



**GUIDE YOUR
MIND
TO GET RESULTS**

I COMMONLY HEAR in agencies there is no problem that activity can't fix. To improve results, you must do different, better or more activity. I agree — but not in the way you are probably thinking.

If you are like most people, when addressing a bottleneck or plateau in your career or the careers of those you lead, your mind tends to go to what activities can be improved upon or what new activities can be implemented. You might focus on things like making more recruiting calls and creating or learning a better phone track for when you talk with your centers of influence. Perhaps implementing a new marketing activity such as seminars or mailing campaigns would be prudent. Unfortunately, doing more or changing current behaviors usually just leads to getting caught in the busy trap, while your production or recruiting objectives still elude you.

You must dive a bit deeper as to what activity really needs to be addressed. There are other activities besides the “doing” activities that have more of a lasting impact on your results.

Guide Your Mind Action Model

Every action that you take originates with your thoughts. They drive your feelings and emotions, which drive your actions and behaviors, which yield results and outcomes. To achieve any result, you must go through the steps illustrated in the Guide Your Mind (G-Y-M) action model below:

Thoughts → Emotions → Actions → Results

*What's the best way to meet your goals and create success for yourself? **MACHEN MACDONALD, CPCC CCSC**, uncovers the most important step: thinking about it.*

The quality of your life and career is in direct proportion to your ability to handle uncertainty.

Emotions Drive Behavior

On average, you are very much aware of your results and your actions. They are concrete and easy to count and measure. You even have some conscious awareness of your emotions, such as sad, mad, glad and afraid. However, you must be willing to delve even deeper into your emotions and thoughts to truly understand how they are affecting you.

Look at emotions as e-motions or energy in motion. They are the transfer agents between your thoughts and your actions. There are hundreds of emotions you experience throughout the day that dictate if, when and how you do or don't execute an action. The first part of learning to guide your mind is to look honestly and carefully at your feelings and to recognize how they affect your actions. If you aren't in charge of your emotions, then who is?

Thoughts Drive Emotions

The final part of the G-Y-M model is the place where it all begins: your thoughts, which drive your emotions. Before you smile, you must have a thought that drives a pleasant emotion. It may only take an instant to flash through your mind that "this client likes me" or "this candidate is a real winner." Before you get angry at the traffic, you must first have a thought driving that emotion: "Now I'll have less time to prepare for my meeting, and I won't make the sale."

This last example hits at the heart of how your thoughts and emotions can block you. You see, as human beings, we hate feeling that we are out of control. We will do just about anything to avoid that feeling.

We tend to think of our emotions as just being there. But they affect your behavior, sometimes driving you forward and sometimes stopping you in your tracks. Imagine going to a meeting where you've already concluded that your proposal will be rejected. Do you think you'll be very effective? I believe the quality of your life and career is in direct proportion to your ability to handle uncertainty.

It's important not to just pretend to be happy or confident when you feel the opposite. To effect profound change, you must focus on what seminally drives it all — your thoughts. When you guide your mind, you

concentrate on empowering thoughts that create inspiring emotions that lead to focused actions — all leading to the successful results that you are looking for.

Breaking Thought Habits

Neuroscience tells us that you have more than 60,000 thoughts per day. Of those thoughts that you will have today, 95 percent of them are the same thoughts you had yesterday, the day before yesterday, the day before that and so on. That is not all bad, as it allows you to not have to relearn the simple things in life like brushing your teeth or the best route to work.

However, if you are having the same limiting thoughts about your self-worth and performance day after day, guess what forms? That's right, a habit — a *thinking* habit. To reach your goals, you must be aware of not just what you habitually do but also what you habitually think. Your thoughts are what ultimately birth your actions and behaviors, which get you your results.

In my practice as a coach, I have helped many people break negative thought habits. The case study on page 37 shows how one seemingly small shift in thinking made a world of difference to a producer named John. By refocusing on what he was thinking about, John was able to unlock his great potential.

On page 38 is a G-Y-M matrix for you. Photocopy it and then, using the questions provided, fill out the matrix. Drive your thinking in the right direction and make this your best year yet! ♣

» **Machen MacDonald**, CPCC CCSC, the founder of the ProBrilliance Leadership Institute, is a No. 1 best-selling author, coach and speaker. With more than 15 years of experience as an award-winning financial advisor, manager and home office executive, he now coaches talented sales professionals and agency managers to be more productive, professionally and personally. Machen is a certified GAMA Essentials of Leadership & Management coach. To take your practice or agency to the next level, contact Machen at 530-273-8000 or Machen@ProBrilliance.com.



G-Y-M CASE STUDY

LET'S EXAMINE THE CASE OF JOHN, an advisor in his fourth year. For the last two years, his production snuggled up to the MDRT level but never quite got over the bar. He was making his 30 dials every day. He had developed the habit of doing the correct action. However, he was not getting the results he wanted.

Why not? Look at John's initial G-Y-M matrix to the right. Starting in the bottom right quadrant, read in the direction indicated by the arrows and notice how John's negative thoughts created negative results.

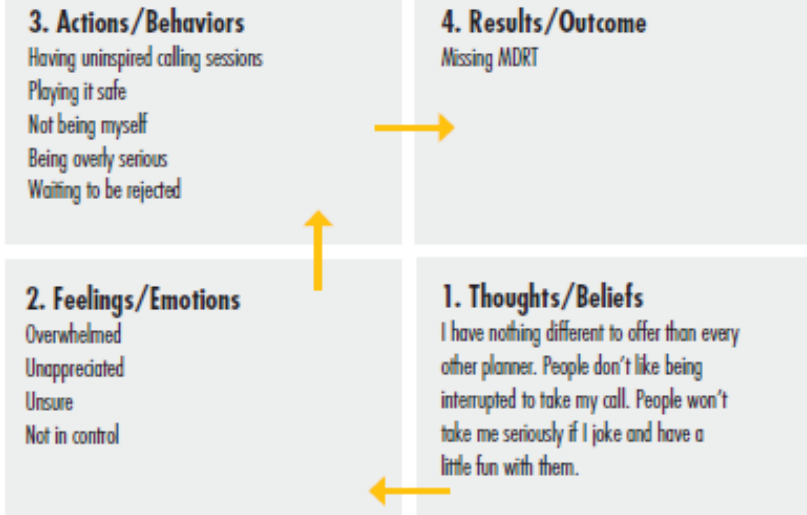
During John's calls, he felt like he was intruding on people. He was unexcited and anticipated rejection, while also afraid of not being resourceful enough to respond to inevitable objections.

John had to redirect his thought and emotions to get different results. Yet, like so many, John had no idea how to do that. Sure, he could get a pep talk from his manager and get all fired up. But the minute John picked up the phone and started dialing, the same disempowering feelings overwhelmed him again. The pep talk did not address the problem at the core level.

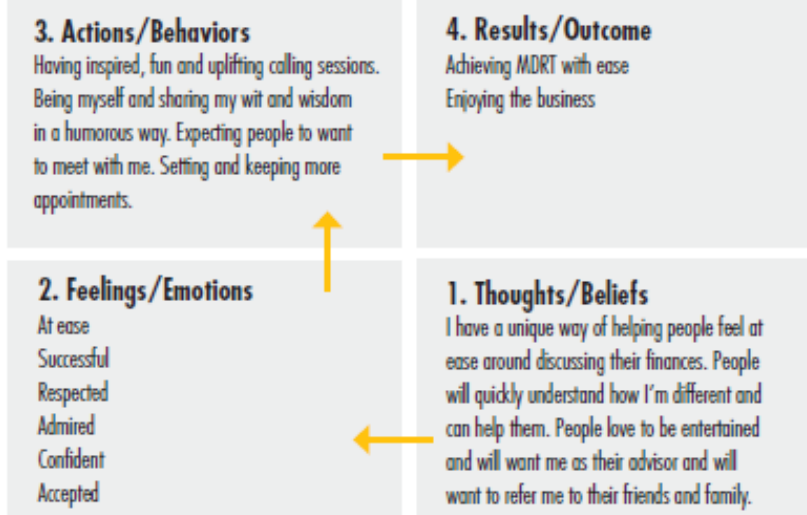
To help John, he and I had to dive beneath the surface to the next level — the level of his thinking activity. John had a great talent for bringing humor and levity to situations and concepts. In spite of this, he believed there was no place in financial services for clowning around. That thought led to his shutting down that part of himself while on the phone and even during many first and second interviews. When we asked his clients what they enjoyed most in working with John, they indicated that it was his great sense of humor once he loosened up. When John learned this, he started thinking differently about how people would respond to him.

We reframed John's perception of being an interruption to people to that of being a welcomed provider of financial certainty in a fun and entertaining way. Instead of believing that he had nothing of unique value to offer, John tapped into the added value that only he could bring his clients. With

JOHN'S INITIAL G-Y-M MATRIX



JOHN'S NEW G-Y-M MATRIX



this kind of new thinking, he couldn't wait to get on the phones and be himself. He felt entirely different about the phoning activity and himself than he had before.

Look at John's new, empowered G-Y-M matrix and see the different outcome created when John focused on positive thoughts.

The results are dramatic. In the two years before coaching, John just missed MDRT-level production. After learning to focus on positive thoughts, John still makes the same number of dials but gets double the appointment results and has doubled his production. This year, John achieved MDRT in only seven months time.

Here is your own G-Y-M matrix tool to drive your thinking in the right direction and make this your best year yet. Using the questions below as prompts, fill in the matrix at the bottom of the page. Your answers will help you clarify the connections between outcome (Q4), actions (Q3), emotions (Q2) and beliefs (Q1).

Quadrant 4: What is my desired outcome?

- Visualize what success means to you. Why do you want it? What will achieving or having it give you?
- Are you committed and willing to do what it takes to get to your desired outcome? This is essential to success. If the answer is no, adjust your goals accordingly.
- List SMART goals: Specific, Measurable, Actionable, Relevant and Time-bound.

Quadrant 3: What needs to be done to achieve my desired outcome?

- List both one-time and repetitive actions that must be done to achieve the goals listed in Q4.
- In addition to obvious "doing" actions, list ways of "being" that will lead to your desired results.

Quadrant 2: How do I want to feel so that I can execute the actions necessary to achieve my desired outcome?

- List empowering feelings or emotions that you need to regularly experience to be motivated and inspired to do the actions listed in Q3.
- Imagine having already achieved your intended goal. Spend a few minutes thinking about how that would feel and record your thoughts.

Quadrant 1: What should I be thinking that will cause me to feel empowered?

- List thoughts or beliefs that make you feel empowered. Make those thoughts ubiquitous. Write them out.
- Read and spend time thinking about them twice daily — perhaps upon awakening and when retiring at night. Your subconscious mind is most receptive at those times.

Q3. Actions/Behaviors. What needs to be done?

Q4. Results/Outcome. What is my desired outcome?

Q2. Feelings/Emotions. How do I want to feel?

Q1. Thoughts/Beliefs. What should I think?