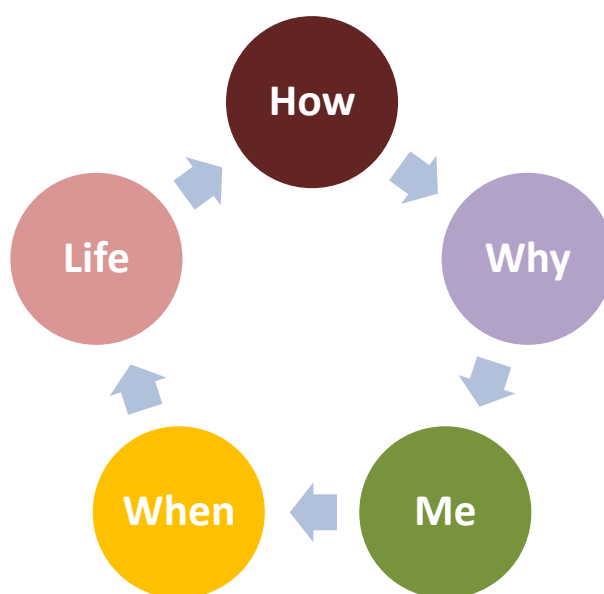


Sam Borrett - Performance Coach: Personal - Business - Corporate

INDIVIDUAL CLARITY

How do you handle your Life?

“Our plans miscarry because they have no aim.” Seneca



www.mentoring4change.com

Individual Clarity

a) The Starting Point:

Begin from where you are because you can easily find the goal or destination if you know exactly where you are now. It is like reading a road map; it is very difficult if you do not know where you are on the map.

You are the decisive factor and if you see where you are now and where you want to be, the next step is to plan how to get there.

- If the trappings of life did not pressure you, what would you be doing?
- What do you enjoy learning about and what do you enjoy thinking about?
- As talents are what you are naturally good at, can you recall what people say about your natural abilities?
- What qualities do they say they admire in you?
- If you are employed, what do you enjoy about your present work and if you are self- employed what is it you can enjoy more?
- What do you talk about most
- or what do you have joy in making or creating?

Talent feedback can be helpful, if you ask five friends to examine a list of 5- 10 talents or abilities you think you have. Invite them to give you an honest appraisal about this list and to add to or delete any of the items you have put on your list. There are many ways to find out where to start and this is given only as a point of reference.

b) Goals and Targets

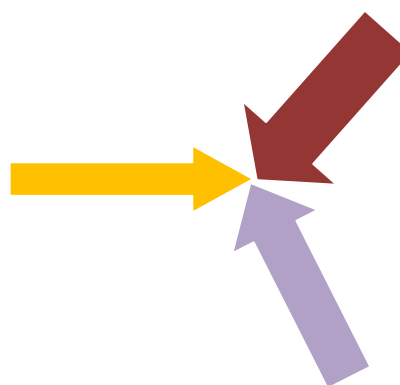
“Goals must be achievable, measurable and specific and there must be a passion to make them happen.” SB

It is vital to have direction and to make a skeleton program or outline even if it is in the beginning imaginary. It is of course preferable to put it in written form. From our imagination great things are achieved and the slightest hint from friends, colleagues or acquaintances that we are on the right track, is usually sufficient to give us resolve and determination to follow through.

Often problems arise as a result of goal setting simply because we do not know who we are. If you have been educated as a lawyer and would have rather become a pianist then you will never be happy. Of course you will probably be in an economically superior position but you will have missed your destiny and most likely you will feel something lacking.

Psychologists have reported that many clients' problems seem to stem from unfocussed, unexpressed, or unchannelled energy. They concluded that those people who made a list of challenges to overcome or targets to accomplish in the coming year were fuller of energy, happier and felt determined to do something with their lives. Furthermore it was found that goals and targets promote well- being.

If this energy has some outlet then the pursuit of that goal will create other opportunities and prompt the person on to the next phase.



c) Finding Resources, Information and Connections (Allies)

We are finding out slowly through:

- targets,
- goal setting,
- feedback
- and introspection,

what we would want to do with our life if we thought we could not fail.

When you develop an intention to succeed it is not arrogant but more a statement that this is how you want to express yourself at this stage of your life. With such an intention strongly crystallized inside , you will find yourself attracting the circumstances and allies necessary to fulfil the intention.

Information in this age has become supreme however there is an incredible amount of information that will never be of use so, you need to discriminate wisely.

How important are Connections?

Connections or allies are those friends, acquaintances, colleagues or like-minded people who can assist you in the manifestation of your goals and targets. It is very important that these allies are people with whom you have good feelings otherwise the endeavour will be an uninteresting experience.

Not even the money or success will compensate for the time spent with people who do not reflect some degree of spirit and with whom we have a good rapport. If we find we are mixing with people where there is little rapport or connection, it is very positive to see in what way they are special and how we can learn from them. In this way we can even discover something valuable from those with whom at first glance we appear to have nothing in common.

It is true though surprising, that our judgements of others are reflections of our inner attitudes about ourselves and we can sometimes be a bit harsh in our early assessments of new friends and acquaintances. Of course at some point it may be that the continued meetings with certain groups of people do not fit with your current needs. At this stage it could well be appropriate to move on to new scenery and a whole new set of peers.

d) Plan of Action

If you can enjoy the whole process of taking your life into your hands, then you might decide to develop some extra skills for enjoyment regardless of whether you use them later or not.

They could include the following and more:

- Writing
- Speaking
- Teaching
- Planning
- Managing
- Creating a booklet
- Making something
- Networking
- Massaging
- Mentoring
- Group support meetings
- Taking any course of interest
- Photography
- Meditation
- Painting
- Starting a new business or venture
- Playing guitar
- Playing piano or other instrument

If you are in difficulty at all in deciding what it is you need to do at this point in your life, it may be helpful to consider what holds you back.

There is:

- Fear of making the wrong choice
- Fear of failure
- Fear of success
- Fear of death
- Fear of losing control
- Fear of insanity
- Fear it will never work
- Fear of responsibility
- Fear of commitment
- Fear that people will not like you
- Fear the work will drown you- a common one.

This list is similarly endless and each person must begin to shed their own fears, as this will release the necessary energy to commence the project or take on a fresh challenge.



e) Promoting Your Business

There are many self-marketing barriers and if you are a creative person or company you may feel that you do not need to market yourself or your company and that you should succeed by word of mouth. Wrong! Everyone is a Seller whether we admit it or not; some just do it better whilst appearing not to sell.

The truth is, whether you view marketing as a curse or a challenge, without good marketing strategies your job will prove doubly difficult. Therefore, it is important to see if you have any anti-marketing bias and to proceed to market yourself and the product anyway.

If you do have some anti-marketing bias it can be very helpful to be aware of the following:

- You might feel too reserved or shy to promote yourself
- You may also carry a perfectionist streak.
- You may lack confidence
- You may feel intimidated by what is required to muster up the confidence to put your talent or product right out there on the line.
- Notwithstanding every single reason you may have not to begin to market yourself, it is better to start today ***because you do have something to offer otherwise, you would never have thought to begin.***
- Persistence and perseverance are two vital qualities to cultivate, even if you feel you are lacking in them right now.

Research

Researching your market is a prerequisite to succeeding and there are many avenues where you can go. There are guilds, associations, clubs, and support centres, local community networking outlets, publications, internet connections industry referrals and much more.

So find out where your market is and where you will be able to market yourself or your company.

It is advisable to remember that people are initially impressed by image and that you need to project an image that will attract people to you. Image is the first impression which impacts on us from the very outset so be careful which one you wish to project and with which image you want people to associate you.

Basic to successful marketing, apart from the image you present personally, is the image you are presenting professionally by way of business cards, promo information, logos, portfolio letterheads, brochures, flyers and other forms of advertising. It is without question vital to have a computer, email address, mobile phone, fax machine and any other communication tool needed in your particular line of work.

$$(x + a)^n = \sum_{k=0}^n \binom{n}{k} x^k a^{n-k}$$

f) Working from Home

There are a few pitfalls to working from home and primarily discipline or the lack of it underpins most of them. It is imperative to firstly look at what resources you have before you begin and to see if you have sufficient back up or capital to minimise the risk factor. Without some measure of security it is not so easy to confidently and constructively market yourself.

When you are working from home it is sensible to:

- have a separate working space, otherwise the survival issues that go with it can impinge on your personal life at the expense of your relationships, health and overall balance.
- Scheduling your work time therefore is crucial to maintaining a certain balanced lifestyle.
- Try and keep to whatever timetable enables you to perform to your satisfaction.
- Remember that when working from home it is easy to become isolated from the rest of the society and for this reason it is needed to join appropriate associations relevant to your particular industry.
- Remember to strengthen and maintain your networks and persist till that works, rather than giving up prematurely, as it is easy to lose heart when things do not seem to be going smoothly.

Even though working from home provides a great deal of flexibility it pays to keep in mind the fact that your image is still important. Whether you choose to dress for work, keep certain office hours or tailor your work to your particular lifestyle, a definite continuity and discipline in your work and dress will keep you on track.

We often forget to really enjoy the work we have chosen and pursuit of success and recognition can come at a great cost. Somewhere along the way we lose sight of the fact that the designated profession or work was to give us more freedom, happiness or a sense of fulfilment.



Keeping a track of our personal needs is one way to keep things in perspective and if we find that some areas of our life are suffering we need to see what they are and rectify the situation immediately.

We can forget to:

- Eat properly
- Exercise
- Take walks
- Keep in touch with our loved ones
- Have a swim, go to the gym; we even lose sight of the fact that we have some of the most amazing stretches of beaches, coastal walks and national parks in the world
- Take power naps
- Stop work at a reasonable time
- Find renewal during the day- a technique used by high performers, violinists, athletes, business mavens, entrepreneurs and others
- Turn off the computer
- Turn off our minds
- Take a break or even a short holiday
- Forget to reward ourselves for a job well done, by any little ritual or gift

By working to succeed and employing all the right steps towards that aim, we simply can forget to take care of ourselves. It will give you an incredible power and determination to remember that any endeavour to succeed takes much of our energy and if we engage this energy consciously in pursuit of our dream we can continue until we succeed. *However we must take care of ourselves and our inner world.*

When we acknowledge that the dream we are pursuing is **our** own dream then the decision to succeed has already been made.

About Sam Borrett

Sam graduated as a lawyer and conducted his own successful legal practices for many years. Subsequently he became familiar with the property market and traded extensively in properties, shares, and gained experience in a variety of commercial, residential and rural ventures.

Later, he trained in the field of emotional intelligence, human potential and energy studying psychotherapy, bioenergetics, mindfulness, the human condition, and the various “success and health models.”

Sam gives seminars, courses and presentations, working with individuals, businesses and companies alike. He also assists start-up businesses, entrepreneurs and early innovators to get going with the encouragement and down to earth principles they need.

When he works as a Performance Coach and Trainer he also supports the culture of success, health and co-operation .within each business or organisation. Anyone who has already achieved a high level of success and may have reached a turning point in their lives either professionally or personally can benefit from his pioneering and ground breaking methods.

