

## LESSON ONE

Hi, and welcome to Video Number One.

The purpose of this video is to focus on what is most important to us. The reasons we are doing this is to establish what is different about us, how can we differentiate ourselves in the marketplace and if we focus our attention on what we absolutely do best, then the results that we are going to achieve are going to be far greater. Next what we are going to work on is what is the mission that we want to achieve? So, these will be the areas of what we are going to cover in this video. I would like to encourage you to download a copy of the exercises that go with this video, and work through the exercises as we are doing it.

So, the first area that you will need to cover is what are the things that you have achieved to date? These could be awards, certificates, commercial achievements that you have achieved on behalf of other employers, or other clients, right up to this period of where you are, right now, at this moment in your life.

The other things that come in from my clients are that they have won awards, or they have been on TV, or they have had radio shows, or etc. So, list out as many achievements that you have achieved so far today. This is going to do two things, 1) It is going to help you to realise that you know what, I am pretty good at what I do. I have achieved a number of different things over the years, and 2) it is going to help you to differentiate yourself in the marketplace itself.

So, when you are comparing, or when clients are potentially comparing what is different about you, they will see what you have achieved so far, and we are going to use that as part of our marketing material. So, list down all the things that you have achieved so far, up to date, and once you have done that exercise, then we will move on to the next exercise.

The next exercise is to find out what are your core competencies? What are the things, and the areas that you do exceptionally well? What you need to look at are the areas you enjoy doing. I have told this story many times before, whereby, I trained as an accountant. That's what my qualification is. I went on to do a study of taxation, and the reason being, is I wanted to help my clients as much as I possibly could. I then merged the management accounting function with the taxation function, to try and give the best advice to my clients. However, what I discovered years later was that I absolutely did not like doing accountancy work, and the reason I found that out was because I found myself getting stressed every single time I was doing accountancy work. The reason why I am telling you that story is because there are times that we will learn skills, learn and develop a career for ourselves, doing things that were probably what we were supposed to do, or that we got a lot of pressure from society or other areas to say here is the path that you should follow.

However, what we find later in life is that there are things that we do not really enjoy doing. So, when we focus our attention on the areas that we really enjoy doing, then you achieve far greater results because you are more passionate about it, you get much more reward from it and you enjoy it a lot more. It is different.

When you are finishing the day, you feel good about yourself, as opposed to feeling drained. And that is what we want to look at.

As part of this exercise, what you want to look at is what are your core competencies? What are the areas that you do really, really well, that don't take a huge amount of effort? You just do them naturally. What are the things that you really enjoy doing, and what are the things that you find just come naturally to you?

These are things that you may find when doing you lose all the track of time because you are engrossed in what you absolutely love to do. Write all those things down that you feel you are really good at and what your core competencies are. And then, we are going to move on to another exercise.

The areas that you want to look at are what motivates you, and what makes you get up out of bed in the morning? Another area to look at it is what are your core values? Now this can become really important as you move on to some of the next training videos to identify what is the target niche that you want to go after? An example of this relates to a client that I worked with.

The client was a general practice solicitor, but after she did an exercise with me, and identified what her core values were, one of her primary core values was that of family. So, she then defined her practice all in the niche of family law. So, look at what are your core values? What are the things that are most important to you? Then, build those in relation to what is most important to you in life, then how can you integrate that within business itself.

In the above example, the solicitor focused on dealing purely with family, love, divorce, separation, and looking after child abuse and all those kinds of things. That was something that she became hugely passionate about because it was totally in sync with her core values. So, look at what is most important to you from that perspective.

Napoleon Hill in his book, "Think and Grow Rich," refers to this as what is that you have a burning desire about? What is it that drives you? If you find that you have a burning desire to achieve or to make a difference in a particular area, if you then form your business around that area, then it is going to bring a huge amount and a different type of energy in order for you to actually achieve success. So, think about things from that perspective. What is it that a) makes up your core values, and b) what really drives you to move forward?

The next thing to look at is what are your gifts and your talents? What are the things that people say about you, that you perhaps do not recognise yourself? This could be in the sense that people may say that you are a great negotiator, or you are great at identifying gaps or failures within contracts, or, you have a natural ability to be a good listener and get to the core issue with an individual when you are having a conversation with them.

But you may not see these as being gifts, and that tends to be the case, because they are so natural to us, we think that everybody else has the exact same gifts.

However, as we start to focus on this, we can say, "yes, I am much better at doing these kinds of things than most other people in the world."

So, what you want to identify is what are your gifts and what are your talents? What do you do naturally, that perhaps other people can't do as well as you do? For this exercise, it is worth talking to your friends, your family and other people that know you extremely well, and they can identify clearly what it is that you do exceptionally well, that you may not even perceive yourself. That is going to help you to focus on so if this is what I do naturally well, and these are my gifts, my talents and if you then bring that within your business, then it is going to hugely and greatly improve what you achieve within your business itself. So, find out what is your passion? What do you love to do?

Gay Hendricks in his book, "The Big Leap", refers to the zone of genius. The zone of genius is what are the areas that you do exceptionally well? When you focus your attention on doing those things, then the success that you achieve is far, far greater. So that is why it is so important to identify those areas. This then trickles into what is your mission in life? What is it that you want to achieve?

Just, for the moment, set aside the business that you have right now, or perhaps the business idea. That might be any type of professional service. It could be a solicitor, an accountant, a coach, a consultant. It could be anything. If you were to sit back and think about what are the things that you really and absolutely want to achieve in this world? Yes, most people want great relationships. They want to have more fun, more happiness in their life, they want to have more wealth. That is fine, and there is nothing wrong with that, but it is a case of that we have got to go beyond that. For example, if you achieve all the relationships in your life, and you achieve all the wealth you wanted in your life, what else are you going to do?

So, if there were no barriers and no limitations, what is it that you want to achieve? That becomes your core mission. Look at it from this perspective. What is the difference you want to make in this world? Now, when you focus your attention from that perspective, then you are bringing up from inside yourself, the passion, the desire, the motivation to achieve, and a far greater purpose of what you want to go after.

Most clients that I come across, and I have this conversation with them, they tell me they are trying to push their businesses as much as they possibly can, and they are trying to get clients in first. But it is a completely different energy, because it is not really their total desire, or their total passion.

However, when I start exploring with them other areas of life often they will say they really want to make a difference in this because they feel so passionate about people and this other area. I know I can help them, but they have got the business on this side so how do they push their business, as well as doing this other area?

I refer to it as the analogy when you have got one foot on the pontoon, and one foot on the boat. And really, what you are doing is you are kind of staying with what is safe, and yet you have got another foot on the boat itself, and you know the boat is

going to bring you what you desire and what your dreams are, but you are trying to stay within the safe ground that is your existing business, whereas, you know your absolute burning desire is to go after this other area in your life.

My purpose here is to look at both aspects, your business and what is your purpose, and what it is that you actually want to achieve, and see how we can bring those two together by perhaps morphing the business of what you are doing to go after what you really want to go after and what are your desires.

Look at it from the perspective that if you have got a burning desire to go in a particular area, ask yourself the question how could that be brought together? How could you go after that element of the business, or that area in your life, while trying to maintain or grow an existing business? That is what is bringing you your energy. That is what is bringing you your motivation and what is it that you can do from that perspective?

The next thing to look at is if we focus on a lot of different things, we are just not going to achieve the level of success that you absolutely can achieve. Using the analogy that if you are a kid in school and you get a piece of crisp paper and a magnifying glass on a sunny day. What we used to do is we would focus the magnifying glass on the crisp paper and watch it burn. But what you are actually doing is you are focusing the magnifying glass to try and catch the rays from the sun itself and to focus on the piece of crisp paper and once you have got that laser focus what happens is that it would start to burn. That is when it starts to take on something different. When we are focused on a lot of different things we do not get that effect whereby our desires or our passions, or what we want to achieve, actually take flame, actually change into something that we really want to achieve.

So, if you find that you are like the magnifying glass, and you are moving the magnifying glass all around the place because you get distracted by shiny objects, or you see a new opportunity, and you go after that opportunity, and then a couple of months later you find a different opportunity, and you start going after that opportunity - none of these are going to work because there is no such thing as a quick opportunity. You are not going to receive a massive return if you do not focus your attention.

So, within your business itself, you have got to focus your attention on something that you are really passionate about. The difference you want to make, the mission that you want to create for yourself, and the impact that you want to have, in whatever professional service that you are, what is the difference you want to make. Looking at it from that perspective and working through the actual exercise itself, this will then hopefully bring you a little bit more clarity on "Do you know what? Here is what I want to do in this world. Here is the kind of business I want to create. Here is the difference that I want to make for my clients."

Involved in this is your gifts, your talent, the things that you do exceptionally well, and bringing all that energy together. What we are going to be doing over the next number of videos is to hone that particular vision for yourself and identifying what can you do in order to get clients in, and make money, and have a level of income

for yourself that is in line with the areas that you want to focus in and the areas that you want to do.

Please work through the following exercises, and I will see you on the next video.

## Exercise 1

What are the things I have achieved? What awards / certificates have I received? What results have I achieved for employers / clients in the past?

## Exercise 2

What are my core competencies? What am I really good at? What is it that I really enjoy doing and comes naturally to me? What is it that I do exceptionally, that people say about me?

## Exercise 3

What differentiates me? What is it about me, or the things that I do, that not many people can do? What gifts and talents do I have?



## Exercise 4

What's the difference I want to make? What is it that I want to be doing?  
What's my mission? What's my dream?

