

# Successful practitioners think very differently to unsuccessful practitioners

Most practitioners think their success depends on their qualifications. CAM Coach **Mark Shields** explains that your education is much less important than you think, when it comes to running a successful practice.

**P**ractitioners who see me for business coaching almost all believe the success of their practice is down to their business skills, qualifications and knowledge. What they fail to recognise is that this is just 50% of the ingredients that bake the cake of success.

The other 50% is “the difference that makes the difference” – something we can’t see or touch, but something we can learn, and something that is priceless. Some people are lucky enough to have it to begin with, while others aren’t. I’ve recently decided to call it the Practitioner Success Blueprint.

## Your success blueprint

Your success blueprint includes your current beliefs, thinking, values, levels of confidence, attitude, levels of enthusiasm, interpersonal skills and so on.

We all have a success blueprint ingrained in our unconscious minds. This will be based upon our own experience of life and business, various past experiences and role models. This will then create our beliefs and values driven by how we process our thoughts and manage our internal dialogue.

If your success blueprint isn’t set at the right level – ie “to be successful”, then you won’t succeed in business.

The most popular blueprint-blockers are fear, disbelief and lack of confidence.

## Successful people think differently to unsuccessful people

Successful practitioners have a different success blueprint to unsuccessful practitioners.

They think differently, and as our thoughts drive our feelings and subsequent behaviours and actions, they will behave and act differently, too.

Why is it that 2% of the world’s population own 98% of all global wealth? They think and

act differently to most other people.

Our blueprint represents our perception of reality, in this case success. The great news about this is as we recognise our blueprint, our map of the world, is simply our perception of reality, and not reality itself, then we realise that it can be changed.

We can change our own maps and subsequently our own performance.

## The four realms

As human beings, we live our lives on four realms: mental, spiritual, emotional and physical. In a similar vein we all process information in different ways and subsequently become a process of our thoughts. We are a process of what we think.

Stuart Wilde once wrote, “The key to your own success is to think positively about all the things you can achieve, raise your own energy to attract people to you – and when they turn up, bill them.”

This all involves the cognitive thinking cycle. Our thinking impacts on our feelings, behaviour and subsequent actions. By changing your thinking strategies you can change your feelings and subsequent action and results.

## An exercise to understand and change your success blueprint

### ■ Step 1: Awareness

Write down all the things in your mind you equates with success.

### ■ Step 2: Understanding

Write down the impact of all your actions so far.

### ■ Step 3: Disassociation

By looking at what you’ve written, can you see this thinking has materialised because of what you’ve learned, rather than who and what you really are?



## ■ Step 4: Reframing

Whatever your outcome, you will now understand you have a choice in how you frame your thinking and process your thoughts. You will also know and understand the power of your thinking and how your thinking is responsible for your ultimate success.

## Actions to change your thinking

- Learn and understand the power of positive thinking and the impact of self-visualisation.
- Learn how to reframe your thinking.
- Mix with successful people and stay away from negative energy-zappers.
- Learn how to think like successful practitioners.
- Model success on all four realms: mental, emotional, spiritual and physical. ॐ

Catch Mark’s successful practice seminar at camexpo on Sunday October 6 at 10.30am in theatre 1. Book now for the CAM Coach seminar at the London Marriott Hotel, Marble Arch on October 23, in conjunction with Nutri Advanced. Tickets available through Nutri: [www.nutri.co.uk](http://www.nutri.co.uk), freephone 0800 212 742.



## About the author

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