

## Strategy One

### Change and Commit

Charles Schultz, in his classic comic strip Charlie Brown, offered powerful insight about how we view change. Lucy said she would like to change the world. Charlie Brown asked how, and she replied she would by with changing him!

People for the most part do not like change. They come into a situation wanting to change everything except themselves.



The problem is always "out there." It is never "in here."

Throughout **Strategy Number One** we will investigate the "whys" as well as the "hows" of making change a reality.

There are two main things that we should change in our lives:

1. First, we must change how we feel about something.
2. Second, we must change our behavior, how we act.

The best kind of change will ultimately be progressive in nature.

Not all change is progress, but all progress is change.

Even though most people resist change, by contrast it represents life to the peak performer. While we all must confront change at one time or another, to reach any significant level of achievement it must be embraced and welcomed.

- Do you want to see progress in your life?
- Do you have goals in your life?
- Do you have dreams that you want to have come true?

I believe you do. Change challenges people to be different. If we seek out positive change, we come to know ourselves better. We grow. We become more confident by improving ourselves and enhancing the world around us.

satisfaction of knowing that what you have become

Change turns today's pain into tomorrow's gain. We become progress makers who convert progress into their only viable choice. If we choose any other option, we turn into progress takers, those who settle and live off of the progress of others. Progress makers realize that tomorrow will never be different unless they change. Progress makers craft a plan and follow it, even under tough circumstances.



To be a peak performer our interest should lie in creating a life, not just living one. The only way to keep pace with all the change and remain sane lies in understanding the difference between living and just existing. To live means to create. To merely exist means to stagnate. To live fully means to continuously plan without becoming complacent. Furthermore, true living breeds contentment—the

through your own efforts is good, worthy and always improving. This represents the antithesis of being lazy, rigid and fixed. To perform at your peak, change will become a permanent part of who you are—an accepted and even celebrated aspect.

To realize the significance and magnitude of this state of being, a few things need to be considered:

- A. The Plan—where do you want to be in 1, 5, 10 years and beyond?
- B. The Cost—what will it take to get there? What price will you have to pay?
- C. The payment—are you willing to make those sacrifices, write the financial and emotional check?



So why do most people fail? What stops the average person from becoming a peak performer—despite their best intentions? Where's the breakdown? Regrettably, it can happen in a number of places.

Some plan but don't figure the cost. Others take a wild stab at the cost but don't plan. Most choke on the payment. They just can't sign that check.

- "I'd like to go back to school, but it takes too long."
- "I need to make a certain amount of money, but I am not comfortable doing what it takes."
- I want to lose weight—I just don't have time for exercise or searching for health food."

Time flies right by these people leaving them older with nothing to show for it.

Talking about a goal will never get you there. Doing the same tired thing will guarantee the same tired results.

Two plus two equals four and will continue to equal four until the end of time — unless we change the equation. Many people today use what I call "death equations."



- "If only tomorrow..."
- "Someday I will..."
- "One day let's..."
- "One of these days I am going to..."
- "When I get this weight off I will...!"

To perform at your peak it is important that you act on the things that change your life. The purpose of this book is to help you act, to do what it takes to succeed. Most people desire someone to hold them accountable and guide them on the path to success. There is only one catch. You and you alone must make it happen. A coach, however, can drive you and push you in the direction of your own success.



**It all starts with one's thinking. When you change your thinking, you begin to build the habit of real change.**

- When you change your thinking, you change your beliefs.
- When you change your beliefs, you change your expectations.
- When you change your expectations, you change your attitude.
- When you change your attitude, you change your behavior.
- When you change your behavior, you change your actions and your performance.
- When your actions change, so do your results.

Too many people wait for their circumstances to change, instead of changing with or despite the circumstances. Quit thinking times are bad. Begin looking at your life as a new

and exciting challenge. Be a peak performer. Embrace the concept of becoming a progress maker. Environments change, industries change and regardless of what the naysayers may espouse, people can and do change.

Managed care caused significant changes within healthcare profession during the 1990s. Doctors literally lost their practices because they were unwilling to adapt to managed care. They wanted to continue running their offices as they did in the 80s. The times wouldn't allow it.



The "mom and pop" stores also resisted change only to be replaced with convenience stations with bright lights, gasoline, and food. Their variety appeals to the public at large. Those motivated to change with the times survived.

Those that did not are extinct.

**Motivation means movement.** It means tapping into the unlimited power given to you by God and moving forward. It means making a difference, advancing ourselves and those we contact.

If we are motivated, we become passionate about what we are doing. Standing still is not an option. We then focus our attention on improvement and we energize ourselves. We create a momentum that builds the confidence and self-esteem necessary to make change a reality.

If we remain the same, we start feeling complacent. Soon, if we are not careful the greatest obstacle success and change has ever known will raise its ugly head. That obstacle is called "fear."

When fear places its death grip around you, doubt soon becomes the rule rather than the exception. We doubt our abilities and become overwhelmed with the changes around us. We fight for the illusion of outward security, failing to recognize that true security lies within.

Change doesn't require a miracle. It just requires a little faith and a willingness to learn. Do you want to grow? Are you willing to try something new? Do you believe we are destined to change? Do you resist it?

I commonly ask these questions of people attending our seminars. Inevitably 80-90 percent say they resist change. Consider this: We now know that people are destined to change, engineered to grow and succeed, physically, spiritually, emotionally, and mentally—our very survival as a species depends on it. Should we lose sight of this fact, we convince ourselves that change is bad. We unknowingly place limits on our lives. To succeed, you have to embrace change with optimism and enthusiasm. Those who fight the natural law ultimately lose the battle.

Stop and think. Are you tapping into your full potential? Are you organizing your time efficiently? Do you find yourself getting caught up in unimportant matters, working hard and getting nowhere? Most people never realize that their real enemy in life is their inability to sort through the clutter to realize their full potential. Are you results oriented or task oriented?



Why does one employee finish their work almost effortlessly while another, seemingly always busy, never completes a task. The busy one always asks for help and will seek more if you give it. I call it the "busy syndrome." If the "busy individual" does not allow for change in their lives there is little hope for their ability to become a peak performer.

## **The Power of Perception**

For us to make change a reality, we must examine how we perceive what lies before us. More than the actual change, people resist the perception of the change. Two things motivate people: pain and pleasure. If a person perceives pain in staying the same or pleasure in changing, creating the desire to change takes little effort.



Take exercise as an example. One person sees exercise as positive while another views it as a "near death" experience. These perceptions give people a reason to pursue a particular activity, or to resist it.

**Therefore in trying to change, you must first alter the perception of it.**

Peak performers tune into their ideas, visions, and the actions they want to implement. They develop positive perceptions and in so doing will learn to accept change.

Have you ever stopped to ask yourself "why" you are doing something? Most people continue to do things simply because they always done them that way without ever re-visiting the process or the method. To continue the ongoing change process, we need to ask why. Asking why forces us into deeper

thinking. It challenges us to question assumptions that eat up our time. We then discover opportunity for improvement.

Being a peak performer carries a certain measure of risk. Peak performers turn risk into results. They are not afraid to take chances. Peak performers possess imagination and spirit. They do not lack courage, conviction, responsibility, or character. They advocate excellence and thrive in adversarial environments.

Without change we limit ourselves in all areas. Are we standing still or moving forward? To be effective we must give to others. We add value and fill needs. We solve problems and help people. We cherish the fact that we have the ability to change and make a difference in life.

Think of what you have desired to do for years—places you would like to go and changes in your life you would like to make. Think of where you want to be in five or ten years from today. Now write these things down and place them in a conspicuous place where you can refer to them. Afterwards use the following three rules of accomplishment to create an action plan for maximum success.



## [The Positive Rules of Accomplishment - Download PDF](#)

1. Read the list three times a day (change it as often as you wish.)
2. Think of what you want as often as possible
3. Do not talk to anyone about your goals or plans

Now start acting on it! Remember, a bend in the road is not the end of the road, unless you fail to make the turn. Begin now doing the things you have been procrastinating for years. Be a progress maker and create the life you desire.

"The sluggard craves and gets nothing, but the desires of the diligent are fully satisfied."

Proverbs 13:4

Peak performers realize that the right kind of pain produces pleasure, the kind that can last for a lifetime. Below are the five master steps to change. By following these simple steps you can make change a reality. Before proceeding to change a given situation, ask yourself: will these changes enhance my life and make it better? **What do I really want?**

I believe these questions must be answered honestly to make change last. For instance if the changes I think I want to make do not enhance my life they probably will not last. By the same token if I "think" I want something but really want something else, change won't be permanent either. You may buy a quarter inch drill bit, but do you really want the drill bit or the quarter inch hole it will produce?

## Five Master Steps to Change

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**Decide what you want and what is preventing you from having it.**

You can't be vague. We talked about what you wanted earlier, but did you really dig down deep inside yourself? If you're sure you know what it is, what prevents you from having it? Be clear on exactly what stops you. Do you fear the pain it will take to change more than the pain you'll experience from remaining the same?

**Next, face your fear.**

Fear is the greatest obstacle to your success. Facing it is also your greatest character builder. You will find that when you face your fears they diminish until they cease to exist. Fear is the sheep in wolf's clothing that once confronted, changes from the thing that could eat you to the thing you can eat. Peak performers eat fear for breakfast.

**Make a decision to do what it takes to follow your plan of change to the end.**

Making a decision, even if occasionally wrong, is better than never making one at all. Make change an absolute must.

You can change if you really want to, but thinking about what you should have done won't accomplish anything. Don't should all over yourself. Since a lack of change almost always results in mixed association with your nervous system, you need to gain leverage on yourself. Make change exciting and associate pain with not changing. If someone places a gun to your head and tells you to do something you would never do otherwise, you would probably do it. That's leverage at its

max. Change is 80 percent why and 20 percent how. Make your why non-negotiable.

**Do something unexpected or different.**



Have you ever been talking to someone and been interrupted and then forgot what you were talking about? That's a pattern interrupt. To render a pattern useless you must interrupt it in some way by doing something unexpected or different. In an argument you can whisper a private message in the other party's ear. Do something—anything! I once heard of someone that told her spouse to make pig sounds when he ate! That may be a little extreme, but you understand the power the unexpected has on our patterns and habits. Condition yourself until the change remains constant.

Patterns are frustrating to break. After you make a change there will be subconscious pressure to revert back to the old way. I recently built a new office. Often I catch myself driving to the old one. I had to condition myself, reminding myself over and over again, to drive to the new one. Rehearse the change repeatedly until you conquer your giant, whatever it may be. Then and only then will you be ready for the last step.

**Test your change.**

The last step in making real change in your life is to test what you have done. Check to see if you ever revert to an old habit. Stay alert, watch the tendency to switch back to old patterns. If you can, test yourself and find a way to keep score.

**MakeitHappen!**

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