

# IS THIS IT?



ACHIEVING SUCCESS IN A NEW ERA



by Stephen Daltrey

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# Introduction

Let's begin with a story that takes us back 80 years to a time when attitudes, roles, relationships and behaviours were very different to what they are today.

I'd like to take you back to a family with a woman and a domineering husband who ruled the house and who constantly criticised her. The woman's place of comfort and safety was the kitchen, as her husband never went in there ("A woman's place is in the kitchen," he used to say). Here she discovered that she could be free and in control. Here she could create anything she wanted, utilising her natural talent as a cook to make delicious meals, pastries and cakes to keep her husband happy and stop him making disparaging comments.

She gives birth to a daughter but she continues to rule the kitchen, continuing in the role she has created for herself as a domestic goddess. The little girl runs around the house, as little children do, and quickly learns that the kitchen is where Mummy gets very strict. There are lots of rules to learn about being in the kitchen and in order to adapt and keep Mummy happy, the little girl absorbs these rules and they soon become her own regulations to live by too.

When the little girl grows up and is happily married she finds that she has largely forgotten the detail of her childhood experiences and yet she operates by the specific rules about the kitchen. Her husband doesn't understand the rigidity of these rules but he respects that they are important to her. When her mother comes to visit, the little girl inside the woman tenses up and she spends her time being desperate to win her mother's approval. The mother (out of her conscious awareness) feels jealous of her daughter's happiness and so she is very critical of the kitchen, the food and anything connected with her own role as a domestic goddess. (In her mind she thinks that she is helping her daughter.)

The little girl eventually has a son. He learns quickly to avoid Mummy when she is in the kitchen and, in fact, to avoid kitchens in general; he thinks that they are not good or welcoming places and that they have lots of strict and boring rules. He absorbs this fact deep within his subconscious, and then he forgets it.

Thirty years later he is a successful entrepreneur who has started and sold a number of successful businesses over his working life and now decides to buy a restaurant. He is ambitious and determined to make it one of the world's best restaurants. His route map for success, which draws on his natural talents and life experience, is to focus exclusively on the customers and their needs. He also has an eye for design.

He buys a restaurant and runs it for a couple of years. With his focus on the diners and the design he lavishes time and financial investment on the customers, the décor, the cutlery, and the image. He runs expensive marketing campaigns and makes sure that he has the best table linen, glassware, and so forth and soon the restaurant is financially very successful.

However, despite this financial success everyone including himself, the diners and the critics all have a sense that it isn't quite 'there' among the elite restaurants: the 'X' factor is missing. He has no idea what the problem is and continues to follow his route map to success, lavishing time, money and effort on the customer experience, and yet he continues to miss out on accolades.

He never manages to crack the ultimate code and, in frustration, he sells the restaurant. The substantial money he receives from the sale doesn't relieve the nagging feeling that he somehow didn't quite make a real success of it. To make matters worse the new owner goes from strength to strength and turns the restaurant into an award-winning elite venue.

### **What happened?**

The original owner invested extensively in the *external* front of house of the restaurant. It was all bright, shiny and expensive. What he neglected was the *internal*, the other side, the kitchen. He paid no attention to the kitchen; he never invested in it or spent time trying to develop it. He was seduced by the bright lights of the public face of the restaurant and he had a blind spot around the kitchen, which he never understood, never taking the time to understand it. In fact (out of his conscious awareness) he avoided the kitchen at all costs. Being the boss he was able to do so, and he saw anyone who tried to convince him to spend more time there as misguided and as missing the point.

### **So, what's the lesson?**

He focused on the *external* and *neglected* the internal. Because we know the background, we understand why he did that, yet to him it was a total mystery. He followed his established route map to success unaware of the time bomb within him that a solely external focus to the exclusion of the internal meant that he would never achieve the ultimate *experience* of success that he craved.

Welcome to this book, which explores success: our understanding of it, our experience of it and how we can achieve it, both professionally *and* personally.

I've written this book for you because in my many years of working with successful people I have come to realise that the two don't necessarily go hand in hand, and without that balance you are unlikely to feel truly fulfilled, truly 'successful'.

This book will help you recognise that you have many complex, interwoven needs and it will give you the strategies and systems to live an authentic, joined-up life – 'success' on your own terms, 'success' that will last.

### **Who is this book for?**

Many people, with the best of intentions, strive to achieve success through career progression, wealth, social status, and/or celebrity, whatever their particular measure of 'success' is. Through hard work, grit, determination and focus they achieve 'success', and yet for some their experience of life can feel similar to eating a chocolate bar with a wrapper on.

In my experience as a master coach some outwardly successful people can sometimes feel overwhelmed, stuck and unfulfilled in work and life. I have worked with many clever and talented people who have achieved a lot and yet they are left feeling stagnant and stale with no clear way forward.

If you are reading this then you may be an entrepreneur, a senior executive or a celebrity who can identify with these scenarios:

- An entrepreneur strives to grow a business in order to build a life and yet the business takes over his life and excludes him from his family and other relationships.
- A senior executive for a global corporation takes calls around-the-clock, meeting the demands of different time zones, including at the weekends, which are also workdays.
- A celebrity acts the smiley, outgoing, camera-ready persona for 16 hours a day, seven days a week, and is allowed 10 days off in three years.

These are all people who should by old measures be happy and successful and yet instead they are likely to be asking, "Is This It?"

Based upon my years of experience I have identified 12 typical challenges that successful people face. Take a look at the list and see if you can identify with any of these:

**BUILD MORE SUCCESS**

You are on a roll and want to take it to the ultimate level.

**IS THIS IT?**

You've strived and achieved success and yet it somehow doesn't feel like you imagined it would-you are not feeling as successful on the inside as you look on the outside.

**CONFIDENCE**

Despite your success you live with a fear of being 'found out' or loss of status.

**SPECIFIC CHALLENGE**

You are faced with meeting and achieving a specific challenge and want to guarantee success.

**CHANGE**

You know you need to change or even transform, but don't know how.

**CHOICE**

You either have to make a difficult choice, or are confused with too many options to choose from.

**WHAT NEXT?**

You have achieved enough success to prove it even to yourself. Now what are you going to do with the rest of your life? You are feeling unsure of which direction to take.

**RELATIONSHIPS**

Your successful achievements have not included managing relationships and this is holding you back or the cause of regret.

**DERAILED**

All human beings can sometimes lose their way and you need a trusted ally to guide you back onto your right path.

**STRESS**

You are in a period of high intensity or a situation you can't control and need to find your way through and out the other side.

**SELF-AWARENESS**

You recognise you need to gain a better understanding of yourself in order to be achieve personal satisfaction and be more professionally effective.

**TEAM/FAMILY**

You want to build success in your organisation/you want to support a teenager, partner, sibling or friend to achieve life and work success.

The fact is that the world has changed – the old structures are falling away and the guarantees of the *experience* of success are not what they once were. Through my work, I have a strong sense of people chasing the shiny object and yet leaving themselves behind. Being ‘on show’ 24 hours a day, along with the sometimes crazy pace of life, global competition, strangled economics and relentless pressure are all taking their toll.

Now, in an increasingly connected world where there is almost limitless, around-the-clock choice and instant gratification is at our fingertips, I believe that people are looking for greater meaning out of life and searching for different ways of rewarding themselves. In reality, as individuals facing almost constant change, we are finding that we have a mass of complex needs and therefore ‘success’ is no longer so easily experienced and understood.

In this new era, commercial organisations, subject to relentless and intense competition and pace of change, have been forced to let go of old, fixed, rigid structures and ways of operating. To survive and thrive they recognise the need to be flexible and innovative and responsive to the moment. Important decisions are now made with 80% of the data. Being aware of trends, patterns, themes and intuition now provides competitive advantage.

As individuals, I believe that we need to mirror this learning. In order to understand and achieve success in this new era, to live with passion and purpose, we must connect with our natural process of change; be emergent; let go of limited, fixed and rigid responses; and live in the here and now.

So this book is written for all who share these very modern dilemmas and who are looking for a new way to understand and develop their own successful futures. Enjoy the journey.

### **How to use this book**

In this book I will give you strategies to help you identify and understand what ‘success’ really means to you and I will provide practical advice to help you achieve it. To support you I will draw on and share my 30 years’ experience of business, counselling, psychotherapy and coaching, where I have worked with some amazingly successful people including rocket scientists, admirals, CEOs, wealthy individuals and celebrities.

Ultimately we all strive for what we believe will make us happy and yet the airwaves are filled with examples of people who seem to have it all and yet are far from happy. What is missing, as illustrated in the introductory story above, is the need to pay attention to both your inner and outer worlds. To be truly successful you need to invest in both, particularly

your inner world, as ultimately it's your perception of your experience that will affect your levels of personal satisfaction.

My own personal journey, my investment of time and money in my personal development and the privilege I've had of working 1:1 with hundreds of successful people enables me to share with you what I believe are the secrets to true success in both professional and personal lives.

I have also adapted and simplified many of the complex psychological models and theories I have learned and practised over many years in order to make them easily understood and accessible for you. One thing I know is that true success can only be experienced in relationship – both with yourself and with others.

In this book you will learn how to truly connect with your inner world and to more easily make positive and purposeful contact with others. I believe this powerful, authentic combination is one of the key secrets to experiencing a more successful and satisfying life. To enable my clients to achieve this I have developed a unique 'Dynamic Encounter Six Step Process' and the chapters in my book will illuminate this process.

On our journey of discovery together one topic you will learn about in more depth is how our particular values drive our behaviour. One of my core values is fun and I believe this to be a key to success, and so I have divided the book into three parts around fun:

- Find out who you *really* are
- Understand what you *actually* want
- Now go and get it

Enjoy the book!



PART 1:

FIND OUT  
WHO YOU *REALLY* ARE

# Ground rules

As I see it, you and I are engaged in a mutual process of discovery where my role in this book is to assist you to identify what success really means to you as well as to guide you in how to achieve and experience it.

At the start of any coaching or business relationship I'm always keen to establish some ground rules: What are our expectations in working together? What would a positive outcome look like? What are the values and boundaries that will both protect us and ensure a positive journey and outcome? You may want to give some thought to these now as you begin this book.

In considering the entrepreneur story above, a key ground rule is 'no blame'. In other words, as you read this book you may discover some new insight into the effect that your family members or other significant people are having or have had on your life. It is important not to waste energy on blame, but to accept that this is or was your experience: these were the meanings you are making or you made. It's about taking ownership and responsibility for choices, even ones that you may have made at a young age, and accepting your total reality today. As a wise person once wrote:

*"You must fully experience what is (your current situation) before you can recognise all the alternatives to what may be."* **Edwin C Nevis**

And that is the key to moving from where you are now to somewhere new and authentic for you.

## **How to build trusting relationships**

Having established the ground rules, I've learned over the years how to become an expert at quickly building trust with successful people. This is important, as discovering who you *really* are can sometimes be a stretch out of your comfort zone. Having a trust-based working relationship with another person can smooth the path and facilitate the discovery process, and that's what I'd like to establish with you. So how does it work?

*I've no doubt that you already have your own formula for trusting relationships; consider the concepts below for adding to your success repertoire.*

In the 16th century, Galileo turned conventional wisdom on its head when he identified that Earth went around the sun, not the other way around. In the 1940s Dr Carl Rogers turned psychology on its head when he recognised that the patient is the expert, not the doctor. He discovered that if he provided the right environment, his clients knew how to heal themselves. In fact, they not only healed *themselves*, they gained the potential to grow stronger and more successful as individuals.

So what was that ‘right environment’? Well, imagine a tree. What are the three elements that a tree needs in order to grow?

As you know, a tree needs water, sunshine and good soil in order to grow. Carl Rogers recognised that human beings also need three things to grow themselves: empathy, acceptance (non-judgmentalism) and authenticity. When we experience this environment of empathy, acceptance and non-judgmentalism we are able to look inside of ourselves, find our own answers, move forward with our plans, grow and thrive.

Let’s take an initial look at the three elements:

### **Authenticity**

Trust is the basis of all relationships, and authenticity is one of the most powerful ways of gaining trust. As a successful person yourself, you will instinctively know that people are naturally tuned to spotting a phoney. We quickly notice discrepancies between words and actions and every shift in values and beliefs that is being driven by someone’s current situation (think politicians).

The simplicity of the Success Cycle I will be sharing with you is that by living your authentic, natural life, being fully aware of who you are and behaving in line with your personal truth, you will be effortlessly consistent in your words and actions. This builds trust with others, and enables you to express a powerful, congruent presence through the alignment of your internal and external worlds that people will notice and respond to.

Of course, it takes some learning and shift in order to achieve this, and sometimes you may choose to share less because it’s appropriate to the particular situation that you find yourself in. The key is that in those cases you are connected to your authenticity and you are making an active choice. In my experience many people have fixed responses to the world and therefore don’t respond from a place of choice. Try this out with those around you over the next few weeks.

### **Empathy**

All human beings have an innate need to be both heard *and* understood, and that includes you. If you think about people shouting at each other in an argument, they are trying to get the other person to understand (and perhaps agree with) their point of view. People scale buildings, invade TV studios and even hold others hostage in an effort to get others to understand whatever is their point of view.

Who in your life takes the time to really listen and understand what is important to you? Wouldn’t it be great if more people did? By showing a genuine desire to understand the other person’s worldview, you can build incredible rapport and also maybe challenge

some of your more rigid or fixed beliefs about the world. It's also more likely that he or she will begin to be interested in you.

### **Acceptance**

How many times in your life have you been negatively judged? Who was the person who was the worst offender? What was the effect on you? What meaning did you make? How have you dealt with it?

It is difficult to thrive and grow under the harsh glare of negative judgments. Your response may have been to build walls (saying to yourself, "They won't affect me,") and to stay rigidly focused on your goal and push through. This 'clever fix' was possibly great originally, but it may have played for too long and may now actually be impeding your ability to connect with yourself and to have powerful relationships with others.

When you meet someone who is authentic, who doesn't judge you and who really takes the time to understand you, your natural drive for health, growth and personal success is stimulated into action. When you offer it to others, they experience the power of this natural process and logically will respond more positively towards you. It's a real win-win.

# Your natural success system

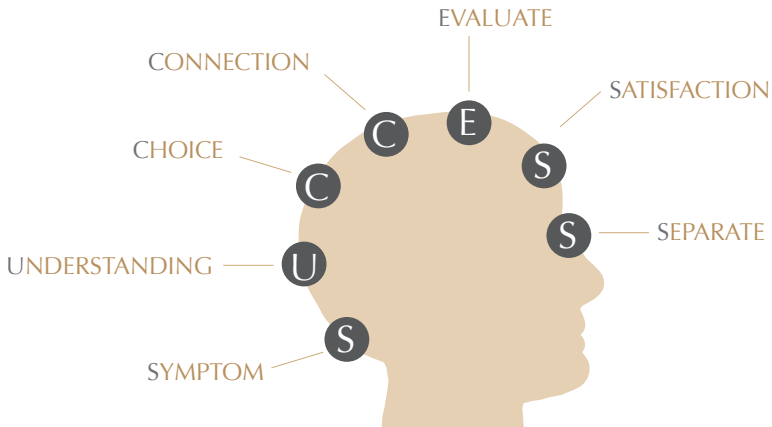
*“Deals are like buses, many come along & it’s knowing which one to get on that’s the key.”* **Sheldon Adelson, billionaire**

As a successful person you will have developed the ability to make the right choice from a range of external opportunities presented to you. It will be a skill developed through hard-won experience and is one of the keys to your success. The same happens on the inside.

## The Authentic Success Cycle

The Authentic Success Cycle below is developed from my study of *Gestalt* and demonstrates how to achieve personal growth and authentic success and how to give meaning to your life by successfully getting *all* of your needs met. (See Figure 1)

Figure 1



Each need identified by you enters your internal natural success system and becomes an ‘event’, a distinct unit of experience. Let’s describe an Authentic Success Cycle:

Imagine that you are sitting reading, studying a subject, and that you are absorbed by the topic you are focused on.

## SYMPTOM

As you continue working you become aware of ‘something in the air’ – a vague awareness that something has popped up and is seeking to attract your attention. You carry on reading and try not to let it distract you.

## UNDERSTANDING

The Symptom increases in intensity and grabs your attention. *“What is it? Am I too warm? Do I need to open a window? Do I need a break from the book?”* You filter out the options and identify it: *“I know what it is; I’m thirsty.”* Here the Symptom is now fully in your focus and awareness. The other options fade into the background.

## CHOICE

The question is: *“What should I do about it?”* This is the action-planning piece. *“Shall I get a can of Coca-Cola from the fridge? Shall I pour a glass of chilled water? Shall I make myself a cup of tea?”* As you consider these choices you notice that your energy is for the chilled water.

## CONNECTION

Here you take the action and get the reward: You pour the water, drink it and it hits the spot.

## EVALUATION

You consider the choice you made from Coca-Cola, water or tea and evaluate how good the choice was. In this case it was good and you absorb the learning into your memory and reasoning system: *“The next time I’m absorbed in what I am reading and I’m thirsty, I will drink chilled water.”* This also makes sense to you, as it fits your desire to live a healthy life. This is the way you both learn and make meaning from your ‘events’ or experiences.

## SATISFACTION

You experience your satisfaction with the process, the choice you made and the degree of satisfaction. *“Chilled water really does taste great and is exactly what I needed. Good choice.”*

## SEPARATION

This is where you let go of that experience and return to focusing on your reading. That particular ‘event’ – the one of being thirsty – has now gone. You have satisfied your need and reinforced your learning that water works for you in the event of being suddenly thirsty. You forget all about it, being now open and available to meet the next event, need or experience.

### **So what?**

Sounds logical enough, but how does it enable you to be authentic, to achieve your personal definition of success and to lead a satisfying life?

Every moment of every day you are being bombarded by stimuli seeking to grab your attention. These can represent potential Symptoms and needs. Your authentic success is linked to your ability to identify your *correct* need and complete this natural process to get the need met, to make meaning from your experiences, experience satisfaction and grow as a person.

**The better you are at this, the more accurate and authentic success you will both achieve and *experience*. That is to say that you will eat the chocolate bar *without* the wrapper on and really savour how good it tastes and feels.**

This natural success system is the way that human beings achieve psychological health and balance. Your needs arise, become an 'event' and are satisfied by going through this natural, success process. Every time a need or an event arises and is chosen by you to be completed, you learn from the process. The more new experiences you have the more you grow.

### **Blocks to your Authentic Success Cycle**

So, if satisfying this internal process is central to your success, it may be useful for you to understand how your own natural success system can get blocked, can get fixed and can be unfulfilled.

## 1) Unfinished success

It is important to understand that this system operates continually and is a powerful natural drive that you are driven to complete in order to achieve satisfying closure. If you are unable to complete this process for some reason, you are left with dissatisfaction at the lack of closure and this can affect your internal ability to experience and achieve your true success.

*Example: Imagine that you are engaged in a telephone call with someone overseas with whom you have some negative history. As the conversation continues, the person you are speaking to makes a few negative comments (Symptom). You try to ignore these, however they continue, and you perceive that he is deliberately being aggressive (Understanding). Your gathering energy rapidly moves you (Choice) to engage in a furious row.*

*Then just as you are really getting into your stride the power goes down and the line drops. You are disconnected. You try and try but you can't get back to him and you know that you won't be able to speak for some time.*

### **How are you going to feel?**

It is likely that your anger and frustration are going to be fully around for a long time, affecting your ability to concentrate, affecting your mood, maybe interfering with your sleep, affecting relationships with others and your ability to succeed in whatever you are engaged in.

### **Questions to consider**

Does this sound familiar to you? Can you identify any 'unfinished success' with people or events in your life that is incomplete? How is this affecting you right now? How might it diminish your quality of experience? What filter does it place between you and the world?

### **Activity**

Take a moment to consider these for yourself. Make some notes and talk it through with someone.

### **Successful closure**

Returning to our example, eventually the phone line is re-established and you carry on the conversation. You are fully back into the energy of the argument and you 'hit the spot' (Connection) in terms of expressing yourself. As you come down from the intensity you feel that you got your point across and that you had the desired effect on the other person (Evaluation), and feel good about the way that you handled yourself (Satisfaction). Eventually you forget all about it and get on with your life (Separation).



### Unsuccessful closure

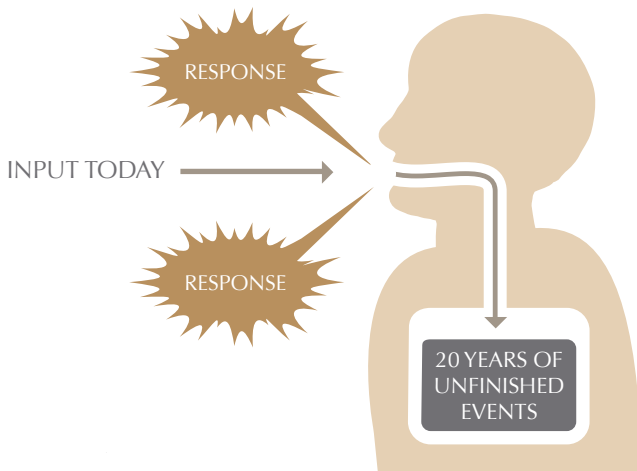
What would it be like if you could never get back to him? What if life circumstances intervened and it was six months before you got to speak again? You are stuck between **Choice** and **Connection** on the Authentic Success Cycle. This has the potential to become 'unfinished success'. Our natural drive to complete means that there is still unfulfilled energy pushing to complete this experience and yet you are physically unable to.

### So what?

You will have collected a number of such experiences in your life. We all do. The questions are: How many are there? What do you do in these circumstances? Where does your energy go? How close to the surface is it? How deep do you bury it? How much energy does it drain from you? How does it affect your other relationships?

For example, whenever you feel criticised, do you unconsciously take the current experience and coat it with some of the energy from the unfinished events and respond at 200% rather than 100%? The other person gets your current response loaded with all of the other incomplete ones (out of your conscious awareness) leaving both of you unsatisfied and probably affecting the relationship between you. (See Figure 1.1)

Figure 1.1



A key issue is how many of the incomplete events are hidden *from your conscious awareness*. You can understand the effect of the issues that are alive for you but historic

events pushed away into your subconscious are likely to be invisibly affecting the choices you make and the way that you engage with the world. It also takes energy from you keeping these pushed away. Understandably you may want to identify what is driving your choices, responses and behaviours and what is affecting your quality of life and relationships right now, as it will affect your true level of success and maybe feed the question, “Is This It?”

### **Questions to consider**

What is your personal history? How likely is it that you were exposed to relationships and events from childhood onwards that remain unfinished? Maybe as a child you were powerless to complete your experiences in a way that was satisfying, ie, it wasn't safe to express your anger, for example. Maybe someone left you and you never got the chance to say goodbye. Right now you are probably unable to answer this question in full but you may want to give this some thought as you continue to read the book and beyond.

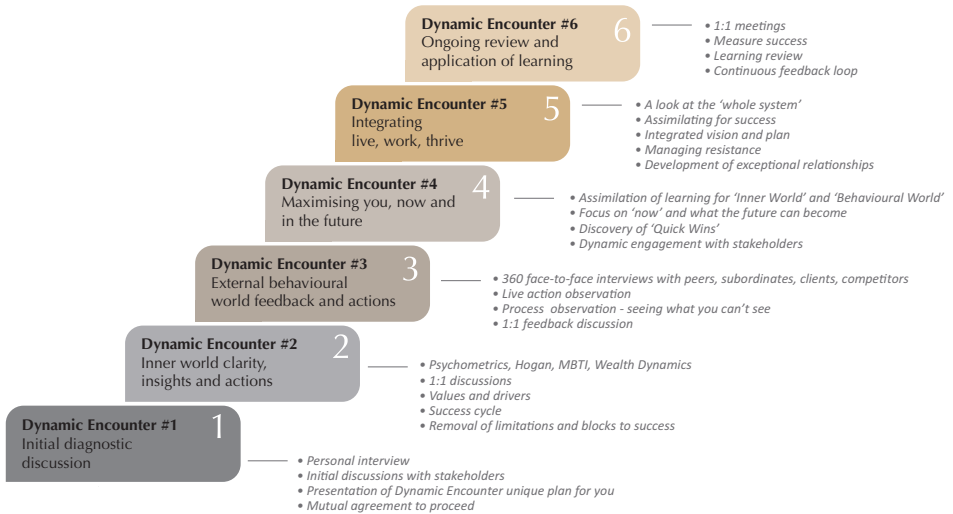
### **Activity**

Make notes as they occur to you.

## Successful closure

To assist my clients in achieving both professional success and personal fulfilment I have developed a Dynamic Encounter Six Step Process™ (See Figure 1.2)

Figure 1.2



One aspect of the Dynamic Encounter coaching process is to focus on this 'unfinished success', enabling clients to become aware of how their collection of these over the years may be blocking their ability to achieve and experience true success today. Working together and drawing on the trust established, the coach and the client mutually explore these and how to achieve closure. The magic of the Authentic Success Cycle, as indicated above, is that once you achieve closure, the event is complete and gone; it no longer is a block to your success, leaving you with the learning and satisfaction from the whole experience and free to live, work and thrive.

## 2) Unsatisfying success

### *'(I Can't Get No) Satisfaction'* **The Rolling Stones**

Another way that your natural flow of success can be blocked is when the natural energy flow around the Authentic Success Cycle gets frozen.

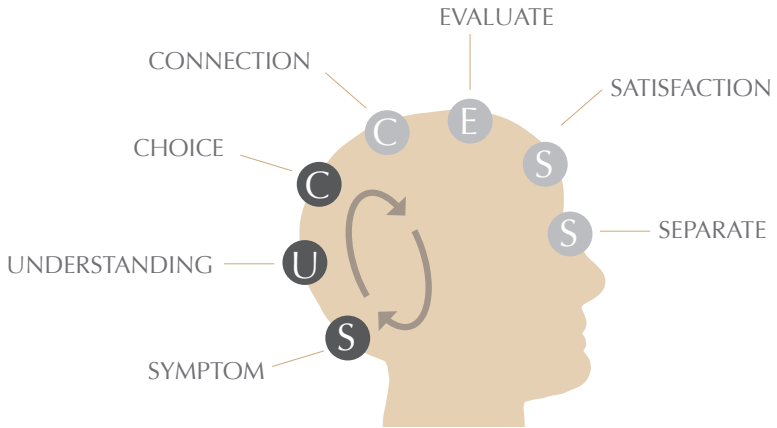
*Example: Jim is a successful businessperson, and he is admired by his colleagues and he has many material possessions and yet somehow he feels ultimately dissatisfied. "What does it all mean?" he repeatedly asks himself. He has a nose for spotting trends (Symptom) and noticing patterns, which he quickly recognises as opportunities before others do (Understanding). He then taps into his natural drive and energy to gather resources and to push the project forward (Choice).*

*As this is going on he is still noticing trends, patterns and themes and his attention starts to shift (Symptom). He quickly recognises another opportunity (Understanding) and he taps into his natural drive and energy to push this new project forward (Choice). Guess what, as this is happening he spots another pattern... Those around him don't notice or care about this repetitive pattern; they are too busy developing his 'brilliant' projects.*

Based on the Authentic Success Cycle, what is Jim missing that may be feeding his dissatisfaction?

You guessed it; he never completes one total event. Jim is locked into a pattern where his success process is frozen. He never goes on to 'hit the spot' at **Connection**. He doesn't **Evaluate** the process. He doesn't – crucially – achieve **Satisfaction** leading to healthy **Separation**. He misses out on the totality of this healthy growth experience *and the opportunity to make meaning from his experience*. (See figure 1.3)

Figure 1.3



### Questions to consider

You've probably met someone like Jim, or even experienced an entire organisation that operates like Jim. You may even be 'a Jim' yourself? Start to notice your patterns. Do you complete the entire Authentic Success Cycle (success) process or do you immediately jump to the next bright, shiny, new object? Could it be that you avoid endings and closure? What do endings mean to you? What does closure mean? What pattern or activity (start small) could you apply the Cycle to and see through to completion?

### 3) False success

Which do you think is the most important step in the Authentic Success Cycle process?

It's **Understanding** – the awareness of what the actual need is. If you get this wrong then you will be left unfulfilled because you have completed the Authentic Success Cycle for the wrong need.

*Example: Let's take someone who is driven to be a famous celebrity.*

*Laura's experience of life is at some level unsatisfying. Her relationships with the members of her family and with her friends don't meet her needs and are too difficult to address. In fact they actively push her to behave in a different way to her natural style. So she unconsciously pushes her original needs aside into her subconscious. She experiences a yearning for something in her life (**Symptom**) that will give her both meaning and satisfaction. She taps into her natural ability as a performer and recognises that becoming a star will deliver what she is looking for (**Understanding**). She commits herself to working hard, practising, setting her goal and never giving up (**Choice**).*

*Her career takes off and she achieves fame and celebrity status, and yet the experience never 'hits the spot' (**Connection**). When she **Evaluates** her career she doesn't understand this; she identified her goal, she followed her plan and she achieved it. Her level of **Satisfaction** is low and she finds it hard to **Separate** away from the dissatisfaction. In an effort to cope with the confusion she feels, she may take refuge in substance abuse or she may be visibly and publicly distressed.*

#### **What do you think happened?**

As you will understand from the Authentic Success Cycle, she attempted to satisfy the wrong need. She was unaware of the real need because this had been pushed into her subconscious. She did the best she could with the information she had. The problem is that your level of **Satisfaction** is diminished if your **Understanding** is not accurate. If I were coaching her then I would assist her to expand her awareness. Awareness is the key to 'authentic success'. I would invite her to explore her understanding and awareness of the original decision that fame was what she genuinely wanted.

It may be that through exploration Laura confirms that this was absolutely the right path for her and so the coaching would focus on enabling her to discover how to 'hit the spot' and truly **Connect** with the experience, while developing a range of behaviours to support herself. (See Part 3: 'Now go and get it'.)

It may also be that her original need was indeed different from seeking fame and celebrity status. She may discover through the coaching process that her need wasn't about gaining fame at all; it was actually about achieving acceptance, respect and love for her authentic natural style from those who were important to her – her family and close friends. Imagine what **Choices** and plans she may have then developed with that **Understanding**?

### **Questions to consider**

Given that you are reading this book, I invite you to re-examine your core **Understanding** of what success really means to you, something you may have identified many years ago. Did you accurately identify it and pursue it, or could it be that there was another, deeper, need underneath that remains unfulfilled, ie love, acceptance, connection, etc? Alternatively, it might be that while you were accurate in understanding what success meant to you 20 years ago, you need to update your understanding of what you need today.

### **Activity**

Take some time to consider this for yourself. Make some notes. Talk it through with someone.

### **Conclusion**

I always explain to my clients that this discovery process is similar to one of those paperweight toy 'snow shakers' or 'snow globes', the ones that are full of liquid and what you imagine to be snowflakes. When you shake them, all the snow drops circulate before eventually settling at the base of the paperweight.

I am imagining that having answered the questions and having completed the activities above you may find yourself experiencing this right now. This is actually a good thing. If you want to answer the question, "Is This It?" then you need to shake up your current worldview and belief-system in order to begin the process of discovery.

In the next chapter I will help you to understand the invisible drivers to your choices and behaviours and the particular way that you make sense of your world. The benefit of this is to put you back in charge. By increasing your awareness of these invisible controllers you then have the choice in every situation to either go with your old fixed responses or to live in the moment and try something new. An exciting prospect, and I will see you over the page.

## SUMMARY

- True success has to be a balance of your inner and outer worlds.
- Empathy, authenticity and acceptance are the keys to trusting relationships.
- You have your own natural success system.
- The Authentic Success Cycle is the psychological process that underpins your experience of success.
- This process can sometimes become blocked.
- In this chapter we have explored three of the main blocks: unfinished success, unsatisfying success and false success.



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