

# The difference that makes the difference

A recent survey suggests 1% of people hold 99% of the global wealth. Can this be true? Why are some people so much better at certain things than others? Why are some practitioners so much more successful than others? Where does this never-ending queue of clients come from and why don't they come to me, I hear you say to yourself. Do the rich really get richer and the poor get poorer? **Mark Shields** explains.

**H**aving had first-hand experience as a senior business leader for many years, I know exactly how demanding and challenging life can get. I always believed in investing in people, and as an organization, our success and future depended largely on our people's skill, commitment and competence. However, there were always the stars, the superstars and the underperformers.

Every business I ran had the same team dynamics: one superstar and 99 average or underperformers. Being fair, this 99 was heavily weighted in favor of solid average performance with a few stragglers. Achievement and failure seemed part of everyday life. I noticed early on the way this achievement and failure manifested itself in individuals; how they managed it on a daily basis was an art in itself.

## The art and science of human success

After moving on in my career and becoming a human potential coach, the art and science of human success and failure became all the more interesting and important. Until then I had always believed individual success was down to skill, application and commitment. I ran many sales training seminars based on these principles. It was only one day when a friend sent me a copy of Anthony Robbins' Unlimited Power I realized what I had been missing

## Modelling

The word "modeling" seemed to bounce off the page at me. Surely it couldn't be as simple as this. If I was understanding Tony correctly, all I should have done was studied my one superstar, found out what he did differently



to the rest and then shared his strategy with everyone else. But I had done this many times.

## "The Zone": the ultimate peak state of focus, belief and power

As I continued to read, Tony's words seemed to hit a new level and I began to see and understand exactly what he meant. It wasn't just the skill and application that should be shared and studied. I had missed the most important factor of all: the mental application. The mindset. Where the superstars go mentally before the game. Where the salesman goes before he closes that sale. The mental shift in their mind, allowing them to enter the peak state, the zone, the ultimate

state of focus, belief and power. This was "the difference that made the difference". This was the secret the top 1 % shared.

This was reinforced by my good friend Paul McBride, a professional fighter who always seemed to vanish before every fight. When I asked him where he went to he simply replied, "I go somewhere special". It turned out that in the three months leading up to a fight his whole world would change. His daily routine, training schedule, diet and most importantly mental application, changed dramatically in the lead up to every fight.

When one day I dared to push him more on the subject, he simply stated he created this unbeatable, unstoppable fighting machine in →

→ his head, which he subsequently became. He achieved this through daily meditation, rituals and exercises - and who was I to question him? After all, he did win the WKA world kickboxing title three years on the trot after that.

I now use modelling every day in my practices and clinics. Why reinvent the wheel? Find out what works and model it. Find the best of the best in whatever it is you are looking to achieve and teach yourself it. Focus on the mental application primarily, before modelling the strategy and plan. Think of what you could achieve as a practitioner. Imagine the impact you could have commercially on your business and practice.

### The sequence of success

I think it's important to note that we all have the same potential. Some of us went to university and got a masters degree while others left school at 16 without any qualifications.

Regardless of this we were all born with the same potential. However, how many people do you know who appear to say and do all the right things but never seem to achieve anything? They have lots of ideas and talk a great story but there is always a reason why their latest quest failed. And what do they do? Blame someone else, the economy, their manager, the estate agent and so forth.

I've found that over-achievers are more afraid of failure than the people who are happy with what they have got. Over-achievers beat themselves up more when they fail than anyone else. It's the ones who can handle failure, pick themselves up and go again who are the true winners. They're not blaming someone else, not whinging and moaning, they get up, brush themselves off and try again, learning from their mistakes as they go.

Confidence and personal beliefs are at the core of every top performer. They truly believe in themselves, their capability, their vision of personal success. To them it's just a matter of time before they get what they want. They think about it every day, visualize themselves in the job they want or driving the car they dream of. The conscious mind convinces the unconscious mind that this is possible over a period of time in such a prolonged and meaningful way that their initial vision becomes a reality.

### The Roger Bannister philosophy

Take Roger Bannister, for example; the first man to run the mile in under four minutes. He

## “Make it so today is not like yesterday and tomorrow will be different forever”

– Anthony Robbins

and all his competitors had the same potential. The difference that made the difference with Roger was that unlike everyone else he truly believed he could break this incredible milestone even though it had never been done before. His mental application surpassed that of all his competitors and his prophecy came true. It was self-fulfilling. It's funny, isn't it, that whether we believe we can or we believe we can't, we are normally right.

### The power of belief

Once the athletic community saw that this record had been broken there was a huge mental shift in a lot of other runners. It was possible, Roger had proved that. Over the next two years the four-minute “barrier” was broken by 37 other athletes. Amazing what confidence and belief can do.

### Achieving unlimited success

So how do we all make that mental shift and maximize our full potential? How do we attain that mental state to enable us to take action to achieve the results we need? How do we create and retain a successful practice?

The answer is by convincing our conscious minds we have the ability to achieve our goals. This is done by doing something every day to help you tap into your potential. For example, a daily ritual, visualizing your success, positive meditation and ensuring you do at least one thing every day to take you closer to achieving your goals. Accept you can't do it all at once. As long as you are making progress and your mindset is shifting you will get there.

The more you believe, the more resourceful you become, the more action you take and the more your performance improves. The less you believe, the less action you take, then the more the results and your performance get worse. When your performance gets worse, the less you believe, the less action you take, and your performance gets even worse. And so it continues, a downward spiral supported by doubt and the self-fulfilling prophecy of “Oh, well I did say it might never work.”

### Find your ‘Wow!’ moment

Put yourself mentally back to a time when you achieved tremendous success, a real “Wow!” moment when you felt really good and proud of what you achieved. Go back to that very moment when you first experienced the realization of total belief. Total self-certainty and confidence. This is the holy grail of the difference in people achieving success or failing. That moment of realization, that certainty. If you have achieved once you will achieve again.

A common example of this is with people from the sporting world. How many famous sportsmen and women can you think of who had it last year but for some reason have lost it now? This is a crisis situation for someone at the top of their game. When treating these individuals the best way to treat them is helping them get back in the zone, back into that mental state they experienced when they were at the top of their game.

Think of Nick Faldo visualizing where every shot will go before he makes it and other golfers who physically practise all the time to improve their skill. There's no comparison between reaching that perfect state and practice swings. Practice is good but perfect practice is even better.

### Summary

Potential = Action = Results = Belief. And so on. The more you believe, the more you tap into your potential, the more action you take and the more your results improve. As results improve this re-enforces your beliefs and confidence, the more motivated you become, the more action you take and the results continue to improve. And on it goes.

So decide what you want and commit to doing something different every day towards your goal and work to achieving that peak mental state, enter the zone and see what you are capable of.

Think of the unlimited improvement and results you could achieve by implementing this philosophy in your practice and everyday life. ©PTM



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