

SWIFT ACTION WITH FIERCE FOCUS

# SWIFT SUCCESS



Revolutionary  
New Mindset  
System for Moving  
from Whining  
to Winning  
*...Fast!*

TONY DOVALE



**Discover why 90% of people never achieve their dreams, and real success. Learn from my 40+ years of experience and wisdom to change that forever.**

**1-Minute Wisdom:** Insights, tools, and simple strategic steps, for **activating** a resilient, happy, and wealthy mindset, and positively transforming your life with FIERCE Focus and SWIFT ACTION, for exponential success.

**[www.successactivators.com](http://www.successactivators.com)**

*“The future depends on what you do today.” -Mahatma Gandhi*

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## Why a Success Activator?

Are you as successful as you would like? If not, why not?

We all want success, but our present MINDSET prevents us from taking the required actions to accomplish it. So we go to the “experts” who push their answers. But it seldom helps us because it’s not lack of information that’s the problem... it’s your MINDSET and inner system!

*Mindset: Your beliefs, values, expectations and habits of thinking, and feelings, that directly control your viewpoint, disposition, and pre-conceived ideas, about possible outcomes, interpretations and reactions, i.e., feelings, thoughts, actions, and RESULTS.*

You have very possibly been lied to by every self-help guru or self-development system you’ve ever trusted. It’s time for the truth to set you free and put you on the genuine path to SWIFT real success. We need more savvy, smart and successful role models who are truly wealthy in every area of life.

It’s not a guru’s method or system you need to be successful; it’s your MINDSET and HEARTSET that you need to upgrade if you are to truly transform your life. This book contains potent tools designed to help you, entrepreneurs, and leaders, to improve your mindset, thinking, and actions, to become truly successful in every area of life and businesses.

It will reveal how you can build a game-changing, winning mindset to become up to seven times more valuable in the business marketplace, and ensure your success, peace and

happiness. When leading a high-performance life, team or business, mindset trumps skillset every time. *Skillset value is short-lived and transactional; mindset value and benefit is life-long and transformational.*

I've spent over 40+ years preparing this mindset and heartset wisdom into a simple, potent, proven, system that you can use to upgrade your mental software (Warmware), transform your mindset, lift your leadership, and create real and sustainable SWIFT success that honours your CORE values.

I've struggled with many of the same things you've struggled with—fear, uncertainty, lack of focus, distractions, low self-esteem and poor self-confidence. I understand where you are. I've been there.

I share this life-transforming information and my LifeShift Success Ensurance methods so you can begin to transform your life.

These are simple steps to enable you to build a new heart/mindset that will allow you to overcome your stuckness, stress, fear, and procrastination. We will help you prevail against the odds to become a positive, proactive, potent, prosperous, SWIFT Success Gladiator.

Today is the day you accelerate your self-mastery beyond what you have ever considered realistic, reasonable or likely. This is your first SPARK in becoming fully ACTIVATED; to expanding and using your fullest potential.

This is your ticket to the fast track, to building your winner's MINDSET, and the start of developing greater

Psychological CAPITAL and psychological ASSETS to transform every area of your life forever.

Your heart/mindset impacts everything you think, feel, see, say and do. Ready for a LifeShift? Then let your transformation begin. You truly deserve it.

**Everything You Need to Know to, Make Yourself 7x  
More Valuable, and Resilient, and Live  
the Life of Your Dreams**

## **My Promise**

### **A Transformed GO-Mindset and Better Life**

If you apply this material, it WILL CHANGE YOUR MINDSET into a Growth-Optimised mindset and better LIFE... *SWIFTLY!* This is the distillation of vast reading, research, life experiences and WISDOM. This is everything I wished I had when I was younger.

The Winners Mindset Method is the fastest, simplest and most powerful way to make the changes you want in your life, whether it be mental, physical, emotional, financial, or in the realm of relationships.

Early on, I was given the secret to my success by a prosperous global speaker and author. She told me exactly what I needed to do to transform my future.

She gave me her entire system! BUT I did nothing with it for over 30 years... Why? Because I had the wrong mindset!

My goal is to teach you the foundations for creating real wealth. Remember: The rich have lots of money, but the wealthy don't worry about money, they know the real value of getting their "ends" goals.

#### **Time To Shift Your Mindset From Stuck To Sparked!**

It is my passionate intention that this material becomes your SPARK for crafting a powerful, fiercely-focused, life-changing, SWIFT Action Mindset. Helping you to stand up, stand out, and create true success in all areas of your life.

This is about activating, expanding, and using your fullest potential.

We all get stuck sometimes; it's a part of life. We need someone to re-spark our dreams and energize our actions. Because, if we are to move from a spark to a flame, and flame to fire, and fire to unstoppable furnace.

It all starts with a vital spark that grows! This, is that spark that will jumpstart your new wealthy, proactive and resilient, GO Mindset.

It's up to you to continue the journey and adventure of building the spark into a flame, and then into a bigger fire, and then into an unstoppable Growth-Optimised Mindset furnace, that will take you all the way to the top. This is your passport to SWIFT and TRUE Success.

This SWIFT Success system is beyond going for rich, which is merely money.

The Wealthy Mindset is about building a truly wealthy, abundant and wonder-filled life: Relationships, health, finances, meaning, joy, wisdom, peace, and love.

Namaste'

A handwritten signature in black ink that reads "Tony Doxale". The signature is written in a cursive, flowing style with a large initial 'T'.



## ACKNOWLEDGMENT

This information is a refinement of the great writers, speakers, facilitators, authors, and Alchemists, who take the action to get their messages out into the world. Your message has borne fruit in my life.

We hear, hope, wish, and dream a lot, though very few take the action required to create the Mindsets that will ensure their potential destiny.

This is also based upon my own personal experiences, which finally brought me to taking the action on advice I got when I was 24, from my friend, author, and business expert, Wendy Evans.

Thanks, Wendy xx.

## DEDICATION

### **This book is dedicated to:**

The special people in my life who created the belief and experiences, that enabled me to finally take action and complete one of my dreams: This book of wisdoms, learning, unleashing your potential, and creating bigger possibilities.

All those people who take SWIFT actions, with FIERCE focus, to make bold, and great, things happen in the world.

The first step toward success is taken when you refuse to be a captive of a mindset of fear, limiting beliefs, negative programming, and poor attitudes, that have, until now, held you back, from using your fullest potential.

It's time to activate your fullest #Adaptability to ensure that you thrive in ever more uncertain and volatile times.

Thanks to Gerry Robert for his generosity, passion, expertise, and expert mentoring.

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## Wisdom 1

### Do You Have a Dream?

Are you aware that by the time many people are 65, they are financially destitute and forced to eat dog food, or not such nice food?

This is because they have not prepared, nor planned, properly for their retirement. Ninety percent of people will not have enough money saved to retire at age 65.

You may even be forced to keep working until you're 90! Why?

Are you entirely happy with your life? Almost eighty percent of people are not. Do you dream of a better life for you and your family? Do you have a desire to make your dreams a reality? Can you activate and expand your potential? Are you using your fullest potential?

Are you ready to shift desire into a powerful, activated GO-Mindset in which you're committed to ensuring success, whatever that success means to you?

Would you like assistance and guidance to ensure you move toward your goals on a regular basis with a potent and unstoppable winning GO Mindset (Growth Optimised) and SWIFT, fiercely-focused action?

You undoubtedly have books on your shelves, which, if you actioned the insights, could transform your life. So why have you not taken the requisite actions?

The question is: Why are you not able to generate the success you desire? What is holding you back? Most self-development workshops, books, videos, and gurus have no real value for you.

Most people sell themselves out of their dreams for a life of just “OK,” instead of stretching for something sensational. Why?

Because you can only be as successful as your internal programs, Identity, and mindset will allow.

Unless your core internal drivers, limiting mindset, and personal identity issues and constraints, are resolved, no amount of reading or workshops will set you free or empower you to succeed at your highest potential.

The reality is, most people are just not ready for their dreams! Their identity is limiting, their mindset is wrong; their approach is wrong; their energy is wrong; their vibration is wrong; their focus is wrong, and their strategy is wrong, too.

They live an unfulfilled and frustrated life.

Have you also given up on your dreams? Maybe it's because you:

- Lack clarity, focus and discipline
- Fear rejection, loss or failure
- Have low self-esteem or limiting beliefs
- Lack confidence and procrastinate a lot
- Have goals that don't work for you
- Are unsure what to do next



Our Success Activator procrastination buster and Mindset modifier will work for you, guaranteed, because it goes beyond reading. It goes to the heart of the matter, that which really matters to you.

So, after this book, stop reading, stop yapping, stop procrastinating, and start taking massive, Fiercely-Focused SWIFT action.

Build your new identity, expand your potential, and develop a winning Mindset that takes the requisite actions to achieve your dreams and true success!

## Wisdom 2

### The Alchemist's Advantage

To Achieve new results require new mindsets and fiercely focussed SWIFT actions.

In the past, the Alchemists were the scientists. They were linked with the Philosopher's Stone, with the discovery of the formula for the Elixir of Life, and the transmutation of metals, such as the search to transform lead into gold.

Alchemists' aims were to take something heavy, dirty and dark, and transform it into something valuable, beautiful and harmonious.

They persisted with never-failing patience and persistence in the unravelling of the mysteries and challenges. They had tenacity of purpose in the face of persecution and ridicule throughout the ages; the strength to persist towards their visions, against all odds.

How clear is your purpose? How focussed and determined are your actions?

#### **Alchemists Pursued a Vision**

The Alchemists were special, conscious people inspired by a driving vision—a vision of man, made perfect, freed from disease and the limitations of a warring mind and body, standing godlike in the realization of a power that even at this very moment lies hidden in the deeper strata of consciousness. You too have that potential power.

A vision of man, made truly in the image and likeness of the One Divine Mind, in its perfection, beauty and harmony.

You, too, have a powerful driving purpose and vision. It's been hidden by your ego and a limiting mindset because you may be too scared to allow yourself to be awesome, outstanding and excellent.

*"To believe in something and not to live it, is dishonest." - —Mahatma Gandhi*



## **Wisdom 3**

### **MY Paraglider Crash Is A Gift?**

Once upon a time, whilst skiing in the snow-covered Austrian town of St. Johan, I saw others paragliding and it seemed fun. I was ready for a new and exciting adventure. So I decided to learn to paraglide.

Back home, I took paragliding lessons and bought all the equipment, but I didn't buy a safety chute. I didn't believe I would need one. I was being cheap!

I flew over 105 amazing flights! Early one summer's morning, we were on top of Arthur's Seat in the beautiful South African Drakensburg Mountains, 645 meters above the farmlands below.

I was eager to take off first, and laid my paraglider out on the mountain top. I did my pre-flight checks, harnessed up and was ready, just meters from the edge of the sheer cliff face—with 100 percent faith that everything would be fine, just like the 105 times before.

I got the go-ahead to launch, and ran like crazy towards the mountain cliff. I was running flat out towards the "edge of nothing".

As I ran off the cliff I gulped hard as the ground instantly fell away from under me. My body weight dropped into the flying harness attaching me to my paraglider that floated gracefully about 8 meters above my head.

Suddenly... *ouch!* I felt an excruciating pain between my legs! Yes, in my groin. It was so painful, that in reacting to stop the pain, I let go of the paraglider controls, in order to adjust my harness and stop the pain! I should have remained in control of the paraglider, but I didn't.

### **All Actions Have Consequences**

In those conditions, consequences could be dire. My paraglider, now with no brakes to slow it down, rapidly flew over my head, then down in front of me, then swiftly flipped underneath me! The glider and I were suddenly tumbling down the mountain face when we should have been gracefully gliding aloft away, safely, from the mountainside. As I plummeted downward, in fully freaked-out free-fall, I passed my paraglider at a mind-boggling speed.

In the process of the fall, I became a human pendulum at the end of an 8-meter-long line connecting me to the paraglider, which was now re-inflating, and about to fly above me once more. Before I knew it, my 100-kg penduluming body smashed into a jagged rocky outcrop about 50 meters below the take-off point above me.

As I smashed into the rocks, I felt searing pain in both my feet. They took the initial brutal impact of my fall. Next, my right thigh was smashed against the rocks, which dug deep into the muscles, right to the bone, crushing my rear thigh muscles beneath the force of impact.

As I smashed sideways into another boulder, I felt my ribs twist and crack! My once sturdy back protector crumpled under

the immense force, and my upper right arm was gauged, whilst my head and half-off helmet flailed around like a rag doll being shaken apart by a ferocious bulldog. Pain engulfed me, fear exploded, and I felt broken.

All of this occurred within the first few seconds of my inadvertent free-fall; by now my groin pain was irrelevant. I was in blinding pain throughout my entire body, but my real problems were only just beginning.

I was semi-conscious, disoriented, and in shock. My paraglider was still flying about 600 meters above the fields! With its strong momentum, my paraglider had pulled me off the outcropping once more, and back into normal flight... with one problem: I was now flying straight towards another cliff face. I was about to crash again! I vaguely recall a part of me exclaiming, “Today is not the day to die!” as I feebly strained to steer my paraglider away from the oncoming rock face.

There I was, just 10 seconds from take-off, still flying, half a kilometre above the ground, crushed, cracked, bleeding, semi-conscious, and in horrifying pain, as my glider cheerfully wandered on its merry way, gliding in the early morning light.

The pain was searing through my feet, thigh, ribs, arms and back—those parts having taken the brunt of my bone-shattering fall. My fall had been like free jumping off a five-story building and landing feet first!

As I glided, now out of control, far above the farmlands, my paraglider began rising in the warm thermals—going up and up, ever higher. On any other day, this climbing higher would be

heaven, but today it was hell. Confused and slipping in and out of consciousness, I reflected on my condition between moans of pain, as my broken ribs grated against each other as the paraglider gently twisted in the rising air thermals.

My next problem would be landing: How could I land with all my injuries? After 20 minutes of semi-conscious flying, I became conscious and aware enough to be able to steer towards the landing zone far below me.

I would have to find a way to land without running. My feet weren't happy, and parachute-rolling onto my back would further injure my ribs and back. My body had cooled down in the cool morning air, so now my ribs and injuries were hurting even more.

It was agonising just to take shallow breaths or to twist even slightly. Landing was a nightmare—too fast, too little wind to moderate my landing and slow me down. But I was able to land on one foot with a hop and skip on my left foot before I slumped to the ground, groaning in agony, hardly able to breathe or even call for help.

All of my friends were back on the top of the mountain oblivious of what had happened to me far below their line of sight. My question now was how to get up, pack my glider, walk 3 kilometres, back to the farm, get in my car and drive myself to a hospital. I finally managed, with the aid of a friend, to make it to a local hospital where I was treated, and then, the next day, I had to drive five excruciatingly painful hours back home.

I survived that drive home, growling all the way, to keep my stomach muscles taught in order to limit the pain in my ribs.

I spent three months in bed, recovering. To this day, I have a hole in my right thigh where the muscle was separated from the bone during the crash.

My ribs still have a few bumps and holes where there shouldn't be any. But I survived a 50+meter fall. And, I am truly grateful for the benefits of my crash!

**My primary lesson:** Life is short; you never know when it will end. The only time you have is now, now, NOW! Be present, be conscious, be mindful, and enjoy each moment! It's all that you have...Right NOW!

**Second lesson:** Prepare properly and make sure you are equipped correctly with tools, the right growth-optimised mindset, and best attitude and energy to do the job properly.

**Third lesson:** Stay flexible, agile, and resilient, in order to handle whatever life throws at you. Bounce back again. Failure isn't about falling down; it's about STAYING down. Always get back up!

**Fourth lesson:** If you are going to do something, give it 110 percent effort, focus, and attention, with the best mindset. Mindset matters most in ensuring optimal success!

**Fifth lesson:** If you stay in your comfort zone, you will have a boring life, and may end up eating dog food when you cannot afford to retire. You didn't come to this planet to play small.



Life is a gift, a blessing, and an opportunity to experiment and discover who you truly are, and why you've come to this place.

I discovered on that day of my crash that there is much more to life than work. But you must get out there, be an adventurer, explore, and experiment, to create the life you want, with a Winner's Mindset, with passion and *love*.

So, what are you doing to ensure your present moments are filled with love, appreciation, passion, growth, gratitude and wisdom? What are you doing to make sure to positively impact others in your space?

## Wisdom 4

### Results Beyond Reasons

Here is my life's wisdom distilled into one paragraph:

**You have free will to act, unless you give it away. You have the power to act, unless you decide not to. You have everything you need to experience a great life, unless you decide not to. At the end of the day, your experiences, impacts, lifestyle, mindset, and legacy are 100 percent in your control, unless you decide to give that power and choice away, too. Essentially, you have created what you believe you deserve to have.**

**You have all the potential...How will you best use it?**

To become a millionaire, you must FIRST resonate, think, act, and add value, at that millionaire level.

Then you will DO the things the millionaires do, then you will create and have the stuff millionaires have.

BE-DO-HAVE is the order for creating your ideal future.

Your reasons for why you have not succeeded may be bigger than your reasons for why you can and should—until now. It's about time for a shift in consciousness, commitment, and a shift in actions.

Results will happen for you when your "Why?" becomes bigger than your "Why Not!" Results begin to happen when you give more energy to your plans than to your fears.

Worthwhile results will happen only when you begin to take fiercely focused and intelligent SWIFT action.

Results will happen when your head and your heart work together to create a winning Mindset that ensures your goals are satisfying, meaningful, and worthwhile for your mind and your Soul.

A shift will happen when you commit to create *Results Beyond Reasons!* It takes a shift from learning and getting ready to take action, to taking massive focused, bold action, and learning along the way.

*"Action is the real measure of intelligence."*

—Napoleon Hill

## Wisdom 5

### The Success Activator's Reality Check

What benefits and results would be available to you if you activated more of your potential to achieve your dreams? What could you achieve if you were using a system and process that ensured that you created a new mindset, helping you take SWIFT actions, with fierce focus, to achieve true success?

If your existing strategy has not worked yet, is it likely that it never will. Let's look at some new ideas, approaches and strategies that can work for you.

Seeking the guidance of a mentor or coach can help you achieve your full potential quicker, and put you in line to fast track your success. So, what results and achievements can you imagine if you took me as your Winners' GO-Mindset Success ACTIVATOR today?

Consider these questions:

- Are you currently working in your dream job or business?
- Are you currently earning what you believe you are worth?
- Are you still procrastinating?
- Are you being everything you can be?
- Do you wish you could take action to begin that project?
- Are your goals not bringing you long-term satisfaction?
- Does fear drive your decision-making?
- Does your past have more control over your present?
- Are you ready for a commitment to results beyond reasons?

If you are frustrated with how your life has turned out, and are ready to take focused SWIFT action, then I am your SWIFT Action Activator. Welcome to a new adventure.

Most of us are guilty of promising to take action but doing nothing. We make New Year's resolutions and less than 10 percent of us follow through. How about you; are you a talker or a walker? Are you walking-your-talk, living your dream lifestyle?

Are you taking the most effective actions that will make your heart and soul sing with joy on a sustainable basis?

### **New Possibilities Here and Now!**

It's easy to talk a good talk, and most people do. But very few take focused SWIFT action and enjoy the benefits they create on a consistent basis.

The SWIFT Success Activator Ensurance system is designed as a concise and insightful process. It is intended to assist you in understanding and managing your mindset and thinking systems.

It is designed to help you build a bullet-proof mindset, to activate SWIFTer actions in every area of your life to create far better results for yourself and your family.

Why haven't your self-development books made you successful yet? You may be looking outside for a solution to solve an inside problem. You'll never achieve any real level of sustained success in today's times with your old mindset and outdated strategies.

I have tried almost all of them. I have over 2,500 "self-development" books that were meant to be *self-development*

books. I have videos, tapes, PDFs, etc.... all external stuff. All are useless, unless you are activated from the inside out first to take SWIFT action, not just thoughts.

Tactical execution is 85 percent of all success. That is what this book is about. You don't need other gurus' material—you need a winner's mindset to deliver excellence with SWIFT action and fierce focus, aligned with your Soul's goals.

Unless you decide to make today a new and different day, with better thinking, feeling and actions, nothing will shift.

It's about going for your fullest potential and ensuring SWIFT action in achieving your dreams! Are you ready to shift, to step up and take responsibility for real results and success?

*"Action expresses priorities."*

*—Mahatma Gandhi*

## **Wisdom 6**

### **No Action or Traction?**

If you have a dream, but no action, the Success Activators Ensurance system is for you. If you have been planning, hoping and dreaming, but taking no action, this is for you.

If you are ready to transform your life or business results, then the SWIFT Success Activator will help you build that new, more effective identity and mindset.

#### **From Stuck to Spark, to Flame, to Fire, to Furnace**

All fires begin with a tiny spark. As that spark comes to life and uses its available resources, its activities enable it to grow even more. Step-by-step the spark increases in energy, action, potential and power.

In the beginning, the spark is fragile and requires nurturing. But the bigger it grows, the more potent it becomes. Soon, the spark develops into a self-reinforcing flame. It can grow nearly unstoppable as long as it has the necessary resources.

This could be you: Active, proactive, passionate, potent and soaring toward your goals. But you have to start with a spark, and nurture its energy through sustained and focussed action. Plus you must ensure you have the right mindset to keep it growing and thriving.

Has something got you ready to begin a new adventure? What hope or dream is waiting to spark into life within you? Waiting for you to begin to grow from a small spark of potential, and into a clearer thought like a flame, and then into a valuable

vision like a full-blown fire? And then into an unstoppable resilient success-ensuring furnace

Once your success furnace starts burning, it's almost impossible to stop it! All you may need right now is the right identity and mindset, intelligent, proactive, focused SWIFT action steps, and fiercely focussed, with a sustainable core drive to get you moving towards your goals.

Are you ready to stop wasting time, stop wasting your life, get off the slouch couch and ensure that you take the SWIFT actions that will transform your life forever?

The dream I am committed to creating in reality is:

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*"Optimism is the faith that leads to achievement. Nothing can be done without hope and confidence."*

—Helen Keller



## Wisdom 7

### Get Your SHIFT Together

Are you ready to take control of your destiny? Are you ready to step up, become your own captain and get your “shift” together?

The movie, *The Secret*, contains a great theory about the laws of attraction and manifesting, but to ensure success it requires major missing secret ingredients, that you will find here.

These secret ingredients are an IDENTITY that deserves success, the SWIFT Success Activator Mindset that ensures SWIFT fiercely focused action. Otherwise, it’s just the same as hoping and dreaming your fairy godmother is going to magically give you everything you dreamed. Sorry! That isn’t how dreams come true.

Whether you have given up on your dreams or have yet to begin creating them, the SWIFT Action Success Activator System will give you the identity, and drive, you need to begin to activate your energy, focus, and potential, to ensure you create the results you envision! It all starts with creating the FEELINGS of success.

This requires a shift in mindset, focus, self-talk, and action. The real question is: Are you ready and prepared to pay the price? It is time to shift from learning to doing with FIERCE focus. All results require requisite actions and emotion to ensure greatest real success, in all areas of your life.

Time to stop the limiting self-talk, choose a direction, prepare as best you can for a good start, and then GO! Focused ACTION, in the direction of your dreams. The time has never been better than this moment, right now! Learn and adjust as you go.

## Wisdom 8

### Reaction or Response?

To create any kind of reasonable, successful action, you must turn *reactions* into *responses*, i.e., you must become *response-able* for your *re-actions*.

Many people are run by their old mental programs. They run 100 percent on automatic reaction, just like a robot.

Research shows that by the age of 65, 85 percent of people will not have taken the actions necessary to create a sustainable quality of life, for the rest of their 30+ years of life.

Will you be in the top 10 percent of consistent fiercely focussed action-takers or the 85-to-90 percent of people who react to life and end up wishing you had done otherwise?

Are you ready and committed to creating the results you've always desired and dreamed?

Ninety percent of people never walk their talk! How about you? Why have you not taken action up until now to actually achieve your dreams? Be honest.

You are the Action Master of your YOU-niverse, which means you are the one appointed to shift your dreams, wishes and intentions into SWIFT actions, with FIERCE focus, that create true success.

## **It's About Time!**

It's time to step up with a new, empowering vision for you and for your family. Stop waiting for permission! You have what you need to start; simply begin and adjust as you go.

The majority of success happens in the effective execution of ideas. It's time to expand your evaluation of what's possible. It's time to move past the fear into freedom and fun.

Now is your time! NOW! We've all been waiting for you. Time to activate your fullest potential.



## Wisdom 9

### Your Time

**Deepen and live the feelings of “success” and you will begin to attract “like” feelings and results back to you.**

Imagine you’ve just received a cheque for \$5 million for something amazing that you created. Take a moment and immerse yourself fully into the feelings, thoughts, and images, of this imagined new experience of wealth. What does it feel like?

See the pictures of wealth in your mind as if you are looking through your own eyes, and are actually there. What do you see, feel, hear, think and say? Fully live the feeling. Amplify it. What is it like?

Breathe this feeling into every cell of your body. Notice now how your body begins to relax into the safety of this amazing feeling as a result of your visualization. Feels great doesn’t it?

Few people get to experience this feeling on a long-term basis! Imagine how you could begin to positively impact the world from this powerful and positive space. Before you let go and relax, allow me to anchor you to “The Success Activators” core feeling, which is required for ensuring greater success.

So hold onto that feeling a little longer now... Imagine me standing right there with you at the peak of your feelings. Now amplify the feelings by double, and double again. You are feeling safe, prosperous, and incredibly proud of your success.

When you reach this level, ask your Soul, “What is it that I’m on earth to do?”

Listen to the answer you hear from within. It will feel right and good! You will know its truth and immediately feel successful and *activated*.

Make the commitment to recreate this successful feeling any time you like, and to embark on this new adventure with passion, commitment and purpose.

You may choose to create a magic word to link or “anchor” to these wonderful feelings of prosperity, success and happiness. Feel the feelings. See your pictures. Say your magic word out loud.

Do this 10 times to anchor the core success feelings and visions of success deeply into your cells, psyche and identity.

Do this daily for the next 60 days.

My magic word is: \_\_\_\_\_

## Wisdom 10

### My Success Ensurance Formula

Even though I've done some amazing things in my life—like start three computer companies; be a Mobile DJ; setup and manage a local radio station, run marketing and sales for two TV, and three radio station channels; be a radio show host and presenter on my own daily program, *The Now Factor*. *And... and...*—I don't feel I fully achieved what I *could have*.

Like writing my book and delivering my life-changing workshops, I knew what to do, but didn't *do* what I knew, for more than 30 years! Big challenges, and big loss!

Fortunately, because of my research and experience, I can distil my 40 plus years of trial and error into a simple SWIFT SUCCESS ACTIVATOR formula. A system to help save you time, money and reduce your risks. It can prevent you from stumbling in the dark, only hoping to be lucky one day. Luck is a fickle partner for most people.

Here is my formula for successfully achieving your desired results:

$$\text{Plan (Energy x Mindset x Ability x SWIFT Action) * ENSURANCE}$$

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$$\text{Limiting Belief + Fears + Distraction + "Leaks" * Learned Helplessness}$$

These components work together to create your **state** and your Success Action Potential. A state has physical, energetic, mental and emotional aspects. If you are not in the right state to

take action, you never will. This is most people's problem. They are in a reactive state.

**Energy** refers to how much vitality you have. It's dependent upon what fuel (food) you're putting into your body, the quality of your sleep, your mental focus, and how much passion you have for your goal. It's about how inspired you feel and how much energy you have.

**Often, we know what to do, but we just don't have the energy to do what we know.** Without energy or fuel, your "Action Ferrari" is going nowhere.

**A Growth-Optimised Mindset** includes the range of beliefs, rules, values, perspectives, approach, and programs, that enable you to keep going even though your fuse has blown!

It's a winning mental attitude and the internal resilient programs that allow you to stay focused on moving toward positive outcomes, no matter what distracts you.

**The primary components of a Winner's GO-Mindset are H.A.R.D.**

- **H**appiness (longer term state) – As opposed to trait happiness or a fleeting or "orgasmic" happy moment.
- **A**ppreciative Mindset and Action Approach – Positive and grateful frame of reference or mindset for all of your actions and results.
- **R**esilience or Adversity Intelligence (AQ) – The ability to bounce back from problems, stress or pressure. A vitally important

mindset quality that will directly impact your chances of sustained success.

- **D**ecisive, Determined and Disciplined consistent action – Unless you take consistent, fiercely focused, SWIFT action, you’ll probably end up like I did, wasting a lot of time, effort and energy, and not getting to my goals.

**ABILITY** – knowledge, skills, mental acuity, expertise, experience and resources. Most of the time the main excuse for not achieving a goal is, “I don’t have enough (x, y or z).” It’s easy to blame inaction on a lack of resources—time, money, etc. Are you competent? What do you need to learn? Find out and then go learn it fast. Eighty-five percent of success is about *the ability* to act SWIFTLY, in a fiercely focussed direction.

**PLAN** – Many people spend more time planning their vacation or weekends than they do planning their life and goals. They seldom, create a real clear plan for their lives. It remains full of fluffy dreams with no real plan for action or destination. Where is your life blueprint?

**ACTION** – The number one reason that people are not as successful as they hope is because they don’t have clear, incremental, focused action and a plan to move daily toward their dreams.

There is one more factor that impacts your success potential. The **ENVIRONMENT** where you are working to succeed is important. Your environment or culture can account for almost 50 percent of your results, if you let it!



You may have almost all of the required resources, attitudes and actions, but if your environment or culture is not conducive, or not able to support, your actions and goals, then even the best action master may struggle to achieve his or her designed level of success.

**BELIEFS** are the accelerators or deflectors of actions. If you have limiting beliefs, you might go through the motions, but never truly give it your best. Your beliefs come from your experiences, observations, lessons, decisions and projections. Do you have limiting beliefs? How much do they control your core capacity and drive toward success?

### **Most of the time, your beliefs are NOT TRUE!**

One of the primary reasons you have not taken action or succeeded the way you have hoped is that your limiting identity, beliefs, fears or values, conflict with your dreams and goals.

If you are like most, you may not have a clear answer for both questions. We'll address these again in the Success Activators System later on.

### **Fears**

If I tell the truth about the main reason that I didn't take action for so long, it would be that I was too scared of what people would say if I failed to be good enough. *I lacked the confidence and focus to just do it!*

This was such a big fear for me that I even pretended it didn't exist. I couldn't bear to truly face it. In this way, I was my own jailer.

Maybe, up until now, you have been like me. But I have a solution to help you shift and transform your fear into freedom, fast. Are you ready?

What are your biggest fears? Document them on “The Fears Form”. These are the leaks that are stealing your energy... these are your Energy Vampires!

## **Distractions**

I used distractions to pretend that I was busy, even though I wasn't going anywhere, except around and around the bottom of my success ladder. I refused to risk climbing higher, and stayed “busy” circling the bottom in the safe zone.

Your monkey-brain will bombard you with BS thoughts to keep you from facing the fire. Because its job is protection and not success.

It will use every possible trick to try and protect you from any risk or possible pain. You must take control of your brain and consciously direct its focus and thinking process. No more automatic reactions.



**1-Minute Wisdom:** *Become more conscious. Be more aware of your thoughts. Make a note of your distractions. This way, you can begin to build stronger awareness and smarter choice.*

## Leaks

I use the term “leaks” to describe energy losses in your core energy flow. Imagine energy streaming into the top of your head and then being used by your physiological system each day.

Now imagine somebody, someone who’s had a harsh upbringing maybe... a “victim”, who’s been through some challenges, traumas or negative experiences.

Maybe they had frustrations and blockages in trying to achieve success too. Maybe they were even married and divorced with a negative result. Maybe they did something in the past that they were not proud of, and is fearful of others finding out. Maybe they don’t like others to be successful.

These are all mental drains, energy leaks and energy vampires. They are distractions and processes that are exhausting a portion of this person’s vital core energy.

We all have energy leaks of some kind. You can imagine leaks as mental static that impacts your internal weather system, controlling whether... you will take action or not.

You may also have leaks into your future, such as fear of failure, fear of success, fear of not being good enough, fear of confrontation and even a fear of fear.

Fear is a big leak and a tremendous action blocker. Unless you resolve these future and present leaks, they will continue to waste your vital core energy, which is essential to move you forward in taking fiercely-focused SWIFT action.

We have profound and powerful processes that enable us to totally deactivate these leaks and regain our lost energy in a safe, simple and potent way. We'll discuss this in the LifeShift Formula WON GO Mindset system.

## **Ensurance**

There is a secret ingredient that will activate your internal success system, activate your fullest potential, awaken your heart, and truly transform your destiny.

People spend lots of money on insurance, protecting their material stuff. But they seldom do the smart thing and ENSURE their own personal success. Few people are committed enough to ensure they move up to the next level.

This is where we become SUCCESS ACTIVATORS and Success Ensurance partners. How much do you spend on insurance annually? Get that number in your head.

I have activated and ensured many people who have made life-changing decisions, and who went on to take fiercely-focused, incredible SWIFT actions, powerfully shifting their results in incredible ways.

*Smart people learn from failures faster.* Plus, they ENSURE their success by investing in mentoring, coaching, and ongoing self-mastery practises, to transform their mindsets, meaning, motivation, and mission, to ensure massive, FIERCELY-Focussed SWIFT action.

## **Wisdom 11**

### **Ever Been a Failure?**

He who fails forward and learns fastest, can adjust and achieve real success faster.

#### **What Are Your Rules for Success?**

If you avoid achievement or failure, it's unlikely you will be successful in any endeavour.

If your fear of failure is bigger than your core drive for success, you will forever pretend to “try”, but never move to a level of real action or success. The real problem is what thoughts and feelings you associate with the word “failure.”

Failure is a fabulous teacher for those with an open and growth-optimised mindset. But a derisive master to those who are egotistical and unaware, who think they know everything, must always be right, or believe they must be perfect to be accepted, worthy, or valuable.

If you keep learning, growing and moving toward your dreams, you can never be a failure. You will instead be a LEARNER and DISCOVERER. It's about getting back up again.

Failure is a judgment about a situation. The same situation in other circumstances could be viewed as success. Failure is a limiting perception in the eyes of the fallen.

It depends on what you have been taught to associate with failure. Your parents, teachers, and churches etc, may have indoctrinated you to believe in the perfection/failure paradigm,

which is unrealistic. But you are responsible for choosing whether to maintain this belief limiting system or putting it behind you.

What other fear-based, limiting words or pictures do you have stored in your huge mental library that may be stopping you from taking Fiercely-focused SWIFT action toward your dreams and goals?

Lots of people have a never-ending inner war going on inside their brains, and may not even know it! If this describes you, let me be your hostage negotiator to help you win this inner battle.

The trick is to stay conscious enough to feel successful even while experiencing challenges or difficulties. Do you have the mindset that turns impossible to possible?



## Wisdom 12

### Do You Feel Successful?

We all want to find a sense of meaning, worth and success. This search is a core part of our drive to get up and take daily steps, though it is an unconscious or seldom questioned process for most of us.

Write down your rules for being a success. Write your present overriding rule for calling yourself “successful”. “I’m successful if...”

Imagine you changed your unconscious rules of how to categorize success or failure. Imagine you were aware enough to reframe how you see failure, altering your view of failure from a negative or humiliating event to a process of learning, of wisdom-on-the-way.

If you can begin to see setbacks as learning experiences, you will be able to take more effective action because you will be learning as you go. Failure can even be fun if you let it. So celebrate failures.

My rule for feeling successful is very simple: I’m a success if I’m above the ground and breathing!

I get to feel successful every day. And from that grateful mindset, I take more energized and effective action toward all other achievements, which are now my added bonuses.



**1-Minute Wisdom:** *Many people don’t take action because they are not in the right mindset or state. They*

*just don't feel like it! And maybe they don't want to risk feeling like a "failure" either.*

We are all winners. It just depends on how you frame it, and what the impact of that framing has on your energy, self-image, self-talk, self-confidence, feelings, beliefs, mindset and thus, actions.

The higher you set your bar for success, the more impossible you make it to have sustained affirmative feelings of success. So the secret is not to lower your standards, just to lower your restrictions.

This way, you can have the amazing feeling of success more often. This is a smart thing to do because success breeds...? Yes, you're right. Success breeds and energizes *more* success.

### **Fast Fix For Failure**

The only people who fail are the perfectionists who take no meaningful action because they are driven by the need to be right or perfect, which is impossible. Do you need to be RIGHT, or do you choose to be HAPPY?

To cure your fear of failure, become a scientist. Explore imperfect action-taking as an adventure. Experiment with the idea of excellence rather than simply needing to be perfect.

Perfectionists and fear-based people are great goal setters, but not good goal GETTERS.

What shift in approach can you make now to move yourself from goal setter to goal-getter?



## Wisdom 13

### Are You Unconscious?

During most of my early life, I was unaware and reactive. I was at the mercy of my unwise, fear-based monkey brain. I carried around useless programming and negative thought-viruses. And, oh boy, I had plenty!

My brain was really doing the best that it could with what it had, at the time. It was doing its job, ensuring the survival of my body.

But its habits and fear-focused programs quickly became insufficient. Fortunately, a distinctive part of the *real* me began to stir and awaken, and become more active and present. That part was my Soul.

You'll discover that goal setting from your head versus goal setting from your heart, versus goal setting from your Soul, will give you a wide range of different destinies, experiences and emotional satisfaction.

Your Soul can dream of far bigger visions than your brain. Part of the challenge of dreaming, of perceiving a vision, and taking action, can be likened to the question: How many fish dream of flying?

If a concept is not within your mindset of possibility, you won't begin to explore the opportunity.

A lot of the life "programming" or embedded beliefs from our early life creates hard limits in our brain's wiring, and thus

limits our thinking, consciousness, and potential, to what was possible in the past.

A large part of our potential is locked down, deep in prisons of the past due to fears, judgments, limiting beliefs, and constrained expectations.

This negative programming has the power to erode our self-worth and self-confidence. Unconscious people seldom achieve any great level of sustained success on their own.

It's time to activate your Soul and truly WAKE UP! Become more awake, aware, conscious, and AdaptAgile.

## Wisdom 14

### Are You Like an Elephant?

**Question:** Why does the circus elephant stay where it is, when it's tied by a thin rope, to the anchor pole? Are you really any different in your thinking a-helplessness?

The invisible early-life programming the elephant is exposed to creates a powerfully limiting belief of what is possible or not.

NO belief = no vision = no hope = no dream = no plan and no action.

The elephant was taught that no matter what it does, nothing changes; it can't get away. It has acquired what is called... learned-helplessness. The bad news is it affects you too! The good news is we can fix it.



Take a deep breath, close your eyes, breathe out slowly and relax fully. You are a huge amount more than your biological brain and body. You are your Soul.

**Story:** My mother had a small black sausage dog called Duke. She also had 32 cats! Duke grew up with all of these cats. As a result of his context, his beliefs changed. Duke purred, and went to the loo in the cat box. Here was a dog that thought, or believed, he was a cat.

Maybe we are all a little like Duke, because we have big potential to be more than we are, but just don't believe it.

But you are a lot more than just a body and a biological brain You're way bigger and more powerful than your brain could ever be.



***1-Minute Wisdom:*** *The truth is that you have Soul power, but your brain has been given the authority to override the truth with its self-preserving, reactive, ego-based, society induced, self-limiting, brainwashing.*

It does all of this so that it can avoid pain. And yet your brain has no pain receptors. Silly bio-computer!

Maybe it just needs a new software or firmware upgrade to work better. This is what we are bringing you today. A mental firmware or WARMWARE UPGRADE.

I learned from my computer companies' experiences that in order to ensure optimum success, you need to ensure that you have the latest version of software and firmware running, to get the most from the system's potential.

Your upgrade all depends on what drives, motivates, or inspires you, consciously AND unconsciously.

## Wisdom 15

### Pain or Pleasure?

We know that there are basically two forms of motivation: Fear of pain and the desire for pleasure. As much as we love pleasure, humans are best motivated by fear of pain/loss. The problem for most is, that pain is a three to five times stronger motivator than pleasure.

#### **Pain Avoidance Prevails**

If you don't try, you cannot fail. To avoid the potential pain of failure, most people never try; they simply never begin. It's safe and simple. Risk free! But as you know, I spent 30 years "trying"! Staying safe, or so I thought. It was actually highly risky.

A potential pleasure must be represented as appealing enough and important enough to get us moving. If an activity doesn't offer the promise of pleasure, or the risk of pain, or both, many people opt for the safest move of the least action, or the path of least resistance.

We rely on our comfort-zone, where there's no risk to stretch beyond our existing self-image. We drive around in this safety-zone with a mental handbrake on, in an attempt to ensure we remain free from harm, humiliation or harassment.

What we miss is the fact that this comfort-zone is the death zone of our dreams. We stifle our potential because it's easier, simpler, and we think, safer. But it's not safe in your comfort-zone. It's like the noose around your real success's neck.

## Wisdom 16

### Handbrake or Turbo Booster?

The majority of the people I mentor and those attending my LifeShift workshops and research, all have one limitation in common. Would it be valuable for you to know what that is? Standby for the wisdom.

There is a primary reason people are stuck. And as long as they continue embracing its certainty and consequences, they will remain self-imposed prisoners of their past and ever-present present.

You may have the best resources, the best opportunities, the best support, the best energy, the best attitude, and some amazing abilities. But if you have *no belief in yourself*, little else matters.

Psychological Capital (PSYCAP) is so important for ensuring your success. But who teaches it to you? How do you get it?



**1-Minute Wisdom:** *Self-belief, positive feelings, and your personal self-image and Identity are the catalysts for possibility and growth.*

*The lack of this self-confidence is the number one reason many people never begin to go for their dreams.*

*Self-belief transforms dreams into hopes, and hopes into goals, and goals into SWIFT ACTIONS.*

If your goal is bigger than your self-belief, you won't take the first step towards setting clearer planning toward action. This is where learned helplessness can cripple you.

We may pretend all is well when it isn't. So to be safe, to avoid feeling like a failure, or experiencing feelings of rejection, we forgo our hopes of greater things, and continue to dream silently, praying for a miracle.

Which alas, never happens! If your self-belief doesn't shift, your potential for success will remain limited.

You may pretend to TRY, but your brain is deceiving you again; it's a ruse to keep your body and ego risk-free and safe. TRY is the problem!

“As you begin to take action toward the fulfillment of your goals and dreams, you must realize that not every action will be perfect. Not every action will produce the desired result.

Not every action will work. Making mistakes, getting it almost right, and experimenting to see what happens are all part of the process of eventually getting it right.”

## Wisdom 17

### “TRY” ... The GREAT Big Lie

Mr. Try is the enemy of all achievement. If you plan to achieve any reasonable level of sustained success, make sure you keep “try” out of your vocabulary, starting today.

Try is the ego’s way of saying, “As long as I don’t have to work too hard, risk too much, or be embarrassed, I’ll pretend I gave my best.”

#### Try or Fly

Few dare to FLY. They’d rather stay safe just trying instead. They idle around in their “Action Ferrari” full of amazing potential, power and ability, but their handbrake is on all the time! Can you smell the smoke of burning handbrakes? Maybe those brakes burning are yours!

Some common blocks to real achievement are:

- Unawareness
- Fear
- Limited self-identity
- Lack of belief
- Wrong mindset
- Learned helplessness
- Failing to dream
- Failing to plan
- Failing to clarify
- Choosing not to take regular, fiercely focused SWIFT action



And the greatest friend and protector of people who are driven by fear or laziness, or who are driven by a fixed mindset, is Mr. Try.

Trying is a way to save face, just in case you don't make it. It's a valid excuse to protect you from your fear of failure. "At least I tried!" BS!!

You can often hear in someone's communication whether he or she will be successful or not. Become aware of the words that a person chooses when making commitments or promises, and be equally attuned to the words you choose. Are you hedging with try-language, or committing with certainty of **DOING YOUR VERY BEST?**

When you say to someone, "I'll try to arrive by 7 p.m.," or "I'll try to have the report ready by Friday," or "I'll give this a try," what are you really saying?

Can they count on you keeping your word? Can they be assured you will arrive on time, or deliver the proposal as promised? "I'll try" is the number one lie we use to deceive ourselves and our fellow explorers. We use "try" to save face. We don't have the nerve to tell the truth because we want to be liked, even though we aren't willing to extend a genuine commitment.

We seem to want an easy way out—an escape hatch from shame and accountability. "Try" is a lie and excuse to save face, avoid failure, humiliation or to get us out of the bind of taking action!

Why?

- We are lazy.
- We have different priorities.
- We don't care enough.
- We have the disease-to-please.
- We don't have the energy, commitment or drive.
- We don't have the ability.
- We don't have the discipline.
- We don't have the willpower.
- We are liars and/or self-deceivers.
- We don't know how, but are too scared to admit it.
- We have conflicting beliefs and values.
- We are driven by fear.

### **Honesty: Such a Lonely Word**

We all lie to ourselves and to others. Many of us make constant excuses. "Well, I tried," we say. But did we give it our 100 percent best efforts?

Here are the main reasons people fail to take action:

- They don't want to.
- They don't know how to.
- They don't have the energy.
- Their mental "handbrake" is stuck, fully ON!
- Their Learned Helplessness is blocking them.

What are the reasons you have not succeeded in your desired hopes or expectations? Please be honest. Because, when you deceive yourself, you stop yourself from *receiving*.

## Wisdom 18

### So What's the Real Issue?

When I mentor people around their challenges with achievement, what becomes noticeable is a problem that seems to be common to many who struggle to get any reasonable level of sustainable success.

And that is this: Many people don't know that they have a problem. Or they might understand they have a problem, but they are uncertain what the real problem is.

And because they lack clarity, they can't formulate a viable plan or solution.

It's all well and good to be energetic, positive and excited, but if you don't have an effective plan to get you to your goals, you still have a challenge. And a big why, isn't the sole solution either.

#### **What's More Important In a Race: Driver, Car, Track or Team?**

You might be in the wrong vehicle, but on the right track, or vice versa. Or you might be in the right vehicle, on the right track, and have the wrong mindset, skills or execution strategy.

**Remember:** About 15-20 percent of success is in your strategy, and 80-85 percent is in the execution.

Fiercely Focused, Swift Action, towards CLEAR Goals, in a supportive context... with a supportive team.

Many people go to a guru for advice about a system or strategy. But unless your mindset, beliefs and actions shift for the better, no external system is going to bring about consistent, positive change or success.

That's why I have designed a total YOU-niversal makeover process for you that will enable you to ensure much greater success in all areas of your life.

We have moved from Formula Failure to Formula WON Success Ensurance!

## Wisdom 19

### SWIFT Action

This book is about taking SWIFT action, Fierce Focus and #AdaptAgility, to ensure true success in every area of your life.

Not just any action will ensure you get there. You must take swift, fiercely-focussed, action, aligned with your core values and ends-goals, on a foundation of a positive mindset and attitude that ensure ongoing learning, growing and adaptability.

I've been busy most of my life—seven days a week, 18 hours a day. Busy, busy, busy! Reading, studying, researching, testing, exploring, developing and preparing.

And now, I'm an overnight success! It just took me 30 years to **prepare** for it to happen.

Here are some fundamental challenges to address if you are to ensure true success in all areas of your life:

#### **Learn By Doing**

Begin by taking fiercely-focused SWIFT action with what you already have right now. Take action today and learn along the way. Take action now.

The world is moving along so quickly that many of the things you learnt last year are now almost out of date. You may have to relearn relevant material again.

That's another reason why the right mindset is more valuable than skillset.

## **SWIFT Actions**

Your actions must be SWIFT Actions if they are to be of any REAL value to your long-term true success! Action for action's sake has no long-term benefit or value. If you are going to ensure your chance of true success your actions must be **S.W.I.F.T.**

- **Strategic and Strengths-based focus**
- **Win-Win, W-INSide, Appreciative Approach**
- **Inspiring, Incremental, Integrity and Innovative**
- **Fiercely focused, Freedom-building (Time, Money, Fun)**
- **Transformative, Trust-building and True Souls' goals focus**

**Strategic:** Derived from the military Greek word *stratēgos*, which roughly translates as “general.” Become the General of your life! Have a plan, drive the disciplined daily actions.

Your actions and decisions must all fit into and align with your bigger vision or Personal Destiny Plan created by the general direction of your life. Strategic action tends to have longer-term focus and objectives whilst tactical daily action is about shorter-term objectives and goals that lead up to creating your final vision.

Again, a good mindset is more important than skillset. So focus on developing your growth-oriented courageous (GO) mindset that supports using your strengths and talents. Eighty-five percent of success is based upon a GO mindset supported by SWIFT action.

**Winner's Mindset:** A winner remains awake, aware and mindful, while going about your activities. It's more about the adventure than the destination. Be conscious. Be courageous. Be mindful of how your actions contribute to your greater vision, and how you

positively impact others. Make sure your choices support everyone in a positive manner.

**Winside:** This means you must also win INSIDE... Winside with your self-talk, identity, self-confidence, etc... Unless you win inside, winning outside is probably impossible or unsustainable.

By remaining mindful and conscious in your decision making, you ensure that any action, time, or resources spent, are actually moving you closer to your true goals and dreams in a positive manner.

It's easy to "fall asleep" and go on autopilot in the hustle and bustle of our ever-busy lives. Make sure you keep doing new and different things to keep you conscious, and focus fiercely on your goals.

**Integrity:** When you come from a place of honesty and appreciation for the life you presently have, you ensure the best mindset to help you keep going, even when the chips are down.

If you give your WORD, KEEP YOUR WORD! Others may never discover your lies. But you will always know who you truly are. Keep your WORD. It really matters.

**Incremental:** Make sure that the daily action you take is fiercely focused and moving you step by incremental step, irrevocably towards your Soul's goals.

**Inspiration:** Go beyond manipulation motivation and ensure you use inspiration as the foundation for building greater engagement, enjoyment and energy.

**Focus:** Check if your actions are... in reaction to something, or are proactively focused and incrementally moving you clearly

towards your goals. Make sure you reduce any distractions. Allocate and focus most your resources and efforts on the next most important step.

Ensure that at least 50-70 percent of your time and actions are focused on your main goals and proactively moving you toward your next action steps in your plan. Be disciplined, focussed, resilient and resolute.

**Freedom-Building:** Make sure actions you are taking are building freedom in the three main life aspects of time, money/significance and love/emotion.

If these three areas are not balanced, you can be living in a hell of: no time and lots of money; no money and lots of time; or even time and money freedom and ZERO love in your life. That's truly HELL!

**Fun:** If it's not fun, stop doing it if you can. Build fun, laughter and lightness into every day of your life and work. FUN, helps build FLOW, speeds up learning, reduces stress, and enhances your health via a stronger immune system.

**Flow:** When you do what you love, love what you enjoy and inspires you, you get into the state of FLOW. Flow is where time and space disappear.

You are in a space of total engrossment of what you are doing. Time flies, external distractions become invisible, and you are fully immersed in what's happening right in front of you.

**Transformation:** Being *transactional* is when your actions are focused on the outside. Their focus is extrinsic—survival, reward or punishment. Transactional focus comes through your ego,



which creates stress and duress, leaving you with a legacy of unhappiness. Same SHIFT, different day.

*Transformational* is when you are inspired by your Soul. Personal mastery, purpose, and passion, to bring sustainable contribution, growth and meaning.

This is what makes your Soul soar and leaves a legacy forged and fuelled by love. It is founded on trust and is life-changing for many.



**1-Minute Wisdom:** *I have discovered a core truth about freedom, happiness and SWIFT success. If there is no freedom within the mind, it is impossible to have freedom in the outside world.*

So here we are, ready to make new decisions to create true success. Who will you choose to be from this moment forward?

- An **“excuse maker”** who seeks out opportunities but then finds convenient reasons not to take advantage of them?
- The **“procrastinator”** who decides YES but doesn’t pull the trigger until the opportunity has passed?
- A **“SWIFT action taker”** who sees the opportunity, grabs it with both hands with passion, purpose and fiercely-focused action, giving it your very best shot?

Before you make your next decision and take the ensuing action, please ask yourself: Is what I’m doing SWIFT enough to ENSURE my true “ends-goals” success?

## Wisdom 20

### LifeShift Formula WON System

To Success you need a proven, simple, structured system. You need a system and resources that will ENSURE you:

- Activate and optimize your resources for a powerful mindset.
- Activate, expand, and align your fullest potential
- Clarify your process, and destination.
- Ensure optimum focused planning.
- Take massive, Fiercely-Focused SWIFT action.

#### LifeShift Formula WON Success Ensurance System

My LifeShift Formula WON System is a personal mastery program that helps you move from frustration to freedom, heartache to happiness and wanting to winning, *fast*.

The foundation of all true success begins with the WON.

- Who are you? Why are you here? What will you be, do and have? Where and when will you do it? What legacy will you leave?
- Optimization: Optimization, organized and effective use of resources: Time, energy, money, potential, willpower, action.
- New: New beliefs, new values, new context, new GO Mindset, new choices, new self-talk, new identity, new actions.

There are 6 sections in the Formula WON Success Ensurance foundation. All 6 areas need attention to optimally shift, and align, with your values and true goals focus.

**1. MindShift** – MindShift helps you understand how your brain works and how to use it properly. Use neuroscience insights and facts to help you optimise your thinking, feelings and Actions. Create the best GO mindset that incorporates resilience, GRIT and new possibilities.

**2. HeartShift** – Examine your history and learn how to unhook your baggage and confront your dragons. Take a look at your energy leaks and blockages. Call your aspects of Spirit that have been split off due to life-shocks, back! Gather all of that dispersed energy out of your past and future, back into your only point of power... NOW.

**3. HealthShift** – Create energetic and physical enhancements that ensure your system is healthy and working optimally on all levels—mind, body and Soul. Very often, people use their health to build their wealth, and then try to buy their health back with their wealth. It seldom works out with a happy ending if you choose that path.

Without health... NOTHING else matters. You have been warned!

**4. WealthShift** – Strategize with effective tools and systems to ensure a sustainable present and future. Explore opportunities and platforms to building abundance. Too many people are stuck in a JOB, with few alternatives to transform their income and wealth building opportunities. We explore new and old models of income generation that allow anyone to begin to build a wealthier future, step-by-step.

**5. LeaderShift** – Effective self-leadership is vital for a truly successful life. This includes clarifying: *Beliefs, Character, Values, Vision, Destiny Identity, Cause and Calling*. How to speak, persuade, influence, inspire and move yourself, and others more effectively. How will you show up as you become activated? How

will you impact the world? How will you optimise and use your fullest potential?

**6. The Success Activator** – This is your clarity, energy and fiercely-focused SWIFT action —where the rubber meets the road, action system. Integrating all previous shifts in the different areas of your life, you become a Success Achievement Gladiator!

**7. Pay It Forward** – Help others by guiding, growing and fast-tracking their fierce-focus and successful achievement.

Imagine having a Success Activator Coach on your team, who will work with you to clarify, plan, and inspire, you to take Fiercely-Focussed SWIFT actions. A coach who will hold you accountable for delivering on your promises and plans.

Add to that, the opportunity for you to train, and qualify, as a Success Activator, and become accredited to pay-it-forward.

You will be able to earn income as a Success Activator Coach as you learn and earn along the way.

*See [www.successactivators.com](http://www.successactivators.com) for our Success Activators Tribe model.*

"Self-discipline begins with the mastery of your thoughts. If you don't control what you think, you can't control what you do. Simply, self-discipline enables you to think first and act afterward." -Napoleon Hill

## Wisdom 21

### War of the Internal Worlds

We all have internal self-talk. Some of us have more than one aspect or internal voice that narrates, negates and berates us. This is a strangely harmful mindset system. We ALL have this internal dialogue.

You may be vaguely aware of such incessant internal chatter. For many, the chatter is relentless and discouraging. In fact, it can be a very large part of why you haven't taken action, or don't feel good enough to step up and risk failure.



**1-Minute Wisdom:** *The first war you need to win is with your internal brain chatter. If you lose this war, you stand little chance of ever feeling successful or creating real success for any sustained period of time.*

Until you tame this internal dragon, you'll struggle to stay the distance required for harnessing your potential and creating the true success, happiness and joy you really want.

#### Inner War Landscape

My internal voice used to be destructive and undermining until I "woke up" and became more aware. I was brutal to myself! Inside, I constantly called myself a hoard of sickening, life-draining and dream-stealing names. My mindset was my biggest problem.

Stop for a moment and listen to whatever voice you can discern inside. You may become aware of one internal voice, or you may discover multiple voices with different attitudes, characteristics or objectives.

I had the blessing to be involved with a person who had several internal voices/personalities. Plus, the voices had “energies” attached that ranged from kind and friendly, to extremely malicious and offensive.

This is not based upon speculation or theory, but on five years of daily interactions. I know a bit about this energetic stuff, as I have been discovering and clearing it for over 20 years.

**Story:** A young Native American warrior went to the Indian medicine man and asked him, “It seems like I have a dark nasty, snarling, unfriendly, demeaning wolf [internal voice] on my left shoulder, and a gorgeous light, friendly, courageous, supportive, loving wolf [internal voice] on my right shoulder. They fight most of the time. I’m constantly distracted by their incessant conflict. I need to know from you which of these wolves is going to win the battle.”

The wise medicine man looked at the young warrior and said, “My son, the wolf that will win will be the wolf that you feed the most.”

Which wolf do you feed most of the time? Which wolf has been winning until today? Is it time for a shift? Time for a new GO mindset?

What shift in awareness and internal integrity can you start making right now to cut the dark wolf’s power? And what supportive, positive conscious choices can you make to develop and sustain your light wolf, to build peace and wisdom?



**1-Minute Wisdom:** *Don't believe everything you think or feel! Your thoughts can be a deceiver that turns you into a believer. Thoughts are not necessarily based on truth.*

*They can be based on tinted and tainted perceptions, fears, experiences and projections.*

That's why I've designed this Success Activator process—to help you revitalize your GO mindset, to put more resilience, awareness and truth in your life. You are the master of your mindset, unless you choose not to be!

You always have a choice. But many people choose to focus on, and be driven by, fear of losing something, whether real or perceived. In my experience, many people have internal conflicts and fear-based challenges that block them from taking consistent and focused action to achieve their dreams.



**1-Minute Wisdom:** *This inner beliefs and self-talk area never gets resolved in trainings, lectures, motivational workshops or coaching/mentoring, etc. Unless you address this area 100 percent, it's unlikely you will optimise your GO mindset and harness your Souls' full potential.*

This is why I designed my LifeShift Formula WON System and workshops, to give you resources and solutions, for those who are ready, to truly set themselves free on every level of their lives.

You can permanently protect yourself from, negative energies and limiting thought-viruses that block your pathway to true success; freedom, love, abundance, peace and joy. I will share the process with you a little further in the book.

## Wisdom 22

### Positive Thinking Stinks

So tell me, was that last thought you had, your own thought?

A Resilient mindset has more power than positive thinking. One of the best new mindset concepts in positive psychology is **resilience** or your Adversity Intelligence/AQ.

We each have our own thinking styles. Some have a thinking-style that puts a negative meaning frame on the event. On the other side of the scale is a thinking-style that tells us a negative event or feeling is only temporary; and the only way it could be permanent is if we let it be. This style has a positive focus and places a more positive frame on events.

#### **Adversity Intelligence/AQ**

AQ might just be one of the most important mindset qualities to have today, even more important than IQ. Also important is good EQ, or emotional intelligence, which is a foundational requisite for positive relationships and effective leadership.

But if you have a good IQ *and* a good EQ, and find yourself knocked down by life's challenges, without being able to get back up, then your IQ and EQ have no real value. You need to be able to bounce back again. This is where Resilience becomes so important.

Professor Paul Stoltz created the AQ framework more than 20 years ago. I met him at the International Society for Performance Improvement (ISPI) conference in America. Amazing man. His resilient mindset framework has had a profound effect



in all my personal mastery, leadership, and High-Performance Organisation workshops, as well as in my personal life. Mindset controls everything. **Resilience Consists of Four Dimensions**

Whenever you have a challenge, use this AQ framework to enable you to take positive resilient and more effective actions:

1. **Control:** How much control do I have, or can I create?
2. **Ownership:** Will I blame or take responsibility and do something? Taking responsibility for your actions is best. 😊
3. **Reach:** Like ripples on a pond, how far into my life will I allow this impact to go?
4. **Extent:** How long will I carry this baggage before I decide to store the wisdom and drop the emotional energy?



**1-Minute Wisdom:** *Control is one of the most important aspects in the resilience framework. Explore ways that you can increase your real or perceived sense control and self-efficacy.*

In order to be successful in applying this Resilience Framework to your challenges, you need to be more aware, and have the discipline to apply and live through it. Make it an automatic part of your daily mindset.

By the way, discipline is also one of the primary bases of wealthy people. It separates the poor from the prosperous. It is the bridge we must all cross if we are to build a better life, and achieve our REAL dreams. Conscious discipline creates control and clarity.

## Wisdom 23

### Discipline: Either Way, You Pay

Whether you make the decision to bite-the-bullet now and take action, or whether you wait until it's too late, you inevitably pay a price! The cost of true success today is DISCIPLINE, COMMITMENT, FOCUS and SWIFT ACTION.

Taking incremental steps to move yourself irrevocably toward your dreams and goals may mean that you have to choose to give up some of the usual time-wasting habits and distractions that add little value to your life.

Less TV, less couch-slouching, wake earlier, exercise, read and write—whatever the required actions are to create the platform and resources to support, and ENSURE, that you can take SWIFT action, and ensure greater real success in every area of your life.

Most people, will continue with their old habits; undertaking least effort behaviours—still praying that their fairy-godmother will be coming soon to magically make life wonderful and easy for them.

#### **Did you know...AIR Can Be Bad For You!**

In South Africa, the average time people waste watching TV “soapies” is crazy. Some spend four to six hours or more, every day, stuck in front of the Waste-Your-Life, Time Vampire (TV) box, whilst they flip through channels with their Automatic Income Reducer (remote).

Many people claim that they don't have enough time to do what it takes to be successful. The reality is they are distracted by stuff because they are not focused, lack discipline, and are not working towards a SWIFT action plan, and a clear inspiring life blueprint.



**1-Minute Wisdom:** *Watching TV, is a small error in behaviour for that moment, but compounded over time it will steal all your dreams, goals and success.*

Disciplined SWIFT Action divides the dropouts from the doers and joyous achievers!

If financial wealth is important to your journey, it has been revealed that the number one foundation quality in ensuring that you build wealth is... disciplined action.



## Wisdom 24

### “I Don’t Have Enough Time!” Really?

If you total the time you waste, you will be astounded at how much time you actually could have, if you adjusted your values and behaviours. What do you do with your spare time when driving? What do you do with the spare moments whilst waiting?

Think of the person who spends every night watching TV. What’s their #1 value? It’s definitely not self-development, building value, or learning something to enhance their earning potential. The number one reason why people watch so much TV is because it’s easy, and they have nothing better, or with a greater priority, to do. TV destroys your future in a few ways, which I will cover later.

Do you want to earn more, be, do, or have more? Do you expect it’s going to just drop into your lap? Maybe, then, you are delirious, suffering from a very serious DIS-ease called the BFS!

This BFS spreads easily and everywhere. Eighty percent of the people around you are suffering from BFS. So beware that you don’t catch it from them. What’s BFS...? See the next chapter.

### **Simple Success Ensurance**

To ensure greater success, make sure that you show up at the right place, at the right time, with the right GO mindset, and SWIFT actions. Then nothing can stop you from achieving your dreams. Nothing can stop you...except YOU. Decide to ENSURE your own success!

## Wisdom 25

### Boiled Frog Syndrome

Have you heard that if you put a frog into a pot of cold water and slowly heat the water, the changes in heat are so slight that the frog doesn't notice? It will be "reasonable" and adjust to the tiny changes.

Most humans behave just like the frog. We may not react to slow growing dangerous circumstances, but rather adjust and accommodate them. We believe that we are being "reasonable," but we are also locked into the safety of our comfort zone and old habits.

The problem for the proverbial frog, and for us, is that we keep adjusting and accepting the changes in "temperature" or circumstances, until eventually we find ourselves boiled alive.

If, like a frog dropped immediately into scalding water, we are put into a situation that we find highly unacceptable or painful, we take immediate action.

But we tend to betray ourselves. We try to adjust, to be reasonable, to be "nice"—and so we adjust to fit the prevailing situation. But this is the Jacuzzi of slow death!

We justify why our circumstances aren't right, but this is pure recklessness concealed to look like intelligent agreeableness and amicability. Foolish!

We are waiting for the right moment that's never coming. Stop tolerating your own BS, as well as other people's BS!

## **Are You In How Water?**

How hot is your water, or your circumstances, right now?

Hot enough to get you to make a change? Are you ready to jump out of the increasingly hot water (tighter circumstances) to take more effective SWIFT action, to move toward your ENDS goals, with total commitment and fierce focus?

Or are you comfortable getting slowly stewed? Maybe your actions are no different to the poor frog!

"I've found that luck is quite predictable. If you want more luck, take more chances. Be more active. Show up more often."

- Brian Tracy

## Wisdom 26

### The Big Question

Who is your master? I hear many people claiming that the experiences in their life come from some positive or negative higher power.

The problem in this is that they are giving away their power to act and be responsible for their results. The truth is...we are the masters of our destiny, if we choose to be.

Many choose to be martyrs instead. Who must master and manage your mental state? Some external force?

What's the most empowering question you can ask to help get you focused, passionate, and positively proactive? Most people don't control their "poor me" questioning process and their brain's constant negative focus and life-limiting chatter.

They ask energy, and self-image, damaging questions like:

- Why is it always me who can't achieve?
- How come the world is so bad?
- Why can't I be luckier?
- Why is life so unfair?
- Why am I such a failure?

This style of questioning is actually creating negative, state-destroying, mental pictures in your brain, and action-stopping feelings in your body—throughout every single cell. This negativity can mangle your mindset, erode your energy, destroy

motivation, limit your action, and embed even deeper levels of debilitating Learned Helplessness.

### **Ask Empowering Questions**

**Consider:** What would be more powerful questions to ask yourself? Ask questions that will:

- Focus your mind on the positive and potential.
- Energize and inspire you.
- Open up new possibilities.
- Build mental resilience and Psychological Capital.
- Divide a challenge into smaller incremental steps or chunks.
- Get you to start taking SWIFT action with FIERCE focus now.

#### **The questions you ask will directly impact and influence:**

- The pictures you have in your brain.
- The thoughts and feelings that run through your bio-system.
- The actions you take and the solutions you generate.
- The results that you create.





## Wisdom 27

### Decision Is Not Action

I was given the secret to success when I was very young. I even decided that I'd start to write my book soon, in those early days.

But it took me 30 years to finally take SWIFT action.

My friend, Wendy Evans, gave me this secret to success. She told me exactly what I needed to do to transform my life.

Wendy was wise, and had already achieved her own global success.

I could see this, and was impressed with her results. I wanted the same. I was open and ready to learn.

But there was one big problem! I knew the secret to success. I decided that I wanted greater success.

But I did not take fiercely-focused action on my main goals for more than 30 years! Why? Why did I not decide, step up, clarify a plan, divide it into smaller steps, and take regular and persistent action?

If *you* can begin to do what I did not do for 30 years: Take FIERCEly focused SWIFT action, with AdaptAgility, You can achieve almost anything and everything that inspires your Soul.

That's what I'm here to share with you now. Almost anything is possible for you if you move from decision to fiercely focussed SWIFT ACTION!

We often decide on a goal, but rarely follow through. Once you make a decision, start taking some small actions to get yourself going.

Gain a little momentum, step by step. Start the spark, and keep nurturing and growing your inner actions “fire”, to build even more momentum.

But you must shift from learning and making decisions, into fierce focus with massive action mode.

It wasn't my fault that it took me 30 years to take action... or was it? I was a victim of my own self-bullying and limiting fear-focus.

## Wisdom 28

### The Big “Y”

If we were sitting together having a relaxing drink on the side of a freezing lake and I said, “Jump into the water, right now up to your neck!” How would you react?

Would you stand up, take action and jump into the freezing water? Or would you question my request? Of course, you’d ask why?

Why must I expend energy and go into the freezing water? Why change? Why get uncomfortable? Why are you making ridiculous requests?

If I then said, “I think it might be a nice idea. Just try it,” your brain would begin to assess pleasure versus pain. The pleasure of remaining warm and dry, versus the pain of becoming wet and freezing. Guess which would win?

But what if jumping into a freezing lake was the only way to escape a pride of hungry lions?

Most people don’t have a big enough, and clear enough, WHY. They have far too many why-nots. Success takes work. They’re interested in having success, but not committed to creating success no matter what the work.

Dabblers and dawdlers major in minor things. That’s why so few people ever achieve real success at the highest levels.

Why not relax for a while? Why not do it tomorrow? Although they might have big reasons for why it’s a bad idea: It’s

too hard, there's not enough time, not enough skill, knowledge or energy. There will always be some excuse, for why-NOT!

I've come to understand a secret. If you have a big enough WHY, you will more often find the HOW.

There may be times when you have a WHY, but just cannot get the HOW that will actually work. That's the signal to get yourself a good MENTOR who can fast-track your progress.

We know from psychology that we are driven by the attraction of pleasure, and the avoidance of pain.

But if you are smart, you will use the power of both—the appeal and the avoidance, to get you to begin to take more fiercely-focused SWIFT actions.

By using both, you are able to take greater, quicker, more effective, action toward your goals and dreams, on a more consistent basis.

*"For a long time, it had seemed to me that life was about to begin—real life. But there was always some obstacle in the way, something to be gotten through first, some unfinished business, time still to be served, a debt to be paid. Life would begin. At last it dawned on me that these obstacles were my life."*

*-Alfred D. Souza*

## Wisdom 29

### Dimensions of Successful Action

Most people get stuck being busy—going where? I’ve spent 30 years buzzing around the bottom of my success-ladder, not really going anywhere higher than the first rung or two.

*Action for action’s sake is not smart.* Many people are in the business of looking-busy, but they are essentially achieving little of strategic value. Some people are too busy to design and build a grander lifestyle or real wealth.

They spend more time planning their next holiday than designing their ideal life blueprint. So tactically, they have some actions going, but strategically, those actions aren’t really taking them anywhere! Actions have no beneficial value if you are going in the wrong direction!



**1-Minute Wisdom:** *Have a strategic vision or image in your mind that you can be committed to achieving. This is the start of your successful adventure. It begins with what you feel is needed in the world, and in your life, and what you are committed to bringing to humanity.*

Get your *FREE Destiny Discovery Audio* [www.successactivators.com](http://www.successactivators.com)

Then use it to create a blueprint map, and a plan, to get you there, for each of the areas of life. Next, divide big goals into smaller steps that you can focus on and achieve daily. Take SWIFT action each and every day.

Don't wait to see if circumstances are right. Be proactive and create SWIFT actions in spite of the circumstances. What is the overarching direction you want your life to take? What do you want your wealth, health, happiness and contribution to be?

Get a pen and paper, set at least an hour aside—time for some SWIFT ACTION and reflection. Time to start your adventure towards 100 percent true success ENSURANCE. Document your journey.

SWIFT action is simple. It is taking action whilst you monitor progress steps that align with your core values, goals, plans and life destiny.

Always ensure that your actions contain: **Strategy, Winning, Integrity and Focus**. And make sure your actions are **Transformational**. That they are transforming your life, the life of others, and creating a bigger, better, brighter, bolder future.

True Success is a simple process of incremental focused steps in the desired direction that have real meaning and value to your Soul.



**1-Minute Wisdom:** *The small error of non-action, compounded over time, will keep you locked in poverty, frustration and limited options.*

So what is your life's direction? Are you running around incessantly underneath the ladder-of-success, or will you soon be taking the SWIFT Action steps to start climbing towards the top to achieve something amazing?

## Wisdom 30

### Life Direction

If your efforts for success start out in the wrong direction, or with the wrong WHAT and WHY, they can end up feeling worthless, and a complete waste of time and energy. Make sure your dreams are really YOUR dreams, and not those of your parents, peers or fears.

Always move in a direction that has meaning for you, and supports your Soul's mission. Too many people are living their parent's dreams.

Once you ascertain your main direction, you can now start working on your bigger WHY. Creating the powerful driving WHY is the fuel to keep you going. And then WHAT is it that you're looking to move towards, to be, to do or to have next?



**Mind Mapping Exercise:** Take four sheets of paper. Write one of the following in the middle of each separate sheet: “BE,” “DO,” “HAVE,” and lastly, “WHAT” will you leave as your life’s legacy?

Get yourself into a nice, safe, relaxed state and begin to thought-stream. Fill each sheet without filtering your thoughts. Simply write whatever comes to mind.

Let your imagination and your heart's desire run free.

Avoid filtering or limitation. Pour out what's in your head, heart and Soul and get them onto the pages.

Once complete, sit back and look over your writings. What's the general direction of your desires? Make sure they are based upon a positive or love-based foundation and focus, and not a fear-based focus, e.g. write what you *do* want to be, do and have and not what you *don't* want!

### **I Don't Want That!**

Many people can tell me what they don't want.

They say they don't want to be poor. They don't want to be sick. They don't want to be lonely. They don't want to struggle. They don't want to feel fear. They don't want uncertainty. They don't want to experience loss. They don't want a zillion things.

But all they are doing is putting the negative pictures and feelings, as well as the negative associations, of the stuff they don't want into their head and vibrationally out into the universe.

And, as a result, that is exactly what they will attract more of, the negative stuff!

When you tell a baby, "Don't touch that glass," what do they do? They touch the glass! But you told them NOT to.

And so what's the primary problem? It's with the instructor! They clearly don't understand exactly how the brain processes information.



**1-Minute Wisdom:** *Your brain does not understand a "don't." Show me a "don't." You can't. So in order to be a conscious positive creator, you must think, and say, what it is that you DO want, and not what you don't want.*



The moment you create the pictures of what you do want, your powerful unconscious mind begins to explore possibilities, and you create a reverberation of what you are looking to attract and achieve.

This is the first part of *The Secret*. Putting out the attractive vibrations.

This is the smart way to become a conscious creator. You can feel better and experience more fun and greater energy, and attainment in your goals. Just make sure that, what you want, is really what YOU truly want.

## Wisdom 31

### Dreams Can Become Nightmares

What if I told you that when you achieve your goals, you are probably going to be unhappy and unsatisfied? And I can almost guarantee that!

How can I do this? Well, because I have done it before. When I was 21, I was driving Ferrari's, Porsche's, Rolls-Royce's and any fancy car around. Yep, I was the "man".

It felt absolutely amazing the first time I jumped behind the wheel of a fiery red V8 Ferrari. The speed, the power, the shape, the deep roar of a powerful V8 motor—I felt like a king!

It was almost exactly like I had imagined it. Then came my problem. I had to give the fancy car back to its owner. My self-esteem and self-image (Mr. Bravado) plummeted back to Mr. Average.

I drove these cars daily in my position as executive car salesman. And often, I noticed something I didn't expect. It didn't take long for the sparkle of the fancy cars to wear off. They were eventually just like any other car.

And I noticed this again when I splurged to buy my own dream 280 SL convertible Mercedes. Yeeha! For the first few weeks, my old egotistical attitude came back. Look at me! Check out how great I am! Again I was the "man".

For those first few weeks, I felt like I had arrived at my dream. There I was, the owner of my dream car. I had achieved my goal, which I'd assumed was going to make me happy forever.

But it took just six to eight weeks for my dream car to become a car just like any other—four wheels, engine, steering wheel, bodywork and seats. Except that it cost more to insure, more to service, more to run and more to repair.

My happiness soon slipped back to its old levels. All my expectations of the gee-wiz-bang of achieving the dream faded to naught.

I had been lied to! I had assumed that if I achieved my goal, which I'd worked so hard for, that I would feel successful. I believed this goal would make my life and all of my struggles worthwhile. Well, it didn't! And I should have known. But I was just like most people.

When I was working at the exotic car showroom, I had seen many people coming in to buy a fancy car they hoped would transform their lives, and give them the feeling they so desperately desired: Significance.

I'd seen them come back over and over, to change cars and lose mega money on trade-ins. Just like drug addicts, trying to find ways to fill the void in their lives, they persisted.

Desperately hoping that the next car would give them the fix, the sense of significance they so desperately wanted. It was never to be, because their car acquisition goals (means-goals) were never their real goals (ends-goals).



**1-Minute Wisdom:** *“Means” goals bring short-term happiness. “Ends” goals bring feelings we are really looking for—optimum sustainable happiness, peace, joy and that true feeling of satisfaction.*

## Wisdom 32

### Means Or Ends Goals?

It is important to build clarity about what you are looking to be, do, or have, because there are really two aspects of achievement.

1. There is the “means” of achievement, and what we BELIEVE it will bring us—things like happiness, power, recognition and acceptance.

2. The other aspect is the “ends” of achievement, and what that will bring us. It is what we are *really* looking for; our deepest core needs hide here. Connection, love, meaning, growth, significance, and contribution.

You may want a flashy car, because you believe it will give you what you feel is missing in your life. This is a “means” goal. But the reality is that you are looking for the FEELINGS that owning the vehicle will bring you.

This is the ENDS goal! It is in the FEELINGS. That’s the core driving value fuelling your needs.

You don’t really want to own a piece of steel with four wheels that you have to insure, maintain and service.

What you are really looking for are the feelings you believe you will get from owning or driving the vehicle.

Means goals can be expensive, risky, and resource-consuming. Whereas ends goals are a lot simpler to achieve, if

you know how, and if you activate your consciousness and self-mastery drivers.

Ends goals are hidden deeply in our psyche. You need to dig deep to uncover your true core desires. I explain and facilitate the full core Soul Intention process in my Formula WON Success Ensurance workshops.

Most people are unaware of the difference and so they chase the means goals, hoping those will bring them what they are really seeking. They are seldom happy or satisfied for long.



**1-Minute Wisdom:** *It's smarter to go directly for the ends goal. Often, it's cheaper, simpler, faster and more sustainable. Plus, the impact you create with them reaches further, lasts longer, is further reaching, and will make your Soul shine brighter than any fancy car. Take one of the material things you have bought. What did you really want? The thing itself, or what it represented for you?*

## Wisdom 33

### Feelings

People spend most of their lives chasing after the attainment of material possessions. Things. Stuff. Money, power and control. But it's a misguided mission, because these aren't what you really want; you mistakenly believe that you do, but experience proves you are wrong.

We don't really want the stuff; we want the *feelings* they provide us. That's our core need. Those feelings may be respect, significance, validation, self-esteem, importance, etc.

The feelings we most crave show us what needs are being least met.

Once you've decided why you want a new x, y or z, take some time to go beyond the *means* goals, and discover what *ends* goals are really driving you, deep inside. What feeling(s) do you need or want to experience?

You may be able to get to your ends goals a whole lot cheaper, and quicker, once you are clear on what it is you are really looking for or NEED. But it takes time and introspection. You need to get to truly know yourself.

Anthony Robbins has structured, and teaches the six core human needs that drive all humans. We will cover those later.

## Wisdom 34

### Focus and Your RAS

The next important dimension of success is focus. As the saying goes, “What you focus on, you attract more of.”

Your brain’s reticular activating system, or RAS, is an important filtering mechanism that blocks everything out of your conscious awareness that it feels is not relevant to the brain’s main focus.

The RAS sorts the thing we train our attention on from millions of surrounding stimuli that it decides are unimportant. It brings only specific stimuli to your attention and dims the rest into the background.

Have you ever purchased a car, and as you drive around you notice there are suddenly more cars, just like yours, on the road? Is it that, overnight, all these people bought the same car as you, or is it that a part of your brain has become more sensitized to your new vehicle? This is your RAS at work. It controls what you notice and pay attention to at any time.

Those cars were there all along; you just didn’t notice them. You had consciously, or unconsciously, given your RAS a different mission to focus on. It was filtering out needless detail.

You did notice the specific cars originally, but you didn’t notice them consciously, until your RAS said, “Hey, look at this, it’s just like yours!”

Our challenge is that mental growth is founded upon a brain system that has survival and protection as its core mission. The RAS is usually a filter for danger and survival. Can I eat it? Or can it eat me? Your brain's core programming and focus, is not to create success, but to ensure survival.

### **Filter Fast or Drown**

Consider about three billion bits of information per second coming towards your senses. Your conscious brain can only cope with about five to nine simple bits per second. So it ignores the remaining 2,995 billion bits of info that are deemed unimportant to the RAS's present priority and focus.

That's a lot of information to delete, distort, and block, from your awareness on an ongoing basis!

But that's how your brain works. Your unconscious mind will record all that information. And with something like hypnosis, you are able to recall every detail if you wanted. You have an amazing brain.

It's vital to ensure you program your RAS as a conscious, constructive assistant, so it scans and filters for opportunity that matches your goals and plans. That's far better than your RAS being left alone to scan for danger and the stuff you are looking to avoid. You need to have a plan for your RAS to be working on, otherwise it's back to the brain's default program: Protection and survival.



## Wisdom 35

### Planning to Fail?

There is a powerful saying: “People who fail to plan, are planning to fail.”

Think about your planning style. What kind of planning effort do you put in place for the most important things in the YOU-niverse—your life?

Do you do much planning? Do you have written, detailed, plans for each area of your life, with timelines, smart goals and tasks? Or are you living by the seat of your pants, taking life as it comes, hoping that it’ll turn out all right?

Not having a plan is like paragliding in a storm without a safety chute. It’s not smart, not sane. Think back to a time when you did plan. Possibly a holiday, camping event, or some situation that required proper planning. Perhaps even moving or building a home.

It is astonishing to notice how many people spend hours planning a small project, but then they do no planning for the most important thing: A happy, healthy, and prosperous life.

It’s like their life project is almost too big. Like trying to eat an elephant, so why even try? If you are going to be successful, you must use a life blueprint with a clear values hierarchy.

You must then employ a SWIFT action plan that guides decision-making, acquisition of resources and action taking.

We make decisions every moment of the day. If you use a detailed blueprint, with clear actions, conscious values, and a good idea of what you want to achieve for that day, then you can begin to make intelligent use of your time and resource.

You might create a good plan, with simple steps. But unless there is that inner drive, energy, inspiration and commitment, to take sustained, focused action, nothing may ever happen.

And that's why the LifeShift Success Ensurance process is able to work so well; From experience I understand the challenge and the consequences.

What can you decide to change now, to shift how you plan, and take action, in your life?

*"Success is not the key to happiness.  
Happiness is the key to success. If you love  
what you are doing, you will be successful."  
- Albert Schweitzer*

## **Wisdom 36**

### **React or Respond?**

You've been programmed like a robot since the moment of your first breath. If you're going to create any real sense of success, achievement and happiness, you will need to consciously master this next point.

Automatic reaction is your biggest enemy. In most of my workshops, I notice people reacting unconsciously to circumstances using old programs, old beliefs and attitudes. People often have robotic reactions based upon their past, not the present!

The challenge with this is that we are using 10, 20 or even 30 year-old mindsets and beliefs, to handle modern day 21<sup>st</sup> century situations. We need updated, flexible, resilient, agile, and open-minded mindsets that will allow us to be responsive, innovate, and explore new solutions, as opposed to regurgitating outdated reactions.

The reality is that your brain usually has no interest in the future. The only interest is now: Comfort, safety, survival and certainty.

#### **Reprogram and Rewire Your Mental Computer**

If you're to ensure your success you must become mindful enough to stop your old habitual reactions, and begin to be response-able.

By being response-able you wake up and bring new thinking, a new mindset, and more relevant approaches to the prevailing challenges. This will ensure that you have a better chance of success.



***1-Minute Wisdom:*** *Smart machines UPGRADE their operating systems, firmware and software applications on a regular basis to keep up to date with changes and opportunities.*

*When last did you upgrade your mental operating system to give your brain a real chance at being effective in ensuring you achieve true success?*

## Wisdom 37

### Smash Procrastination Forever

Procrastination is a primary dream stealer for most of us. Unless you solve this issue, you will never achieve any real level of success.

Procrastination is typically a feeling which predisposes us to avoid taking action. So make sure you're aware of your state, and learn how to manage and shift your state. Feelings predispose you to action.

This will be one of the most powerful awareness skills you can use to keep procrastination at bay, and out of your space. Make sure you, and your space, are organized for success, or procrastination will sit you down in front of the TV once again!

*"Procrastination is one of the most common and deadliest of diseases and its toll on success and happiness is heavy.*

*-Wayne Gretzky*

To defend yourself against procrastination, you need to understand how it gets a hold, and how it works. We've all procrastinated at some time. But most people rarely take the time to understand the deeper psychology of it, or to create a mindset program to overcome it.

So let's dive in to the core of your procrastination and avoidance programming.

- Procrastination is the brain's way of avoiding embarrassment.
- If you find a situation seems overwhelming, you'll procrastinate.
- If you find that you believe you have little hope in succeeding with a task, you will procrastinate.
- If you find that you are fearful and nervous, you will procrastinate.
- If you find something more interesting, and enjoyable, than the tasks required, you will procrastinate.
- If you find that you are having a hard time making a decision, you will procrastinate.
- If you are feeling frustrated, tired, or overworked, you will procrastinate.
- If you find that the work you need to do is unappealing, you will procrastinate.
- If there's something that you want to avoid for whatever reason, you will procrastinate.
- If you are not feeling energised or lethargic, you will procrastinate.
- If you don't have solid deadlines and an understanding of non-performance consequences, you will procrastinate.

You can add your own reasons for procrastination in here as well. You need to be aware of what creates the need to procrastinate, so you can neutralise and reverse it.

If we scan through the reasons, it's simple to see that the reasons revolve around resources like energy, motivation, courage, confidence, clarity, meaning, reward, and discipline. What is your real main cause for procrastination?

*You are not your brain. You are a whole lot more than your brain. You are your Soul, and the brain is a semi-intelligent biological tool for you to use, as you dance, explore, and co-create in this material world. So make sure you control your brain, and it doesn't control you!*

Procrastination is a brain thing. If the job is really that bad, find a way to outsource it, or chunk it down into smaller steps. If you outsource you can use the time saved to focus on the stuff that you really love to do.

It is so important to be aware, and mindful, of your brains' state. Because if you let it, it will procrastinate you out of your dreams and back to your usual distractions like TV.

The problem with procrastination is that when you die, the brain dies. Ashes to ashes, dust to dust. But your Soul continues on. Thus, no lasting regret for brains, but, very possibly regrets for your Soul.



**1-Minute Wisdom:** Don't let your brain—a very short-term thinker—make decisions for, or override, the decisions and desires of your Soul.

It's helpful for you to understand what kind of programs and habits are already installed in your mental computer, because if you know these, you can make plans to work around

the limitations, and though-viruses, and install more effective programs.

Imagine that you went to the doctor, and he discovered that you have a rare disease called Froga-dislike-itis. He tells you that in order for you to live, you are going to have to eat one frog daily. Now I know some of you are going to go ask for second opinions, but let's just keep playing the game.

So back at home, with your month's supply of frogs, you have the clear understanding that every 24 hours, you are going to have to eat a frog to stay alive.

They taste disgusting, smell dreadful, and look mean. But this is the only way you're going to stay alive.

You wake up the next morning, knowing that today is the beginning of a Frog-a-Day menu. When are you going to eat the frog?

Will you do it right away? Will you wait until lunch? Or will you wait until dinner? Or would you maybe do it just before you go to bed?

You know you **HAVE TO DO IT TO KEEP ON LIVING**. So **WHEN?** Your answer to this situation reveals part of your procrastination encoding.

The successful person will probably say, "Let's get this over with now," and eat their frog right away. Whereas less successful people, wanting to avoid the unpleasantness, will procrastinate until the last moment.



They will tolerate the day, distracted by the persistent reminder that they are going to have to eat the frog sooner or later.

They know the frog meal is coming but they will try everything to postpone the unpleasant deed. They know what they need to do; they just don't know how to manage their brain to do it sooner.

Be aware of your default procrastination mode, and create habits and strategies, to overcome the avoidance.

Chunk things down to smaller steps. Give yourself a reward for taking action. Link non-performance to pain and pleasure. Or outsource it and focus on your strengths and passions that motivate and energise you.

## Wisdom 38

### Know About versus Know-How

You might need to stop reading self-help books. Many people just gloss over the material. They get to know ABOUT something, but seldom do they actually DO the exercises and build KNOW-HOW.

Seldom do they actually take the learned insights and wisdom and incorporate them into their lives. The problem is that we are reading to learn *about*, rather than reading to learn *how to DO*.

Think about tiger wrestling—a highly interactive and risky sport. If you read a book on tiger wrestling, and learn all about the concepts, challenges and dangers, will you be able to go and wrestle a real tiger successfully?

It's unlikely that you will succeed on your first try. And this is because you read *about* tiger wrestling, but truly, you don't have the experiential know-how to actually successfully wrestle the tiger.

This gap between reading about concepts, and actually being able to successfully do them, is where most people get stuck. There is a way to get around this knowing versus doing gap. It involves confidence and commitment. If you have no confidence or commitment, it is highly unlikely that you will take action. From my research, it is lack of confidence that stops most people from ever taking requisite actions.

## Wisdom 39

### Moving Beyond Fear to Action

So what has stopped you from taking focused action in the past? Is it a skill issue, resource issue, or a will issue? If it's a will issue, then your problem is one of chunking.

Chunking, as mentioned earlier, involves breaking steps into smaller pieces, in order to help you achieve your goals without becoming overwhelmed by too big a chunk or step.

If you have a resource issue, then there are steps you must take, to use what you presently have, to start taking action now. We always have constrained resources. That is why being RESOURCE-FULL is so vital.

If it is a skill issue, and so confidence, and competence, is the challenge, then you must clarify, focus, and learn. If your life depended upon it, could you make a plan to learn fast?

You can begin to take action on any goal, if you chunk your challenge down into small enough steps, and if it's important enough as a priority in your life.



**1-Minute Wisdom:** *If you haven't taken action on a goal, it's frequently because your chunking is too big, your brain is overwhelmed, or it's not been important enough to commit and focus on.*

*To see what a person really values, watch what they DO with their time and resources.*

## Cost or Consequence of Incorrect Chunking?

This book took me 30 years to write! My friend, the author, Wendy Evans, directed me to get my book written long ago.

I just never managed to get the focus, energy or discipline to do what I was yapping about and promising I would do.

But two things finally happened: The pain of not taking action became bigger than the pain of taking action, and I designed a secret, revolutionary strategy that would *make me, make a plan*, and take action!

My circumstances were perfect to get me to take action, fast.

The overwhelming feelings subsided once I chunked my book project down from “write a whole book” to... smaller chunks like:

- What’s the main Idea?
- Who is this for?
- What do I want to achieve?
- Create the outline
- Chapter 1 subject?
- Page 1 focus?
- Paragraph 1 intention?
- Write the first sentence.

Now, with smaller chunks to act on, I could simply take the first step and make the commitment to write a sentence, or two, or five, or more each and every day.

## Wisdom 40

### HARD Goals

We all have dreams and goals. But few people have real goals that are clear, specific, chunked down, with regular focused action that will deliver their true ends goal/ Soul needs.

Every goal has to pass four tests. If it doesn't, it's almost certain to fail. For your big goals to succeed, they have to be based upon the H.A.R.D Goals framework.

- **Heartfelt:** You've got to have an emotional attachment to your goal. It has to connect to a bigger part of you, beyond ego.
- **Animated:** Goals need to be inspiring and energising through a vision, picture, or movie that drives and stimulates you daily.
- **Required:** It needs to feel so urgently necessary that you have no bigger priorities. You begin acting on it right here, right now, as one of the most important things in your life.
- **Decisive:** Goals must stimulate excitement and commitment to move you out of your comfort zone, activating your core drive to overcome fear and provide the best experiences and feelings results.

These are the goals that your Soul sings for, that you would do for no remuneration if necessary. These goals bring you life-long satisfaction and joy... your real ends-goals.

You can have the ego's material goals, as well. Just know that their results seldom deliver deep, sustainable satisfaction, peace or happiness.

## Wisdom 41

### Law of Strategic Focus

I'm sure you are like most: Busy, busy, busy... But doing what? Going where? Accomplishing what? Is intelligent, SWIFT action moving you toward your dreams and goals?

Have you seen those people who are always busy? You will notice some are busy but going nowhere. Others are busy, too, but they are working through a strategic plan, making incremental steps toward their goals.

The difference is one group is actually moving incrementally and permanently to a predetermined goal; the other is marking time on the same spot... going nowhere.

I might have been a lot more successful, a lot sooner, and a lot simpler, if I had followed a kind of plan, and focused on that plan going in one unified direction.

Instead, there were times where I ran around like a headless chicken!

My problem was that I had no clarity, no core HARD goal, no way of measuring, and no one to slap me on the side of the head to wake me up and shout, "FIERCE FOCUS!"

It's like getting into your car but driving without direction to nowhere. If you were going on a journey to a clear destination, do you think it would help to know where the destination was?

And what route you were planning to use? What resources you might need to get there?

Do you have a plan, a clear destination? An idea of the knowledge, skills and resources you might need?

Just as you use a map to travel and get an idea where you are, you would be smart to do the same smart thing with your own life's adventure.

## Wisdom 42

### The Law of Least Efforts

The challenge many have is that we are lazy, tired, or just don't have the energy to put in the effort.

In order to be smart and more effective we can consciously begin to create an environment that supports and enables us to take action with minimal effort.

Imagine for a moment you want to learn to play the guitar. Simple to do and easy not to do.

If your guitar is way down the passage in the cupboard, behind three boxes and under a suitcase, it's unlikely you will be excited and motivated enough, or energetic enough to go through the schlep to get your guitar and play for a while.

However, if your guitar sits right next to your favourite chair on a stand, close by, and all you have to do is lean over and pick it up and play. It's simple and easy to do more often with minimal effort. Now it's simple and easy to take action.



**1-Minute Wisdom:** *So, the secret is to make taking SWIFT action simple, convenient and easy. Notice that simple (complexity) and easy (amount of effort) are not the same thing. Simple steps might really be quite hard to do.*

Easy to do, easy not to do... but that simple mistake will prevent you from achieving your potential or ensuring your success.



## Wisdom 43

### Are You Well-Organized?

You may have all of the previous good qualities, resources and tools required to be successful, but if you are not well-organized, the Law of least effort is cancelled.

If you are disorganized, you will be slowed down and frustration will grow. It will grow into irritation and then something bigger like withdrawal and loss!

Loss will stop you dead for a while, and you may even give up!



***1-Minute Wisdom:*** *Make sure your SWIFT action steps are supported by fiercely-focused action, and intentional positive feelings of success.*

By being well-organized, you are often able to reduce the possibility of the deadly procrastination bug and ensure that your frustration is channelled into effective, organized action.

By being organized, you support a clearer focus to take action anytime. This allows you to align your actions with your most important priorities and values.

Being organized and using effective systems, tools and resources helps you leverage, guide and expand your time and impact.

## Wisdom 44

### Law of Simplified Choice

Research proves that having too many choices creates a problem for deciding. It overwhelms the brain, so that it decides not to decide.

If you are to ensure success, you must narrow down the range of choices. I've noticed when I was exploring book titles, my brain went off on all kinds of tangents. When it did this, I felt confused and out of control.

The moment I reduced my choices and focused, I was able to gain perspective and a sense of control, and my energy and winning mindset improved dramatically again.



**1-Minute Wisdom:** *If you give yourself too many choices, you will struggle to choose. Limit choice to two or three options and focus.*

So how do you limit choices and focus more effectively?

Use the KISS principle: **Keep it splendidly simple** so you can focus on a few important things and not spread your energy too broadly. Focus fiercely, chunk, action; focus, chunk, action; repeat.

Keep it simple and focused. Take massive action starting now.

#### **SWIFT Action Focus**

List three things you could feel more grateful for.

## Wisdom 45

### Laws of Effective Action

Many people mistake being busy for taking effective action. Often, this is because they want others to be impressed with how busy they are.

They experience hollow significance, but no real gain. With all the busyness, they are going nowhere.

For much of my life, I have been a busy person. It has been a badge that I've worn to get attention or sympathy, or an excuse to avoid being accountable for true success.

Most of us could be way more successful if we focused in one direction on one core goal at a time. The real issue is that we major in minor things, most of our time.

#### **Do You Keep Moving Your Magnifying Glass?**

Ever tried to burn a piece of paper with a magnifying glass? Keep moving the magnifying glass and see what's achieved.

Not much can be achieved with this always moving strategy. But if you focus the magnifying glass and hold it steady, you can set your dream alight much faster.

## Wisdom 46

### Clarify – Plan – Chunk – Act

The challenge with most of us is we have a dream, but no real clarity, process, focus or plan of action. We have a big idea that seems too big, so it remains a distant dream.

Clarity of purpose is a start. Begin with the best end result in mind. Then create a reverse-engineered, step-by-step, itemization of the actions and results required to achieve the outcome you desire.

Imagine you have achieved your goal. Mentally stand in the future and look backwards down your timeline. What steps did you take to create the incremental results that led up to your goal? Now document the steps you imagined taking.

Chunk the large steps down into more manageable, smaller steps and actions. The primary reason people don't take action is because the next required step feels too big for them right now. So chunk your next steps down into smaller sub-steps or baby steps.



**1-Minute Wisdom:** *The smaller the chunks, the easier it is to take SWIFT action. Setting small, focused steps in the direction of your goal is the secret.*

By taking baby steps, you can begin to move yourself predictably and consistently towards your goals. But it requires that you clarify what you really want; create a plan to achieve it; and chunk it down into small enough steps. Then, daily focused SWIFT action, and FIERCE FOCUS, are a MUST!

## Wisdom 47

### Needs vs Wants - Taming Tigers

A big problem we all experience at regular times is a strain on our willpower. Be aware that needs and wants are driven by two different sources of energy or motivation.

Our needs are the basics. They are physiologically necessary for sustained survival. Air, food, clothing, shelter, etc. A want is a craving for something you perceive or believe you lack or might “need” to operate more effectively.

**Need:** Driven by situations and circumstance. Usually external or physiological stimuli, like basic survival stuff. Without this, you die.

**Wants:** “I want,” is driven by an internal, usually invisible ego or sense of lack. Want is a way more powerful motivator than a need, unless you are in a life-threatening situation.

I need transport, but I want a BMW 5 series. Why? An UNO or a small Tata will do the job just fine. But your WANT driver wants something more than the Tata Car. You don’t really want a big chunk of metal with a BMW logo on it.

Your WANT ego wants what owning the BMW will give you. That’s the real want behind the want.

If you are not able to intelligently control your wants, you could end up with a few problems, usually financial problems.

But if you can harness your WANT drivers, and use them to lead you to take required actions, then you can begin to harness your powerful unconscious mind.

### **Blurred Lines Ahead**

Beware of the blur. Your mind will create excuses and blur the divide between needing and wanting something. It will justify a want as a need in order to slip it through your mental filter.

Remember, you are not always driving your own bus. Your past and your unconscious are making many of your decisions!

In order to become more inspired and to take more effective conscious action, you must understand what is driving the semi-conscious part of your wants, and then harness those “wild horses.”

A simple way to uncover the values or beliefs that lie beneath your wants is to ask, “What will that \_\_\_\_\_ give me that I don’t have yet?” Use “The Want Clarification Form” to uncover your true desires and needs.

### **Why Do You Want?**

If your wants are driven by external concerns and hopes, beware. You might get your WANT, but you’ll keep on singing, “I can’t get no satisfaction!”

When you list your wants, you are possibly stating an expected solution to a hidden want or need. Wanting to “earn more,” may be your expected resolution and desire to feel free of debt and less stressed out about your finances.

So it's actually about the feelings you are wanting, and not the process of getting them.



**1-Minute Wisdom:** *You can achieve these core feelings in other ways that could be quicker, simpler and longer lasting than the way you have been trying until now. You need a new approach to true success.*

The Soul's goal is to deeply connect with your core self and your true values, not to run after the bright shiny things trying to satisfy your ego's wants.



## Wisdom 48

### Jumping the Abyss, Bridging the Gap

Certain people can recite and reiterate the steps required in achieving success, but getting the information out of their heads into real life action seems to be the real challenge.

The knowing-doing gap scares most people and stops them in their tracks. It's the abyss that steals the dreams of many. It's easy to talk about what should be done.

But, like making a decision, action must be the result. Few people ever take the action to cross the knowing-doing gap, because it seems too scary to take the risk, and because they don't FEEL-LIKE-IT.

You have to push past limiting beliefs, fears and concerns about what might happen, or what others will think, or be stopped by fear masquerading as "not the right circumstances."



**1-Minute Wisdom:** *A big reason people never take action is the invisible limiting belief that they don't DESERVE to be successful. The second reason is self-efficacy belief. This is the core of your Learned Helplessness*

*They don't believe that they can really achieve it. Third is fear of "failing," of being embarrassed, of not "looking good," of falling short and being shamed.*

All of those issues are internal limits around the possibility of jumping across the abyss.



## How to Ensure True Success

Firstly, focus on REAL meaning. Secondly, ask the right questions. This will close the knowing-doing gap into something more manageable! Otherwise, the mental picture appears impossible. Steer clear of dead-end questions, that block your progress.

And so it goes with most peoples' dreams. They seem too out of reach. They have nowhere to begin, so they keep on taking-the-talk, but never walking-the-walk and never taking any real action.

To keep face, we continue to talk-the-talk and never risk walking-the-walk. A smarter strategy is to ask questions that open up the possibility and build options. Start with "How could you?" How could you reach your dream in simple steps?

Do you see the shift? There is a positive assumption. By shifting the question's focus, you begin to close the knowing-doing gap with the possibility of believing you might succeed. So, how could you begin to achieve your goals? Simple. One bite at a time.

The secret of the Activator's Success Insurance system is:

1. Clarify your focus, ensure your values are relevant to the goal, are aligned\*, and they support your SWIFT actions to ENDS goals.
2. Setup BIG accountability as leverage is important here.
3. Setup BIG "passion attraction" and positive appeal.
4. Ask empowering questions in the right way.
5. Divide your big goal into incremental smaller goals or chunks.
6. Divide small goals into even smaller, simpler, steps or tasks.

7. Take steps every day and monitor progress.
8. Celebrate success regularly as you move along the path.

\*Are your Values Aligned to your goals?

Imagine you have one value of *adventure* and other strong values of *safety* or *certainty*. So now, let's go paragliding...

Your *adventure*-value is ready to go, but your *safety*-value, and *certainty*-values, are going to be a strong block against going paragliding

Conflicting and misaligned values create procrastination or block all positive action!

If you find that you've not taken action on your dreams, clarify your values linked to the goal,

Also make sure to divide your goal into small, and maybe even smaller, baby steps. Simple to do, simple not to do!

Always check for values conflicts. Then setup a BIG lever to build accountability, and to move you along faster than you have ever moved before. You need to push to break through your past limiting beliefs and results.

## Wisdom 49

### What's Your 4 Minute Mile Limit?

You may have heard of Roger Bannister, the first man to run the mile in under four minutes. Roger was not the first person to achieve this. In fact, Roger was a very smart man, and only broke the “impossible” record because of one man’s SWIFT decision and dynamic vision!

Why? Because Roger had a coach who got him to take SWIFT, fiercely-focused, action. His coach was, in fact, the first person to run the one-minute mile... in his head. He had the growth-oriented winner’s mindset.

Even though the rest of the world was certain it was physically, medically and scientifically impossible to achieve, his coach believed differently.

His coach got Roger to believe differently too, so Roger behaved differently. With this partnership, against all the odds, they achieved the *impossible*. Within weeks, others broke the old four-minute mile record, too.

Today, schoolchildren are running the mile in less than four minutes. The world is becoming more competitive, daily.

Do you have a coach or mentor? Trying to do it all on your own can be hard. Success is often a team sport. If you are serious about SWIFT Success, you will do better if you get yourself an Activator-coach, which is the next level above normal coaching, to help you ENSURE true success, in all areas of your life.

## Peer Coaching

A peer coach, a friend who works with you, can have almost as much impact as a professional coach. This way, you can save some money and be held accountable to deliver results.

Choose a buddy today to help keep you focused and accountable for SWIFT action daily.

Do you want to *ensure* true success faster? Then get yourself an Activator or coach soon. Not just anyone. Get a strong person who will hold you fully accountable to perform as promised and bring out your best.

The real power of a Success Activator is to ask open progressive, provocative, insightful, enabling, questions that enable you to uncover the best route possible to accelerate achieving true success.

And then they contract with you to support your fierce focus with SWIFT actions towards a dynamic Destiny. Get together with a friend and coach or activate each other. Explore new possibilities. Ask powerful provocative questions.

Set measurable milestones and targets, and then make agreements to hold each other accountable to perform and achieve those incremental smaller goals or targets.

**Secret Appreciation:** The fact that you are reading this proves to me, and to yourself, that you are someone who will handle reality and take SWIFT action, with Fierce -Focus and #AdaptAgility, to ensure your success. Well done!

## Wisdom 50

### Get Yourself a Success Activator

If you are committed to ensuring true success in all areas of your life and business, then you need to move up the ladder of Success. Ensure certainty and quality.

The true power of a personal Success Activator Coach (SA) is that they will absolutely get you to do the things that you know you ought to do, want to do, plan to do, hope to do, but have not yet taken the action to do.

Your SA will help you become a potent *Success Gladiator*, to push past your old habits, limiting programs, mental scripts, sad stories, and stumbling blocks. They will encourage you and also hold you firmly accountable to deliver on your promises.

Maybe you weren't clear enough. Maybe you didn't have a solution. Maybe you didn't have a plan. Maybe your steps were too big. Maybe you just had no idea where to begin, and had confused or stinking-thinking. We all struggle somewhere.

Your SA will ask you provocative questions, give you new perspectives, and challenge closely guarded assumptions or beliefs. They will get you to look at things from a completely different angles and viewpoints.

An SA will get you to stretch beyond your perceived limitations. They will step you through a process that will enable you to begin to take specific and measurable, fiercely-focused, SWIFT action baby-steps towards your identified ends goals.

The real reason that you have not succeeded as you hoped or planned is that you don't have:

1. Clear focus aligned with your values.
2. A big enough WHY linked to your ENDS goals.
3. Consequences of success. or non-performance. big enough to keep you Fiercely-Focussed and constantly moving.

A Success Activator will not let you give BS excuses when you don't perform. They will ensure that there are good and inspiring reasons to take the actions you have promised.

Your Success Activator cares enough about you, your goals, dreams, and your family, to hold you to your accountability and promises to perform, that you will have no alternative but to take the promised actions, and ensure your greatest successes!

The problem is that most people wimp out as they're not 100 percent committed to ensuring their own success. They don't handle reality—they run on hope! They could be true Success Gladiators, but they choose to be a Couch Slouch! Where do you stand? What's your choice? This is where we separate the winners from the whiners.

Reality is already the past. What future are you creating with your reactions or responses right now?



## Wisdom 51

### Happy Money

Most people live with the mindset that they will be happy when something happens: When I make the money; when I land the job; or when I get married.

Life doesn't work like that. Here is how it works best. First, choose to be happy where you are. You need to wake up, get conscious, get control, direct your thinking and create the right mindset from the outset. Actively manage your meaning, state, and focus. Be grateful for what you do have.

The other challenge is that we often play not to lose vs. playing to win. We spend more money on protecting than investing in our greatness, so we are far away from happiness.

Check yourself. How much do you spend on insurance? Do you invest an equal or greater amount into yourself for ensuring a brighter happier, healthier, wealthier future? If not, why not?

There are three levels of happiness that you can experience. Each of these types of happiness is present constantly, if you are conscious enough to embrace it. We also have a baseline or usual level of happiness; this is our "trait" level of happiness.

- **Emotional Happiness** – Short-term burst of positive emotion. The challenge with this is that it's like an orgasm: Big high, and then back down to your usual level or baseline until the next time. Similar to a druggie.

- **State Happiness** – Relatively stable mindset, sensitive to change. Based on the stuff you focus on. How you create meaning. Reframing negative stuff to be empowering. Mindset dependent.
- **Trait Happiness** – Generally stable across a lifetime. Some people are happy, no matter what. If you are not as happy as them, you might find them unrealistically exuberant.

Here are some simple “to do,” and simple “not to do” actions you can take to take back your power and transform your happiness levels, as well as become happier in state and trait:

1. Daily, take time to laugh, smile, relax, and interact with optimistic/happy people. Happiness and unhappiness are highly contagious. Make new choices. Your emotions are contagious.
2. Look at what you do have, as opposed to what you don’t have. So many people look higher up the BE, DO, HAVE success ladder with envy and self-criticism, wishing they could have more. Remember this: “Your good life starts when you stop wanting a better one”.
3. Appreciate what you have right now and then start to climb the success ladder with gratitude, love, energy and passion and appreciation.



**1-Minute Wisdom:** *If you have a roof over your head, running water, a bed to sleep in, a fridge and a clothes cupboard, then your quality of life is in the top 20-25 percent of human quality of life on the planet. Read that again!*



**Bigger Secret:** Add to the above list: If you own a bank account, have a computer, Internet access, smartphone, you are in the TOP 10-15% of quality of life, and opportunity, on the planet!



**1-Minute Wisdom:** *Understand and appreciate that you are ahead/above almost six billion people on the BE, DO and HAVE, success ladder! Are you living your life with this grateful mindset? Stop looking towards those who have more, and whining at what you don't have!*

*Look at the billions who have far less than you, and be grateful and happy for what you do have.*

Then aim higher with excitement, and start taking SWIFT actions to make your life, and others' lives more enjoyable. That is how you change a whiner's mindset into a winner's mindset.

So, how could you live more appreciatively, starting right now?

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This will enable you to create a powerful, grateful, positive mindset and a state of being happier now. Embrace what is with LOVE. Congratulate yourself for creating whatever you have presently created.

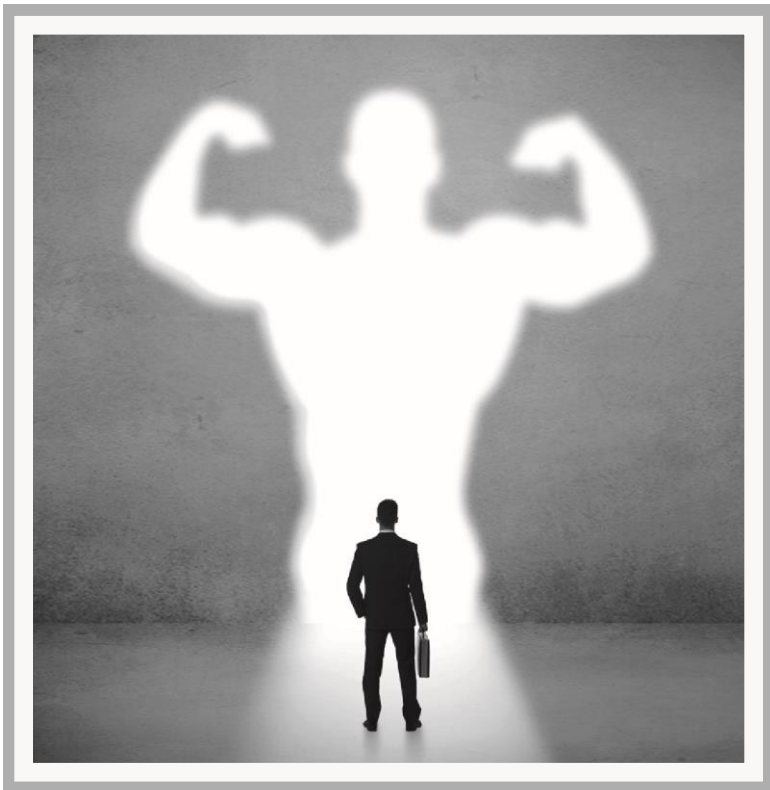
Now, begin to move from this more positive and empowering mindset. What's the most important thing that you can do?

I would suggest you tell someone important in your life that you appreciate and love them. I dare you to do it now!

The truth is people are successful because they are happy. They are not happy because they've become successful.

Gratitude is part of happiness and the gateway to joy. Remember "state" happiness is an inside job. It's a conscious focus and not a reaction to your external stimuli. Keep your happiness vibration high.

Are you currently a vibrational match for your desires, dreams and goals? I keep bringing this up because it's only from a higher energetic platform (positive physiological and highly energized state), that you can climb to higher heights.



## Wisdom 52

### Are You a Match for Your Dreams?

#### Want a Lover?

Imagine that you are looking for a new partner. You want an amazing, awesome, incredibly smart, talented, kind, loving, sexy, positive, 10 out of 10 person. Got that picture? Fully imagine it... See, sense and hear them. What's their energy or vibration like? Got it fully imagined?

If you were in front of this person right now, are you a vibrational and energetic match for them?

On a scale of 0 to 10 (ignoring physical attractiveness):

- Would you, in your present state, turn out to be their dream catch?
- Are you at 10 out of 10 in all of the dimensions that you are wanting to attract to you?
- How amazing are you?
- How incredible are you?
- How awesomely smart, talented and loving are you?
- How positive and happy are you?
- Do you have a winner's growth-oriented mindset?

If we are brutally honest, we are going to admit that we fall short in some of these areas! That's okay... for now.

The law of the universe goes like this: Only energies that are a vibrational match can be attracted to us in a sustainable and viable manner.

This means a person who is 3/10 energy vibration is highly unlikely to attract, and maintain, a positive relationship with a 10 out of 10 person for long term.

So for the amazing New Girlfriend – I'm going to need to seriously rewire my energies to up my vibrational qualities.

The same goes with building wealth. You might desire to manifest a large sum of money, say one million or five million. But are you behaving, thinking, feeling, acting, and speaking, like a millionaire? That doesn't mean spending like one ahead of time!

Not spending, but acting like a millionaire on every level of attractiveness, attitudes, actions, appeal and mindset. Are you adding the value that millionaires add?

If a person walks around with a poverty mindset, it is highly unlikely from that vibrational level and point of attraction that he or she will be able to take the required actions and interactions to manifest much at all, in a sustainable manner.



**1-Minute Wisdom:** If you can't get there in your mind, you can't get there! Stop observing what is. Begin dreaming and taking action toward what can and will be. Become the creator of your experience. Stop reacting and start responding with a winner's mindset.

Consider Donald Trump. He walks around all day thinking and behaving like a billionaire.

Even if he were to lose everything, it wouldn't take him long to attract opportunities and re-create his billions.

This is because Trump believes, and behaves, as a billionaire, in spite of his circumstances. He has the billionaire mindset, beliefs, and values.

### **Happiness Is a SWIFT Choice**

You have the power to choose how you react and how you respond, what you focus on and what you ignore. You have the power to choose gratitude and happiness in spite of circumstances.

Many people are not fully awake yet. Instead, they are sleepwalking their way through life, wasting time watching TV, complaining about the world, never doing anything meaningful to uplift themselves.

It's easier for them to pull others down instead of lifting themselves up. So they will forever be the victims of circumstances and of everyone around them.

Most of these people are unconscious of how they go through life as *bleaters*, blaming everything outside of them for how their lot turned out.

They have highly negative mindsets. It's about vibrational alignment and mindset. As you vibrate, so will you attract. With a higher vibration, and a more resilient mindset, you can create the context, and support, to ensure true success.

**Action Idea:** What things can you do now to focus on positive possibility and begin to shift your mindset from whiner to winner?

## **Wisdom 53**

### **Context Controls Creation**

Depending upon your mindset, your environment has a big impact on how you show up. Context impacts what we can do, what we think and feel, and how we respond or react.

Often, we don't have the ability to control a situation, but we do have the ability to control our mindset, which controls our reaction or response.

We also have the ability to reframe and alter our perceptions, which will enable us to alter our feelings and behaviours. It all depends upon what kind of mindset we have programmed.

We know from research that the environment and the people around us have a big impact on us. These factors influence our beliefs, thoughts, feelings and actions.

You have mirror neurons, neurons that fire both when you act, and when you merely observe another person doing the action.

Through mirroring others' reactions, these neurons bring outer stimuli into the inner world. You are uncontrollably influenced and impacted by your mirror neurons' reactions to what is happening around you.

#### **The Past Is Alive and Well**

We are anchored to past memories through sounds, smells, pictures, feelings and situations. Any of these sensations can

trigger memories, and they can come flooding back into our consciousness, often uncontrollably. These sensations act as *anchors* for memories.

We must use this anchoring technique consciously and to our benefit, or our brain will continue to use it on us. When performance coaches work with athletes, they specifically anchor peak performance states to sound, sight and circumstances.

So where you can, control your context. Is there any kind of art, music, thought, or scent, that gives you positive feelings?

Surround yourself with those anchors. They'll spur you on and remind you of the person you expect to be.

Place people around you who support, encourage and inspire you to keep moving toward your dreams. Our relationship to our environment and the people around us, has a huge impact on our energy, attitudes and actions.

Wake up, be conscious, be smart, and tough, because situational forces will make or break your chances of true success.

## Wisdom 54

### Learned Helplessness or Lazy?

When I explore every possibility as to why people don't take action to achieve their dreams, it boils down to this:

They have been taught by life's experiences and challenges to become "helpless" in their mindset.

Read that again, because it could be the reason you might be struggling, unable to climb beyond "just making it."

There's a story about a fish, an American pike. Scientists placed the pike in a water tank with a glass divide. On one side was the pike, and on the other side was the pike's favourite food: Smaller fish.

Naturally, the pike got hungry and made a beeline for its favourite food, which it could observe swimming close by. But the pike didn't see the invisible glass blocking its path to the food source.

It ended up banging its nose against the invisible glass barrier. It did so several times without success, but quickly the pike learned that it was "impossible" to catch its prey, and the pike gave up trying.

It had very quickly learned to be helpless. The predator fish now had a validated belief that catching and eating its dinner was impossible.

When the scientists removed the glass barrier, the pike swam among the smaller fish, but never attempted to catch its



prey, even though it was now quite possible. The pike would starve to death by taking no action, because it had learned helplessness, even though its favourite food was close by and fully accessible.

The real question is not: “Have you been taught to be helpless?” The real question is: “To what level you have been taught to be helpless?” And what are you doing to reverse it?

Yes, you read that correctly. You have been programmed at some level of helplessness in your youth—by parents, church, school, friends, enemies and life’s experiences.

Often, your failures have the biggest effect in creating a learned helplessness mindset. So how do you completely remove and reverse your learned helplessness programming? Glad you asked.



**1-Minute Wisdom:** *This is one of the most important aspects of understanding what is holding you back from creating the level of success you desire.*

*It’s invisible, and almost undetectable, but look around and you might see the results of the learned helplessness mindset in your life. With love, your brain has done this to you. Crazy, isn’t it?*

## Wisdom 55

### Survival or Success

Okay, I believe you're ready to hear this truth now.

Your brain is not designed to enable your ego to succeed, specifically in the dimensions that you might have been chasing—like the acquisition of flashy cars, expensive jewellery, a big house and the bling that many people appear to be chasing.

Your brain, and more precisely your amygdala, approximately the size of an almond nut, located at the base of your brain, has a different focus from the bright lights and stardom that attracts the ego. The amygdala's primary job is for protection, defence, and survival.

So the focus is a fear-based focus, far from stardom. Your amygdala, which is a part of the brain's limbic system, is at the centre of your emotions, emotional behaviour and motivation.

The amygdala is perpetually on guard—24/7, 365. It filters, interprets, and records your senses. The emotions that it most often creates or induces are fear, anxiety, uncertainty or aggression. So much for fun!

The core challenge that the amygdala creates is one called "fear conditioning." This is where the emotion of fear is linked or anchored physiologically through the triggers of sound, thought or situation. Frequent fear conditioning creates a fear-based mindset.

## **Forming Associations to Fear**

The amygdala evaluates through a filter of risk and danger. In simple terms, it links perceived danger to emotional responses by creating a library to refer to when evaluating further threats. This part of the limbic system creates threat-based messages throughout the body in order to ensure continued survival.

It cares nothing about your dream Ferrari or desired Gucci handbag or any other bling-thing that your ego hopes to acquire. The amygdala is so strong that its influence relating to fear and negativity is, on average, around three to five times stronger than positivity in your brain.

When it comes to phobias, the brain's unconscious, automatic-reaction is unfathomably stronger than conscious-thought.

It overrides rational thinking and mechanically puts you into reactive, protective, panic (or fight, flight or freeze). The automatic, reactive behaviour of your amygdala is intended to help you avoid any form of danger, risk, pain or loss.

This automatic and unconscious process practically guarantees that you will not take enough action to achieve your dreams, unless you awaken to the fact that you have been mainly living your life unconsciously, and allowing outdated, ineffectual mental habits, to run your life.

But you can become a neuro-leader! Become awake and aware, and intentionally direct your brain's default activities to prevent them from remaining protection, projection and survival-based.

## Wisdom 56

### Time to Be a Dragon Slayer

To become truly successful, you have to do several courageous things. You need to become a gutsy Success Gladiator in order to tame your dragons that block your progress.

You must make the biggest decision of your life, which is the decision to be 100 percent honest and direct with yourself, with love and tact.

The goal here is not to beat yourself up, or undermine yourself. And it isn't to feed that negative internal black wolf.

The goal is to engage in radical honesty-with-love, which will allow you to make an honest assessment of where you are, and where you are likely to end up if you continue on your present path.

If you don't do this, there is a strong probability that you will wake up one day and find it's too late.

For many people, it's easier to avoid, blame and ignore, when they should be handling reality. But it takes guts. It takes radical honesty, which not many of us have.

Do you believe the lies you tell yourself? They will sell you down the road of denial. Be honest and authentic.

Be SWIFT. The benefit of holding yourself up to the light and truly checking what your values are, as opposed to your espoused values, is that you have a chance to awaken now. And

in this way, you can begin to take action to ensure you have a far brighter, more successful, future for you and your family.

If you are to ensure success, you must tame your internal dragons. They will attempt to block you from taking SWIFT action towards your dreams and goals.

Be SWIFT. Think SMART. Courage is conscious and calculated. Always explore the most effective avenue for the smartest, simplest action.

Don't allow learned helplessness to steal your dreams. Time to awaken your Success Gladiator mindset and spirit now! Jump from spark to flame! Move your mojo from whiner to winner.

## Wisdom 57

### Meaning Reframe

We are masters, if we choose to be. You can choose right now to master your mental meaning-machine to ensure greater success.

In motivational speaker Anthony Robbins' Neurolinguistic Programming (NLP) work, he shares a statement that opens up more empowering possibilities: "Nothing has any meaning, other than the meaning you give to it."

And we typically do this unconsciously! Most people automatically create a default and automatic meaning. That's why they struggle to ensure success.

Context reframing creates a different, more empowered meaning on an old experience, by placing the old experience in a new light or new frame of reference.

The intention is to change the impact the past has on us, turning it into a resource, as opposed to a stumbling block and energetic drain.

In a meaning reframe, the context remains static and the meaning is changed. This, in turn, impacts our memory, reactions and responses, as well as the wisdom we can harvest from an experience. You may have heard of some reframes like:

- Reframed problems become challenges or opportunities for action, or opportunities for learning and developing new skills.
- Laziness reframed becomes an ability to relax, enjoy comfort, and to calmly focus our energy on things that most deserve our attention.

- Fear reframed becomes protection and a positive signal to activate awareness, alerting us to danger.

To assist you in developing a Meaning-Reframe, ask yourself these SWIFT questions:

- What else could this situation mean that would reduce negativity and expand positivity?
- What meaning can I intentionally give to this that will empower and energize me?
- What small shift in meaning will transform my experience for the better?
- In 20 years, what will this mean?
- What would happen if I just decided to give this a positive meaning?

With practice, you can build a mindset of increased awareness and greater conscious choice when generating meaning from your life experiences.

For now, just be crazy and give everything a positive meaning that will energize and empower you to be resilient, mindful, proactive and a winner!

## Wisdom 58

### Mindfulness Matters

Mindfulness is the art of staying in the moment, just being with the experience and paying attention in a certain way: On purpose and non-judgmentally. It's easy to say, but harder to do.

Mindfulness is increasingly recognised as one of the most effective approaches to diminishing stress, growing self-awareness, enhancing emotional intelligence and successfully handling mental static, negative thoughts and feelings.

*"I had no idea that there was so much sh\*t going on in my mind. Thanks for waking me up." -Mindfulness Student*

Many spend their time focused on past or future issues, paying little attention to what is happening now. This tendency keeps us unaware of our present experience.

Mindfulness is the practise of staying in the moment, consciously spending more time in the present with our surroundings in a calm, peaceful and non-judgemental manner.

Mindfulness is about calmly accepting the way things are, not trying to change things. It is embracing the moment. It calms the brain and enables you to adjust its reactions and focus.

Mindfulness enables you to stop rehashing yesterday's garbage, and move your consciousness to the present, right here



and now. There are nine core activities that the brain needs to accomplish. We have to become response-able, instead of reactive, if we are to create lasting happiness by co-creating success.

Nine mind functions of happy, successful people are:

- Regulate the body
- Attuned communication
- Create emotional balance
- Modulate and control fear
- Response flexibility
- Insights (me)
- Empathy (you)
- Morality (we)
- Intuition (gut/heart thinking)

**Practicing mindfulness helps you:**

- Be fully present, here and now
- Experience unpleasant thoughts and feelings safely
- Become aware of what you're avoiding
- Become more connected to yourself, to others and to the world around you
- Increase self-awareness
- Become less disturbed by, and less reactive to, unpleasant experiences
- Learn the distinction between you and your thoughts
- Have more direct contact with the world, rather than living through your thoughts or mindset

- Learn that everything changes, that thoughts and feelings come and go similar to the weather have more balance, and less emotional volatility
- Experience more calm and peacefulness
- Develop self-acceptance and self-compassion

Practicing mindfulness helps you cultivate greater life satisfaction, and develop conscious leadership skills that will enable you to focus on what is really important in your life, beyond the bling thing.

## Wisdom 59

### Is Bling Your Thing?

A friend of mine recently lost her father. We chatted about how we spend our lives acquiring “stuff,” which comes to mean nothing when we die.

She remarked that, over four days, her family donated and threw away her father’s entire life collection of STUFF. And then she remarked, “So what was it all for?”

Hopefully, you’ll gain wisdom from this experience without having to lose someone near to you. The real question is, what is driving you to want to achieve what you want to achieve?

What’s your deep WHY? Why do you want to embark on this adventure to create whatever you deem “success”?

What will it actually give you that you feel is missing in your life or the world? It’s a very hollow victory to get to the end of the race and discover you were living other peoples’ dreams, using other peoples’ values, and the goals you finally achieved were empty and unfulfilling.

#### **The Real Challenge**

Your challenge is to ignore the noise coming from the world around you, and the marketers enticing you to spend more to be worthy, happy and valuable.

Go inside and deeply discover what it is that your Soul seeks to bring forward with love, as opposed to what your ego fears, and is trying to cover up. Your Soul is satisfied with ENDS

goals: Love, peace, happiness, contribution, joy, wisdom—living gently (treading very lightly on others).

### **So What's It All For?**

Through studying near-death experiences (NDE), researchers have discovered amazing similarities in thousands of cases.

Doctors share discoveries around the adventure of life and near-death experiences where individuals were “medically dead”—no brain activity, no heartbeat, and no breathing.

### **A SWIFT Successful Life Is Quite Simple**

At the end of the game we call life, it seems the real prize consists of three simple and profound questions:

1. How much LOVE did you bring during your time here?
2. How much WISDOM did you gain whilst you were here?
3. How GENTLY and positively did you impact other Souls' journeys?

## Wisdom 60

### Soul Meaning Scale

A life of action for the sake of action leaves an empty shell that soon becomes hell. I've learned a big secret through activating and mentoring, and I have my wealthy friends and clients to thank for this awesome wisdom.

What if you woke up one morning, late in your life, to rudely discover that all the "success" that you have been chasing after was worthless? That it was pseudo-success—shallow, short-lived, fear-driven, ego-based and a waste of your life? Would you be unhappy?

Many people who chase financial success soon discover that they still feel empty. Something is still missing in their lives. It's not clear but it is gnawing at their Soul. What's missing?

#### **Do You Use Your SMS Effectively?**

You need an effective understanding and alignment with your Soul Meaning Scale, or SMS, system. This is not the kind of SMS you send on your phone. It comes from the deepest part of you, your Soul, linked to that higher life force, whatever you want to call it (God, life, Universal Consciousness).

#### **Unconscious Core Needs**

From the excellent work of Tony Robbins, we discover that we all have needs that unconsciously drive and guide our daily thoughts, actions and reactions. See the structure listed here in basic SMS order: *Soul Meaningfulness Scale* from lowest to highest.

1. Certainty and Comfort/Safety – Survival
2. Uncertainty/Variety – Excitement
3. Connection – Belonging - Love
4. Significance (ego) and Validation
5. Growth – Wisdom
6. Contribution – Value and Caring

These unconscious core drivers guide decisions unconsciously up to seven seconds before you decide consciously. You might think you make conscious decisions, but experiments prove otherwise. I share more about this in my LifeShift Success Insurance workshops.

The first four need drivers satisfy your ego, whilst the last two are Soul food. These last two needs, when satisfied, are the ones that bring true significance, validation, sustainable happiness, peace and joy to your life. These are the ENDS goals that truly matter.

The top four drivers are fun, exciting and enjoyable, but the power to fuel SWIFT action is only sustainable when driven by growth/wisdom and contribution/love.

In order to ensure sustained drive, resilience and core meaning, your dreams, goals and desires must come from the last two needs, otherwise you may find it difficult to stay the course, and weather the challenges life brings. Most people are distracted by their ego's goals, which, when achieved, are short-lived and less satisfying than envisioned. So the next time you prepare to take action, make sure that your goal is high on your SMS. As I tell my students when they choose an ego-based goal, it might be fun and exciting, but there is no Soul in that Goal!

## Wisdom 61

### Mindset Matters

Everyone talks about skillsets and seldom about mindsets, but it's mindsets that control everything, winner or whiner. Plus, mindsets are contagious. The mindsets of those around you can limit or unleash your potential.

Mindset is a mental attitude or disposition that predetermines a person's responses to, and interpretations of, situations. It's like a set of mental operating system programs. Your Mindset is similar to your attitude, but more multifaceted.

It's expressed in how you create meaning, solve problems, show up, manage internal states, and relate with others.

The foundation of a winning mindset contains honesty, trust, commitment, adaptability, accountability, curiosity, flexibility, ability to brainstorm, willingness to connect and collaborate to reach solutions, resilience, innovation, resourcefulness, integrity and fairness.

**Rethink x Mindset x SWIFT Actions / Fierce Focus (x) = True Success**

Research by Professor Stoltz reveals that 96 percent of employers polled *identified mindset as one of the most important deciding factors for business success*. Employers recognize the value of people who are able to tackle challenges head on, contribute significantly and thrive. Here are three legs to a winning mindset platform:

## **Global Mindset - Big Picture Focus!**

It's the entrepreneurial essence to thrive in a world that's getting smaller and changing faster. It's about your cognitive capacity to handle greater complexity over longer times and distance.

Being curious, open to new ideas and connected with an array of people is hugely important. All support your ability to being able to arrive at smarter solutions.

## **Good Mindset – Good Guys Finish Happiest!**

It turns out integrity, honesty, and kindness, doing what's right, and being good to others, pays—big time. Goodness is the foundation of a winning mindset.

With mounting immorality and ethical collapses, leaders, workers and entrepreneurs with a good mindset that includes sincerity and loyalty are gold.

## **GRIT Mindset – No Stuff Too Tough!**

Daily adversity is becoming more commonplace, and the challenges of the current environment keep on coming. This is the power pack of a winning mindset.

It powers the other two legs with resilience, agility, accountability, commitment, tenacity, focus and flexibility. These characteristics enable you to grow and flourish, even in the worst weather.

The great news is that your mindset is flexible and can be enhanced any time you decide. You can learn to use a growth mindset to achieve true success and happiness. Are you ready to shift your mindset and life, to the next level? So do it already!





**1-Minute Wisdom:** *Your daily actions will change what you come to believe about yourself and the person you become. It's about setting a schedule, showing up, and sticking to it. It's about focusing on building the right identity rather than worrying about getting the right result.*

When you are aware enough to hear both inner voices, and practice acting on the growth mindset, you can begin to build your winner's mindset, one comment or conversation at a time.

## Wisdom 62

### Will or Won't Power

A large part of success is based upon focus and discipline, which requires willpower. Many people cite lack of willpower (WP) as one of the main things preventing them from taking action.

To be able to be successful with self-control (SC), you first need to learn how you fail to maintain self-control and lose your willpower.

Plain optimism just can't last in some situations. It's a challenge to acknowledge your own limiting mental thought-viruses or incorrect thinking patterns, especially in times of difficulty.

True self-knowledge is the foundation of enhanced and effective self-control. We must become willpower-chemists if we are to manage and maintain a good charge of willpower.

If you think back on your own willpower challenges, you will notice that willpower is like a battery. Over a certain amount of time in specific circumstances, it will lose its "charge."

We have discovered that:

- Willpower is a mind-body response. It's a brain function that can be improved through mindfulness, exercise, nutrition and sufficient sleep.
- Willpower is not an unlimited resource. Like a battery, too much self-control drain can be bad for your health.

- Temptations and stress hijack the brain's systems of willpower and self-control.
- You can train and develop your brain's greater willpower and smarter self-control.
- Guilt and shame over personal challenges, lead to giving in and reducing willpower.
- Self-forgiveness and self-compassion boost self-control and willpower. So do them regularly.
- Willpower failures or fixes are contagious. Just as you can catch the longing to overspend or overeat from your friends, you can also build and maintain smarter self-control from mentors, positive role models, and your Success Activator!

## Wisdom 63

### SEAL of Success

It is highly unlikely you will fully activate your maximum potential unless you muster the courage to decide to give your best, by taking on a SEAL to ensure your success, and help mould your winning mindset.

In the navy, they assemble a SEAL team of highly trained experts who are loyal, committed, highly competent and completely driven to ensure success no matter what the challenges.

If you want to fast-track and ensure you create true success, find yourself a Success Activator or mentor. Pay them a whack of cash to make sure you clarify, plan and take SWIFT action every day. I've discovered that I focus and take more focused actions, when I have a substantial investment supporting my commitment.

If you are ready for 100 percent focus and SWIFT action, find a SWIFT S.E.A.L. (**S**uccess **E**nsurance **A**ctivation **L**eader)—someone you respect and see as a leader.

This is the solution to use when you have a big hurdle or obstacle, and are committed to ensuring your success. You will see the SEAL process in the next chapters.

Here is how my SEAL helped me.

## Wisdom 64

### My Gladiator Activation Win

I had a family feud for eight years. I hadn't spoken to my parents because of an argument that ensued over a disastrous bachelor party for my brother. I literally avoided all contact with them for 8 years.

One side of my brain was focussed on betrayal, loss and hurt. I vowed I would never open myself up to, or speak to, them again.

Another part of me, my Soul, was urging me to be the bigger person more compassionate person. I had a constant nagging that I should do something before it was too late. I was a prisoner, held captive by the rage and pain in my brain. There was no way I was going to be able to be the bigger person; my brain simply refused!

I discovered the Gladiator Activation Process (Consequence Compression Commitment) during a personal mastery workshop.

I was asked to highlight the biggest pain or blockage obstructing my life and my happiness, one that I really needed to resolve. I had it in mind.

I then went through the process of identifying my most valuable movable asset, being my prized Easy Beat Mobile Disco, worth R150,000 (\$10,000).

I then chose a "SEAL" partner to support my intended actions. I committed to my SEAL that within seven days from that

moment, I would... phone my parents to arrange reconciliation. If I did not keep my word, I contracted with my SEAL partner, and committed to *give* him my entire disco.

My brain went loopy! It brought up a 101 reasons why this was an insane commitment. Every neural network in my brain was on emergency alert and urging me to run!

My brain was like a trapped wild animal in a solid steel cage. It went ballistic. My brain tried every possible tactic to prevent me from taking action as agreed. But another part of me, my Soul, became still, calm and peaceful.

Almost a week went by with no action! As the final minutes—yes last few minutes of my seven-day time limit—were running out, a part of me began to take control and overpower the BS my brain was spewing forth. This part was my Soul.

My heart was in my throat and pounding hard. My hands were sweaty. My body shook and trembled as the internal battle raged on. Literally, with 90 seconds to spare, before my deadline, I dialled the number. My father answered on the other side. I had taken action!

One part of me, my brain, was in panic and fear of total destruction; the other part of me, was joyous and pleased. I felt a broad sense of overwhelm, and at the same time, a complete sense of peace and calm started to take over my entire body.

My Soul had finally overcome my ego.

I felt ecstatic and light, as if a huge weight had instantly lifted from my shoulders. I was relieved to have kept my word (and my cherished mobile disco)!

I did not realize how big the burden was that I was carrying. When all was said and done, my family patched up the domestic quarrel and rebuilt the fabric of our family.

I can tell you now that if I had never made the agreement with my SEAL buddy, along with the Consequence Compression Commitment, I would never have been able to break out of my brain's prison and make that life-saving call.

This method got me to take action, and saved my life from years of unnecessary conflict, anger, pain and loss.

My wish for you is that you clarify your dreams, detail your goals, divide them into tasks and smaller steps, and take SWIFT action starting from today, so that you don't take 30 years to finally focus on achieving your dreams.

## Wisdom 65

### Your Activator Purpose System

When talking to people, you may discover that many are not happy with their lives. They are always chasing the next thing to bring them some sense of satisfaction, or short-lived happiness—striving but never really arriving.

Why is it so hard to experience true lasting happiness? Because you are chasing your brain's goals and not your Soul's goals!

#### **Purpose Clarification System (PCS)**

Use this process to align your brain to your inner true north.

#### **ACTIVATOR – Purpose Discovery and Clarification Process**

1. Who are you? What does your name mean?
2. What would you LOVE? Complete the sentence: "I would love..."
3. What is the one thing you feel supremely qualified and inspired to teach and share with others?
4. Who will you do it for? Get a clear picture of the people you'd love to serve (potential customers).
5. What do people badly want and need that you can offer?
6. How will their lives be better as a result of what you do for them?

**Here is my result:** "I support and inspire entrepreneurs to grow a winner's mindset, so they can clarify, focus, take decisive and massive SWIFT actions to ensure success. My work helps them ensure they bring their dreams into reality, bringing them more freedom, love, abundance, meaning, peace and joy."



## Wisdom 66

### Goal Getter Scientist

Many people never start because everything is not perfect yet. Perfection is a waste of time; excellence has more value in your life. Here is a simple experiment to help you become an Imperfect Action Taker.

**Step 1:** Write your idea, goal or outcome down in clear, observable terms.

**Step 2:** Find out who else is doing or has achieved what you want to create. Chat with them in your area of focus. Ask for their wisdom regarding highs, lows, insights and shortcuts. Decide if they have value for you. Leverage this learning into your SWIFT action plan and wisdom.

**Step 3.** Research and explore the next best step(s) you can take right now to move you toward the results you want to create. Then take MASSIVE ACTION.

**Step 4:** Test your plan. The secret is to get feedback fast to reduce your learning and risk. Use the feedback from your actions to make adjustments and improvements.

**Step 5:** Keep on stepping up one action at a time. Aim for excellence, but embrace imperfection. Get things done faster, even if they are not 100 percent right. Enjoy growing your wisdom. Well done! You are now a true success scientist.

## **Wisdom 67**

### **Up Your Game or Live in Shame**

I would hate for you to do as I did, knowing that a solution was so close at hand. I can save you 20 to 50 years of heartache, defeat, fear, frustration, risk, and wasted effort. I'm able to share wisdom gained from my hard experience, if you will listen and act.

You must up your game with decision, commitment and follow through. Use massive, life-changing SWIFT action.

Medical research by Dr. Edward Miller, the dean/CEO of the medical school and hospital at Johns Hopkins University, reveals that around 90 percent of heart attack surgery patients who had been warned by their doctors that they must change their lifestyles or die, still went back to their old death-inducing habits.

Total craziness!

Your brain and habits will do this to you too, unless you create a system to help you up your game. This means getting clear on the consequences and cost of non-action.

Clear on the rewards. Clear on the process, and clear on how you will ensure continuous, focused SWIFT action.

The costs of non-action are pain, shame, blame and regret. You have been cautioned. It's in your hands now. You pay either way. Better to pay attention than pay with regret.

## Wisdom 68

### Activation Energy

Activation energy is defined as the minimum energy that must be put into a (chemical) system, containing potential reactants, in order for a reaction (activity) to happen.

Activation energy can be thought of as the energy required to overcome the height of the barrier-to-action, sometimes called the energy barrier that separates you from where you are, to where you want to be.

Getting what you want is simple, just not easy. It requires a sufficient level of activation energy to get and keep you moving.

Any break from your usual routine will require increased energy to force a change in your brain's autopilot control. It's got to get you past the safe, comfortable feeling.

Get out of your head and get past your feelings, because you will never "feel like it." You need to get outside of your comfort-zone; that's where the magic of creating success happens.

When you get a positive impulse, you need to take physical action within 5-10 seconds, before your brain pulls the "emergency brake" to keep you safe from danger.

As activators, we work as the catalyst to ensure an increase in the rate of fiercely-focused SWIFT activity, in moving yourself towards your dreams, ambitions and goals.

If you've not achieved success by now, it's unlikely you will do it on your own.

I was interested in success for more than 30 years. I dabbled and delayed. If I was smart, I would've engaged a mentor to help me focus and take action.

But the truth is, I wasted a huge part of my life, playing a mediocre game, when I could have played at the highest levels. How about you? What three things can you shift that will ENSURE your true success?

Credibility comes from consistent, competent action.

## Wisdom 69

### Decisions Require Action

All that actually matters is right now... and what could be possible tomorrow. Make the decision right now that your past is past; it's now a source of wisdom.

Stop rehashing pointless stuff. Put your past far behind you. Drop the energy charge and explore ways to make your past experiences a source of wisdom.

You can generate your greatest wisdom from your past experiences. But you must be the smart, awake Alchemist who makes that shift in thinking that changes and reframes it into something that prepares you for greater things.

Take control of your biological, fear-focused brain and intentionally reframe your past as something vital, valuable and profoundly powerful. Ready to bring enormous value and make massive impact in the world?

You are worthy, vital, valuable and powerful. It's time you awaken and discovered your true core source of power, love and light within you.

Always there, always on, always connected to the Source Energy. You have never been alone. You just believed you were until now. You have huge power residing within you; you always have. It's time to **ACTIVATE** your full potential and power, **NOW**.

## Wisdom 70

### Gladiator Activation Process

Let's start by setting clear intentions, sending out strong signals to your You-niverse, and communicating clearly with every cell in your body. It's a great start to embedding a new level of consciousness, commitment, and intentional direction.

Put your hand gently over your heart area. Imagine slowly and fully breathing a potent, warm, healing colour energy through your heart. Close your eyes and do this for about a minute.

#### **Speak the following words aloud:**

*"By the life force residing deep within my Soul, I activate fully my consciousness, my power, my heart, my light, my love and my winning mindset.*

*I release and revoke all agreements and codicils with any and all negative energies, which limit my power, my love and my light on this plane, and all other planes and dimensions.*

*I call all parts of my Soul to come back from the farthest corners of the universes, to be cleansed, healed, realigned and re-energized with love and light, now.*

*I release all limiting beliefs, perspectives, judgments, fears and losses. I replace them with forgiveness, self-acceptance, courage, confidence, care, wisdom, truth, integrity, strength and love for all of life. I build my winner's mindset every day.*

*I AM A GLADIATOR OF LOVE, FIERCE Focus and SWIFT Action.*

*I release my deepest self-judgments, worries and uncertainties, and replace them with self-love and courageous, focused, SWIFT incremental powerful action!*

*I am now fully activated with love. I choose love. I bring love. I am love. And SO IT IS, from the beginning of time, until the end of time, on all planes and dimensions. And so it is from this moment forth."*

Wake Up! Become more conscious NOW. You are free, if you choose to be and take action.

What is the SWIFTEST Action you can take now?

## Wisdom 71

### Change Is Changing The Way Change Changes

The biggest problem when leading any change-management process is the issue of RESISTANCE to the change.

Even when there are good reasons for why a change must happen, people still get together and ruminate, cogitate and stagnate over potential change.

Change is the new norm. In the past 50 years or so, long-term planning has been a stable predictor of a business or an individual's trajectory.

With the shift in technology, Internet communications, information, research and development, change now happens in hours and minutes, rather than months or years.

This requires a new, more robust, flexible, agile, resilient, innovative mindset. Today, the most valuable people are the ones who can unlearn old stuff and learn and apply the newest stuff, fast.

Today, Speed of Implementation (SOI) beats size, age and all other outdated qualities. To thrive today, we must become change-drivers and change-innovators, not change resisters.

We can no longer allow old worldviews to drive personal attitudes, and team or workplace cultures. We must choose to become world-class fast, or we will be outclassed and overtaken the next day by some other group across the globe.



The key is to be swift, innovative, energized and resilient! I personally rely on multiple service providers and individuals, in multiple countries across the globe, who are way ahead of our local skills and attitudes.

We must rethink change. Accelerated change is the new norm. Slow is certain death. Being swift and responsive dramatically enhances your chance of success and value in the workplace.

We can do today, in seconds, for relatively little cost, what would have taken months and thousands of dollars, just a few years ago.

Today, you have hours and days to discover the best solution. We are in an always-connected, always-on, always-shifting, always-changing space, and it's only going to get FASTER and more challenging.

The choice is yours. CHANGE has changed forever. If you are going to ensure true Soul success, you need to decide right now, that you are a Change Champion and engage fiercely-focused SWIFT actions now.

## Wisdom 72

### Attention Activates Attraction

Where do you invest most of your daily energy? Everything around us is energy. Energy is required to take action. The problem is that we often place our attention on any two-bit bling-thing moving in our locality. We are unconscious in our use of resources, awareness and attention.

We place our attention and energy on the things we *don't* want, not knowing or understanding that we are actually attracting the things we want the least into our lives even more. What you focus on, you attract. Are you a vibrational match to your dreams?

If you want to see a reflection of your dominant thoughts, focus and energy quality, look around you on the outside. It's a good correlation with what's going on with you on the inside. Like vibration attracts like.

When you focus on something with your energy and attention, it's like filling an empty balloon with your vibration and energy. The more you focus, think and talk about what you *don't* want, the bigger the balloon becomes and the more attractive it becomes to drawing-in the stuff you have been focusing most on. It all depends upon what you VALUE.

What gets your attention and why? What do you value? What's really valuable that you can share with others? Winners create greater value. If you are to succeed, you need a winner's mindset and then the requisite plans, focus and actions to create meaning, mastery and value. A job is never going to ensure your brightest future.

## Wisdom 73

### Vision Values and Value

Consider the possibility that you are not where you want to be is impacted by misaligned values and beliefs.

Your values are deeply held views of what you find VALUE-ABLE and worthwhile. They come from a variety of sources: Parents, religion, schools, peers, people you respect and the culture at large. They also come from your inner spirit.

Many of your core values and beliefs go back to childhood. We change, adjust and adopt others' values as we pass through life. But they don't change often; they are fairly fixed. This can be a problem if you grow up with skewed values. There is a big difference between talking-your-values and walking-your-values. Values are not what you say they are. You reveal your true values by what you do on a regular basis. Actions speak loudest.

We rarely question or check our values. Discovering your true values will help you understand your core drivers, wants and needs more clearly. Values can be empowering or limiting. Supportive values like honesty, integrity, truth, trust and accountability are positive values. Values like suspicion, blame, vengeance and manipulation are usually limiting.

Supportive and positive values are often called virtues. These values originate from your inner truth and Soul. Limiting values stem from the ego-conscious or subconscious fear-based beliefs. Your brain and ego will do its best to pretend that your negative values will support you (ego) meeting vital needs (protection).

The ego uses blame as a way of avoiding humiliation and ensuring safety. It uses revenge as a way of getting even. And it uses manipulation and deception as a way of manoeuvring to get fear-based needs met.

The longer LifeShift SWIFT Success experience enables you to become conscious and aware, and teaches you how to neutralize your ego's limiting values, replacing them with the virtues of your Soul.

You can see a person's true values by what they do on a regular basis, and not what they say. To be able to release your limiting values, you need to be able to manage, master or eradicate your fear-based belief structures.



**1-Minute Wisdom:** *What would a person have to value to create what you have created so far in your life?*

Imagine that one of my top values is my health. You'd only have a look at what I'm doing or not doing by way of exercise to know whether this value was truly important to me. You might be able to see that my values hierarchy had some other superior value controlling my regular behaviour. Health may be on my values hierarchy, but is not my top one. Is that smart?

Once you can achieve clarity on your driving values, and begin to consciously choose your dominant driving core values, you are free to become more authentic, honest, connected and valuable to yourself and those around you.

You can live from a base of love and not from a base of fear. You now have a wealth of possibility to become an Alchemist, and create more meaning, value and contribution in your life and world. Just beware because values are supported by habits, and those are sometimes a real challenge to shift permanently!

## Wisdom 74

### Wealth Alchemy

We have already mentioned the focus of the Alchemists. Their endeavours went beyond turning lead into gold. The same should be said of your focus to build wealth and true success. Wealth is about freedom... Time, money and emotional; “rich” is about amount of money.

More money for money’s sake is a waste of life. I have met wealthy people who, when asked, *How much is enough?*, answered, “I will never have enough!”

How sad is that? Materialistic, obsessed, unsatisfied, stressed-out scrooges!

So what’s your plan for impact and legacy for mankind? Are you going to wait until you are a billionaire before you create your positive impact on the planet, or could you do some lesser things along the way each day, or week?

Many of the people whom I have coached have made it part of their journey to be of greater service to others. As a result, they enjoy longer-lasting, peace, joy and deeper satisfaction. They are healthier on the inside and the outside!

They are true Wealth Alchemists, as opposed to GREEDERS. The world needs more of these people. Will you be one of them and reap the benefits of living a life of SWIFT value?

List three random acts of kindness (RAK) that you could do right now. What are you waiting for? You are ACTIVATED! Go do them now!

## Wisdom 75

### What Would You Love?

I kept procrastinating and my beliefs and mindset were wrong, so I never sustained writing my book. Perhaps this is your biggest issue, too.

You have ideas and plans, but somehow life keeps you busy with other stuff so you can avoid taking action. You never get started or you can't remain focused to completion.

Have you ever procrastinated something you really love? Like sex, fun, excitement or something actually enjoyable or satisfying? Why do we happily take action on those energizing things and then avoid our other goals with such fervour?

It's quite simple. What would you LOVE to do? What makes your Soul sing? What ignites your passion and gets you ENERGIZED?

- What is it you love?
- What do people compliment or admire about you?
- What makes you feel energized and competent?
- When do you feel most valuable and in service of others?
- What advice do others ask of you?
- What is the message you would really love to share?
- What's your legacy?

Now, the goal setting, planning, etc., are good activities once you understand what's really important to you and aligns with your core values—not before! People talk about being inspired. But there are different kinds of INSPIRATION, with differing levels of drive, focus and energy.

#### 4 Levels of INSPIRATION

- Doing what you love for inner reward.
- Doing what you love for outer reward.
- Moved by money and physical assets.
- Motivational, manipulation. No passion and no money.

Is your inner champion inspired, or has your brain chocked it?

*"The future is not some place we are going to, but one we are creating. The paths are not to be found, but made. And the activity of making them changes both the maker and the destination."*

*- John H. Schaar*

## Wisdom 76

### Stop Choking Your Champion

Happiness, peace, joy, and meaning, come from embracing and building upon “what is,” as opposed to struggling with judgements and beliefs about “what should be.”

You were given the opportunity to come to this earth—to live, to dream, to explore, expand, discover, and do amazing things. You have a GLADIATOR Spirit!

It’s time to protect and nurture your spark of possibility into a flame of potential. Once you become conscious and aware of your internal weather system, you can continue to build your flame of potential into a fire of probability.

With probability, you have greater prospects: Wider latitude of choice, thoughts, behaviours, feelings, moods and actions.

From this positive, potent space of fire, you can unleash your inner gladiator to finally leap across the chasm of fear and uncertainty to build your furnace of freedom, fulfilment, impact, WIN-spiration and satisfaction.

Your inner Gladiator is ready, willing and waiting. Will you take the first step to move from stuck to spark? Will you make an agreement to only allow positive, constructive self-talk? Build and maintain the SWIFT SUCCESS mindset.



Maintain a positive, proactive focus on what you are looking to be, do and achieve. It's time to unleash your inner Gladiator. Time to set yourself free, from the inside out.



**1-Minute Wisdom:** *Start each day with purpose, focus, intention and clarity. Be conscious, be awake, be aware that you have huge power to focus, choose and act with conscious response-ability.*

Do a five-minute meditation. Relax, center your focus and awareness internally and breathe deeply.

Ask yourself the following questions. Listen to your internal responses and later write them down. Or speak them onto your phone dictation app.

Q: What am I truly grateful for? (3 things)

Q: Who can I appreciate and love today?

Q: What am I committed to today?

Q: How committed am I to this outcome?

Q: How does this move me towards my ENDS goals?

Q: What is my actual wish for today?

Q: What would I love...?

Q: Why am I here...?

Q: How can I amplify my positive experience and contribution?

Awesome! Time to go and create an amazing experience for us all! Time to unleash your full potential in to SWIFT ACTION with FIERCE FOCUS and ADAPTABILITY.

## Wisdom 77

### Consciously Constructive

As times get tougher, and ever more impactful challenges are created by advances in technology and business developments, we need to create a more effective approach and system for optimising the human element aspect of our business.

All leaders want to have a High Performance Organisation (HPO), but, to transform your business, you must transform your people first! People are the foundation and fulcrum for transformation.

There is so much information available, yet such little application. We need to do more with less. Stress levels are already at an all-time high, trying to make shareholders ever happier with their “profits”.

I believe it's time for a big change in business. It's time for businesses to become a force-for-good as its driving intention, with profits as the supporting, and side benefit. But it's time for ALL stakeholders to benefit from more than... “the least we can pay them to do the job”!

We are no longer in a place where sustainable business is the call of the day. We are past the tipping point in our use of vital and natural resources. We must become Consciously Constructive in our approach.

We must become REGENERATIVE, and more conscious, in our day-to-day endeavours. For, surely, your children will ask you, what on earth were you thinking, by making profits the only condition of “success”?

We must adopt a new mindset where it's People, Planet and Profits. But it's PEOPLE FIRST. We must become Consciously

Constructive in the workplace, where the drive for productivity and profits is equally matched by the drive to develop and transform your people to their fullest potential, in as many areas as possible.

Not just some of your best talent, but ALL of your people. If you are really committed to fully embracing this new approach, then becoming Deliberately Developmental Organisation (DDO), will put you into a tiny group of REALLY conscious leaders, globally, who are leading the way.

This more conscious and caring approach to “people first” will become pervasive. It all comes down to how long will it take for you and your leadership team to TRULY WAKE UP, become more CONSCIOUS beyond “greedership,” and use your business and life efforts as a force for greater good.

My challenge for all leaders reading this is to adopt the Revolutionary Workplace High Performance System: CLEARx, and become a Consciously Constructive Workplace leader, who develops ALL of your people, teams, leaders, and creates a positive culture that supports the People, Planet and Profits, in the new Circular Economy contexts.

The Revolutionary Workplace Proven Framework Philosophy and System will transform your people, teams, leadership and culture, and give you the foundation for creating a high-performance organisation that can deliver exponential impacts and results.

Check where your HPO Score is on the Revolutionary Workplace Free Assessment at [www.revolutionaryworkplace.com](http://www.revolutionaryworkplace.com)

## Wisdom 78

### #AdaptAgility Matters

History has proven that constant change is the new normal, linked with the VUCA contexts, that we find ourselves in daily.

It is clear that to survive, and ensure thriving, we must enhance our personal and organisational #ADAPTAgILITY.

The ability to adapt to changing circumstances, but be able to do it rapidly with Agility. We need to create and embrace constant RE-INVENTION of our personal selves, as well as our value we bring to the world.

#AdaptAgility must include the foundational qualities of RESILIENCE, BALANCE, CREATIVITY, CONSCIOUSNESS, FORESIGHT, FUN, ENERGY, CREATIVITY. PLAYFULNESS, A Re-INVIGORATION, COURAGE and good DECISION-MAKING skills.

The mega waves of change and challenges have only begun.

The challenges of uncertainty, competition from AI Technologies, dwindling resources, GREEDERSHIP, divisive leadership, political toxicity, increased stressors, growing pressures, and complexity, mean we must connect, collaborate and contribute to a better, brighter future for ALL.

Consciousness, care, compassion, consideration and empathy, are vital skills all leaders must also build if we are to be able to navigate these new uncharted oceans and waves or upheaval and change. History will prove that #AdaptAgility is the vital foundation EVERYONE needs to thrive in these tough times.

## Wisdom 79

### Final Words of Wisdom

It's time for you to discover yourself to be a greater person, by far more than you ever dreamed yourself to be. I acknowledge that part within you, that when you are in that part, and I am in mine, there is only one of us! We are the ONE!

Your brain is the "great defender." Your habits and beliefs are a restrictive and obstructive "bureaucracy." They have lied to you before and will continue to lie to you again. They are holding you back from your greatness, true joy and success.

Isn't it about time you make a change and commitment to leading with your heart? Manage your mindset. Manage your money. Make a difference. Ensure that what you are doing with your time, efforts and energy has real meaning for you and value for us.

Why? Because a change of heart changes everything! You can have success fast just with a change of heart! It's simple to begin to grow your winner's mindset, and work to making a brighter future, together.

If you want to understand this philosophy, consider the value Oprah Winfrey constantly adds to the world. We need more messengers and visionaries like her to transform consciousness. Here is her best Wisdom for me:

*"I was once afraid of people saying, 'Who does she think she is?' Now I have the courage to stand and say, 'This is who I am...'"*

Focus on mastery, long-term ENDS-goals, and high-performance service, that makes your Soul sing, builds true wealth, and positively transforms the planet, with SWIFT action.

Surround yourself and connect with winners and supporters of winners. Drive yourself with passion and meaningful WHY's.

You have but one life. Are you living it fully? Are you loving from a base of appreciation and gratitude for what you do have? It's time to be bold. It's time for FIERCE Focus and SWIFT ACTION... Are you in?

Welcome to the Success Gladiator's tribe. Remember the alchemists from the beginning? I forgot to tell you: *You* are your own Alchemist.

So know this above all else... You are worthy, valuable, loved and good enough. Time to create a better life for all.

Let's go! Grow Your AdaptAgility and Growth-Optimised Mindset and take SWIFT action with Heartfelt feeling.

Namaste'. I look forward to seeing you playing on the field of life.

You are ready to take massive SWIFT action, to bring more freedom, love, abundance, peace and joy to the world.

Go register on [www.successactivators.com](http://www.successactivators.com).

Join our tribe, and claim your Level 1 Formula WON Success Ensurance Activation Pack for FREE.

Relax, release and let go now! Life is an experiment in action. Yesterday's lessons guide tomorrow's more successful mindsets and achievements. Take action now, with passion, focus and love!

Make now your day of freedom, power and action. Unhook your past, unleash your future, and focus on the outcome with love.

Dark emotions bring dark days. Thus a negative past's vibrations can steal your dreams today, unless you decide differently and spark your Soul into SWIFT action.

When you shift how you see things, you will see things shift! True happiness will only be found when you free yourself from past problems and distractions, and learn to love yourself fully in this moment of NOW.

Stop waiting for the perfect time. The only time you have is now! Time for Fierce Focus. Positive feelings, and SWIFT Action, to Ensure REAL Success.

3...2...1... GO SWIFTLY! NOW!

*"All human actions have one or more of these seven causes: Chance, nature, compulsion, habit, reason, passion and desire."  
— Aristotle, Selected Works*

## About the Book

With **SWIFT SUCCESS**, you can discover and learn how you can shift yourself up to the next level of Success with SWIFT action, positive feelings, and Fierce Focus. ENSURE greater success in every area of your life.

Tony's SWIFT Action System, and The Gladiator Accountability Process, will get you #FutureFit, CLEAR, Activated, FIERCELY-focused, and achieving ... fast!



In this book, you will discover the author's new perspectives, paradigms, tools, strategies, and 1-Minute Wisdoms, based upon over 40 years of experience.

SWIFT SUCCESS will reveal why you are not as successful as you want to be, and that the problem is not what you believe it is. You will learn how to get yourself motivated, inspired, rewired and fired up.

Furthermore, you'll know how to get CLEAR, specific, energised, and ensure you take massive, FIERCELY-focused SWIFT action to create your ideal lifestyle.

**When you finish reading this book, you will know how to be More Conscious and #FutureFit, so that you can ENSURE greater true success in every area of your life, with more #AdaptAgility.**

This book contains the processes, and tools, to transform your mindset, meaning, attitude, actions, results, and life forever. This is an ACTION book to get you unstuck, focused, and moving towards your goals and dreams faster than ever before!



## About the Author

Leadership #AdaptAgility expert and business author Tony Dovale has seen the words “leadership” and “success” defined numerous ways over the years.

Is it all about the situation or being a leader or “greeder”? Is REAL leadership meant only for a “chosen few” who are allowed to rise, like cream, to the top? Or, could you make it a different story that transforms and transmutes?

With around four decades of executive/business facilitation and coaching, speaking, and, more importantly, real-life hands-on-in-the-trenches business experience, Tony Dovale’s view is radically different from the fossil descriptions of leadership, high performance and success.

Through his Revolutionary Workplace Proven High Performance Philosophy, Framework and systems, Tony shares with participants that leadership is a moment-to-moment deep consciousness.

Leadership is definitely not about titles, occupations or position. SWIFT Leadership is for everyone, everywhere, on every level, every day. It’s how we should be living our lives—moment-to-moment. Heart-to-heart. Mind-to-mind and Soul-to-Soul.

### **High Performance Teams and “Corporate Soul Surgery”**

Tony, is sometimes referred to as the “provocateur” or cage-rattler for his aptitude to stir and shift perspectives, performance and results. He is also titled the “Soul Surgeon” for his deep personal transformation and activation skill that unleashes and engages the best in people, teams, leadership and companies through his new Revolutionary Workplace CLEARx High Performance System.

Tony’s approach is experiential, action-learning-focused, practical and street-savvy. He fuses real-life experiences and stories together with his profoundly impactful techniques to connect and commune with his participants in an intimate, intense and inspiring manner, which takes them to the next level of possibility in their life and leadership efficacy.

Tony has served as a speaker, trainer, coach, consultant and facilitator for

numerous local and international public sector/government and for-profit business organisations across South Africa and globally.

### **High Performance Organisations & Leadership**

In recent years, Tony has had first-hand experience of the real impact that engaged, happy, resilient and inspired employees and leadership can have in creating a Revolutionary Workplace High Performance Organisation (HPO) through a Consciously Constructive Mindset.

He is a certified coach and facilitator of the Science of Happiness@work™, and continues to work with the best and most powerful tools for high-performance organisations and effective leadership development field. These include Neuro Science Leadership, Tribal Leadership principles, The Revolutionary Workplace CLEARx High Performance Organisational (HPO), Framework Appreciative Inquiry and Blue Ocean Innovation.

### **Inspiring Author**

Tony is the author of *SoulShift – Words to Move your Soul*, the developer of *The Revolutionary Workplace Leadership Success Insurance System: CLEARx*, *#AdaptAgility*, and the *Consciously Constructive Development Philosophy for exponential results*.

Prior to his leadership efforts, Tony, the AdaptAgility coach, and High Performance Team facilitator, by study and passion, created, managed, and marketed, a successful community radio station (CANI 98.7FM). He also marketed Bop Broadcasting Media Sales for their five channels.

Tony is also a Business Leadership Speaker, Revolutionary Workplace HPO Team Building Architect, and Exponential Results Organisation Leadership facilitator.

Tony has committed the last 40+ years of his life's journey to exploring and discovering the most powerful human potential development and business transformation technologies—enabling him to assist and support people and teams in becoming more of who they are truly capable of being.

His focus is to guide people along the pathway to true authentic integrity, freedom, happiness, peace, prosperity, abundance, Adaptability, and success.

His passion is coaching, facilitating and enabling people, teams and leaders to move towards discovering true meaning, value and personal worth in a world of constant upheaval, challenge and change, through his Revolutionary Workplace High-Performance System, which includes his latest life-shifting action learning encounters:

- Mind-Grow-Tainment
- Team-Flow-Tainment
- Team-Flow-Grow
- Leadership #AdaptAgility

Namaste'

A handwritten signature in black ink, appearing to read 'Tony Dovale', with a stylized flourish at the end.

- **Tony Dovale'**

SWIFT Success Soul Surgeon

[www.lifemasters.co.za](http://www.lifemasters.co.za)

[www.TonyDovaleSpeaks.com](http://www.TonyDovaleSpeaks.com)

# SWIFT SUCCESS

## SWIFT Action with FIERCE Focus

Revolutionary New Mindset System  
for Moving from Whining to  
Winning... **FAST!**

With **SWIFT SUCCESS**, you can discover and learn how you can shift yourself up to the next level of Success with SWIFT action, and ENSURE greater success in every area of your life. Tony's SWIFT Action System, and The Gladiator Accountability Process will get you #FutureFit, CLEAR, Activated, FIERCELY-focused, and achieving... **fast!**

In this book, you will discover the author's new perspectives, paradigms, tools, strategies, and 1-Minute Wisdoms, based upon over 42 years of experience.

**SWIFT SUCCESS** will reveal why you are not as successful as you want or planned to be, and that the problem is not what you believe it is. You will also learn how to get yourself motivated, inspired, rewired, and fired up. Furthermore, you'll know how to get CLEAR, specific, energised, and ensure you take massive, FIERCELY-focused SWIFT action to create your ideal lifestyle.

When you finish reading this book, you will know how to be #FutureFit, so that you can ENSURE greater true success in every area of your life. This book contains the processes and tools to transform your mindset, meaning, attitude, actions, results, and life forever. This is an ACTION book to get you unstuck, focused, and moving towards your goals and dreams faster than ever before!



With over four decades of personal and business optimisation experience, keynote speaker, expert author, Courageous-Growth mindset transformational facilitator, and REVOLUTIONARY WORKPLACE High Performance Results expert, Tony Dovale is radically different in his approach and methodology.

*"My passion is co-creating a world of MORE GENUINE SUCCESS: Increased integrity, freedom, well-being, love, abundance, peace, meaning, and joy, through facilitating and presenting leading-edge talks, workshops, coaching, mentoring, information, and support for those who are ready." —Tony Dovale*

Tony has dedicated his life to discovering, exploring, and delivering the most powerful human potential development, and business transformation technologies. His unique Emotionetics Healing process turns past issues and stumbling blocks into stepping stones.

His GO Mindset Transformation System turns hopes and dreams into decisions, SWIFT Actions, and remarkable results. His CLEARx Business Optimisation framework and System helps companies to double, or quadruple, their performance and results.

This book will help you change your mindset, your life and your business when you are ready to shift from "interested" to "COMMITTED" to... ensuring greater success in every area of your life and business.



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SELF-HELP/PERSONAL GROWTH/SUCCESS