

A Personal Message from Steve McDermott

For the friends of Inspire Financial Management

This message was written for the friends of Inspire by Europe's leading motivational speaker, Steve McDermott.

A former multi award winning advertising agency creative director, Steve now specialises in helping individuals and businesses to achieve their full potential.

We hope that you find his ideas as exciting and useful as we do.

The team at Inspire

Seven ways to double your personal effectiveness

Way 1 - Be in **THE** right state (not A right state)

For lots of people their state, or mood, is determined by others or by their environment, rather than themselves. For instance, if someone says something negative about them they feel terrible. Or if it rains they put themselves in a bad mood. You might say they get into a right state. Without giving it any conscious thought they bounce around from one state to the next hundreds of times a day. And if you stop and think about a typical day, many of those states prove to be extremely negative. Now if you think back to a specific time when you were in a less than resourceful frame of mind, a right state, what do you notice about your performance? No doubt it suffered.

On the other hand, if you think about a similar situation, when you performed at your absolute best, what was the key difference? You were the same person, with the same skills and knowledge, right? The difference, that made the difference, was that you were in *the* right state.

Imagine then, if instead of being at the unconscious mercy of your moods, you could chose your states at will and trigger them in a heart beat. Well, by thinking about the two factors that create your state you can.

Let's call these two factors the two F's. Your state is made up of:

- ∨ **Fizzy** - Your physiology or everything that is physical about you (the way you move, breathe, stand, gesture etc)
- ∨ **Focus** - Your mental focus (what you focus on in your mind, the sorts of questions you ask yourself, what you picture, feel and hear inside your head).

Change your Fizzy and Focus and you instantly change your state.

For example, if right now you were to think of a specific time when you were totally, absolutely certain about something. Now breathe like you breathe when you are certain, stand like you stand when you are certain. Put the same expression on your face you would have when you are certain. Say to yourself the things you say, in the way you would say it, when you are absolutely certain things are going to work out. Now notice what's happening. You've gone into that state of certainty.

Once you understand, and are sensitive to exactly how you use your Fizzy and Focus to create and trigger different states, you can use this knowledge to produce any state in yourself instantly.

Remember, before you begin any new enterprise, to check your state. Remember, only if you are in the right state can you achieve outstanding results. Remember, you have state control (unless you chose to let others or the environment put you in a bad mood).

So right now are you breathing, standing, sitting, moving, talking, and thinking, like someone who is massively effective in everything they do?

Way 2 - Double the size of your comfort zone

Step into the land of uncertainty at least twice a week. You will still feel uncomfortable, just get those butterflies flying in formation and remind yourself how good this is going to be for you. Do all those things you've been fearing the most first. That way your comfort zone will grow at light speed.

Please note that if you don't step outside your comfort zone it is going to shrink. You can't stand still. You are either growing or dying. You are either moving forward or backward.

Use some of the following strategies when expanding your comfort zone:

Way 3 - Stop trying to be perfect

Whoever said "It has to be right first time" is wrong. You never did anything in your entire life right first time. Instead we should believe anything worth doing is worth doing badly at first. Don't do it badly on purpose, just give it your best shot and learn from it.

Way 4 - Change your beliefs

It is not whether the belief is true. It is how holding the belief makes you behave and therefore how it improves your results. The two master beliefs you must hold in order to double your personal effectiveness are:

There is no failure. There is only feedback - You either get the result you would like or you get "Fascinating". But all you got was a result. As long as you act on the feedback, as long as you learn from it, you can never fail. So have you fallen off your bike recently? Have you demanded your team fall off theirs? If not, why not? How good is the quality of the feedback you and they receive. Do people get feedback often enough, and quickly enough, to be able to learn from it?

You are 100% accountable and response able for everything - The more you put yourself at cause, rather than effect, the more personal control and power you have. The difference

between successful people and not so successful people is not what happens to them. It is how they respond to what happens that counts. So how response able are you?

Way 5 - Transform your language.

To make yourself more able to respond effectively, stop blaming others or circumstances. A good way to get started is to stop saying “if only”, “I wish”, “I can’t” and “I’ll Try”. Start saying “I must”, “I will”, “I won’t” or “I choose not to”. One of the best words you can add to your vocabulary is “Yet”. As in “I don’t understand the Internet yet” or “We haven’t sold to that client yet”.

Way 6 - Take massive action

It is not enough to be in *the* right state. It is not enough to change your beliefs. It is not enough to visualise the successful completion of your goals. It is not enough to say the right things to yourself and others. None of it is enough if you don’t take action. You can’t be effective if you are not prepared to get a successful result or get a “fascinating” result. To be twice as effective aim for four times the amount of “fascinating” results you currently enjoy.

Way 7 - Don’t forget your parachute

It is not advisable to jump out of a plane without a parachute. That can be very messy upon landing. So before you step outside your comfort zone do some risk analysis. We can all live with a successful result. But can we live with “Fascinating”? (what some people might call failure). We might not like it but can we live with it? If the result will kill you then don’t do it. However, make sure you don’t use this as an excuse not to jump out of planes at all. At the moment most people don’t even expect to have to go to the airport.

Steve McDermott

This message was written for the friends of [insert name of your practice] by Europe’s leading motivational speaker, Steve McDermott.

To find out more about Steve’s ideas go to www.redworld.biz/redguru.

Inspire are a firm of Chartered Accountants committed to helping the region’s business leaders turn their business dreams into reality. For more information on how we can help your business become more successful, more profitable and more enjoyable, contact Sarah Thompson on 0191 487 7074.