan

We have provided a goal plan for you in both Microsoft Word and Excel format. This should be printed out and added to your Journal for reflection and for tracking your progress.

A Goal Plan becomes your master goal list of short, medium and long term goals and follows the format:

ID	GOAL	MOTIVE	EXPECTED END DATE	DEPENDENCY	INITIATIVES FOR THE NEXT 12 MTHS	MEASURE/s OF SUCCESS	REWARD	PROGRESS






Getting clarity of goals comprises a seven step process, with each step represented by a column as shown in the template above:

1. Write down all your goals and objectives.

You have already done this step. However, this is the time to give those goals more definition and refinement. If you have a life partner, you may want to jointly develop certain goals together.

Over time these goals can be refined or replaced, but it is important to have all your goals written down. Some may be of a physical nature, while others will be people-based.

Examples of goals may include:

-  *Become a Company Director (a career goal).*
-  *Complete a PhD (an educational goal).*
-  *Pay off the mortgage (a financial goal).*
-  *Keep in contact with Bob, Mary, and John (a people-focused goal).*
-  *Spend more time with the children (a family and good-parenting goal).*

2. Review Your Motives and Make Sure it Excites You.

Many people write down goals that are really nothing more than superficial wants. For a goal to be meaningful it needs to be something you really desire. In this step you document the motive behind why you

want to achieve each goal. By reviewing the motive you will be able to determine if the goal is something you specifically want to do and achieve. If the motive is not strong enough you might give away your goal planning activities thinking goals are useless, when it simply was that the goal was not important enough for you to achieve it.


Sadly, many people have goals associated with other people's wants. For example, a parent may want their child to become a doctor, when the child really has a passion to become a musician. Then the goal of completing the medical degree is really their parents' goal. The motive is not for them or for their desire to help the general community, rather it is to satisfy the desires of another person.

Once you have made sure each goal is truly your goal, then you need to make sure it is stated in an exciting way. For example you may want a new car, but think about what type or make of car you want. The word "convertible" might just make the "car" sound all that more exciting to get you passionate about this goal. This is giving detail to your goal, but at the same time making it more refined and desirable.

3. Define a suitable reward that will motivate you to achieve your goal.

Some rewards may be directly linked to the goal being realised, whereas others may have no relationship. If a goal relates to a group effort, then the reward should ideally be group-focused.

Examples may include:

-  *Complete a PhD = Dr title (this reward is an outcome of completing the goal).*

- *Spend more time with the children = Closeness (the reward is in the journey of the goal).*
- *Pay off the mortgage = Family holiday (the mortgage is related to the family, so the reward is family-based).*
- *Save \$60,000 cash = Buy Porsche (the reward is a material award).*
- *Paint exterior of house = Buy book (the reward is a gesture of some small gift).*

4. Define the end date.

This will categorise your goals into short, medium and long-term goals, and help you to focus on those that need immediate action. Some of these may be continuously occurring annual goals.

Examples may include:

- *Annual = Keep in contact with Bob, Mary and John (an ongoing commitment to stay in touch).*
- *Annual = Spend more time with the children (an ongoing commitment to the family).*
- *By 2013 = Pay off the credit card (requiring a financial commitment).*
- *By 2016 = Become a Company Director (requiring a career focus commitment).*
- *By 2017 = Complete a PhD (requiring an educational commitment).*
- *By 2014 = Pay off mortgage (requiring a financial commitment).*

5. Identify goal dependencies - instances in which certain goals need to be completed before others.

This set is about determining the order of progressing your goals. For example, if you want to save money it may be better to pay out the high interest credit card

first to get the best financial outcome. This will inevitably make your long goal list shorter, and will help you to focus your efforts on goals in a prioritised way.

Examples may include:

- *By 2013 = Pay off the credit card (pay off high interest debts).*
- *By 2014 = Have a \$5,000 cash reserve in the bank (build a buffer fund).*
- *By 2018 = Pay off mortgage (own the family home).*
- *By 2015= Complete Bachelor degree (the prerequisite qualification for a Master's degree).*
- *By 2017 = Complete Masters degree (a post-graduate qualification and ultimate goal).*

6. Identify measures for evaluating your progress and identify the condition that determines that you have achieved your goal.

To track your progress, you have to be able to recognise the elements that show you are moving towards your goals as a means of feedback to enable corrective action or to alert you to inaction.

Examples may include:

- *Complete a Masters = Number of units completed per semester and when you have completed all 12 units required.*
- *Pay off credit card = Number of payments made per month and when you have reached \$0 debt.*
- *Save \$60,000 cash = Monthly bank balance and when you have saved a total of \$60,000.*
- *Paint exterior of house = Number of sides painted and when the exterior of the house is fully painted.*

- *Have a share portfolio = Number and value of shares and when you have reached your total dollar value.*

7. Define which goals need action in the next 12 months and create specific initiatives to facilitate focus.

Some goals will not require any action this year. This is where the clarity comes to the action we need.

Examples may include:

- *Complete a PhD = Enrol and pass 2 units this year (a total of 12 units is needed).*
- *Pay off credit card = Increase payments by \$200 per month (results in a maximum of \$2,400 this year).*
- *Save \$60,000 cash = Save \$2,000 per month (contributing a maximum of \$24,000 this year).*
- *Share portfolio = Invest \$1,500 in shares (may be the start of your portfolio).*

Now you know the process, you can start populating your goal plan using the templates provided to you. The first column allows you to track the number of goals you have, and can be used when referring to the dependencies between the goals.

The last column is what you use when you track the progress of your goals. It is highly recommended that you print your goal list and put it into your Journal.

This will allow your Journal to become the record of “how” you are progressing, with a summary of progress recommended every three months where you write down your achievements to-date in the Progress column.

15. Attracting Support

Be careful of what we call *dream stealers*. Dream stealers are people who may not support you in your goals, who may provide negative thoughts on your goals, and effectively magnify limiting beliefs, doubts and fears in you. It is best not to share your goals and aspirations with 'Dream Stealers'. You require to stay firm and resolute on your goals and avoid any negative influences.

Identify any actions that are needed for goal attainment over which you have no control and where you require to influence others.

Some goals you may not have total control over, and you may be relying on what many refer to as the "Luck Factor". At People Rich we believe there is no such thing as luck (as defined by many people), and that is why we recommend some planning on the things that you may not have *control* over, but where you can have *influence*. Sure you can be in the *right place*, with the *right people* at the *right time*, but that is as far as luck may go.

To realise and seize opportunities as they present themselves you often have to have the *right attitude*, with the *right skills* and give the *right response*. To see these opportunities we usually have to have awareness, and this often comes only when we have the right mind-set and experience to be open enough to recognise them.

When we are aware of an opportunity we have to be ready to exploit it so that it is realised. The eighth step examines those goals that we have less control over, such as building business people networks, and considering what the opportunities may be to influence the circumstances leading to the goal realisation, and how we can best prepare for them.

This final and optional step is about being prepared, and preparation can be the critical success factor in being presented opportunities and being able to recognise and exploit them.

Examples may include:

- Todd Hutchison applied for the prestigious Leadership Western Australia program. He had to get accepted before he ever had a chance of realising his goal of being a graduate and Fellow. As a result, the goal was largely out of his hands as it depended on an opportunity that had to be presented to him. In this circumstance the opportunity was to get invited (out of his control), and the preparation revolved around having an excellent application (under his control) and preparing for and doing extremely well in the interview (under his control); and

- If you need to attract new prospects to build a new business, the opportunity may be to attend specific network events (under your control) that they are likely to attend (out of your control). To make the most of the opportunity you might need to prepare things like a short 30 second response (under your control) to questions they ask (out of your control), such as "what does your company do?" that are clear, succinct and convey the important information.

In this way your response will be efficient in delivering the desired message, which hopefully will entice the prospect, and potentially gain a new client. When you trial your response, it is best to note how effective it was, and go back and try and improve it and keep doing this until you have a winning script.

16. Who will Support Me?

To counter 'Dream Stealers', we should look toward those who can support and inspire us and they may include mentors, coaches, family and friends. We need to start creating positive environments that we gain encouragement from.

Firstly, the difference between a mentor and a coach is that a mentor comes with practical experience and is someone who has done or is doing what you aspire to do. Selecting the right mentor does come back to ideally finding someone with your behavioural profile or one that is similar (from week 2) as their success formula will work for you.

You want a role model who not only is doing or has done what you are aspiring to do, but has done it, successfully. The mentor usually is related to your career aspirations.

You can have formal mentors whom you gain insight from in person, or someone who you observe, model, listen to their audio programs or by reading their books. That includes people who may no longer be living, but have left their words as a legacy for others to follow.

Who are or could be your mentors?

Who are people you know or know of who inspire you?

Who is doing well in the areas of your goals who you could learn from or model?

Whom do you know and respect who is successful and who could teach you things?

At the end of the day you need to identify and spend your time with positive people who are eager to support and assist you in reaching your goals, providing appropriate guidance. Remember to provide them with value also, and when you meet with them take notes, as it shows you are using their time wisely.

17. Explaining Business Goals

This section starts to explain goal planning in the business environment. It primarily relates to medium to large corporations, whereas small business normally maintains a Business Plan (equivalent to the Operations Plan level discussed later).

There are primarily three levels of corporate goals: strategic objectives, annual initiative and project deliverables. The typical medium to large corporate planning methodology is based on a 4-tier framework, comprising:

- vision and mission statements;
- strategic objectives that are defined by the 3-year Strategic Plan;
- annual initiatives that are aligned to the strategic objectives and stated in the annual Operations Plan; and
- detailed program and project-based documentation that defines the actual implementation works in detail.

This provides a comprehensive framework that facilitates strategy through to implementation, and enables performance measurement at all levels of the process. The framework also integrates the financial management, risk management,

change management, project and program management, and monitoring and reporting processes and systems.



Let's now explore and explain each level.

Vision and Mission Level

The vision sets the aspiration that the organisation strives toward, whereas the mission outlines the organisation's key purpose. These are used to set a context to the development of all the plans, and are stated in the Strategic Plan document.

Strategic Planning Level

The Strategic Plan presents an organisational-wide strategy for a 3 to 5-year period. It establishes a measurable strategic result for the organisation that will lead all planning activities below it. Each year of its life cycle, the Plan is reaffirmed by the Board of Management as being still relevant and valid. In addition, the progress of the strategic objectives are measured and reported to track the overall organisation's performance to its strategy. This Plan becomes a key tool for performance evaluation of the Board of Management and the organisation.

Operational Planning Level

To ensure the Strategic Plan directs all investments, each year new annual initiatives are developed, prioritised and funded in alignment of, and to progress, the agreed strategic objectives. These annual initiatives, together with the ongoing core operational services, define the annual budget allocation and are published in the Operations Plan.

Each annual initiative may be either a:

1. program or grouping of programs (a program is two or more projects required to be coordinated together); or
2. a single project.

Program and Project Planning Level

Program and project plans provide the lowest level of detail of how the annual initiatives will be progressed. This includes the detailed human resource allocations, budget, schedules and quality-based deliverables that results in the overall organisational strategy being implemented. Each project must have a well defined budget, and from this level the calculation of the costs of programs or more broader initiatives can be more easily achieved.

18. Creating a Daily “To-Do” List

A To-Do list is where you keep track of actions you need to undertake as they arise, and they get prioritised, with a completion date. They themselves are goals in their own right. This can be used on a day-to-day basis and you basically put all tasks as they come up. Having a ‘completed’ column always for you to feel the achievement as you tick the box on completing the task. It is about finding momentum through seeing results.

No.	Priority	Action Task	By When	Completed
1.				<input type="checkbox"/>
2.				<input type="checkbox"/>
3.				<input type="checkbox"/>

TIP

Create a To-Do list and set up a link on your computer's desktop so you can open it at any time you think of a new action. Start using it to track the things you need to do. Microsoft Outlook has an embedded Task function.

19. Creating a Monthly Goal Card

A Monthly Goal card allows you to carry around a mini-goal plan that sets out goals to be achieved on a monthly basis. It is recommended to laminate the card and carry it around with you. Focus on looking at it every day and thinking through what you need to do this specific month.

These may be sub-goals that relate to your bigger goals, such as you have a monthly goal to enrol in your university course, which links to the goal in your goal plan to achieve a university degree. The monthly goal card can have the monthly goals on one side and your longer term key goals on the other.

<p><Name>'s <MONTH> <YEAR> GOAL CARD</p> <p>Thank you for ... Thank you for...</p> <p>MONTHLY GOALS</p> <ol style="list-style-type: none"> <Goal> by <Year> <Goal> by <Year> <Goal> by <Year> <Goal> by <Year> <Goal> by <Year> <Goal> by <Year> <p>Focus on: An Attitude of Gratitude</p>	<p>LONGER TERM GOALS</p> <ol style="list-style-type: none"> <Goal> by <Year> <Goal> by <Year> <Goal> by <Year> <Goal> by <Year> <Goal> by <Year> <Goal> by <Year> <Goal> by <Year> <Goal> by <Year> <Goal> by <Year> <Goal> by <Year> <p style="text-align: right;"><insert photos here></p> <p style="text-align: center;"><Statement of what you want to be></p>
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This template allows you to have a two sided card:

- **Side 1** allows you to recognise the power of gratitude and gives you statements of what you are thankful for, then lists the monthly goals you are to achieve; and
- **Side 2** allows you to reflect on your longer term key goals, including photos and a summary statement of who you want to be (e.g., internationally recognized professional speaker and best-selling author).

TIP

Create a Monthly Goal list, print it, laminate it and carry it with you every day to remind yourself of your commitments to what goals or sub-goals you need to achieve that specific month. This is normally created after you have set up your Goal Plan.

20. Overcoming Self-Sabotage

At this stage you should now know more about yourself, your flow, and your goals. When we are in our flow and give it direction through goals in our personal life and strategy in our business, the final step is to deal with any inhibitors or barriers that are slowing you down or blocking your success. In this section, we focus on some key methods that may help you in taking control of your life.

Understanding Happiness

Some people spend their lives chasing what is termed happiness. The extensive research around happiness suggests it is more of a state of mind than a position in life or a point of wealth. In fact, most people cannot define it.

If you ask yourself what happiness actually means to you, you may be unable to specify or define what it actually is. It can be argued that it is a sense or feeling of control, security, contentment and just being. The best way to describe it is a chemical balance in the brain that makes us feel joy and content. Neuroscience research, through digital imaging technologies, is starting to find that the brain has different emotional centres for happiness and sadness, as the emotions involve separate parts of the brain to be active. In fact, the study of happiness showed a characteristic brain pattern where there was a decrease in the regions of the cerebral cortex that is committed to forethought and planning, making the person likely to feel more content in the now.

Abraham Maslow's hierarchy of needs model showed self-actualisation as our highest need. It is defined by characteristics like the acceptance of facts, lack of prejudice, mortality and creativity. Maybe this suggests that happiness is a point of inner recognition of life, the fulfilment of self-ambitions, and comfort in self and in the concept of death.

How would you personally define Happiness for you? What would it feel like and how would you know when you have achieved it?

You can choose to live an extraordinary life, or a mediocre life, however if you are choosing to make the most of life, then we need to review the definition of happiness you wrote, and how your thoughts and behaviours may be causing you disappointment or frustration that needs to be addressed. You are the captain of your own ship (your body and mind), and you may just be the cause of your current situation and circumstances, but you do have the power to control and change it.

Understanding Stress

Stress is medically defined as “the process of mental and physical activation in which your body secretes a flood of steroid stress hormones and excitatory chemicals into your body and brain”. These stress hormones include cortisol, growth hormone and norepinephrine (adrenaline). Occasionally we all need a level of healthy stress hormones in our system to get us motivated through challenges that assist us to perform at our best and to stimulate action.

Stress hormones exist and are designed for the natural “fight” or “flight” survival instincts we possess. Such instincts trigger neuro-chemicals like adrenaline. The results include increased brain activity, faster heart rate and increased blood pressure, but clearly these states over a prolonged duration cause us emotional upheaval and take a toll on the health and wellbeing of our body and mind. These symptoms also effect our metabolic processes, such as digestion, reproduction, growth and immune system.

Stress chemicals are designed to be released only for short bursts of time for survival purposes and in times of critical need, lasting as long as 72 hours before the hormones return to their normal levels. It has been found however that these states are not being so easily turned off in some individuals

through continual emotional struggles, with constantly flowing stress chemicals that are damaging brain cells and causing many cases of depression. They deplete the brain's natural healing chemicals and shutdown our immune system.

Emotional stress is not just a state of mind, it is a biological reality that involves primarily the release of cortisosteriods that impact on our body. The prolonged release of cortisosteriods leads to a structural change in the brain that produce impairments in the brain's functioning and subsequent other physical conditions that show up as a consequence. As our whole body is a system, any part that malfunctions will have a cascading effect on other parts and some adapt to compensate.

Stress management can be a multi-angled approach from exercise (physical), healthy diet (nutritional), and our emotional state (mental). We are focusing on the mental well-being in this book, and the stress that results from our feelings of mental instability, uncertainty, impairment, exhaustion or lack of control.

The perspective taken from this book is that emotional stress most often relates back to our level of control. It can be viewed as a state of feeling either real or perceived loss of control. When we feel out of control, we are in a state of emotional stress. In the extreme cases of feeling continuously out of control at a very high level and where we believe we have no options available to us, it can lead to feelings of depression or suicidal tendencies. Suicide may be believed to be the only option, even though we logically know that there are also options. In these extreme stressed states, our brain starts shutting down and we lose our rational thinking ability.

Control can also relate to our ability to have influence in the workplace, home and community. Research on primates is suggesting the lower you are in the structural or social hierarchy, the more stress you will likely be exposed to.

This stress tends to show up in the same conditions mentioned earlier, such as increased blood pressure, faster heart rate and increased brain activity. Heart disease is a common effect of these prolonged conditions.

Some people's stress levels are influenced more on what they are witnessing externally to themselves (the external factors that surround them), whereas in others it tends to be a judgment on what is happening within them (influenced primarily by hormonal changes in their own body). Both are influenced by our thinking, value and belief systems.

The first thing to realise is that we may be only perceiving we are in a stressful environment or circumstance that causes us to release the stress hormones, and this is why individuals react differently to the same situations. Perceptions are a high cause of stress and allow us to lose a grip on reality.

It is largely the meaning we give to events, particularly fear relating to future events, as again – you may begin to realise it is because we cannot control the future. If you have confidence in the difficult circumstances being a short-term circumstance based on having a similar past experience that you overcame, you may react differently to a person going through it for the first time and expecting a bad outcome.

This is because you have a higher degree of control based on having knowledge of a previous outcome. Control in this context relates to more certainty of the outcomes.

This means we have to be careful that the stress we create within ourselves is not based on a perception of a worse scenario, the uncertainty of a future event, or a result of negative thinking. There are two sides to every coin, and if you choose to look at the side with all the disturbing thoughts you will find yourself in a negative state of mind.

The Origin of Our Issues

Research has shown that your brain's neuro-networks formed from your life experiences began wiring while you were in the womb. This means what was happening within your mother's life, based on her emotions and consequent neuro-chemicals, directly impacted on your development.

Evidence has shown that a baby in the womb will jump when the mother responds to the husband yelling in anger. In this example, anxiety issues, based on the same neuro-chemical response experienced by the mother at the time, can form even before birth. Even these challenges can be remedied through therapy techniques like time line therapy, which regresses the participant back into the experiences within the womb. Similarly, recreational and medical drugs taken by the mother during pregnancy can equally expose the foetus to neuro-chemicals that have a negative effect. As a result, a heroin addict can produce an addicted newborn.

After birth, the things you are taught or observe begin influencing your life. Evidence from real life cases of abused children being brought up in animal pens with the animals showed they adopted the same behavioural habits.

It was from monkey research where scientists realised that offspring were learning from observation, such as the case of the mother monkey who brought the baby monkey in the room while performing the sequential tests. The observers were shocked when the baby copied the mother to receive the same treats.

This has been witnessed by all parents. When a young child falls over, they often look up toward the parents to observe the expressions on their faces. If a parent looks horrified and panicked, the child will sense that the fall should be associated

with pain and start crying, or laughter if the parent's laughed instead. In fact, when they get a laugh, they sometimes will try and repeat the same fall. What this means is that much of your learning came from the observation of those who took care of you during your development years.

Most interesting is that a newborn's brain frequency is equivalent to an adult's brain activity while in deep trance. They basically operate in a hypnotic trance, and because they have no references to compare experiences in their brain, they absorb information easier and faster.

If you consider the structure of the brain, the unproven ratio given by the psychology profession in the mid-1950s suggested that your conscious mind accounts for only ten percent of your brain's activity, and ninety percent is allocated to the subconscious. Between the two of them there is a filtering type system that medically is called the 'critical faculty'. This is important to know, because the critical faculty is what protects limiting beliefs, fears and doubts from being resolved later in life.

Hypnotherapy is a technique that is said to turn off the critical faculty of the hypnotised person so that the therapist can dialogue with their subconscious mind.

Basically, your beliefs and values are developed over your life time, and much of the messages you accepted as a child through your observation and personal experiences have shaped the person you are today. If you grew up with a pet dog, compared to not having a dog and being savagely attacked by one, then you will most likely have a very different response to, and opinion of, dogs. It is just like the first time a child sees a snake and when the mother screams the child concludes that the snake equals danger. They will likely have a similar response to snakes as an adult. A child growing up with a parent who is a snake handler will clearly have a different opinion of snakes.

With wealth, we often have to have a healthy opinion about what money is and how it is an enabler to enriching lives and living life to the full. If you are having money problems today, just take a moment to think of all the sayings you recall from your childhood about money, such as “money doesn’t grow on trees” and “money is the root of all evil”. Make a quick list now and you will be surprised how many there are.

Now consider if you believed in all these things – what effect would that have on your attitude and life? You may find your deep seated beliefs are reflective of the results you are getting. If I felt money was the root of all evil and I was very religious, then it is highly likely that I would not want to keep it, thereby impacting on my ability to save.

If you did do the exercise, it is likely that you were able to create a list so easily that it shows that these sayings have been etched into your mind. The concept of money is very different between those born into poverty compared to those born into wealth. The money has not changed, but our beliefs and meanings we give to it certainly make it different.

Emotional issues often start or are linked to these past events that are stored in our memory. At the lowest possible level, a memory is simply a picture, sound, or feeling, or a combination thereof, that you recall or recreate in your mind’s eye.

Neuroscience research has also proven that you can create a virtual event and it gets stored as memory when you think of it with emotion (the needed ingredient to tell the brain it is important enough to store), you create the same neuro-networks in the brain as if it was a real life event. Basically, you can not only recall real memories from the past, but you can also create new virtual experiences in your mind and they get stored in similar ways.

Can you remember a time when you told a story and adding some embellishments to it. You realised the story sounded better with your additional bits. Then you add more, and more, and over time you have a great story that people love to hear. The only challenge is that the pieces you added have become blended with the real aspects of the story, and you were no longer can distinguish which components were the real story with strong clarity. You are now demonstrating that the same processes in the brain for recording real and virtual events are the same. In fact, this is the basis of a compulsive liar, who believes that their lies are true as their brain tells them that their truth now exists, and they pass lie detector tests, as the brain is no longer able to distinguish what was the real experience and what was virtually added.

Most important, is when we recall these real or virtual events in our mind, the sub-sequential neuro-chemicals have an impact on our emotional state. When we recall fun and happy times, we will feel great, and vice versa for those bad memories.

In addition to what you have learnt about adding new virtual experiences, you can also have the power of mind to modify existing memories like a volume control on a speaker where you can add more colour to a past event, and you might start making a bad event even more sinister or more painful. You are again in control. You can equally turn down the volume, or dim the lights on any past memory that is impacting on you to neutralise the effects it has on you.

Regression therapy takes a person back to events in the past to substitute new lessons from previous experiences and to release emotional blocks that may be impacting on their current life. In time-line therapy, when a client regresses to the past and they view a period in time that is blacked out, it can be a result of something so difficult for them to have dealt with that they have effectively turned the lights out regarding it.

Their emotional system may have shut down from a specific event as a self-protective mechanism. The therapist has to protect the client and would normally pull them out of the trance and explain the consequences of turning the lights up.

This coping mechanism is subconsciously applied to hide some event or events that were too difficult to deal with in their past and can now be overcome. This assists in explaining why adults may recall horrific and traumatic events from their childhood as in being molested, as they start triggering neural-networks that recall those events later in life.

For a memory to exist, it had to be given the power of an emotion. This explains why the most exciting events and those where we experienced our greatest pain become our most vivid memories. Bringing it down to basics, your memories are simply pictures, sounds or feelings. Those moments when you are self-sabotaging yourself, you are playing something similar to a musical record in your head that contributes to your negative mental state. You may be playing “you’re not good enough”, “you’re not smart enough”, “they don’t like you”, or “they won’t be interested in your product”. This little voice or the picture of a past failure or that terrible feeling of unworthiness all directly impacts on your brain’s neuro-chemicals that drive your behaviour and emotional states.

Dealing with these records starts with recognising what are the pictures, sounds or feelings you are experiencing during these moments of struggle, fear or doubt. The interesting thing is that you are the record player and can choose to change that record at any time.

Many of the methods of dealing with horrific past events is not about removing them from the brain, it is about disconnecting the emotional charge they have, so they don’t affect us in the same way.

To explain this, imagine you are arguing with your partner and you are standing your ground. You are in what psychology calls an associated state, seeing the argument through your own eyes. In this position you see and experience the emotion. Now if you could drift out of your body and see yourself and your partner arguing from an observer point of view, you are in a disassociated state. As the observer you are more independent and not feeling the emotion, and therefore you might conclude that the argument, which is about whether the paper on the toilet roll should roll from the top or the bottom is a silly thing to be arguing about and risking the relationship. In a disassociated state, you are in control, you are detached from the emotional content and you can think more logically. This is why you can help other people with the dramas in their life and often not in your own, as you cannot disassociate yourself from your emotions when you are involved.

We can therefore conclude that any past event, real, perceived or virtually created, that is challenging you, is actually happening within you and you are in control of it. Consider the salesperson who starts to doubt their own abilities when they get sales rejections, or becomes disheartened when they see the achievements of others compared to their own sales results, and they start dangerous self-talk that counteracts all the positive thinking they possess. They will typically start achieving less future sales as a consequence, and then they start believing from demonstrated evidence that they cannot sell as well anymore. With this belief, the subconscious goes about making it true, and it becomes a self-fulfilling prophecy.

Remember that the subconscious takes its instructions from the focus and interests of the conscious mind. It does not have a sense of humour, so when you joke about not being good at something, and you say it frequently enough (and believe it), you will start wiring the brain to believe that you are no good at sales.

As a consequence, your brain will start hampering your efforts in selling as it has been wired with a new excuse not to perform. The danger in this is that you have to become aware of what is influencing you and ensure that you have positive influences in your life as often as possible.

So if you say you can't do something, you are not good at something, you are not happy with something, or sick of something, then this is what it will create as beliefs and to the extremes where a person can bring on an illness or even death.

Studies of ancient witch doctors that would point the bone and effectively curse a person to death. The sheer belief in the witch doctor would cause them to accept death, and the subconscious would begin the process.

Not too dissimilar is the research around current medical doctors accuracy in predicting the death of a person with a particular disease. Generally they would make predictions based on previous cases, yet the accuracy seems to be high. The studies often indicate that the client had so believed the doctor's prediction that it became a self-fulfilling prophecy. We have to be careful what we accept as truth, as our brain controls our body.

The good news is that in understanding the power of the mind and thereby reclaiming our right to lead it, we can change our well-being. We can also do something about all the negative and self-sabotaging behaviours you have been doing and will now explore some self-managed solutions you have in taking back that control.

Earl Shoaff said it well, *“Don't wish it were easier, wish you were better. Don't wish for fewer problems, wish for more skills. Don't wish for less challenge, wish for more wisdom”*.

Impacts of Our Thinking

You now know that our thinking directly impacts on our actions that give us our results. Therefore, if there is something happening in your life or you are not in the position you want to be in, then it is most likely related to your thinking. This thinking can be conscious (thoughts you are having at a conscious level) or subconscious (the automated self-talk we may be experiencing).

The old adage, *“fake it until you make it”* is all important to understand, as it makes you start thinking about the way you wish to act, and if you act with that mindset then you become just that. Take the example of thinking like a millionaire, so you start believing you are one.

When this happens you start being influenced by millionaires so that you mimic their behaviours through modelling what they do. It is likely you will become a millionaire as a consequence. Again, it becomes a self-fulfilling prophecy, as the subconscious will take it to be fact and prove it to be right.

If you are thinking negatively, then it will impact on your results and you start to find more setbacks appear in your life. The subconscious is helping to create or make you aware of the challenges as it is supporting the negative thoughts you have as it accepted them to be an instruction of what you want. These negative thoughts directly impact on your confidence, just as winning makes you more confident.

Our self-esteem is the single most important factor in our ability to become great performers. We are less likely to be impacted on by other's negative comments when we are confident within ourselves. In fact, we call this becoming resilient to negative outside influences.

What areas do you feel very confident about?

This includes sharing our goals and dreams with those who will support us and not with those who will put us or our aspirations down. This is not about avoiding risks, as risk management is a part of planning your success, but avoiding any adverse negativity.

Who around you would support your success?

The Power of Visualisation

You already have your goal list. Now is the time to impress on the mind how important these goals are. When you visualise something with significant emotions, you create almost the same neural-networks in your brain as a real life experience. It can be the beginning of convincing yourself of a new reality or a new you.

Visualising your success is a way to create your own power recording in your head, as we become programmed to believe it is true, just as compulsive liars eventually believe their lies are the truth in the same way.

It is recommended that you create a “Vision Board”, which is a pin-up board of photos of your goals or things that represent your goals and putting it in a prominent position that you can look at to reaffirm the subconscious mind of what you do want in this life.

What pictures or props would make your Vision Board inspiring? Then collect these to create your own vision board.

Start to take time out visualising yourself achieving your goals, looking successful, and processing the things you want. You will be surprised what it does to your confidence and what results you set in motion.

Remember we become who we believe we are, because our thinking drives our actions that automatically results in our success. When visualising, remember that some people will be better able to feel what success is like, and some prefer to listen to a sound track of cheering or clapping instead, as you are either dominantly a visual, auditory or kinaesthetic (feeling-based) communicator.

The Power of Affirmations

Affirmations or positive self-talk also create success recordings in our head, providing it is something that we believe is true and possible. Visualising or saying affirmations does not work unless they are done with emotion – remember emotion makes it a memory!

The subconscious will need to feel it is true, so you have to say something that is or could be true. For example, if you are a poor salesperson today, saying something like, *“I am the world’s best salesperson”* will not be taken as an instruction by the subconscious. It may not be taken seriously enough to change your thinking, mainly because you will not be able to link the emotion to it as you consciously do not believe it yourself.

You could convert this into something that is believable or true today in the same situation, such as saying, *“every day in perfect ways I am getting better at sales and more successful at selling”*. This affirmation could be true for the lowest skilled salesperson – so it is believable today as it would be tomorrow and the next day.

The trick with affirmations is to say them daily. Psychology research indicates that we need to do something for 21 to 28 days straight for it to become a habit. Imagine if you got into the habit of talking about success to yourself each day. When you do say it, make it a habit and repeat it about four to six times in a row, and with as much emotion as you can, emphasising the words 'better' and 'successful'. You will begin to believe it to be true, and if you are getting better each day, then the results are sure to follow.

You may find it beneficial to stick it on your bathroom mirror or on the back of the toilet door to remind you to say it. Some people laminate them and place it in the shower to avoid any embarrassment of visitors seeing it, and at the same time using the shower time as part of your success training.

What affirmations can you say to support your success?

Every day in perfect ways...

Every day in perfect ways...

Every day in perfect ways...

Every day in perfect ways...

The Power of Replacement

The next thing is to manage our negative self-talk. It can be playing in the sub-conscious all day long and countering our positive thoughts. When you become consciously aware that you are saying something negative, then this is the time to correct the subconscious mind. Scratch the record so it soon can no longer play.

The technique is very simple. When you realise you are saying something negative, like *“I cannot sell”*, or *“I am hopeless at selling”*, or *“they will not buy from me today”*, or *“I do not have enough information for this prospect”*, then you

simply say (in your head) “Reject” (or “Cancel”) and then state your preferred thought or thinking.

What this does is it instructs the subconscious mind to cancel that thought (filter it out) and replace it with the more positive thought. For example:

“I cannot sell” – “Reject” – “I have all the sales skills I need to sell successfully”.

“I am hopeless at maths” – “Reject” – every day I am getting better and better at understanding and applying mathematics”.
“They will not buy from me today” – “Reject” – “People love to buy from me because they like and trust me”.

“I am not good enough” – “Reject” – I have all the resources I need to become great at this”.

The Reject-Replace over time helps you control your negative self-talk and as your positive thoughts start becoming more dominant you become more positive, more confident and more likely to succeed.

What are some of the negative self-talk you may recall, and rewrite a countering statement to use next time?

The Power of Anchoring

Another powerful technique in taking control of your life is to learn how to deal with those times when you are feeling at a low point, or you find yourself in an uncertain and doubtful state, knowing you can change your state at will.

Just as your emotional state can instantly change by something you witness or your response to something someone may say, you possess the ability to always convert it to a positive state.

Kinaesthetic anchors represent a feeling-based trigger that links to, and replays, a past emotional state linked to an event. For example, someone cheerfully slaps you on your back and you suddenly remember the time your dad did the same thing in congratulating you that time you won an award as a teenager. In this case, this kinaesthetic (feeling) trigger point on your back was anchored to your award ceremony night. Suddenly you felt that same proud feeling as you did back then, and your emotional state was changed instantly.

Have you ever witnessed a sports athlete and when they have a great success they jump, throw up their arms, or make some gesture of acknowledgement in their physiology? Watching them over time, they will typically use the exact same action every time.

They are triggering and reaffirming a “confidence anchor”. This is a resource they can use at times when things are not going so well for them and that they need to trigger that great feeling to pull themselves out of a low point or a brief lack of concentration to proceed onward to success. Equally you can set up a confidence anchor yourself.

Pick an event in your past that was an absolute highlight, something that when you think about it deeply, your whole body remembers it – you may start smiling, you may start

noticing some tingling feeling in some part of your body and you may even hear noises. Remember that memory is linked to emotion, so the more emotion you attach to this, the more results you will gain.

Now select something that you can use as an anchor, such as pressing on your ear lobe, or holding your little finger. It is best to be something that you would not do naturally. The intent is that when you are in that peak mind state, reliving that experience, you squeeze that ear lobe or finger and what you are doing is connecting that physical feeling to the same neuro networks of that event.

Remember that whatever neuro-pathways fire together wire together, so that physical squeeze becomes wired to neuro network that links to the memory of that event. Now get yourself into that peak state, seeing, feeling and hearing that event with intense emotion – now squeeze, live it with even more emotion – now squeeze again, turn the colour up in your head, amplify that feeling and turn up that volume – now squeeze again.

You should feel great and you have now set a confidence anchor. Later try triggering that anchor and you will be surprised to realise you suddenly feel much better instantly (particularly if you are in a low state). Now overtime when things are going great for you – squeeze the anchor and start making it stronger and stronger.

You have now learnt how to change and somewhat control your neuro-chemicals in your brain and change your state of mind instantly. Next time you need that emotional pick up, or that confidence boost, press the trigger and enjoy the rush of those neuro-chemicals and then utilise that boost of confidence you have given yourself to sell with confidence.

The Power of Exercise

Although this book focuses on the mind science aspects of managing self-sabotaging, it is important to recognise the power of exercise and how it releases neuro-chemicals that combat the chemicals created from stress. Exercise releases neuro-chemicals that can be used to neutralise the harmful neuro-chemicals released by stress.

What exercise routine will you commit to?

The Power of Nutrition

Similar to exercise, what you eat has a chemical reaction in our body that impacts the alkalinity or acidity ph levels of the body. More correctly, the body is responding to the nutrients that you provide it, and will resort to finding what it needs elsewhere.

The brain runs on glucose, which is a form of sugar it takes from the bloodstream, and as neurons cannot store glucose, they depend on the constant supply from the bloodstream. Your brain cells need double the energy than any other cells in your body.

Although the focus of this book is not on dietary requirements, as an example regarding the need for brain sustenance, if you take the effect of consuming a sugary snack or soft drink that quickly raises your blood sugar level to give you that boost, you will find the energy lift is short-lived. When you eat something with a high sugar content, your pancreas starts to secrete insulin that triggers cells throughout your body to pull the excess glucose out of your bloodstream and store it for later use.

This impacts on the glucose being made available to your brain and as neurons are unable to store glucose, they experience an energy crisis. Hours later, you feel spaced-out, weak, confused, and/or nervous. Your ability to focus and concentrate begins to suffer. The name for this glucose deficiency is hypoglycaemia and it can even lead to unconsciousness in some cases.

The brain weight represents only two percent of your whole body's weight, and still consumes twenty five percent of the glucose that your body converts, as well as twenty percent of the oxygen you breathe. Foods known to be good for the brain are fish, broccoli, brussel sprouts, nuts and beans to name a few.

What new eating habits will you commit to?

The Power of Application

A mechanism to deal with stress is to act on feelings of frustration as they arise, and before it becomes significant stress. It is called the CIA Principle™.

Frustration stems from a sense of helplessness or a perceived inability to adequately control something or someone. When you find yourself approaching a state of frustration it simply means that your efforts and energy are misguided. Chances are that you are trying to control a person to act in a certain way that is not consistent to their own behaviours or desires. In fact, we cannot control people, we can only influence them.

In all circumstances where frustration is being experienced, you need to apply the CIA Principle™ to assess your ability to change your state into a more positive one that better directs your energy. This is achieved by simply considering the elements you Control, the elements you Influence and those elements that you might need to Accept for you to move forward. CIA therefore is represented as C for Control, I for Influence, and A for Acceptance.

Typically we can control our attitude, presentation, mannerisms, and our responses to events. Control is about what we can do with (and about) ourselves. If we have a goal that only requires our time and effort, then the achievement of that goal is totally under the control of our own thoughts, actions and behaviours. When applying for a new job, we can control many factors from the way we prepare for the interview, the time we arrive, the body language we use when being interviewed and our verbal responses to questions we deliver.

The key message is that we can only control ourselves. When it comes to other people, we can only influence them. The perceptions of the interview panel, which may be biased from

their own life experiences, will be influenced by our attitude, dress, actions, language and the information we present. By focusing on how they are best influenced may improve the likelihood of the job offer.

Influence works best when you connect the required action to a motivating emotion, as emotions are catalysts for memories or actions. For example, the salesperson seeing that the potential buyer had children, could have said, *“the main benefit of a four wheel drive in the city is safety as it allows you to see what is happening further up the road so you can avoid the accident. Of course, in an accident, this vehicle is extremely robust and would better protect your family.”* In this example, influence relates to their emotions and creates an association to the vehicle with the concept of extra protection for their treasured children.

Where the achievement of a goal or outcome involves other people, we can only influence their mindset and behaviour. When realising that we are unable to control others, then our focus and energy can be directed to the most effective way to influence that other person. This can particularly work when a person recognises another’s values, listens intently to them to elicit what is of importance to them, matches or mirrors their body language to sustain rapport and clearly communicates to them in a way that reflects their human representative system.

The person becomes well-equipped to what things would most likely drive the other person to act in their favour. In some cases, control and influence will not be the solution. The events that require acceptance are those that are typically out of our control and cannot be influenced, such as laws and other physical constraints.

Acceptance is not a state of resignation, rather it is in recognising that one particular course of action is not possible and not an effective use of our time and energy in trying to change something or someone.

In accepting that, the mind can then creatively look for new ways and methods of achieving the same or similar result without dwelling on that single obstacle. When people find themselves in a rut in life, it is generally because they have failed to accept a particular circumstance or event and they have become transfixed on the impossibility of their situation.

A young couple gave birth to a blind child in Adelaide, South Australia. At first they were taking the control approach by blaming each other for the birth defect, however this was not helpful in building a healthy relationship and a good mental state, nor was it constructive to the child. They then reverted to trying to influence the medical staff to 'fix' the problem.

It was not until they both accepted the condition that they then were able to give the child all their attention, love and focus to explore the opportunities for that child to develop in the best possible way. It was in the acceptance that they found the peace they needed and the energy to make the best of the situation.

Positive and successful people often use the CIA Principle concepts naturally in a similar way to the way a small soldier ant behaves. For example, when you place an obstacle in front of an ant, it stops to assess the situation and then immediately starts on a new route to go around the obstacle.

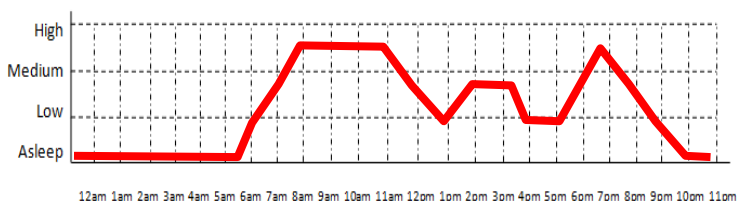
If you surround the ant with a ring-like object so it cannot go around the object, it will typically move around the inside of the ring until it recognises it has been totally surrounded and then immediately attempts to climb.

Taking this soldier ant analogy, by using the CIA Principle in your own life you will become more responsive to challenges and be better empowered to eliminate frustration as it arises.

The Power of Cycles

Some people refer to themselves as morning people, or afternoon people, and sometimes night people. They are referring to the times when they perform at their best, which correlates to when they feel most energised.

Over a period of a week, record what your natural performance cycle is, using the graph below to note your typical level of energy across the twenty four hours in the day:



The interesting thing about human beings is that we naturally like to do what we find most fun when feel at our peak energy level, and then when our energy is low we are able to justify postponing the difficult things to do.

There are two tricks to transform your performance immediately using this model and get more quality achievements in the day is to do the hard and important things when you are feeling at your best (high energy). During this period you are working in your peak performance state and therefore you can get those difficult tasks done faster, easier and more proficiently. The second trick is to then do the fun tasks when you are experiencing low energy, and you will be surprised to find that your energy level will actually increase. This shifts your general low energy periods up to a higher energy level, and you are able to achieve much more in your day during your previous low energy cycles. This will make a phenomenal change to your performance.

21. Final Thoughts

In summary, you have much more control over your emotional state and destiny than you have ever thought possible, and these simple techniques and insights can be used to bring you more power over your mind. You are the captain of your mind, and now you have an excellent understanding of some tools you can easily use to take control. Taking responsibility as the captain of your own ship, you need to pay attention to the triggers that cause you to feel great and not so great. At times of feeling down, take a conscious check of what you may be thinking about (events in your past that you may be seeing, hearing and feeling).

Sometimes we need support and intervention using a People Rich coach who will help you identify and resolve your inhibitors using techniques such as humanistic neuro-linguistic psychology, neuro-linguistic programming, time-line therapy, Germanic New Medicine, clinic hypnotism, and other modalities that really work. Our coaches are trained and qualified therapists. Also remember to become conscious of your self-talk to yourself, and use techniques like the Reject and Replace method to correct the thoughts in your head. Take responsibility for your results and be proactive in your actions. Make sure you have goals, and start affirmations and visualisations relating to what you want to have, be and become. Establish an awareness of the influences of the people you are associating with and the environments you are spending time in.

All these are factors affecting your performance. You will never be able to think positive thoughts one hundred percent of the time, but through these techniques you will be able to reduce the negative thought time, minimise the source of negative thoughts and recover faster and more freely than before. You are in control, and you have more control than you may ever have realised. We encourage you to live with passion and to enjoy the journey of life!

Other Products of the Author

Todd Hutchison has the following published products focused at behavioural performance:

- Millionaire Motivators
- Millionaire Mentors
- Project Coaching
- Sales is a People Game
- Effective Goal Setting (2 CD set)



To order – go to www.peplerich.com

For other eBooks, visit the free resources link on www.peplerich.com, including the topics:

- Dealing with Self-Sabotage
- Introduction to Project Management
- Body Language Basics

Todd Hutchison, known as the *Corporate Mechanic*, is an international bestselling author, the world authority on project coaching and a global behavioural expert.

Recognised as a preeminent business leader by WA Business, he is an awarded certified speaking professional (CSP) with the National Speakers Association of Australia and a Fellow of the prestigious Leadership WA



Todd has been formerly trained in counselling, neuro linguistic programming, time-line therapy, clinical hypnotherapy, Germanic new medicine, and neuroscience.

He has some seventeen qualifications across engineering, project management, information technology, commerce and education, including a Masters in Business and Administration from Deakin University, and a Masters in Commerce from Curtin University of Technology. In addition, he is a certified Master Coach (MC), Master Project Coach (MPC), Project Management Professional (PMP), Master Project Director (MPD) and Trainer in Neuro Linguistics Programming and Extended DISC behavioural profiling and an accredited consultant in the PsyOpus Team Synergy System.

While working as an academic Director of a health technology research centre, he began his passionate pursuit of understanding human dynamics. Todd continues his studies in neuroscience, psychology and coaching to expand the understanding of human behaviour and its relevance to personal and team performance. He is a founding Director of the 'Institute of Mind and Behavioural Sciences' and the 'International Institute of Project Coaching'.

Having successfully established a number of businesses and achieved awards for his performance, Todd has demonstrated that success starts with your thinking, and is a living example of how you can fulfil your dreams.