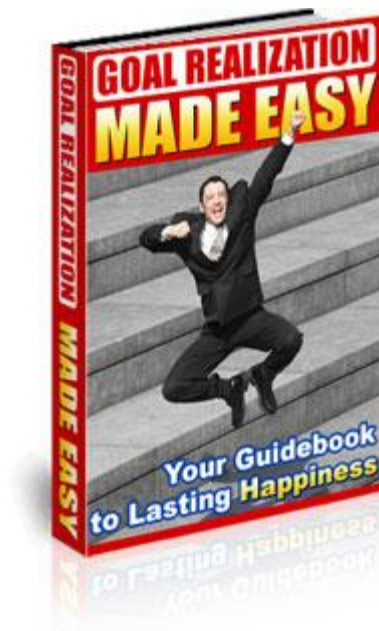


GOAL REALISATION MADE EASY
Your Guidebook to Lasting Happiness



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Introduction

Just about EVERYONE at one time or another has asked themselves the question: “What on earth am I here for?”

It’s a universal question that has baffled humanity since time began. AND it’s even more so today where we live in a complex, fast-paced, constantly changing world. Everybody seems to be in a hurry, racing against time, getting caught up in day to day ‘stuff’.

Despite our busy schedule, the question returns... especially when we have time to pause and reflect.

And sometimes, we stay busy so we don’t have to pause and reflect. The busyness becomes our life, instead of making decisions that move us towards our purpose.

You may be one of those lucky people who already know the answer to the only question that matters... for most people, there’s confusion.

Whatever specific reason each of us have for existence, there is one universal reason: **“To be happy as we make a difference”**.

Happiness comes in many forms, each is unique from the other.

It could be embracing the Divine Providence in your life...

In the arms of your true love...

Raising a family...

Fame...

Power...

Wealth....

Health...

Connection with nature...

Serving others...

However you perceive happiness to be, goal realisation has to be a vital part of it, or we will live knowing our purpose, and squandering it, or NOT knowing our purpose and doing nothing. Either way leads to regret.

Great opportunities abound in life. It is entirely up to us to hold on to these opportunities and align them with our goal.

After coaching hundreds of people and training 1,000's more who are pursuing their goals to achieve a greater level of happiness, I can't over-emphasize the importance of knowing WHY you turn up, instead of just going through the motions.

Tony Robbins talks about a life of purpose equaling being courageous, doing what you love, and giving to others.

He says a life of success without fulfillment is failure. And fulfillment only comes through our taking action to grow and to make a difference.

It comes down to this... we can choose to be: a goal success (defined as fulfilled), a failure, or an in-between. Again, it is entirely up to us.

Imagine for a moment a person whose life is aimlessly drifted without a purpose. Someone watching the years unfold for them would say "what a waste". That sums up a life spent without knowing their purpose or doing something about it.

Now, think of a person you know who has reached the ultimate goal in his/her life. Wouldn't you want to know his/her pathways to success? Would you be curious to follow in their footsteps?

Of course, you do. We all do. We all want to succeed in life (however we define it for ourselves) and the way to do it is to set goals and attain them. There's no other way. As mentioned earlier, goal achievers as well as you and I know that it is one of the components to happiness in life.

For many of us though, setting and attaining goals seem to be a far-fetched, difficult task. We sometimes think that it is a task reserved only for the intellectually gifted, for the lucky few, for the affluent.

Sometimes it's just easier to think it's too difficult, and then continue to drift along. I did this for about a decade, until it occurred to me that it was getting harder and harder to drift as the years went on. My dissatisfaction grew and my frustration with my lack of progress was with me every day.

I had it easier than some, I think, because I got so restless I HAD to do something. It became a MUST for me, not a 'that would be nice.

Jim Rohn, a phenomenal motivational speaker and philosopher, said once, *'Don't wish life was easier. Wish you were better.'* That summed me up when I decided to master this goal setting thing. I was done waiting for life to get easier, because it wasn't. If anything, it was getting harder, and I was getting tired.

So I removed the excuse that it was for the smart, rich or lucky.

I then asked myself, 'what if I could achieve some goals?' That was not a great question, because as it occurred to me I could achieve some goals, if I did something, which I had probably wasted about a decade making up excuses.

Ouch.

When I got moving, I started to notice just how many people keep on drifting along in life, concentrating on daily routines until they forget there are dreams to be fulfilled. The daily grind gets mistaken for 'this is all there is'.

If this sounds like you or any of your coaching clients, this e-book might be just the thing you've been looking for.

It's going to mean you may have to get out of your comfort zone and venture into unknown territories.

It's going to mean you're going to have to leave behind some negative self-talk.

It's going to mean you might have to change how you do things.

Then again, you might just stop reading now and go back to your busyness.

Either way, when you're ready, this book is here.

See you on the other side.



Chapter 1: Why goal setting DOESN'T always work



This e-report started out as a simple, '7 Steps to Achieving' kind of standard text. And then I started digging. I researched (read, surfed the net) and asked questions, and talked to clients, and came up with some stuff that surprised me.

One week later, many walks on the beach to think about it all, and I'm going to disagree with the 'experts' and say that goal setting DOESN'T work.

Not always.

And that's for one simple and understandable reason...

It's not the goal we want, *it's the feeling we'll get once we achieve the goal.*

We don't want the car. We want the experience of driving the car. We want the feeling we think we'll get when we drive that new, freshly-smelling-of-leather vroom vroom.

We don't want the new job. We want to stop the feelings we're having for our old job, or we want to experience a new sensation.

We are not, as much as we would like to think it, logical beings. We're emotional beings. And I know for some people, that's just hard to take.

So let me ask you this... Do you set goals? If you're setting them, are you hitting them? If you're hitting them, are you setting the next level of goals beyond that?

Now ask yourself, why?

Is it really to hit the goal for the sake of it?

Can't be. That's empty, even just writing it seems empty.

So if it's not the thing we want, what do we want to experience?

That's different for most people, but there are some common themes that crop up whenever I bring this up in conversation.

We want to feel safe, certain, connected, loved, significant and worthwhile.

We don't want to feel anxious, stressed, overwhelmed, mad, sad, shamed or guilty.

So we're going to do whatever gets us the feelings we want and helps us avoid the feelings we don't want.

And all of this, pretty much, is being done unconsciously – as in, we don't even know that's how we're deciding whether or not to do something.

We think we're logical and that we reason through our decisions about what we'll go for and what we'll leave alone, but the truth is, the logic justifies the feelings we want to have.

We make decisions emotionally.

We justify them logically.

Emotion stimulates the mind 3000 times faster than rational thought. It's an emotional world we live in.

What has this to do with goals?

Easy. I kept digging, found some cool, non-mainstream stuff and found out – The goals we set are based on the same rules. We will pursue our life's goals based on this stuff.

Scary? Perhaps. But with knowing it comes great power for ourselves and how we decide what we're going to commit to.

I'm not getting any younger (not news and no research required for that little nugget) but I hope I'm getting wiser. I hope I'm getting wise enough to know that given I make decisions about my selection of goals emotionally, I should get clear on what emotions I want to experience more, and which ones I don't want.

Because, frankly, this is shaping my life. It's shaping the future I'll have. It's shaping how I'll feel – about myself and my life – in the years ahead.

Once we know this stuff about emotions, it's easy to see why some people don't stick to goals – the feelings they are experiencing right now are the same ones they want to experience.

So why do anything differently? Makes sense. And that is why, despite all the goal setting techniques, tricks and strategies in the world, some people will not achieve their goals.



The problem with this

Okay, so we've worked out why some people don't achieve their goals. They're happy with how they feel. Or are they?

No science, just experience, **but the people I meet who don't hit goals and keep wondering why don't tell me that they're really happy. In fact, they tell me something else altogether.**

'I wish I knew what's wrong with me. I am frustrated and getting depressed. I set goals, have the best intentions, and then... nothing.'

Hmmm...

And when I ask them, it's usually something like... *'I don't know...'*

Not helpful, but when you understand what drives us, you can see it plain as day. They want how the goal would make them feel, but have become addicted to how they feel now.

And how they feel now is not making them feel good.

This is what I came up with. The most common emotions that people stay with, which will guarantee they will NOT hit goals are –

- Confusion
- Overwhelm
- Sadness
- Self pity
- Resentment
- Blame
- Self satisfaction (ego)
- Anger
- Guilt
- Anxiety

Long list, but that's okay, because when I kept digging, I found out something way cooler than this... There are even more emotions that we can learn to tap into that will get rid of the negative emotions and get us, finally, achieving our goals.

The emotions that will get us achieving goals easily, and, YES, it will even work for you –

- Happiness
- Feelings of contribution
- Love
- Connection
- Belonging
- Certainty
- Optimism
- Calmness
- Resolve
- Playfulness
- Purposefulness
- Centred
- Receptive
- Responsive
- Trusting
- Curious

Emotions we want

I did some research (read, again, surfing) and found plenty of information to back up this emotional connection – in fact – lots of lists of what we want to feel. Here's the list of what kept repeating itself. See if you can relate:

The reason goal setting doesn't always work...

I have no science to back this up. Just a couple of thousand hours of coaching and the same again as a trainer. But I see the pattern.

People get – WE get – the life we want, whether we want to believe it or not.

So if you're not hitting your goals, or not even sticking to them, maybe you're happy with how you feel on a consistent basis, so why do anything?

Then again, maybe you're not...

And part of you knows things could be, and should be, a whole lot better...

Chapter 2: Now is the Best Time

There is no better time to focus your attention to goal realisation than right now.

Nah, that's not true... yesterday was probably a better time. And the day before yesterday was even better than yesterday! Don't have a time machine. Can't get that moment back. CAN do something right now to get it all happening.

Here's story from someone who knows goals... "My father used to work for a company as head of its engineering department. His department is responsible for installation of machines and upkeep of all the engineering needs of the company including its utilities such as water, electricity, and communication. He told me one time over dinner that he gets his assignments from the company's Plant Manager.

The busiest day of the week is tomorrow.

He said there were occasions (lots!) where some jobs required urgency so they have to work on those jobs round the clock. He usually receives a 'Job Order' form for each job and on the space for 'Due Date' was written 'yesterday' instead of urgent or ASAP or a definite date. It was the plant manager's way of jokingly asking that the job requires urgency because each hour that passes by would mean loses for the company not to mention the commitment to its client. They even have clients that penalise delays in their production delivery and it reflects a bad image for their company."

What if you ran your life like that? Where penalties applied if you missed deadlines and promises to yourself?

The stuff that has consequences right now tend to get our attention. The stuff that has consequences later... years later... we can put off, because we don't see the connection between no action now and disappointment years from now.

Another story... we have a coach (his name is Rohan Dredge) who you might have heard from on the first CD you would have received from us if you requested a pack posted to you. If you haven't received it you can [here](#).



He says on the CD that he was asking himself who he wanted to be in 10 years time. When he had a vision of the type of man, husband, leader and learner he wanted to be, it became effortless and inevitable to seek out the program that would move him towards this vision of himself.

Many people have no idea who they want to become. So there's no pain if they don't set the big goals that will inconvenience their average day, so they keep getting average.

So there's no urgency. And time passes. And more time passes. 10 years later nothing has changed except for the date, yet for Rohan Dredge, who I admire greatly, everything will have changed.

I get that there's no specific or particular "due date" for the attainment of your goals. I just think (and I've done a tone of thinking on this!) we can't keep setting wishy-washy, let me just get through the week goals... they need to be some decent, Holy ... goals.

I like this saying (no idea who said it, but if you did, let me know and I'll add the attribution!): "Learn from the mistakes of others; you can't live long enough to make them all yourself".

Makes sense, huh? One mistake I've seen someone close to me make is to get pretty aimless about life. Now they're in their 60's feeling they wasted years. Hurts to watch. I don't want to make that mistake. And I don't feel I have time to wait until I'm 60 to see if they did get it wrong, either.

One of the things I say to my students all the time (sorry guys, but it's true!) is that the money will come back if you invest it, the time never will.

Time is a far more precious resource than money. Wise investment of dollars brings the dollars back. Waste time and it's never coming back.

Chapter 3: Goals Know No Borders

In June 1880, in a small rural town, the daughter of a captain was born. The family lived in a simple home built in 1820 by the child's parents. When she was nineteen months old, she fell ill. No one knew what was wrong, they just knew she was expected to die.

When the fever subsided, the child's family was elated – she had recovered.

Except the child's mother noticed her daughter wasn't responding to sounds or to anyone around her. She was now deaf and blind.

Helen Keller became a difficult child, terrorising the whole house, and the talk became of putting her in an institution.

When she was six the family took Helen to Alexander Graham Bell (yes, the same guy who would have lived in obscurity if he hadn't set some pretty cool goals himself) . He hooked the family up with Anne Sullivan.

"We walked down the path to the well-house, attracted by the fragrance of the honey-suckle with which it was covered. Someone was drawing water and my teacher placed my hand under the spout. As the cool stream gushed over one hand she spelled into the other the word water, first slowly, then rapidly. I stood still, my whole attention fixed upon the motions of her fingers. Suddenly I felt a misty consciousness as of something forgotten, a thrill of returning thought, and somehow the mystery of language was revealed to me."

Helen immediately asked Anne for the name of the pump to be spelt on her hand and then the name of the trellis. All the way back to the house Helen learned the name of everything she touched and also asked for Anne's name. Anne spelled the name "Teacher" on Helen's hand. Within the next few hours Helen learnt the spelling of thirty new words.

I'm not sure whose goals were bigger. Anne to teach or Helen to learn?

Either way, the ONLY reason we're talking about this right now is because both of them didn't let any apparent limits get



in their way.

I had a new coach say to me 'I'm too young for this', so I introduced them to the coach who is 70, who had told me 'I'm too old for this'. Then I introduced them both to coaches younger and older than them who had become successful coaches.

It's all in how you look at it.

Our brain has a 'thing' (tech talk, keep up already) called the Reticular Activation System (RAS for short and coz I can't spell it without spell check).

The RAS has one job – to hunt for what you want it to find. Ever bought a car, and then you see that exact same type of car everywhere? Hardly noticed them before you got interested. Now you're interested, your RAS knows what it has to find for you.

You express the interest, the RAS goes hunting for your interest. It can't do anything else. And it can't turn off.

1954: Bannister breaks four-minute mile (ABC Headlines)

Roger Bannister, a 25-year-old British medical student, has become the first man to run a mile in less than four minutes.

His time was 3mins 59.4 seconds, achieved at the Iffley Road track in Oxford and watched by about 3,000 spectators.

For years, the 4-minute mile was considered not merely unreachable but, according to physiologists of the time, dangerous to the health of any athlete who attempted to reach it.



For Roger Bannister, it was vindication.

When he crossed the finish line with a time of 3 minutes, 59.4 seconds, he broke through a psychological barrier as well.

John Landy, considered one of the great milers of that era, never had gotten closer than within 1.5 seconds of the 4-minute barrier before. Within 46 days of Bannister's breakthrough, Landy surpassed the record with a 3:57.9 in Finland. Bannister and Landy raced later in the year in the "Mile of the Century" at Vancouver, a runoff to decide who was the faster miler. Bannister won in 3:58.8 to Landy's 3:59.6, the first time two men in one race had broken 4 minutes.

By the end of 1957, 16 runners had logged sub-4-minute miles.

You tell yourself 'it's hard to set goals', and your RAS now knows its mission... go find examples of where goals are hard to achieve. Bingo, you get to say 'See, I was right.'

Your RAS doesn't care about your age, your race, your gender, your job, your income, the economy, your schedule, your anything. It just cares about what you want it to find, and then like a heat seeking missile, off it goes, working even when you're not thinking about your race, age, religion or job.

This means, and boy was this a biggie for me, that the ONLY thing that is limiting our progress is ourselves.

In short, goal realisation has no limitations to race, age, sex, belief or conviction, religion, economic condition in life, educational attainment, experience, fame and influence in society; you name it. The only thing that might limit its potential is yourself, if you don't work on it.

There's a guy who had a childhood friend whose father was a doctor who owned a small community hospital.

Economic conditions in this rural area were pretty tough. Many people couldn't afford to pay the hospital bills, so my neighbour's father settled for payments in kind; whatever patients can afford.

*"We make a living by what we get,
but we make a life by what we give. "*

Winston Churchill

Because of this, the hospital including the lot on which it is located had to be mortgaged to the bank to keep it running. Mortgage didn't get paid – hospital was closed. Because of the doctor's desire to serve the community, he rented a place and kept the clinic going (how's that for tenacity). The friend wanted to help people too, and thought he'd do it by becoming a doctor like his dad.

More tough times piled up, so he couldn't go to the school. Finally, he managed to scrape together enough to get to med school. He had to get a job to keep paying for everything, and that ended up taking all of his time.

So he quit school temporarily.

His work led him to learn another trade which enabled him to set up his own business. It was a success, and because of this he was able to build his own non-profit clinic which was managed by his father.

His original intention to help other people came true.

And he inspired a bunch of other people with his story.

Chapter 4: It All Starts with a Dream

On January 29, 1954 Oprah Gail Winfrey was born to unwed, teenage parents in Kosciusko, Mississippi. Oprah had a mountain of obstacles already in front of her as a newborn baby... she was born to unwed teenage parents, she was female, she was black, and she was poor. Oprah's mother was an eighteen-year-old housemaid named Vernita Lee. Her father was a twenty-year-old doing duty in the armed forces: his name was Vernon Winfrey.

For the first six years of her life, the young Winfrey was raised on a Mississippi farm by her grandmother. That being perhaps the first stroke of good luck for the young child. Oprah has stated that living with her grandmother probably saved her life. While in her grandmother's care, she was taught to read at a very early age, instilling a love of reading in her that she retains today. She began her public speaking career at the tender age of three when she began reading aloud and reciting sermons to the congregation of her church.

Oprah has said that she heard her grandmother state on several occasions that Oprah was "gifted." While the young child didn't know exactly what being "gifted" meant, she thought that it meant that she was special. And that was enough to keep her going. That bit of praise, the thought that she was "gifted" and "special" may have been what got her through the hard years that she was to spend with her mother.

At the age of six, her mother, Vernita Lee, decided that she could care for her young daughter and Oprah was sent to live with her mother in Milwaukee. She was raped by a cousin when she was nine years old and later molested by a male friend of her mother's and by an uncle. The young girl never told anyone about the abuse that she was suffering. Instead, she held her anger and pain inside and she rebelled. She repeatedly ran away and got into trouble.

Her mother decided to put her into a detention home. Fortunately for Oprah, she was denied admission to the home because there were no openings. So, in what may have been her second major stroke of good luck, she was sent to live with her father Vernon Winfrey in Nashville. Before she ceased her promiscuous and wild behaviour, she became pregnant and gave birth to a stillborn baby boy when she was fourteen. The death of her baby devastated her and she vowed to turn her life around.

Her father helped her with her mission by strapping her with his strict rules and discipline. Vernon made sure that his daughter stuck to her curfew, maintained high grades in school and encouraged Oprah to be her best. Oprah's father helped her turn her life around. Oprah has spoke of his requirement that she read a book each week and complete a book report on the book.



At the age of nineteen, Oprah landed her first job as a reporter for a radio station in Nashville. Shortly afterwards, she entered Tennessee State University to pursue a career in radio and television broadcasting. During her freshman year at TSU, Oprah won several pageants, including "Miss Black Nashville" and "Miss Tennessee."

In 1976, Oprah Winfrey moved to Baltimore, where she hosted a TV show called People Are Talking. The show was a hit and Winfrey stayed for eight years. She was then recruited by a TV station in Chicago to host her own morning show, A.M. Chicago. The show was competing against the immensely popular Phil Donahue Show. After several months, Oprah's warm-hearted style had taken her to first place in the ratings. Her success led to a role in Steven Spielberg's film, The Colour Purple in 1985, for which she was nominated for an Academy Award.

In 1986, Oprah started the Oprah Winfrey Show. The rest is, as they say, history. Oprah has come from being a poor, black, farm girl from Mississippi to a national celebrity. To her resume she can add reporter, actress, writer, producer, activist and TV talk show host... but it doesn't stop there. Oprah, it seems, is unstoppable.

Kids do it so easily! They have unlimited imaginations about what they can do, have and experience. Us adults, of course, know better! We're far more 'realistic'.

NOTHING great was achieved with the 'realistic' mind.

The phone, the computer, the TV, space travel, cars, diving equipment... none of it would exist today if it wasn't for the unreasonable mind.

Will Smith, the actor, says he 'runs' from realistic people. They are the killers of dreams. Johnny says 'I want to be a xxx...' The realistic 'helper' says 'Be realistic.' Johnny gives up on the dream, or parks it away to get on with living 'realistically'.

Fight the urge to do this! Fight it with all you've got! I used to be realistic, and I played it safe, so I never risked failure, disappointment or feeling inadequate. Which meant I constantly felt like a failure, disappointed because nothing ever happened and what's worse, the lack of action GAURANTEED I felt inadequate.



It's only when I became unreasonable, and really started to fight for the dreams I had locked away, that anything happened. Remember, I had 10 years of playing it safe, keeping my dreams locked away for 'safety'.

At The Coaching Institute we all have stickers saying 'Yes, I can.' Everyone gets a sticker when they join the team. It's our way of saying we can do it, even if it takes some effort, or involves risking making a mess, or, God forbid, failure.

Because if we weren't willing to risk failing, we would never know what it means to experience success.

Tony Robbins talks about 'massive action' preceded by massive belief.

I like this, because either way, I'm thinking. I'm either thinking I can, or thinking I can't. Either way, my RAS will make it right, so I may as well think big!

Dreams can come true. It happens every day. You've just got to get a little more unrealistic, a little more unreasonable, and then... get a system... check this out...

A new method of goal setting combines the traditional SMART process with the Law of Attraction; it's called SAFE. SAFE stands for:

See your goal vividly,

Accept it on faith,

Feel it with emotion, and

Express it in pictures and words.

Chapter 5: Act on It

A dream is great. A diary with a plan is better!

Landmarks like the Statue of Liberty of the United States of America, the Big Ben of England, the Taj Mahal of India, the Great Wall of China, and any other favourites you've seen or want to see...

Imagine if these great ideas, these dreams were not acted upon, will we ever have them to be enjoyed by people from every nation on earth? What kind of achievement will each nation have if great thinkers just sit on their ideas and never acted on it. Absolutely nothing. There'd be a lot more TV watching (if that's possible?).

So what's keeping us from acting on our ideas? Fear of failure is our biggest deterrent. Fear of being ridiculed, fear of sinking further to a depressed state than we presently are, fear of totally losing all we've got if we don't succeed, fear of taking risk, fear of getting it wrong, fear of the unknown... That's a fair bit!

And it's what stops people from every doing what they have dreamed of. I see it enough to know that the whole burden gets lifted when they DO something. Even if it's a TINY little action with tiny little consequences, the act itself is enough to open the doorway for possibilities.

Just a little crack in the door is enough!

The risk involved in gambling is for non-thinkers. This is tantamount to luck risk, not good judgment risk. Risk of this kind has no room in goal realization. It is like ignoring safety on the road, just for kicks, come what may, short-lived, to satisfy a craving.

However, risk in pursuit of a goal has a definite lasting purpose, a purpose that could bring untold benefits once you achieve your goals. It is a risk worth taking for thinkers, not for non-thinkers. Risk in pursuit of a goal can bring stability and security in life, a sense of wellbeing and happiness.

You already know this but I'll say it anyway. Most of what you fear won't ever actually happen. In fact, you are going to be pushed to even remember what you were afraid of once you get started.

Think of times in the past when this has been true for you.

Fear of what MAY go wrong (so our imagination is what we're afraid of?) is the biggest stumbling block to acting on a creative dream that it





practically holds everything still. So it is imperative that we see these fears for what they are...

We have what's called Old Brain and New Brain. I'm sure they have better titles than that, but this will do for us to get the idea!

New Brain is rational, clear thinking and accesses the situation.

Old Brain sees something new, retreats, gets worried, and looks to protect you, because it does NOT like anything new.

It's designed to protect you from tigers and other stuff that actually causes real harm.

No tigers? It doesn't care! It sees tigers in anything new. New idea? NOOO! Stay away!!!! New!!!! Scary!!! Might harm us!!!! Run!!!!

New opportunity? Are you kidding me???? Get back home in front of the TV!!!! Whew!!!! That's better!!! For a moment there I thought you were actually going to do something that I can't see all the steps.

Not on MY watch, buddy!!!

Old Brain, bless its cotton socks, is ONLY happy if you're still, safe, not thinking of changing and deep in a rut.

No tigers there.

'You can conquer almost any fear if you will only make up your mind to do so. For remember, fear doesn't exist anywhere except in the mind.'

Dale Carnegie

The problem with this is pretty obvious. And I have to ask, why aren't we taught this stuff in school? Would have saved me 10 years!

So we listen to Old Brain, thinking it's us making 'reasonable' decisions.

And that's how people get old. Not age old, I mean mind-old.

'You can conquer almost any fear if you will only make up your mind to do so. For remember, fear doesn't exist anywhere except in the mind.'

Dale Carnegie

If you want to understand adversity, take two identical acorns from the same oak tree and plant them in two different locations. Plant the first in the middle of a dense forest, and the other on a hill by itself.

Here's what will happen. The oak standing on a hillside is exposed to every storm and gale. As a result its roots plunge deep into the earth and spread in every direction, even wrapping themselves around giant boulders. At times it may seem the tree isn't growing fast enough - but the growth is happening underground. It's as if the roots know they must protect the tree from the threatening elements.

What about the acorn planted in the forest? It becomes a weak, frail sapling having to compete with giant oaks for nutrients and space. And since it is protected by its neighbours, the little oak doesn't sense the need to spread its roots for support.

Don't be afraid of adversity welcome it! That's your sure-fire route to ultimate success.

Chapter 6: Conditioning the Mind

The shortest distance between two points is a straight line.

In goal achievement, the first point is our dream...

...the distance is the action we take to turn the dream into reality, and...

...the second point is our goal.

A straight line means zero obstacles.

Not going to happen! Seems to me, the more important the goal is to me, the bigger the obstacles. I also know from experience, that each time I overcome an obstacle I am getting better prepared for the next challenge.

We gotta toughen up!

Tony Robbins talks about obstacles being the stepping stones for us to walk on to become the person we are supposed to become.

There are five ways to condition the mind:

1. **Gather 'reference points' for success** – focus on, immerse yourself in and stay present to all the things you can do. These reference points become the reminders to you that you can keep going, even if there are obstacles.
2. **Remember 'cause' and 'effect'** (you might remember this from the free coaching course you did with us) – the Law of Cause and Effect states that the more we take responsibility for our results and non results, the better our results! It's easy to take credit when things go well. It needs to be just as easy to take responsibility when things don't go well, rather than blaming something or someone else. The more responsibility we take, the more influence we have.
3. **Small steps** – take small steps every day. Even if it's to read your goals. Write them down, think about them, take little steps, just make sure you do something until it's habit. The Olympics aren't won on the day. They're won in the preparation. Start preparing for your personal greatness today.
4. **Hang out with people who believe in you** – and if you don't know anyone like that, get a new group! At The Coaching Institute one of things people love is the instant access to like minded people who encourage them.
5. **Focus on what you can do, not on what you can't** – the more you focus on what you can do, the more your RAS will work for you finding ways to help you.



There is no substitute for a determined mind.

Determined minds shape our world. Indifferent minds spoil it.

What you care about counts. What you act on makes the difference. Your self esteem grows each time you act on what's important to you. Self doubt is pretty well gone for me, these days, because of this.

Picture someone who has a mind filled with tense feelings and negative emotions. Easy to guess where you think this will lead to in goal realisation. Nowhere. This will lead to goal disintegration. You have to take all the garbage (negative self talk) out of your mind and replace it (the moment you notice it!) with something else.

Sometimes it takes a while to remember this. Minutes go past, and the negative self talk keeps going. Then you remember, 'Stop!'. Then you forget what you're supposed to do next.

This will make it easy...

Negative self-talk.

You notice the negative self-talk.

You stop and can't remember what to do next.

You tell yourself 'I can turn this around. And every day I get better at creating what I want.'

Write it down. Carry it around. Start making the difference in your thinking today.

Success, failure, good times, bad times, they all happen. They are part of life. But when failures and bad times occur, sometimes we become so affected by these circumstances to the point of being slaves to them. We feel so bad that we become affected by them in almost everything we do. We lose control and so more trouble drops in. And all these, if we analyse it, are based on the way our minds respond to it, the negative way.

Let your mind control the situation. Do not let the situation control your mind.

W. Mitchell was in a blazing motorcycle accident and a paralyzing plane crash four years later. (Read that again, it's true!)

He learned to take responsibility for the countless changes in his life. Whether coping with devastating burns over 65% of his body or being sentenced to life in a wheelchair, this once robust Marine firmly held on to his feisty nature and quick wit. It was "his" uphill journey and he was determined to maintain control,



There is no substitute for a determined mind.

cope with the changes, and prosper. **Without a doubt, Mitchell understands what it takes to rebuild and eventually reach the top.** His life clearly illustrates his philosophy -- that most limitations are self-imposed.

"Before I was paralysed, there were 10,000 things I could do. Now there are 9,000. I can either dwell on the 1,000 I lost, or focus on the 9,000 I have left."

W Mitchell

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W. Mitchell

Chapter 7: Goals that Care

The word 'care' as defined in the dictionary can mean worry or a troubled state of mind. It can also mean close attention, a heed, liking, protection, or responsibility. And it can also mean a feeling of concern or love. The last meaning is the care we need to infuse into our goals.

Care is a strong word when it comes to human characteristics, so strong that it can move mountains. It can drive a tough, heartless, no-nonsense guy into tears even if he is not the recipient.

Even in a world where someone believes that the law of self-preservation prevails, people can see through the motive of a goal or project if care is injected into it.

We've all been moved by a report of a story of a goal that is infused with care.

Contribution is the greatest quality we can bring in our lifetime.

Human nature has a way of reciprocating kindness or care by giving it its full support when they see a worthy cause at work. It's like two-way traffic.

When we focus on a goal with a touch of care, it is care that serves as the catalyst that drives us to make this goal succeed. We get so excited, we cannot wait for it to materialise. The result or outcome will give us an air of satisfaction or contentment. A bit like giving the presents at Christmas, rather than receiving them!

When care is there, it leaves a lasting impression to the person receiving it. Even if the receiver unintentionally or effortlessly thinks about it, the effect lingers for a very long period of time. And care usually multiplies by itself because beneficiaries or recipients cannot help but gladly talk about it.

Now imagine creating a world for those around you based on care.

Everybody could use some care once in a while. It boosts spirits to a higher level. In terms of goal selection, care is a big factor so much so that if incorporated into the choice of the goal we intend to pursue, it will propel the goal. People unite around goals that care.

It was Thanksgiving when a knock was heard on the door where a



struggling family lived. When the family's 10 year old son came to the door he was greeted with a smile from a stranger and a basket containing a generous Thanksgiving meal – a meal they would have otherwise gone without. That day the son made a promise to himself that he would do well enough in life so that one day he could return the favor.

That boy was Anthony Robbins.

This one selfless act of unconditional love inspired Anthony Robbins so deeply that, years later, with his first hard earned paycheck he delivered two baskets. These two baskets turned into millions in what is today called the Anthony Robbins Foundation International Basket Brigade. A Basket Brigade takes place when one person creates a basket of food that is delivered to a family in need. All that is asked is that one day when they're able, the recipient pay the gift forward.



When I heard that story I was motivated to act, and so The Coaching Institute Foundation was created. I personally donate thousands of dollars to it weekly, so we can really make a difference with goals that care.

“How wonderful it is that nobody need wait a single moment before starting to improve the world.”

Anne Frank

Chapter 8: Passion Drives the Goal

If enthusiasm could be bought as an item from a store, do you think it would sell? And if it did, just how much would you be willing to pay for it?

I'm pretty sure your response would be: 'You must be kidding. It'll be a sell out. The store would run out of stock, you'll have to wait in queue for a long time before you can get your order no matter the price.'

Who do you prefer hanging out with? People who are negative and uninspiring? Or people who are enthusiastic and motivated?

That doesn't mean being 'hyper-excited' or over the top. It doesn't mean suddenly becoming a different person.

It does mean getting enthusiastic about what you do, at the risk of it being noticed.

This touches a nerve for some people. For some reason, especially women. It's as if a large proportion of the population can't shine, can't be enthusiastic and can't have a twinkle in their eye for fear of being 'found out'.

'Hey, you're looking a bit enthusiastic, there. Settle it down.'

Ridiculous.

It's okay for people to see you buzzing with excitement. It's okay for people to wonder why your eyes are shining. It's okay to look enthusiastic. It's really attractive and makes people want to be with you. (If that's a bad thing, that's a different e-book! 😊)



Here are some tips to cultivate your enthusiasm:

1. **Adopt the “as if” principle.** I think it was Professor William James who first came up with it, and it’s cool...
The ‘as if’ principle is simply acting as if the thing you want is already here. For example, if it’s confidence you want, act as if you are confident. After a while, you’ll feel the way you want to feel.
2. **Adapt enthusiasm into the “every day counts” principle.** In other words, be enthusiastic on almost everything you do every day no matter how insignificant they are, no matter how small they are. All those small things when added up become big. This is the “as if” principle in small ways.
3. **Read your goals daily!** Can’t emphasize it enough. I get a little lost now if I don’t focus on my goals. I have a ‘putting out the bush fires’ day when I forget my goals – running from one crisis to another, reacting, and not being proactive. Yuk!
4. **Don’t get out of bed until you’ve thought five nice thoughts!** I’m not kidding about this one. Enthusiasm starts with your thoughts. Don’t wait to have a great day before you feel great. Feel great and you’ll have a great day.
5. **Don’t let the bastards get you down** – can’t tell you how many times people ask me what to do about the negative people around them! My advice – don’t let them beat you. Giving in to their thinking is simply not an option, and you already know that. So the only alternative, except whining about it, is to get on with your life regardless.

Chapter 9: Goal Achievers

How you define success is personal to you. Whether or not you achieve is also up to you. I've seen talented people squander what they have and achieve little. I've seen people with minimal talent achieve greatness simply through their determination to achieve their goals.

I've seen people who've been given every edge in life turn to drugs and I've seen raised around drugs create a legacy.

I've seen people break records when everyone told them to give up.

I've seen people give up when everyone told them they could succeed.

You've seen them too.

The difference is nothing but their thinking. What's in them is creating their world.

I think a real achiever is someone who:

1. Is truly happy and contented with the result or outcome of the goal they have aimed to attain no matter how small it is.
2. In spite the contentment, continues to further improve their skill and knowledge.
3. Aims for excellence and makes it a limitless endeavour.
4. Remains steadfast and humble or even humbler that they used to be in spite of their achievement.
5. Have served and will continue to serve others and make a difference.
6. Shares their talents with others.
7. Have not stepped on other's while in the pursuit of their goal.
8. Who remain grateful to the people who have helped them attain success.
9. Does not boast of their accomplishment.
10. Have complete appreciation for what they have, but more importantly, for whom they are and the difference they can make.



Final Thoughts

Hmmm... So, 10 years ago, I was thinking about committing suicide. I don't talk about it that much these days. Seems a distance memory.

I got myself into that position all on my own, with my thinking. I thought I wasn't good enough and would never amount to anything. I was sick all the time. I was depressed. I was self-involved and self-critical and all the other 'self- words you can think of.

Nothing seemed to be working. Everything I attempted turned out pretty rubbish. (I spent twelve years NOT getting any of my 6 crime novels published.)

And because of all of that, I was disconnected from everyone around me, so I was lonely too.

How I turned it around was to realise that the common element to all my misery was... me.

I went wherever I went. My misery came for the ride.

It wasn't, I realised, the world that was wrong, it was my thinking.

So then I asked myself, 'how do people who have had it harder than me have extraordinary lives, and me, who's had a pretty ordinary upbringing, manage to make such a hash of it?'

So I started studying. I studied everyone who had ever turned their lives around. I've shared some of their stories in this book for you.

They are the inspiration for me quitting my whinging and getting on with my life.

The day I stopped complaining, by the way, I had nothing to say. I had nothing positive to say about anything. So I shut up. And for 6 months I said very little, just listening, and learning, and changing my thinking.

Until when I spoke, I had something worthwhile to contribute.

Changing my thinking changed my world completely. Within 6 months I was working as a coach and within 2 years I had made my first million dollars. Since then it's gone from strength to strength, but what I do now is almost inconsequential to what I accomplished then. Changing my thinking was the most courageous, and toughest thing I have ever done.

Now it's just easy.

So... you've read the book (or just skipped to this bit) and you're asking... what now?

You can get a coaching session as a gift from me... just email timetoact@thecoachinginstitute.com.au or call me on 1800 094 927

You can join one of our programs and start learning about all this stuff in detail. Same contact details...

You can start studying each day with the people who inspire you.... You can do that right now.

Or, do nothing...

Whatever you choose, I wish you a great journey. If it has half the twists and turns my life has turned up so far, you're in for a great ride!

And no matter what, make a difference. Leave this world better for you having been here. It's a big request, but it's the purpose of our lives, so let's get started, I say...

Here's to YOUR success,

Sharon Pearson

CEO The Coaching Institute
Coaching Strategist
Author, writer, speaker, coach, trainer, entrepreneur
Winner Telstra Business Awards
Finalist Telstra Business Women's Awards
Wife
Daughter
Friend
Someone dead set on making a difference



"The difference between a helping hand and an outstretched palm is a twist of the wrist. "

Laurence Leamer, King of the Night

How to get in touch with us:

The Coaching Institute

335 Ferrars St

South Melbourne 3205 VICTORIA

1800 094 927

timetoact@thecoachinginstitute.com.au

www.thecoachinginstitute.com.au