

THE OTHER SIDE OF FEAR

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We can all be guilty of getting too comfy in our safe places; it's only natural that we do not like getting pushed out of our comfort zone. Sometimes, we make choices, other times, these are forced upon us. Both require action to be taken, but what type of action?

I want to discuss something I call "massive action". Massive action is about making big, daily decisions and actions. Ask yourself, honestly, do you take massive action on a daily basis? Or just keep doing what you have always done? How resilient to change are you?

Recently I have noticed that I have become tied up in doing work, rather than the massive action that I used to take. I have become "comfy".

It's time, once again, to start taking massive action.

FEAR PREVENTS CHANGE

Fear is what stops us from making change in our lives. For you, fear could be something as small as putting off reading an email that you know will open up a can of worms. Equally, fear could manifest as something big, such as leaving a relationship or leaving your job. Often, the fear we attach to things is much greater than the reality.

Change can be painful, especially while you're going through change and experiencing that pain. However, if you do not push through it, your situation will never change. Pain makes us embrace change, and change is a necessity.

AIMING FOR BRILLIANCE

In business, we can all do a "good" job, but no longer can we be merely good, we need to be brilliant.

Last month, I watched a talk by Steven Bartlett of Dragons Den fame. I am always working on my own development through reading books, audio books or experiences. At the talk in Manchester, Bartlett made an interesting statement: "We often get told to not sweat about the small stuff, but the 'small stuff' is where the gold is."

I couldn't agree more. Attention to detail, caring about the product or service you provide – all vital. An "it will do" attitude, isn't acceptable if you want to be successful in business. To be successful, you need to go to a level other people do not – be brilliant.

How do we define brilliance? In his book *How to Be Brilliant*, Michael Heppell defines brilliance as "pushing that little extra, going just one step further, going that extra mile". Brilliance is about caring more, understanding more, researching more, and

delivering more by putting in more effort than others.

So, get off your backsides and, in the words of a well-known advertising slogan, "just do it".

PERSONAL PROGRAMMING

The language we use to programme ourselves is a hugely powerful tool in achieving brilliance through massive action. A powerful goal setting tool is to use the three Ps: Personal, Positive, Present tense.

Firstly, when setting goals, you are the important part; your goals need to be personal. Create your goals thinking "what's in it for me?"; set your goals with you in mind starting with "I am, I have, I will".

Secondly, your goals need to be positive; avoid words with negative attachments. For example, a positive goal could be: "I am no longer in debt", which is a great goal, but try framing that goal more positively – "I am financially free now".

Finally, to understand the third P, we need to talk about the concept of gestalt. Gestalt is a powerful way of learning; naturally, our brain wants to make order out of things. When you make goals in the present tense, your brain tries to make it work. "If this is how it sounds, feels and looks, how do I make it work?" This is why goals happen faster when set in the present tense.

The Master of this was Muhammad Ali, without a doubt the best goal-setter out there. Do you remember his affirmation? "I am the greatest".

Take action, challenge your fear, aim for brilliance, use personal programming and you, too, can be the greatest.

