

Steps to Creating Powerful Outcomes

Wiring Your Brain to Succeed

The premise: Successful outcomes are the culmination of our being, passion, and actions intentionally *focused* on what we want. Your sub-conscious can be wired to support you.

1. Base your outcomes on your passion and your values. If you use the words ‘need’, ‘should’, ‘have to’ then you know the outcomes aren’t truly yours – they are externally driven. What do you ‘want’?
2. Think big. Choose a BHAG (big hairy audacious goal). Big goals stimulate your thought processes and get you to move beyond your limiting beliefs.
3. *Write* your outcomes down in terms of: 1) measurable specifics, 2) positively stated, 3) in past tense, and 4) without limits e.g., I sold more than \$500k in 2007, my cholesterol dropped to under 180, etc.
4. *Share* the outcome with others. Ask for what you want e.g., support, resources, feedback, perspective, referrals, etc. Verbalizing your desired outcomes creates reinforcement along the neural pathway to your success.
5. *Visualize* already having attained the outcome. What will be the evidence that you have reached the goal? What will you see, hear and feel? Visualize your outcome on a regular basis. Stay focused.
6. Clearly define the gap. What is the factual current reality versus the outcome you want to create? Ask “What’s present, what’s missing, what’s working, what’s not working?”, etc.
7. *Take action*. Create and carry out a plan. Winning the tournament requires showing up on the court and playing the game. Depending on the nature of the outcome chunk things down, design smaller wins along the way to create positive momentum.
8. Be unattached to the outcome. Distinguish between *knowing* and *needing*. Take the necessary steps to come from abundance vs. scarcity. Again what ever your focus reinforces your being, actions and results.
9. Choose versus decide. Deciding is limited to apparent options. Choosing is based on ‘knowing’ that an outcome is possible even though all the steps are not yet evident. Choose and commit to the outcome.



“Until one is committed
There is hesitancy, the chance to draw back,
always ineffectiveness.
Concerning all acts of initiative (and creation),
there is one elementary truth,
the ignorance of which kills countless ideas
and splendid plans:
that the moment one definitely commits oneself,
then Providence moves too.
all sorts of things occur to help one
that would never otherwise have occurred.
A whole stream of events issues from the decision,
raising in one’s favour all manner
of unforeseen incidents and meetings
And material assistance,
Which no man could have dreamt would have come his way.”

W.H. Murray
The Scottish Himalayan Expedition 1951