

BEING YOUR BEST SELF

The following is an extract from my book "From Now To Wow".

The whole book is a transformational journey; this section deals specifically with why we don't achieve our goals and the simplest and certain way to turn that around.

To get the most from this extract allow yourself to fully engage. When I ask you to picture something; picture it. If I ask you to consider your history, pause and do just that.

It is your engagement that creates the environment for change.

Engagement, then knowledge, then action.

Enjoy and benefit.

Julian

[At The Crossroads. Step Out or Step Back?](#)

Ever wondered about that feeling deep inside that there is more to life?

There is!

James Rohn said; "to do more and have more you have to BE more".

This book is a simple formula to shift the reader's mindset to Being more; a success formula if you like.

I am about to take you on a journey that introduces you to becoming more.

To become more something has to change.

[Knowing What You Want](#)

The first principle of change is to "know what you want".

If you don't know what you want, how do you know what you're going for - or if you've got it?

An un-fulfilled life is a series of nagging feelings that something is missing, things aren't as good as they could be or even that life is not good at all.

Without a means to measure our progress all we are left with is these feelings.

Uncontrolled feelings can lead to despair and / or un-resourceful behaviour. Maybe you can relate to this?

So what is the difference between the have's and the have-not's (or "don't have's")?

Well to start with they have a clear goal. I'm assuming that if you're reading this you already have goals. And you've got into action and you've stalled; stopped; failed.

So again; what's the difference?

IT'S HOW THEY THINK.

That's the only difference. They are actively involved with their thinking process. Like an observer of their own thinking.

We are going to bring you from passive involvement in your mind to active involvement; from being what we call "at effect" to being "at cause".

Understanding this simple phenomenon gives you absolute power over your future.

Picture a rocket launch. You see a rocket on a launchpad. There is a cloud of vapour around its base and there are support towers and cables securing it on target for its space mission.

There is a countdown; the rocket fires and lifts off. Perfect so far.

Then the control tower notices a small wobble in the rocket's flight..

They make an assessment and think that it will be OK.

They leave the rocket to its own devices.

They should have corrected it right there.

The wobble, left uncorrected, gets worse.

The rocket is still going but it's now travelling across the sky instead of upwards towards space. It is out of control; there is nothing that can be done to save this launch.

The rocket enters the next phase where it slows and commences its decent towards the ground. The end is inevitable. We know what happens next.

Thankfully it was an unmanned flight because it crashes and burns.

Now compare that with my experience. I decide to get fit, healthy and muscular. I go to a gymnasium and invest money in a new gymnasium course. I have a plan to go 3 mornings a week before work. I'm on the launch pad.

Day 1, excitement. I jump out of bed and go to the gym.

Day 2 the alarm goes off, I drag myself out of bed feeling a bit stiff and tired but get to the gym and do my workout. A bit sore after today but... The rocket has a wobble.

Day 3; the alarm goes off, I hit the snooze button—without even thinking about it, just hit the snooze button. What happened to my plan? The plan was to jump out of bed, go to the gym, and achieve my goals; yet here I am, going back to sleep.

This story is not unique to me. So many goals end up in the trash after an excited start followed by a poor finish.

The process is automatic. It's called the "The Failure Cycle". It is the life-cycle of a procrastinator.

[The Failure Cycle.](#)

Understanding the mechanics of the Failure Cycle is one of the key elements to mastery over your automatic behaviours.

There are 4 phases; The Excitement phase – Avoidance Phase – Excuses Phase and Blame Phase. (then crash and burn)

Consider what happened back there when I hit the snooze button? Why was it that in the face of my clear and correct goals, my focus and my passion for change, I failed to continue taking those well-planned steps to success?

To be able to recognise the phases of the Failure Cycle gives you the power to "own and manage" yourself to success..

I will give you an overview of the entire "Failure Cycle", and then we will

break it down into its elements.

Finally, we will discover how to master the controls.

Ralph Waldo Emerson is accredited with saying, "when you see something; when you truly see it, it disappears."

I believe that he was directing his remarks to all the "at-effect" activities that we do. Procrastination is an at-effect activity.

When you see the source of your procrastination, you have the choice to ignore it, avoid it, find excuses why you are different, or face it.

Facing it dissolves its power. Nothing extra to do here, no hard discipline, no struggle, just learn, turn and face.

Once you are willing to accept this responsibility, then (and only then) can you take steps to master it.

We will get to the mastery of your neural processes later. Remember, this is a journey of discovery that leads to a solution.

The solution arises from the entire journey.

1. THE EXCITEMENT or ENTHUSIASM PHASE


Let's get back to the Failure Cycle. The excitement phase, by default, generates resistance through its very existence.

Just imagine driving in a car and holding your hand out the window; forward motion generates wind resistance proportionally doesn't it? Einstein worked this out for us; "every action has an equal and opposite re-action"

Our rocket is on the launchpad, our new goal is set, we have a plan to achieve it, we are fully fuelled with enthusiasm and we press the start button; we're excited!! We are underway.

This is the enthusiastic launch of your new project. Your actions are driven by enthusiasm, and your focus is on your goal.

Enthusiasm



As we gain momentum after our launch, so we generate resistance

This resistance builds up in intensity, but this is all happening in your head, in your subconscious mind—behind the curtain, if you like. .

It takes time to build up enough resistance to disrupt your forward momentum.

Usually this is between 3 and 21 days.

Have a look at your own history. Pause for a moment and bring to mind some of your classic failures: perhaps dieting, exercise regimes studying, being a better person?

Notice if there was a typical time-frame to breakdown. My guess is 3 – 21 days.-that is normal.

Whenever you hit your own limit; the edge of your comfort zone, your safety mechanism will kick in automatically.

Whatever your safety mechanism is, it will have the same end result: you'll go off track.

It may be the dieter's cravings, the smoker's thinking one cigarette will be OK, the missing of your swim, walk, or gym session, the sales call you think you'll do later...

These are just thoughts but they are the pre-cursor of the Avoidance Phase.

Right here at the start of the Avoidance Phase is where our launch is just starting to wobble.

Right here; just like with a rocket, is our only opportunity to apply a correction.

You'll know when you are doing this; if it's not the automatic snooze button it will be a whole bundle of more important things to do instead; like walking around the garden, tidying your desk, needing time to recover.... sleazy isn't it!!

2. THE AVOIDANCE PHASE

You have that cigarette, or you eat that second piece of cake; you hit the snooze button... you fail to do one simple thing that you had committed to do. You enter the Avoidance Phase.

Inside the Avoidance Phase you struggle with your new agenda.

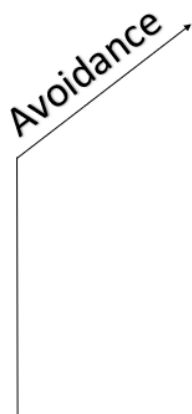
Your intention is still rock-solid, but your actions are no longer in sync.

The tragedy here is that your conscious mind wants to achieve your goal BUT is being actively undermined by your sub-conscious; the spokesperson for your comfort zone.

Because your sub-conscious has taken over, your avoidance behaviours are automatic. You're not even thinking about this. You're just not doing what you had planned or committed to do.

Your inner computer is giving the commands, even though it's you in the control tower.

This is the avoidance phase, and you are headed off on a tangent.



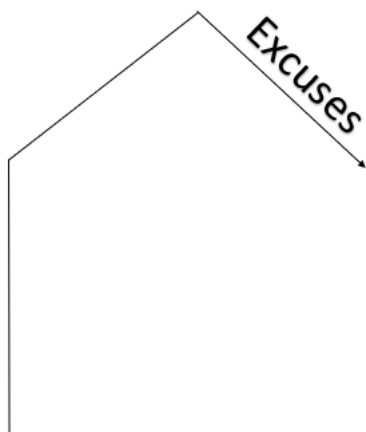
Until this point, you've been taking the journey on this project alone. You probably shared with family, friends and/or colleagues about your plans, but up until now there have been no obvious external signs that you are in trouble.

Your enthusiasm arises from the core of your being. As a small child with no "baggage" you are the full expression of enthusiasm. As we go through life we develop an identity; a mechanism to survive, to avoid hazards and pain, to guide us to pleasure. This identity smothers the enthusiasm. Like putting a lid on a well. Putting your new project on the Launchpad with a well planned mission lifts the lid on the well. Your enthusiasm drives the project. The "trouble" starts when your identity recognises you are trying to go beyond your comfort zone... read on

3. THE EXCUSES PHASE

However, very soon others will begin to notice that you don't seem to be on track. You're having a cigarette, eating too much, or missing sessions at the gym. This is where the failure cycle turns and seems to be going at right angles to your intent. This is the "excuses" phase.

In this Phase you begin making excuses for your failings; to yourself and others.



You may have to field questions about your obvious failure to do what you said you were going to do. You make excuses.

And at the same time you are telling them you are still on track. Your intention is still rock solid.

These excuses are fairly innocuous; my alarm didn't go off, I had to go to this morning tea, I was a bit sore...

You are saying one thing but deep down you know that something is going very wrong; again.

Reflect for a moment on your past attempts to change, and be completely honest with yourself.

I'm sure you can remember the moment when you first had to explain yourself to that person. They probably said something like, "I thought you said you weren't giving up?" or, in that condescending way, "How's the diet going?"

Can you relate to this? Isn't it great to know that your behaviour pattern is well documented and predictable?

And you thought it was just you!

Take a deep breath of relief; you are only human, after all.

The agony of the excuses phase lasts until you run out of excuses and look elsewhere for the cause of your failing. This is not hard; your sub-conscious is actively putting forward ideas to assist you!

4. THE BLAME PHASE

Now that your sub-conscious is in the driver seat there is no longer access to enthusiasm. Your rocket has run out of fuel. Its nose drops towards the earth.

In this moment, the final phase is initiated and your free-fall into oblivion has commenced.

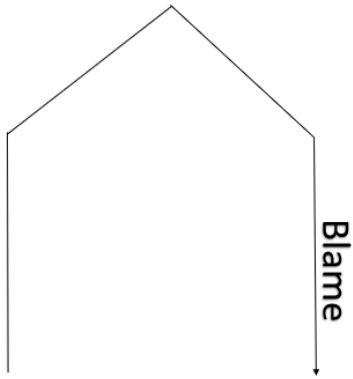
You start to cry "it's not my fault".

You actually start to blame OUTSIDE INFLUENCES, or CIRCUMSTANCES for your failure to do what you said you were going to do.

A total abdication of responsibility.

There is no recovering from here. This is the final leg of a journey that resembles a very bad rocket launch.

The descent is straight down with catastrophic results. Crash and burn

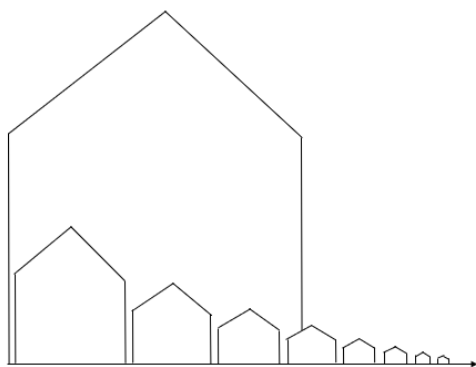


The rocket was fired up (with enthusiasm) and left the launch pad (excitement phase). As it developed momentum it became subject to proportional resistance; the rocket is slightly diverted off-course, but not fatally; the shot can be saved.

Soon friends and family notice the wobble, and you try to justify. You make excuses. Your good intention runs out of fuel; you blame outside circumstances and the rocket crashes to earth.

Enthusiasm - excitement phase - avoidance phase - excuses phase - blame phase - crash and burn.

Are you starting to recognise this pattern of behaviour in your own life? Is the little voice in your head arguing all sorts of reasons why you are different?



**A life of excited starts
and poor finishes**

Because you are reading this, it is time to give up any attachment you have to your old patterns.

Your change is already happening.

You are ready to open your mind to this new idea.

You can accept 100% responsibility for your past and your compelling future.

Now that you have become responsible and commit to change, you are in control of your life.

Author's Note

In my journey through failing health and depression, alcohol abuse and smoking, it was always someone else's fault.

I was at a seminar when I was first introduced to the Failure Cycle.

It was the first step in a transformation that has given me a new, healthy active and loving life.

I developed a simple technology to "save the launch". It only works if you understand and own your own part in the Failure Cycle.

Are you ready for the next step?