How to get from where you are to where you want to be

With reference to the book
The Success Principles – How to get from where you are to where you want to be
[2005] Jack Canfield and Janet Switzer
www.thesuccessprinciples.com
Learn the fundamentals of the game and stick to them.
Band-aid remedies never last.
Jack Nicklaus, legendary professional golfer

Life is like a combination lock;
your job is to find the right numbers, in the right order,
so you can have anything you want.
Brian Tracy
If you want to be successful, you have to take **100%** responsibility for everything that you experience in your life.

This includes:
- The level of your achievements
- The results you produce
- The quality of your relationships
- The state of your health and physical fitness
- Your income / your depts
- Your feelings / everything
You have to give up all your excuses.

\[ E + R = O \] (event + response = outcome)

You can change your responses (R) to the events (E) – the way things are – until you get the outcome (O) you want.

Everything you experience today is the result of choices you have made in the past.
Principle 1
Take 100% responsibility for your life

- You have to give up complaining!
- The circumstances you complain about are, by their very nature, situations you can change but you have chosen not to.
- You have to have a reference point of something you prefer that you are not willing to take responsibility for creating.
- But why don’t you simply do those things? It’s because they involve risks.
The life purpose statement

1. List two of your unique personal qualities.
2. List one or two ways you enjoy expressing those qualities when interacting with others.
3. Describe the ultimate condition, the perfect world as you see it and feel it.
4. Combine the three prior subdivisions of this paragraph into a single statement.
1. My two unique personal qualities are endurance and goal targeted approach based on system analysis.

2. I enjoy expressing these qualities when activating communication and organizing myself and others.

3. Assuming the perfect world: Everyone treats others peacefully and loves life. Everyone lives in harmony with environment and is focused on sustainability.

4. My purpose is to use my endurance and goal targeted approach to inspire others to set activities and organize themselves so that they can live their lives in harmony in concordance with environment in an overall sense.
Principle 3
Decide what you want

The vision exercise

Start by setting up a relaxing environment and ask your subconscious mind to give you images exactly the way you want it.

1. Focus on the financial area of your life.
2. Visualize your ideal job or career.
3. Focus on your free time, your recreation time.
4. What is your ideal vision of your body and your physical health and sanity?
5. Move on to your ideal vision of your relationships with your family and friends
6. What about the personal area of your life: continuing education, training, therapy, spirituality, instruments, autobiography, marathon, art class, travel, …
7. Focus on the community you live in – charitable work

Share your vision for maximum impact.
Pricinple 4
Believe it’s possible

You get what you expect.

- Neuropsychology: We spent our whole life becoming conditioned.
- Believe in yourself an go for it.
- Always optimistic “you gotta believe” attitude.
- It helps to have someone else believe in you first.

J. Canfield 2005: The Success Principles
Believing in yourself is an attitude.

- It’s now your responsibility to take charge of your own self-concept and your believes.

The choice of what to believe is up to you.

- You have to give up „I can’t“.
- Don’t assume you need a college degree.
- What others think about you is none of your business.
Principle 6
Become an inverse paranoid

- Operate as if everyone is part of a plot to enhance your well-being.
- Realize that whatever you are going through now is going to turn out better in the future.
- Use this experience to your advantage.
- Look for the opportunity in everything.

“When life hands you a lemon, squeeze it and make lemonade”
W. Clement Stone
Principle 7
Unleash the power of goal-setting

- A goal unleashes the power of your subconscious.
- Two criteria: measure it and specify time and date – be as specific as possible.
- Create big goals that will stretch you – set a breakthrough goal.
- Write your goals down and read your goal list three times a day.
- Carry your most important goal in your wallet.
Principle 7
Unleash the power of goal-setting

- Make a list of 101 goals you want to achieve in your life – create a goals book, check it off and write *victory* next to it, every time you achieve one of your goals.
- Considerations, fears and roadblocks are part of the process - treat them as things to handle rather than letting them stop you.
- Develop mastery of life: new skills, new attitudes, new capabilities – stretch yourself and you will be stretched forever.
Our biggest goals are series of small, achievable tasks.

Use mind mapping® – create a detailed to-do list of achieving your goal.

1. Centre circle: name of the stated goal.
2. Outside circles: major categories of tasks you’ll need to accomplish the greater goal.
3. Spokes: write every single step you need to take.

Do first things first. *Eat the frog!*

[Image: http://www.schokoladenseiten.ch/2012/05/23/stockchen-werfen/frosch/]

J. Canfield 2005: The Success Principles
Principle 9
Success leaves clues

- Someone has already done it and left clues.
- Take advantage of available resources.
  - Books and manuals
  - Audio and video programs
  - Seminars and workshops
  - University classes and online courses
  - Teachers, facilitators, mentors, advisors, coaches and consultants
- Life is a connect-the-dots game and all the dots have already been identified and organized.

J. Canfield 2005: The Success Principles
Most people drive through life with their psychological emergency break on – they stay in a self-created comfort zone.

You simply need to “release the brakes” by letting go of, replacing limiting believes and changing the self images.

The nine guidelines for creating effective affirmations:

1. Start with the words “I am”
2. Use the present tense
3. State it in the positive – affirm what you want, not what you don’t want
4. Keep it brief – Act as if each word costs € 1,000
5. Make it specific
6. Include an action word ending with -ing
7. Include at least one dynamic emotion or feeling word
8. make affirmations for yourself, not others
9. Add or something better

Use the power of visualization and affirmation coupled with the willingness to act.

J. Canfield 2005: The Success Principles
Visualization activates the creative powers of your subconscious mind – which can’t think in words, only in pictures.

Visualization focuses your brain by programming its reticular activating system (RAS, centre of arousal and motivation in the human brain.)

This creates new levels of motivation.

Your brain sees no difference between visualizing something and actually doing it.
Believe and act as if it were impossible to fail.

*Acting as if* programs the RAS in our brain, which starts noticing anything that will help us to succeed.

*Law of Attraction*: the more you create the vibration of already having something, the faster you attract it to you.

Start now and be who you want to be, then do the actions that go along with being that person and soon you will find that you easily have everything you want in life.

J. Canfield 2005: The Success Principles
All manner of good things begin to flow in your direction once you begin to take action.

Successful people are highly action-oriented. Winners take action – once they have developed a plan, they start.

Get on the playing field “Ready, aim, fire!”
Principle 13
Take action

- satis (latin) means enough
  the last six letters in the word satisfaction is action
  enough action ultimately produces satisfaction
- When you have an inspired impulse
  take action now
- Failure is an important part of the learning process.
- Be willing to fail forward.

J. Canfield 2005: The Success Principles
You can’t cross a sea by merely staring into the water.

Leaning into it creates **momentum**, the energy force that brings more opportunities, resources and supporting people.

Explore unknown waters and a port will appear.
Fear is natural – you have got to be willing to be terrified. Fantasized Experiences Appearing Real

Almost all of you fears are self created.

J. Canfield 2005: The Success Principles
Imagine what is scary to you and replace that image with its positive opposite.

Scale down the risk: start at lower levels of risks, master those, move through your fears, and then take on bigger challenges.

Taking a leap can transform your life: be willing to take a chance – a leap of faith – even though you are afraid. Act and take the opportunity, trust your intuition and go for it.
Behind every great achievement is a story of education, training, practice, discipline and sacrifice.

Your willingness to do what’s required is based on an extraordinary display of courage, commitment and practice.

Consider it as a declaration to get it done no matter what it takes, how long it takes and what comes up. It’s a done deal. Just a world-class performance and result counts.
Creating momentum is an important part of the success process. If you are willing to pay the price in the beginning, you can reap the benefits for the rest of your life.

Only you can decide what is right for you and what price you are willing to pay.
Asking is one of the most powerful success principles of all – ask for information, assistance, support, money and time that you need to fulfill your vision and make your dream come true.

- Ask as if you expect to get it.
- Assume you can get what you are asking for.
- Ask someone who can give it to you.
- Be clear and specific.
- Ask repeatedly. The key is not to give up.
Rejection is a natural part of life, a myth that doesn’t really exist – it is a concept that you hold in your head.

SW SW SW SW SW stands for “some will, some won’t; so what – someone’s waiting”.

Out there somewhere, someone is waiting for you and your ideas. The yes is out there waiting.

“What you want wants you.”

J. Canfield 2005: The Success Principles
Principle 18
Reject rejection

- The secret of success is not to give up. When someone says no, you just say, “next!”
- Keep on asking. It is a numbers game.
- Never give up your dream. Perseverance is all important.
  If you don’t have the desire and the belief in yourself to keep trying after you’ve been told you should quit, you’ll never make it [Tawni O’ Dell].
Feedback is the breakfast of champions
[Ken Blanchard and Spencer Johnson. Coauthors of *The One Minute Manager*]

**Positive Feedback**: data, advice, help, suggestions, directions and criticism will help you constantly adjust and move forward while continually enhancing your knowledge, abilities, attitudes, and relationships.

Once you receive feedback you have to be willing to respond to it.
Negative Feedback: lack of results, poor evaluations, complaints, unhappiness, inner conflict, pain and criticism that tells us that we are off course. That is valuable information.

Change how you feel about negative feedback, refer to it as information about “improvement opportunities”

To reach your goals more quickly, you need to welcome, receive, and embrace all the feedback that comes your way.
Think of feedback as a correction guidance instead of criticism, like an automatic pilot system on an airplane. The system is constantly telling the plane that it has gone too high, too low, too far to the right, or too far to the left.

ON COURSE, OFF COURSE
ON COURSE, OFF COURSE

All we have to do is to start to take action and then respond to the feedback.
Some responses simply don’t work:

- **Caving in and quitting:** “I can’t take it anymore. Life is too hard. I can’t take all this negative criticism. I quit!” All that does is keep you stuck in the same place.

- **Getting mad at the source of the negative feedback:** “Bitch, bitch, bitch! All you ever do is criticize me! You’re so negative. Why can’t you ever say anything positive?” All it does is push the person and the feedback away.
Ignoring the feedback: putting your fingers in your ears and determinedly walking off course.

The message is that feedback could significantly transform your life.

Ask for corrective feedback – you must intentionally and actively solicit feedback.

Be grateful for feedback. Do not get defensive. Just say, “Thank you for caring enough to share that with me.”
Principle 19
Use Feedback to Your Advantage

- Check it with yourself to see what fits for you, and put the useful feedback into action. Take necessary steps to improve the situation – including changing your own behavior.
- Not all feedback is useful or accurate. You must consider the source.
- Explaining, justifying, and blaming are all a waste of everybody’s time. Just take in the feedback, use whatever is applicable and valuable for the future, and discard the rest.
- Failure experience: list ways to do it better next time.
Achievers are committed to continual improvement

- How can I make it better?
- How can I do it more efficient?
- How can I do this more professional?
- How can I do this with greater love?
We have an innate desire to endlessly learn, grow, and develop. We want to become more than we already are.

Once we yield to this inclination for continuous and never-ending improvement, we lead a life of endless accomplishments and satisfaction.

[Chuck Gallozzi]
Successful people keep score of exciting progress, positive behavior, financial gain – anything they want more of.

Scorekeeping stimulates us to create more of the positive outcomes we’re keeping track of. It actually reinforces the behavior that created these outcomes in the first place.

Imagine how motivated you would be each time the numbers improved in your favor.
Persistence is the single most common quality of high achievers. They simply refuse to give up – no matter how hard it seems.

Sometimes the universe will test your commitment to the goal you’re pursuing. But you will win – refusing to be discouraged by defeats, learning new lessons, developing new parts of yourself and making difficult decisions.
Never, never, never give up

- For every failure there’s an alternative course of action. When you come to a roadblock, take a detour – stop and brainstorm three ways to get around, over, or through the block.

Always be solution-oriented in your thinking.

Difficulties are opportunities to better things, stepping-stones to greater experiences.

When one door closes, another always opens; as a natural law it has to, to balance.

Brian Adams

http://stepping-stone-kit.blogspot.co.at/2012/01/line-of-stepping-stones-to.html
Success is the sum of small efforts, repeated day in and day out. Robert Collier

The Rule of 5: every day, we do five specific things that will move our goal toward completion.

Success is more of a phenomenon of persistent effort – thousands of individual activities that all added up to one large success.
It is never crowded along the **extra mile**. Wayne Dyer

The hallmark of high achievers is constantly to go the extra mile and routinely over-deliver on promises.

Exceeding expectations helps to stand above the crowd.

As a result, they experience not only greater financial rewards for their extra efforts but also a personal transformation, becoming more self-confident, more self-reliant, and more influential with those around them.
Principle 24
Exceed expectations

- Make a commitment to be world class like the Four Seasons, Ritz-Carlton and Nordstrom by going the extra mile and exceeding expectations starting today.
This book is dedicated to all those courageous men and women who have ever dared to step out of the dominant culture of resignation and mediocrity and endeavor to create the life of their dreams.

I honor and salute you!

Jack Canfield