



Defining Success – a five part guide

We all have our own definition of success. As we are all individuals this is a good thing. For many, this has been created through our life experiences. This includes exposure to those we consider our educators through life, such as parents, teachers, friends, work colleagues, and media to name a few. But also like most, you have also probably wondered why success is not within your own grasp, while others seem to attract it effortlessly. It is also completely normal if you have questioned the success of others, or lack of your own in certain areas. So what are some defining steps to success? The answer to this question is far greater than I can ever portray here, so here are a few key considerations. Rest assured however that these areas, and more, will be addressed in much greater depth as your journey with Transference continues into the future.

1. **Define your starting line.** Although intuitively, our Purpose, Vision, Values, and Goals seem simple enough to understand and live by, the reality for many is this is not the case. So why is that? It can be said that many in today's modern society become engrossed in the latest trends – whether this be a new TV show, the latest fashion, or even something that appears to be heartfelt and well-intended – spreading motivational quotes through social media for example. What this actually does however is it leaves us open to be swayed by popular opinion, or to start using words that we think we know the meaning of, but maybe, just maybe, we do not.

I'm obviously not talking about you, but if on the off chance you can relate, at some stage in your past life, or even now, this is a great thing. For without the ability to recognise where we are now – let's call that a starting line – how can we ever really move forward? More importantly, and something we all must be mindful of, is, if our current thoughts and beliefs are not in alignment with our goals, we will become out of sync. If our beliefs and goals are not in sync, there will be gaps or friction points with our values. This compounding effect increases with not living true to our vision and without alignment how can we ever hope to realise our purpose, and be successful at doing so?

The great thing is all the hard work you have done up until now is so important. This has got you to where you are now, and this present moment is the best starting line you can ever have to move towards your success. Align your Purpose, Vision, Values, and Goals with your beliefs and you will have a strong foundation for defining your starting line.

2. **Define your Fears.** It is safe to say we all have fears. In fact, if there was even one person on this planet that believes they do not fear anything, they are not being honest with themselves. Again, I'm only talking about all the other people here, but it is safe to say that if you cannot be honest with yourself, Step 1 is going to prove very difficult to achieve. We all run fear patterns and we will never be able to avoid this. What we can do however it acknowledge them when they occur and make a conscious decision as to how we deal with them.

Greg Braden has successfully categorised our fears into three universal fears:

- a. The fear of not being good enough.
- b. The fear of trusting and surrendering.
- c. The fear of abandonment and separation.

The counter-intuitive fact of fears is they are not real. We run endless scenarios through our mind with often horrific outcomes – time and time again. If you run the same joke through your head time and time again it stops being funny very quickly. But we continue to run fears through our heads and they never grow old. IN fact they grow stronger. Happiness and laughter, from a joke for example, is a much better outcome so why is it that fears hold such an immense power over us as compared to things to provide us joy and happiness.

FEAR can be viewed as an acronym – Fictitious Events Appearing Real or False Evidence Appearing Real. As our subconscious cannot differentiate between the real and the fictitious, every time a fear pattern is run your subconscious believes it to be true. Run it enough time and you become consumed with this fear.

This is not to say that the fear will manifest, but if you are focused on nothing else but that fear, there is a good chance at least part of it will occur. What we focus on is what we pay attention to and that is what we will receive. This will provide further confirmation that your fears were correct and the vicious circle continues. But what do we base our fears on. We draw from our past experiences, true or fictitious (remember your subconscious remembers all whether it actually happened or not, a TV show or a movie you watched, or even a book you read). Becoming aware of our fears, and how they affect us, is a crucial step in defining your fears and ultimately defining your success. If you understand and accept your fears, you now have the power to manage how they impact your success in all areas of your life.

3. **Define your definition of success.** A large majority of people I have had the privilege of igniting through Transference find it more difficult than they expected to actually define success. For many, the idea of success is pegged to the amount of money you have. In almost every instance this benchmark was not in alignment with their purpose, vision, passion and goals. Is it any wonder that success is illusive under these conflicting feelings and emotions?

The secret I have learnt from many successful people I have worked with and been coached and mentored by is that defining success is mostly counter-intuitive to what we first believe to be true. A great exemplar of this is riding a motorcycle. If, when at speed, you want to turn left on a motorbike, I am sure you would agree, the intuitive thing to do would be to turn the handlebars left like you have been taught when riding a pushbike. If you do this you will unfortunately keep on the same course you were before the turn. Picture a result of continuing on the same course and running off the road.

This is similar to defining your success. If we apply this same counter-intuitive principle, it does not matter what you have been taught previously, or believe to be true at this moment in time. If you stay the same course using the same tools to move you towards what you believe success is for you, you can only continue on the same path you already are. The counter-intuitive thought on the other hand would be where you are now at the starting line, thank the old you for helping you to get to that point, and launch yourself in a new direction in alignment with your purpose, vision, goals and beliefs. That is the only pathway I have ever found to best define your success and realise it on your terms.

For example, if you are living true to your purpose and vision, regardless of the dollar signs attached, are you successful? Or, if you are happy, living comfortably without having to worry about money, but not a millionaire, is that success? The answer will be different for everyone, but the one answer I can give you for certain is that if you do not know what your definition of success is, and if it is not in alignment with your purpose, values, passion and goals, your chances of success will be...(insert your own answer here).

4. **Define your language.** The language we use is so important in defining our success, whether external communication or internal dialog. Every negative comment, or internal thought, is recorded by our subconscious and influences all that comes next. Think about this for example. The most common responses to the question, "How are you?", is "Not bad" or "OK". Another, "How was your weekend?", with a common response, "Yeah, Pretty good"

In both examples what your subconscious mind hears is not the probable intent of your dialog. In the first example, "Not bad", or "OK" actually means you are not good and you could be better. In the second example, "Yeah, pretty good" translates to my weekend was not that good actually, I wish it was better. The reality is it probably was but the unconscious meaning you have given is what your brain remembers for ever. Not to mention what the person communicating with you takes away as their understanding of your comments.

The distinction and meanings of the words we use are one of the most powerful tools in our grasp and if we do not use them wisely, in a positive and forward thinking manner, our chances of defining our success will quickly fade.

As another example, I expect it is safe to say if we all took a moment to think hard on what would define our success we could all respond with some absolutely awesome definitions. Albeit true, it is also safe to say these definitions (in almost every instance) will be followed up with verbalised responses from you or others, or at least internally dialogued in your own mind, including, "That would be awesome but...", or "Oh yeah but...", or "I don't have enough time", or "I'm just not sure....". With a newfound way to think about how you language things, you will quickly draw the conclusion that each of these after thoughts is self-defeating and will actually move you away from the definition of success you desire. You now have the power to change your language, be aware of the damaging negativity it can have on both yourself and others, and consciously choose to select more appropriate words to distinguish the meanings of your words in every instance.

5. **Define your time.** Time is the one thing in life we cannot get back. Once it has passed it has passed – gone forever. Time management is a commonality within this definition. A mentor and close friend, Roy McDonald, once said to me "The past is history, the future is a mystery, so the only place to live in the present. Why is it called the present. Because it is a gift. The gift of time."

This being true, why do so many of us seem to be so time poor. ‘If only I had enough time...’, and ‘I’m just too busy’, for example. We all have the same amount of time in a day, a week, a month, a year. There are 168 hours in a week. We spend on average 56 hours a week sleeping, 40 hours working, and 35 hours eating, driving, showering, and carrying out other essential daily tasks. This leaves 37 hours per week, or around five hours a day that we have free. So the question really needs to be asked, “Why are we so time poor?”

Two keys to freeing up this time are:

- a. **The 80/20 rule.** This rule indicates that 80% of a result is gained in 20% of the available time we have. The remaining 80% of the time we have allocated is spent refining the result and chasing the remaining 20%. It is a fact that the best leaders in the world, and the most successful people, make decision fast and change their minds slowly. If you apply this 80/20 rule you can see why. A financial way to look at this rule is the top financially providing customers or clients for your business will fall into the 20% category, and the smaller sales, and the more time consuming sales, will fall in the 80% category. Defining your time, and how you allocate your time to produce the results and success you want can become a more fruitful endeavour with the application of this rule.
- b. **Urgent v’s important.** In our busy lives we generally find a large portion of our time is spend reacting and responding to the urgent. This is time consuming as there has generally been little preparation of the task at hand and it is very likely the job will not be done first time. Time is wasted on revisits to this task. Alternatively, if you think about the things that are important to you, not just from a work or business perspective, but things you love, like family, social activities, hobbies, those important things in your life, these things generally come easily. There is always enough time for them and they are realised effortlessly. Using this time model from the important categories in your life, if we move those urgent things into important things, we will have more time. The important never becomes urgent, we enjoy them a lot more and the results are always better. Can you imagine how this would feel in your business – everything runs smoothly, on time, with ease and grace. Take a moment now to picture that. Think about how harmonious your workplace would be, the conversations you would have with work colleagues at a while different level. You will also have enough time to spend time in the not-urgent and not-important zone as well, such as relaxing and watching a movie, or your favourite TV show.

Mick Wright – The Driver of Excellence

Remember, the impossible is possible, it just takes a little longer to get there...