

ROBERT WAY

The background features a large, semi-transparent silhouette of a man in a suit, seen from behind. Overlaid on this is a smaller, solid black silhouette of a hiker with a backpack, climbing a rocky ledge. The scene is set against a bright, golden sunset sky with soft clouds.

GETTING
CAREER
READY

Getting Career Ready
Real life skills, strategies, and tools to help you succeed!

By Robert Way

Getting Career Ready

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Book Dedication

I dedicate this book to every person that finds themselves on a personal development journey. It is because of you, the world will become a better place.

I also want to say thank you to my wife, who puts up with my obsessed nature, when it comes to PD. Without her support, none of this is possible.

Rock and Roll
Rob

PS. What's the one thing you don't do that would cause the most positive change in your life?

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Introduction

Welcome to this eBook, thank you for taking the time to download it.

I am excited to share with you the tools and strategies that I know will help you get what you want out of life.

In each section we will focus on a new concept, strategy, or activity.

It is your job to consider each concept, apply it in your day-to-day thinking, and come up with your own conclusion on it. If you think it has a place in your life, keep using it, delve deeper into the concept, and be better. If you find it does not work, disregard it, and move on.

The strategies you will learn, things like rapport, and are designed to be applied in your day-to-day life. Don't make the mistake of becoming book smart, with no practical knowledge of the thing you are learning. Save yourself years of pain and apply everything you learn.

Each activity you complete will help you gain more understanding of yourself, where you have come from, where you are going, what you should be focusing on, and help you shape your life for the better. Go full out with each activity, and if you need a hand, let me know and we can arrange a quick support session.

The program starts with a collection of quick start topics that enable you to define your focus, set goals for the rest of the program, understand key concepts of personal development, and how people work.

We then jump into the different activities and strategies. Each of which could be focused on, one week at a time. Giving you a chance to process, try and try again.

If you want support from other people going through this eBook, consider asking your question on the community pages.

Thank you again, for taking the time to download this eBook and start learning more about yourself and choosing to go after your dreams.

Rock and Roll
Rob

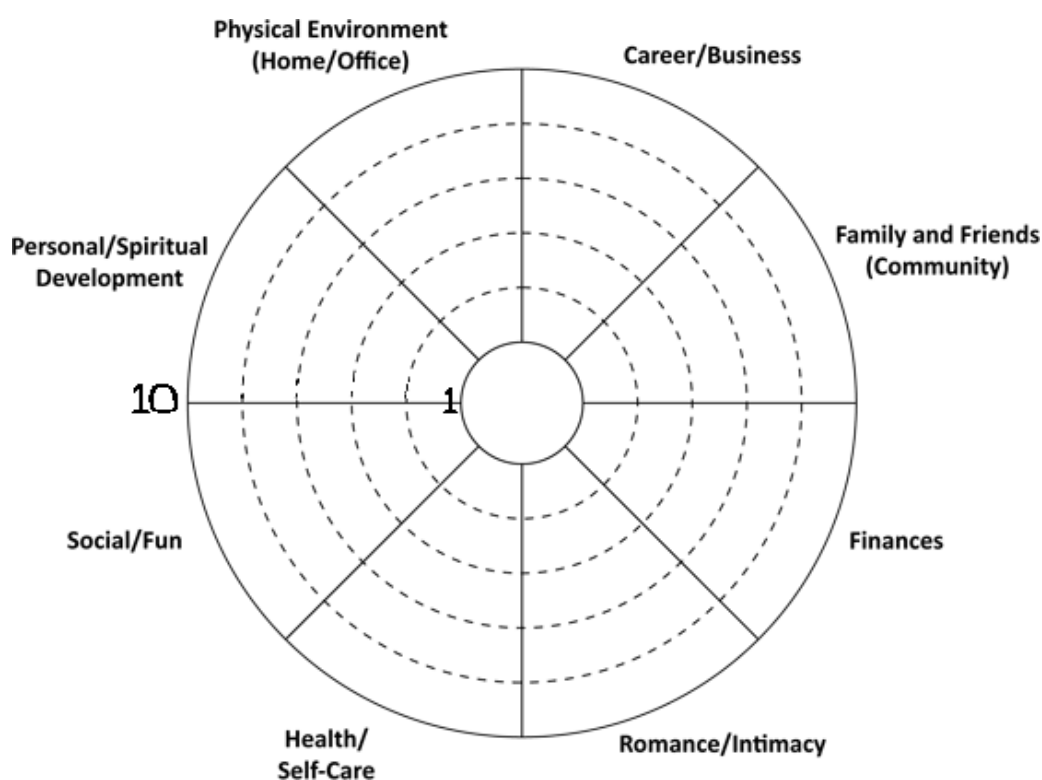
PS. What's the one thing you don't do that would cause the most positive change in your life?

Quick Start Topic #1: Define Your Focus

Before you go any further into this program, you need to get clear on what you want out of it.

The life wheel below will help you identify which part of your life you should focus on. The outside of the wheel represents 'Perfect', no action required, you are so happy with it, and nothing needs to change. The center of the wheel represents dissatisfaction, issues, and needs attention, and not happy at all. For each area of life mark between 10 (perfect) & 1 (needs attention), or wherever in between, until you have completed the circle.

Once you have done that, connect the dots between each area, giving you your wheel of life.



Now that you have completed your wheel, it should be obvious which area you should focus on, the area with the lowest score (closest to the center). This is the area of your life you should be using this program to focus on.

Quick Start Topic #2: Set Your Goals for this Program

You should now have the area of your life that you will be focusing on, if you don't, go back and complete Quick Start Topic #1.

I want you to get the most out of this eBook, so starting it with the end in mind is important. Having goals set from the beginning will help ensure your success. It has been said that our mindset will influence the outcome of our endeavors, so if you start this program with 'we will see' expectations, you will get 'we will see' results.

So, it is time for you to set your goal for this program, it should be a massive outcome, life changing outcome, something so big, that if you got it, it would make this the most valuable program you have ever completed.

Write out now, what you are going to get from completing this program, how is your life going to change for the better, what new skills you will have, what new position will you be in, what new opportunities will you have.

As you write out your goals for this program, consider checking the goal for the following:

- Is your goal written in the positive
- Have you focused on what you want, not on what you don't want
- Include, how you will know you have gotten what you want
- What will you now have, as a result of getting your goal
- Write it, as if it has already happened, as if you already have what you want
- Include language that relates to you taking action, each day, to get what you want

Once your goal has been written, make sure it is somewhere you can read over it, if you are losing motivation. Tell people about what you are doing, and what your goals are, so you become accountable for your word, and to them.

You might also choose to share your goal in the closed Facebook group, so you can get support along the way.

Once you have completed writing out your goals, start the next Quick Start Topic: Physiology and psychology of Success. This is your first 'concept' to wrap your mind around.

Quick Start Topic #3: Physiology and Psychology of Success

One of the quickest ways to experience success is to 'act as if' you have the success you desire, right now. This strategy is all about mindset, it is about your behavior, it is about 'pretending' you have what you want, right now.

Starting with your physiology, right now, for today, and every day after, you need to stand, walk and carry yourself as if you are at #10 on the life wheel.

This means standing with confidence, walking with confidence, talking with confidence, pretending you are confident, pretending you have the job already, pretending you are the next in line for promotion, and that you deserve what it is you want.

This process can be a bit of a 'leap of faith' style for some, but the results will be measurable, and like affirmations, your physiology of success will start to shift your mindset, it will shift you into believing it is true.

The second part to this is your psychology, this means thinking about your goal, writing out the positive things you want, focusing on the belief that you can do this, you do deserve it, you are going to get it, you are on the way to success, that you are successful. You should be focusing on what you do want, not on what you don't want, your self-talk should be on positive things, not negative.

If need be, this is where you might like to write out the things you say to yourself, reading through that self-talk, and eliminating anything that is negative, and replacing it with positive self-talk.

So, your activity for today is to walk tall, speak with confidence, believe in yourself, and act as if you have already got your goal.

Have fun, ask for help if you need it, but most of all play at 100%, then the only option will be success.

Quick Start Topic #4: Cause & Effect

The second 'concept' I would like to introduce you to the idea of cause and effect. This is a simple equation, represented by, $C > E$.

As you travel along the personal development path, you may find yourself researching or reading about successful people. One of the things I am sure you will discover is the positive mind set of the successful, and you are also going to find out that they spend most of their time 'at cause' of their situation. They take responsibility for what happens in their life, whether it is true or not, as it gives them the choice to change it, if they created it.

All of us spend time on both sides of the equation, but the goal should be to spend as much time as possible on the cause side of the equation.

Have a read through the following statements, to get a good idea of what the difference is between cause and effect thinking:

- My manager is the reason I don't get a promotion
- The global financial crisis is the reason I have not succeeded in business
- I can't be fit because of a sport injury from 10 years ago
- I am the reason I got fired, I was lazy and unfocused
- I did not get the job I applied for, I need to develop my skill set so I am more employable
- I missed the game winning goal, I will train harder in the pre-season

Spend some time thinking about people you talk to in your sphere of influence, think of the posts on Facebook, the comments people make at work. How many of them are at effect, or at cause?

People that are at effect are the people complaining about their situation, they will give you all the best reasons and excuses why they cannot have what they want. In contrast to a person that is at cause will take responsibility for everything that happens to them, they believe they create their situation, and they choose what has happened to them.

So, consider this, are you at effect? If so, ask yourself, how did I choose this, how did I create this? Start the transition to cause of your situation, as once you truly do this, you will then have the option to un-choose it, to un-decide it.

Make a list now of all the things you have been at effect of, and what you are now going to do to take control of them and be at cause of.

Quick Start Topic #5: Perception is Projection

This is the second last quick start topic, and it is another concept you can use to identify your weaknesses and strengths.

There is a very quick way to discover your strengths and weaknesses. However, it will require another leap of faith, some behavioral flexibility, and an open mind.

Take out your pen and paper and get ready to write out two lists. List one will be a list of characteristics, behaviors, and ideas that people you know have, that you disagree with. Things in people you know that you don't like, things that people do that bug you, all the things they do that you think are wrong.

Once you have completed this list, do the same for people you do like. Write out the best traits of your closest friends, your best manager, and the greatest people you know.

What you will be left with is two very different lists, lots bad, and I am guessing, a few good things.

The concept of perception is projections, is that we project our ideas, beliefs, and behaviors onto others. We 'project' what we like and dislike about ourselves onto others.

Now if you completed the quick start topic of C>E, I hope you can continue being at cause for this next question.

Pretend perception is projection is true, look over your two lists as if it is about you, and what you now have are all your strengths and weaknesses. What you can choose to do with this list is to continue to build on your strengths, and work on any weaknesses you really want to improve.

Personally, I don't always like the results of this activity, as it can be very confronting, hard to believe, and total bullshit, because 'I am not like that' thinking comes up.

If you do take a moment to think back on your life, I am sure you will be able to find you have done the things you like and dislike, to varying levels.

Quick Start Topic #6: Communication Behavior Model

This is the final concept I will ask you to consider, it is the communication and behavior model, taught in NLP. It is designed to show you how communication is occurring, what is happening when you are talking to people, and when you are listening to people.

When we are having a conversation, or some other event outside of us happens, we create an internal representation of what we have seen or heard. Our perspective of what happened is processed through our internal filters, which will create an emotional state; this emotional state will affect our physiology and behavior.

I want you to realise that we are in control of how we process this information coming in; we can change our state.

We take information in, in the form of sounds, pictures, self-talk and feelings, our 5 senses are process everything that we experience in the following way:

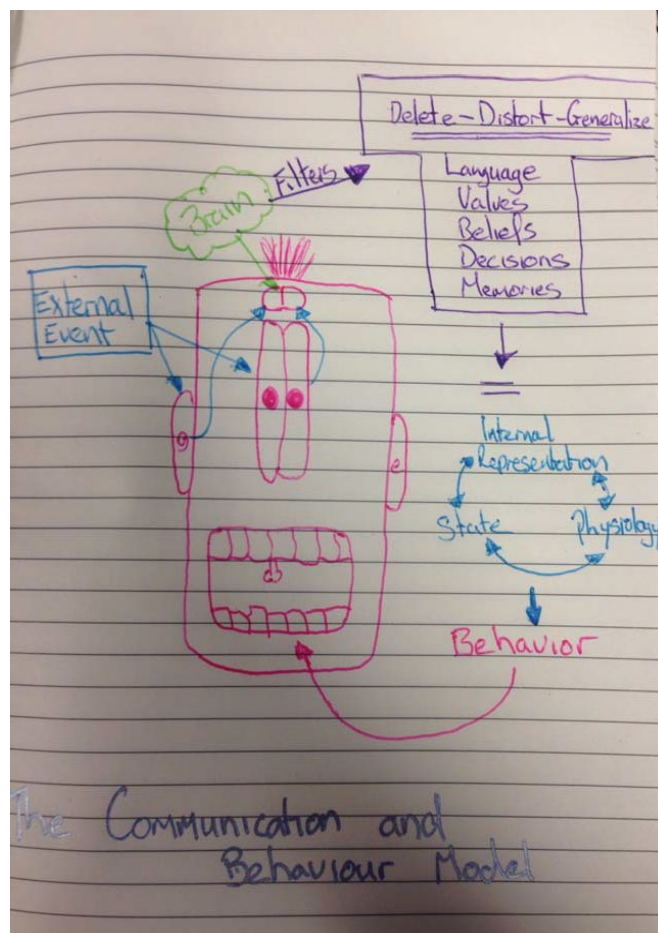
- Auditory - voices or sounds - externally or heard internally (self-talk)
- Gustatory – flavors and tastes
- Kinesthetic – touch, sensation and emotions
- Olfactory – scents and smells
- Visual - vision and envision - what we see externally and what we picture in our minds

Along with our senses, we also process information with our internal filters. These are comprised of language, values, beliefs, decisions, and memories.

- Language - words we hear are processed into pictures
- Values and beliefs - how we judge actions as right or wrong and what we decide is true
- Decisions - what we choose to believe and choices we have made
- Memories – experiences we have had from the past

Based on all these things, our minds will delete, distort, and generalise what we see and hear, molding it to what we think we have seen or heard. This is why several people can witness one event, yet each person can have a different account of what actually happened.

- Delete – the reason we delete information that comes in is, if we had to recall every detail of everything we ever saw, heard, tasted, touched and smelled we could go insane. Our brain filters for what is important and deletes extraneous information.
- Distort – we place meaning on things that happen around us, even if it is not related, to try and make sense of what is happening. For example, thinking someone is angry because they have crossed their arms, when in fact they are just cold.
- Generalise - we assign past experienced outcomes to future experiences, which can work well when learning, it can also work against us as it can create assumptions and stereotypes.



What I want you to get out of this is that communication is complex, people are complex, and if you feel like you have not been heard, or something is not going the way you expect, if you are not getting your message across, it is because we are complex. It is that simple! If you want to understand more about these complexities, what to look for, more about values, beliefs, and how to change them, get in touch with me, and I can introduce you to some of the other programs I run.

For now, know that people are different, if communication does not go your way that's ok.

Values

Values are what keep you on track; they are drawn from your family, schooling, religion, friends and upbringing. Starting from birth and build on, until the age of 21 where they are generally fixed for life (though there are some NLP tools that can be used to shift values). Values are what you find important, they represent the core of who you are and are one of the key things you measure your experience against.

Some examples of values are honesty, courage and loyalty. They can be anything that is important to you, and it is what will keep you moving towards your mission, vision and purpose. The activity you are about to undertake is a big one, it will take a lot of your time, if you play 100%, but will be worth it. This is one of your first weeklong activities, so your goal is to have this done within the next 7 days, though expect to complete it in about 5 hours if you go hard.

In this activity you will be asked the question “what is important to you in _____”? The blank section represents the area you have chosen to focus on for this program. For example, I might want to work on my career, so the question becomes “what is important to me in my career”?

The outcome for this activity is to identify your top 10 values, so as you go forward you can measure your actions against them. You will be able to understand where you have come from, and help identify what you want, out of where you are going.

So now it is time to do this activity, get out your pen and paper and answer the following questions “**What is important to you in _____?**”

You want to keep writing down words as they come to mind, it may end up being a long list. You will also get to a point where you will think you have no more to list. Don't worry, this is normal, you will hit one or two barriers, keep thinking and keep writing out “**What is important to you in _____?**”.

You can also ask yourself “**What else is important to you in the context of ___?**”, then “**what other things are important to you in _?**”

Now remember a time when you were completely motivated in the context of _____. As you recall that time now, what did you feel right before you were completely motivated?

Write down the name of the emotion or feeling; is it important to you in the context of _____? (If yes, include the emotion or feeling, if no, disregard it).

Repeat asking this question, until the words you think of start to repeat.

Now you need to identify any threshold values you might have, this is a harder question to ask yourself, but well worth including. So, stick with the process and you will be grateful you have.

Start by reviewing your list you have created so far, and ask yourself the following questions:

With all the values above, what could/would happen to make me choose to leave, quit, or give up on _____?

Now ask:

With all my values present plus, the new ones I just came up with (list what you just came up with), _____, what would need to happen for me to choose to stay?

Now with all my values, plus these extra values I just came up with, _____, what would have to happen to inspire me to leave _____?

Repeat this question until words repeat, and what you will be left with is:

- A list of values (including emotions or feelings that are important to you)
- Threshold values, things that if broken, you would change your situation
- A list of things that would need to happen for you to stay
- A list of things that would inspire you to leave

The final step to this activity is to define your hierarchy of values, your top 10 most important values. This will require some deep self-analysis, and complete honesty with yourself, to get a true list of values.

Do this by taking each value you have just come up with and put them in order of most important to least important. Look at your highest value and compare it to the next in the list, asking yourself the following question:

“If I could have 100% of that but 0% of the following one, do they still hold the same importance?” If they have changed, switch their order. Continue moving through the list comparing the lower of the first two with the next in line and re-evaluate the position when there is a need to do so, doing this until you have reached the end of the list.

The final step is to re-list your values by their revealed importance, focusing on 1-10, but up to 20 if you want. What you will be left with is your values! The things that have got you to this moment in your life, they are what drive you, guide you, allow you to do something, or not. Understanding your values is an important part of your path forward. Because you will continue to have the experience you are having, based off your values. You want to choose future situations that match what you value now, to increase your chance of success and happiness.

Purpose, Vision, Mission, and Legacy

What are you going to leave behind for the world when you turn to dust?

Knowing the why, what, how and what if of everything you go into is invaluable.

It lays the foundation for the activities, products or actions you take.

If you can answer what your purpose, vision, mission, and legacy is, you will be well on your way to success.

For this activity you will use this week to define each of the headings, below are examples of what you will aim to identify.

Defining your purpose is the ‘why’, why are you doing what it is you are doing. In the personal development world, it is considered the key thing to figure out in life. If you know your purpose and live it, everything else will fall into place. The goal of this part of the activity is to make your purpose obvious, obtainable and actionable. It is simply the “why” you are getting out of bed each morning.

Identifying your vision is the ‘what’, what are you moving towards. What exactly is going to happen when you are living your purpose, what are you doing, what are people getting, what has happened as a result of your actions. The vision is what you, as an individual, are moving towards.

Your mission is the ‘how’, how are you going to achieve your purpose & vision. How are you going to get to what you what to produce? It is the products, tools and actions you are going to take.

Your legacy is what you will leave behind, come the day you die (or stop doing what it is you have been doing) what will you leave for your children (boss, business or friends).

So, it is time to get out your pen and paper and complete this activity. The context for asking yourself about your purpose, vision, mission and legacy, is the context you have chosen for this program. Though you could go in order, starting with whichever area feels right, working through each heading and writing down any and all thoughts that come to you.

Fill in each heading:

Purpose (Why):

.....
.....

Vision (What):

.....
.....

Mission (How):

.....
.....

Legacy (What is Left Behind):

.....
.....

Once you have completed this activity, make a point of reviewing it and updating it when things change. Also, if you would like me to review the work you have done, shoot me an email and we can work it out.

Use your purpose, vision, mission, and legacy as your guidepost on the journey you are undertaking. Measure the actions you take against it, and if it does not serve you, or get you closer to what you want, don't do it.

Anchoring

The reason why you are learning about anchors is to give you a tool that helps you change your mindset. For the day you are frustrated, angry, nervous, or annoyed.

What an anchor will do is melt away a negative state and bring back your 'anchored' positive state.

Anchoring occurs when our brain connects an event to one of our senses. It can be a specific behavior, emotional or physiological state that becomes anchored to that sense. From that moment, each time we experience that trigger, we immediately experience that behavior, emotional or physiological state.

Anchors are often created unconsciously. For example, when you hear a song, smell a distinct scent, see a familiar picture or feel a specific texture you will find you instantly recall a time when something occurred in your past and you have now linked that specific trigger to that event.

The goal for this part of the program is to intentionally create these anchors, to use them to our advantage in any given situation, we are going to create what is called, 'resource anchors'. These are anchors that we can use to shift our thinking, mindset, or state when we find ourselves being negative.

The anchors you are going to create will be connected to 'positive states of mind', things like confidence, happiness, joy, and anything else in this category.

Some things to keep in mind when you create your own anchors are that the state you want to anchor should be an intense one. Make sure you create your anchor in a unique location, and remember to stack your anchor, as in do this over and over to create a strong anchor. The image below will give you an idea of when to set your anchor.

When creating your empowering anchors you want to choose positive states of mind, states that can be described in one or two words e.g. peaceful, excited, confident, energetic, etc.

You will be remembering a specific time, when you experienced the state you wish to anchor. As you recall that time, you will want to feel what you felt, hear what you heard, see what you saw and make note when you reach the peak of that state and create your anchor at that point.

Once you create your anchor, you will test it by activating the anchor. Once tested that it worked, you will go in and start stacking multiple positive states.

With that in mind, try setting a few different anchors, using these different anchoring strategies.

Ring of Power

Remember a specific time when they experienced the state they wish to anchor. While you are recalling that time, step into an imagined ring in front of you at the peak of that state and create the anchor, remembering what you saw, heard, and felt as you stand in the ring.

Step out of the ring!

Step back in to your imagined ring, to see if that state returns.

Word Anchoring

Using words themselves can be used to create very quick anchors in the moment, the reason this works is because of the universally accepted meaning of words themselves. The following steps will anchor the desired state.

Choose the word or state desired

Choose where you would like to create the anchor (on a knuckle) or keep using your ring of power.

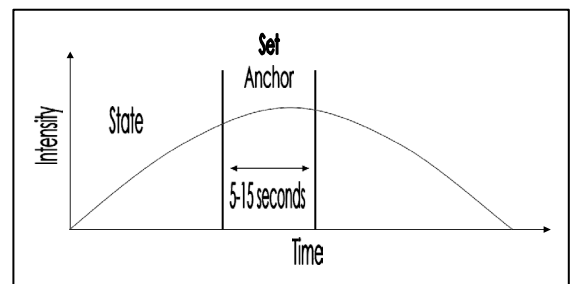
Repeating the word over and over while holding the anchor position, picture, feel and hear the word, connecting with the positive state that word represents.

Once you feel the peak residing, stop holding the knuckle and saying the words.

Then press on your knuckle, or step into your ring, to see if you feel the positive states return.

If you want to try something more structure, follow the next set of steps:

- Remember a specific time, where the desired state occurred, the strongest. Remember a specific time when you felt totally _____?
- As you remember that time, make it feel more powerful, make the picture in your mind more vibrant, turn up all the positive feelings, all to increase how strong the anchor will be.
- As you remember that time when you were totally _____, step into your body now and hear what you heard, see what you saw and feel what you felt when you were totally _____.
- As you feel yourself reaching the peak of that state, hold down your anchor, anchoring the state.
- As the state starts to decrease, stop holding it. Open your eyes and clear your mind.



Then, touch your anchor, and you should feel positive sensations run through your body, which will let you know you have successfully created the anchor.

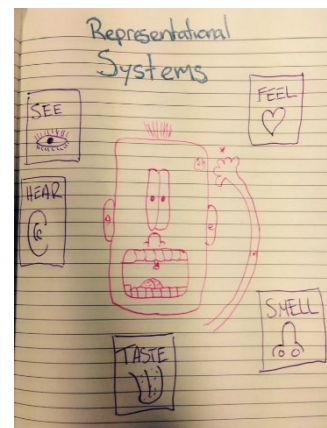
Visual, Auditory, and Kinesthetic Communication Styles

We all communicate using different representational systems. We use our five senses (seeing, hearing, tasting, smelling and touching) plus self-talk (internal dialog) to view the world and things happening in it. Using these senses, we make sense of what happens around us, what we say to others and what others say to us.

Simplified, we use the following representational systems to communicate:

- Visual
- Auditory
- Auditory Digital
- Kinesthetic

Though we use all these systems, each of us will have a primary representational system we favor. As you go through this section of the program, it is my goal that you start to notice which system you use the most and the systems other people use.



Noticing this will give you a better idea of how people think, how they look at the world, and more importantly, enable you to speak the way they do, giving you the chance to communicate your message in a way that others will truly hear you.

People who are primarily visual (V) tend to speak faster over the phone, they will stand or sit with their bodies erect and eyes up. The appearance of things can be important to them, and they tend to be organized. They learn by associating images with their conversations. If communication is only verbal, they are more challenged to recall the information, so they will want to get a clear picture in their mind as to what you are talking about, they like to have pictures and diagrams to go with their conversations. They aren't easily distracted by noise, and they usually have to see something for it to capture their attention or interest. They also like watching the TV.

Visual Language:

Appear, Blind, Clear, Crystal, Dawn, Envision, Expose, Focused, Foggy, Hazy, Illuminate, Imagine, Look, Picture, Reveal, See, Show, View, Appears to me, Bird's eye view, Blindsided, Blink of an eye, Bright your day, Catch a glimpse, Easy on the eyes, From my perspective, Dim view, Get an eyeful, Hazy idea, In view of, Looks like, Make a scene, Mental image, Mental picture, Mind's eye, and many more.

People, who are primarily auditory (A) breathe from the middle of their chests, move their eyes from side to side, often talk to themselves and are easily distracted by noise. They learn and memorize by hearing information sequentially; they like to be told how they're doing on a job and feel loved by hearing a certain tone of voice or words. They respond to sounds and consequently like music, talking on the phone and listening to the radio.

Auditory Language:

Amplify, Deaf, Dissonance, Earful, Fine-Tune, Harmonies, Hear, Heed, Listen, Melodious, Question, Resonate, Resounding, Silence, Sound(s), Tune In, Tune Out, All ears, Call on, Clearly Expressed, Describe in detail, Give an account of, Grant an audience, Heard voices, Hidden message, Hold your tongue, Idle talk, Inquire into, Keep your ear to the ground, and many more.

People who are primarily auditory digital (Ad) are often listening to inner dialogue in their heads, they make decisions using a list of criteria and they can use any or all of the other representational systems but are interested in something when it makes sense, figuring out problems.

Auditory Digital Language:

Analysis, Calculate, Change, Conceive, Consider, Decide, Distance, Experience, Headstrong, Intensive, Know, Learn, Motivate, Perceive, Ponder, Process, Sensible, Think, A particular way, Change your mind, Consider the facts, Decide what works, Deem it correct, Get to know them, I suppose, I think you're right, I understand, Know what I mean, Know what's wrong, and many more.

People who are primarily kinesthetic (K) generally breathe from the bottom of their lungs, so their stomach visibly moves up and down, they may move and speak slowly and respond to touch and physical rewards, they learn and memorize by doing. Something has to feel right for them to be interested, doing activities.

Kinesthetic Language:

Concrete, Empathies, Feel, Grasp, Hard, Penetrate, Scrape, Sense, Sensitive, Slip, Tangible, Touch, Feeling, Grab, Action, After your own heart, All heart, All washed up, Blow by blow, Cold as ice, Come to grips with, Control yourself, Calm, cool and collected, Get a feeling, Get a handle of, Get hold of, Get in touch with, Hand in hand, Hang in there, Heated argument, Hold it, Hold on, and many more.

There are also the senses of olfactory and gustatory. Not so prominent in people's communication, it can be valuable to know about them.

The olfactory (O) system is the sensory system used for olfaction, or the sense of smell. You will find over time there are people that communicate using words that relate to smell. The use of olfactory language and references can easily be noticed by the comments people make when they smell a perfume that reminds them of something or someone.

The gustatory (G) system is the sensory system for the sense of taste. You may see the language of people that deal with taste in their everyday lives, most often people that deal with food, not only find it important to create beautiful 'visual' dishes, but they are also wedded to the taste of the food.

So, the activities for this week are to notice the language people use, notice the language you use, and begin to truly hear people and what they say.

Sensory Awareness

The next skill I want to teach you is sensory awareness.

This skill enables you to see when people shift their thinking, if you want to know if someone is responding to what you are saying, if they are coming on side or shifting away, sensory awareness is the skill you need to develop to be able to notice these changes.

When a person has a thought internally, small changes can occur externally that indicate that change. There are 5 key areas where visible shifts may occur to indicate an internal change has happened for someone, these include changes in breathing, lower lip size, the eyes, skin color, and its tone.

Your goal for this week is to spend time, each day, noticing the changes in a person's face.

Specifically, what you are looking for is the following:

Breathing Location – is it high (visual people will breathe high) or low (kinesthetic people will breathe low)

Breath Rate – is it fast (visual people will breathe fast) or slow (kinesthetic people will breathe slow)

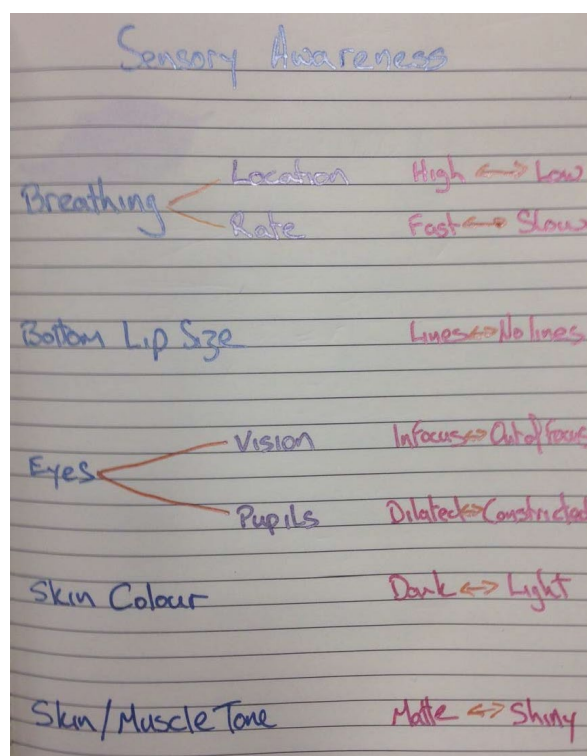
Bottom Lip Size – are there lines (tight like a cat's bum) or no lines (smooth)

Vision – are the person's eyes focused or unfocused

Pupils – are the eyes constricted (small, not taking in info) or dilated (taking in lots of information)

Skin Color – dark (flushed with blood, red) or light (no blood rushing to the face)

Skin Muscle Tone – matte (at rest) or shiny (clenched jaw)



If you can practice noticing these changes from moment to moment in people, you will become a master of sensory awareness. Once you become effective at noticing the changes, you will be able to move forward with assigning meaning to those changes.

For now, this week, you are the observer.

Tonality Control

How we say something has a massive impact on how someone will hear us. The goal for this part of the program is to teach you how to control your tonality, giving you flexibility in your communication.

When speaking, your tonality can go up in a questioning tone, be neutral or go down in a commanding way.

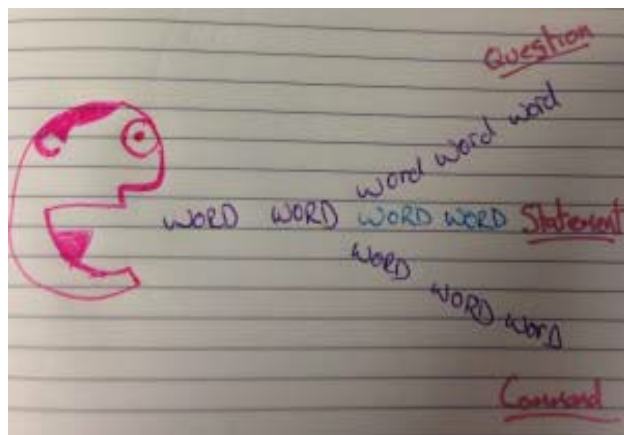
My amazing drawing should give you an idea of what you are listening for in a person's tonality. Sound's getting higher in pitch, steady or with a deepening at the end.

The trick is using each direction at the right time, when you want someone to act on your instruction use a statement tone, or (with the right person) a command tone.

Don't make the error of asking a person to do something with a questioning tone, as you want them to act, not give you an answer.

If you are looking to elicit a response to a question you have, use the questioning tonality.

Have a play with how you say things, start to notice how others are using their tonality and have fun.



Rapport

The reason why I want you to learn about rapport, is so that you can create a positive connection with people you interact with. Be it in an interview, with your boss at work, a lover, or your family. Rapport is a key part of creating a connection with people.

People communicate most effectively when there is rapport between them, it will also help if you are genuinely interested in what the other person has to say. There are three key sections to how we communicate; these same three ways are how we can build rapport.

- 7% of our communication is through the words we use.
- 38% is our tone of voice.
- 55% is our body language or physiology.

Matching and mirroring these parts of communication is the best ways to create rapport. Communication is not just what we say, but how we say it.

We can use our words, tonality and physiology as tools for creating rapport.

Matching and Mirroring

Create good rapport by matching and mirroring the other person's communication (verbal and non-verbal).

Matching:

When we exactly replicate something, the other person does physically, E.g. If their left hand is in their pocket and you have your left hand in your pocket

Mirroring:

When we duplicate their movements as if they are seeing themselves in a reflection
Words - listen to what they are saying and how they are saying it. Do they speak quickly or slowly? Is their voice loud or soft? What are the predicate phrases they are favoring? Determine their primary modality and use the corresponding auditory, auditory digital, kinesthetic or visual key words in what we say to them, and we'll be speaking their language. Matching experiences is also a way to create quick rapport. Finding something in common, for example places you have lived or visited, if you are parents, have attended similar seminars, etc.

Body Language - watch the subconscious movements of their body. Are they tapping their foot? Are they breathing fast or slow, deep or shallow? Are they blinking quickly or slowly? Are they sitting/standing up straight or casually slouching? Subtly match their physiology to begin deepening the rapport.

Measure and Test

How do we know when we are creating rapport? We use our sensory acuity to measure their reaction to our matching and mirroring. Choose one area and then test the reaction. Keep adjusting the level and or the area you are matching or mirroring until you see favorable responses. E.g. match or mirror an aspect of their body language and after a moment when you think you have rapport, switch something and see if they follow your lead. If they follow by matching you have rapport, if they follow by mirroring, you have deep rapport.

Guide and Regulate

If you have established good rapport, you can then check it by making small changes. If the person you have established rapport with is in deep rapport, and you begin to alter your communication style, then they will subconsciously regulate their communication to match and mirror you. Once this is true, you can then guide them from one state to another by altering yourself first. For example, if the conversation level is loud and you begin to lower your voice, if they lower theirs too, you have good rapport.

Indicators of Rapport

There are four key changes to look for:

- A color shift - a change in skin color from light to dark an internal feeling
- A feeling of butterflies, or excitement
- A question of familiarity - you may be asked a question such as “Have I met you before”, “Are you a Gemini”, “You remind me of a friend from school” Leading; the best indicator of rapport is being able to lead your customer.

So, this week’s activity starts with you noticing when you are in rapport with people, and when you are not. Once you are feeling confident, start matching and mirroring people’s body language, language, and key words. Take the time to pace people, then notice if you lead them.

Most of all have fun with this, as your ability to create rapport with people, is directly linked to your success in life.

Eye Patterns

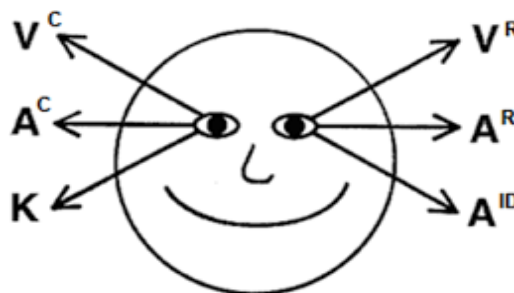
You have probably noticed a bit of a theme through this program so far.... I am talking about VAK, or visual, auditor, and kinesthetic. I have talked about VAKAd (Ad = Auditory Digital) in the context of communication, representational systems, and sensory awareness. Now it will return, in the context of eye patterns.

As you can tell, if you are looking for success, a lot of it has to do with your ability to read people. To know how they think, when they are thinking, and how to communicate with in their reality. Reading someone's eye patterns (also known as eye accessing cues) is going to give you yet another level of information.

It is quite simple to get the concept, where your challenge will lie, is in applying what you are about to learn. So, this week for you is all about observing people's eyes, noting which direction they go.

The first thing to know is everything I am about to teach you is for a person that is right-handed, if you are talking to a left-handed person, you should reverse the image you will see at the bottom of this. Second, the image below is as if you are facing a person. Finally, start your practice by observing people's natural process, before you start asking leading questions, so you can observe their eye patterns.

When you are looking at a person, when their eyes go up, they are accessing images, or V. As someone looks side to side, they are accessing sounds, or A. As someone looks down, they are accessing feelings, and talking to themselves, or K & Ad.



In a right-handed person, when they look to the left, they are constructing images and sounds. As they look to the right, they will be constructing images or sounds.

If that same person looks down and to the left, they are accessing their feelings. If they look down and to the right, they are talking to themselves.

What you want to do from here, is look at the image below, then use this next week to observe where people look when they talk to you.

You can also ask people questions, that will give you the chance to observe their eye accessing cues, try these ones:

- What color is your front door
- What was your first car
- What was the name of your first pet

4 Matt Communication Strategy

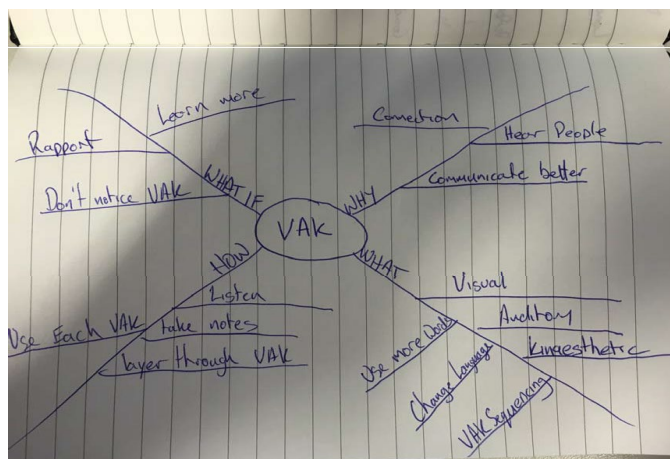
There are lots of different ways you can deliver a message. Send an email, a text, a letter, a fax or carrier pigeon. Oh, and you can talk to a person.

What I want you to think about though is how you structure your message, regardless of how you are going to deliver it. I learnt about the 4 Matt style of communication when studying NLP, I began using it to design training programs, to flesh out an idea and to start building books I wanted to write.

4 Matt focuses on four things: why, what, how and what if, in that order.

The order is important because people that need the why need it first. If a why person doesn't get the why, they won't hear the what. A what person might not need the why, but without the what they can't hear the how. A how person might not care about the why or the what but need the how before they will get something. Finally, the what if people are thinking about how else you might use the skills they are learning, the other ways something might be approached and any other questions they might have.

So, it's kind of simple, if you want to teach someone something or communicate a new approach, deliver your idea the 4 Matt way. For example: VAK



“The reason why I want you to learn about VAK is so that you can connect with your customers better over the phone.

What VAK stands for is visual, auditory and kinesthetic. These are people's learning and communication style. A visual person will use visual language and look for images. Auditory people will key into how things are said and kinesthetic people will be more into how something feels.

How you use this is you start to listen for the types of language people use, which category does it fall into, and you start to deliver your message the way they like to talk.”

You might also wonder what will happen if you can't notice the other person's language. What you can do in this case is loop your language. As in, use visual, auditory and kinesthetic language in even amounts to make sure you cover each style.

How I write it out looks like this:

What your job for this week is, is to deliver your message in the 4 Matt order, telling people why you want something, what it is based on, how you want them to execute your request, and ask if they have any questions.

If you are getting ready for something like an interview, you might consider pre-writing why you are going for the job, or why you think you are great for it, what you have done to get ready, or what skills you have that make you right for it, how you will perform well for them, and where you think it will take you and the other things you think you will bring to the table.

Framing

This topic is another communication strategy you can use to help get your point across, to help you engage better when communicating, it will help you in negotiations, and it will help you solve challenges you face.

Framing is an amazing tool, designed to shift the focus from problem to solution.

A coach will often use framing when you talk about your problems, or a mentor will help you change the context of your situation, giving you new insight.

Framing (also referred to as re-framing) a situation allows you to think about it from a different angle, a different perspective. How we process information will place a frame around it, this is how we assign meaning to it.

By having some flexibility in our approach to a situation we can open ourselves to new possibilities, reaching agreement and moving forward when we hit an impasse.

The first part of this strategy and the first part of your week is to ask yourself these two questions about every challenge you hit.

- What is something positive about this? (The positive spin)
- What else could this mean? (The alternative meaning)

If you can start here everything else, we cover will come much easier.

Context Definition: Noun

1. The parts of a written or spoken statement that precede or follow a specific word or passage, usually influencing its meaning or effect: You have misinterpreted my remark because you took it out of context.

2. The set of circumstances or facts that surround a particular event, situation, etc.

So, when someone comes to you with a problem a context re-frame can show someone how the same issue could have an alternate meaning in a different context.

A few examples of changing the context are:

Problem: Someone in your team is complaining that the customers never listen to their advice and just go about doing things the wrong way.

Re-frame: Isn't it nice how the customer is so confident in their ability to get it right they can just have a go at using our system.

Problem: My mate never wants to spend time with me, he is too busy working on his business.

Re-frame: Isn't it great that they are so focused on their future.

Problem: My mail app keeps getting rid of spam for me but never tells me it is doing it.

Re-frame: Isn't it great that the application protects you from potential threats.

Problem: The Company I work for spends all its money on team training, but never giving me a raise.

Re-frame: It's fantastic that the company is investing in your future, giving you skills that will make you more employable.

It is simple, aim to change the context of the problem or message. This changes the perspective of it and re-frames it into a new light.

This is the context re-frame.

The other key frame you must know is the agreement frame. This is a master salesperson technique, that translates more broadly to communication in general. If you want to succeed when communicating, there must be agreement between you, and the person you are talking with. The fastest way to gaining agreement is to be the person agreeing with what is being said.

But that is not the only part, once you agree, you shift the frame in the direction you want things to go.

For example, my wife wants to have Indian, but I don't want to. So, I might say something like "I agree, we should have Indian, and I don't think it matters I had it for lunch today".

The key statements you need to start with are:

I agree and....

I appreciate and...

Agree with everything and then re-frame it in the direction you want things to go.

Another example could be with a customer that thinks the price is too high. You might say, "I agree the price is high, and that's what it costs to get high quality".

So, the second half of your challenge for this week, is to agree with everything and share with the Facebook group what happens to you.

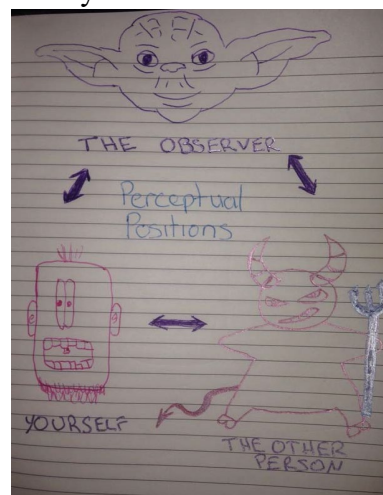
Perceptual Positions

The reason why I want to teach you this is so that you can get ready for the next meeting you have, so you are ready for the next interview, so you are ready for your next pitch to investors, so you can resolve a conflict between you and someone else.

This activity is a thinking activity, it is an action-based activity, and it is another one that asks you to take yet another leap of faith.

It requires you to think outside of the box and expand your thinking.

Diving straight into the activity, you need a situation in mind, one where you need to talk with another person, but you may not have ready access to them. It might be an investor, or boss, or any other person you want to talk with, but cannot.



Standing in an open space, you want to imagine three circles in front of you, like how you imagined your ring of power.

Each position represents the following:

- One = Yourself
- Two = the other person
- Three = observer

The Process:

In position 1 – from your own perspective – see the situation through your own eyes, be fully associated. Notice your own self-talk, what you see, hear, feel, think and value from your own perspective about the events.

In position 2 – from the other person's perspective – see the situation through their eyes, be fully associated into their body. Imagine what you would see, hear, feel, think and value from their perspective about the events.

In position 3 – from the observer perspective – see the situation through their eyes; be fully associated into their body. Imagine what you would see, hear, feel, think and value from their perspective about the events. What objectivity or wisdom would you give.

Step back into position 1 – from your own perspective – see the situation through your own eyes, be fully associated. Notice your new understandings about the issue or situation, what you have learned about yourself. What new choices do you have now?

The goal for this week is to do this activity five times for any situation past or present you want to resolve.

Expanded Awareness

One of the challenges you will face in your personal development journey is distraction. There is your phone, Facebook, Instagram, everything ever on the web, gaming, study, work, family, kids, gym, and everything else.

What some of these distractions do is affect our state of mind, as can our emotional state. Being relaxed allows our senses to function at their best. Free from distractions, like the senses, the mind is more open to absorb information, as well as access it. When the mind is relaxed, it can make new connections that increase your ability to notice what is going on around you.

This strategy is designed to help you regain your focus; it will help you shift your mindset, and your state so you can get the job done. This strategy is designed to shift you into a more relaxed brain wave state, it will enable more information to come into your brain and allow you to access more.

The process you are going to try out this week is called expanded awareness, and the process to create this state is as follows.

Focus on a spot above eye level in the distance.

Put all your attention solely on the spot.

Next, without moving your eyes, divert your focus to everything outside of the spot.

During this process, relaxation occurs, and expanded awareness is achieved.

Once you have entered this state, confirm it.

You should feel the shift of your focus.

Once in expanded awareness, choose to remain in that state but allow your eyes to drop down to the normal level.

It is said that the mind accesses both hemispheres of the brain in this state, and that it is not possible to have a negative emotion while in expanded awareness.

If you are wondering when it is best to use something like this, I would suggest the following.

Going into an interview

Leading a meeting

When trying to remember something

When you are frustrated

I would use this whenever you are feeling zapped of energy and want to refocus.

Affirmations

What was the first thing you said to yourself when you woke up this morning? What was the last thing you said when you got out of bed?

The things we say to ourselves shape our day, shape our week, which shapes our year, and so on. I would like to suggest, as we come to the end of this program, you make note of what you are saying in the morning to yourself, I would ask that (if it is not already) you make sure you are starting your day on a positive note.

So, the activity is as follows:

For the first 3 days of the week, write down the first thing you say to yourself when you wake up, and the last thing you say to yourself when you get out of bed.

Are these things positive, are they focused on what you want, or are they focused on what you don't want, are they negative?

If they are negative, spend the rest of the week with one of these affirmations, or a variation that relates to what you want.

I am a confident person

I am excited about today

I had an amazing sleep, today will be fantastic

I am ready for today

I am going to kill today

Every day, in every way, I am feeling X (better, excited, confident, strong, focused, successful)

Essentially the goal is to start the very moment you wake up positively, this will then have a flow on effect to your day. Possibly the next stage of your personal development could be life design, including productivity, and making time your bitch. Let me know if you are interested in something like this, otherwise, spend the week running positive affirmations in the morning.

Review, Wrap up, Goal Setting, & the Way Forward

You are amazing!

If you are reading this, you have just completed one heck of a journey. It may have taken you days, weeks, or months to get to this point, but you did it.

If you are reading this, I know you are committed to your dreams, to your future, and to your success. So, in this moment I ask you to celebrate!

As a quick review, you just did the following:

Defined your focus

Set a goal for this program

Learnt about the physiology and psychology of success

Considered the concept of cause and effect and perception is projection

Looked at the communication behavior model

Elicited your values

Defined your purpose, mission, vision, and legacy

Created resource anchors

Learnt about visual, auditory, kinesthetic, and auditory digital communication styles

Delved into sensory awareness and tonality control

How to build rapport with others

What people eye patterns mean

The 4 matt communication strategy

How to re-frame

Perceptual positions

How to change your state with expanded awareness

Affirmations for a positive start to the day

And here you are at the end of the program, ready for whatever happens next.

Finally, with your new insight into yourself, you must set your next goal. Take everything you have learnt over this program, and set a big, out of this world, change your life goal. Something that will mean everything you have learnt is applied, re-used, and life changes, well into your future.

With this in mind, it is time to write out your goal in detail, then decompose it into a succinct statement you can use as an affirmation or get a coach to add it to your timeline.

Goal Setting Questions:

1. What specifically do you want?
2. Specify your present situation and be associated in it, answer: Where are you now?
3. Clarify your goal using all your senses by asking:
What will you see, hear, feel, (taste or smell) when you have it?
4. Specify the evidence you will have, when you know you have it:
How will you know when you have it?
5. Design it to be congruent with your purpose; and increase your choices:
What will this outcome get for you or allow you to do?
6. Ensure that it is self-initiated and self-maintained (not for someone else):
Is it only for you
7. Put it in context to get a clearer overall picture of where you will be when you get it: Where, when, how and with whom do you want it?
8. Confirm what you need to get your goal, and what you already have:
What do you have now, and what do you need to get your outcome?
 - a) Have you ever had or done this before/
 - b) Do you know anyone who had it?
 - c) Can you act as if you have it?
9. Check that desired result is good for you and your world:
 - a) For what purpose do you want this?
 - b) What will you gain or lose if you have it?
 - c) What will happen if you get it?
 - d) What won't happen if you get it?
 - e) What will happen if you don't get it?
 - f) What won't happen if you don't get it?

Outcome Statement

Now that you have your goal, you want to create a succinct statement that is specific to that goal, make sure it meets the following criterion:

1. State in the positive.
2. You must initiate.
3. Associate into end step/evidence procedure using heightened senses.
4. Dissociate from end step picture to create drive to reach it.
5. Confirm it is positive.
6. Realise there is more than one way to get the outcome.
7. Make end step realistic, within your realm of possibility, to build confidence for further successes.
8. Make sure the outcome increases choice.

And now, complete this statement:

It is now _____ (Future Date)

I am/I have _____ (End Step)

Thank you again for taking this journey, I hope you got what you were looking for and more.

Conclusion

Personal development is an obsession to me, one that I will have for life. It is my goal to continue producing PD content for the world, based off the courses I do, the books I read, and the content I find on the internet. And I hope you choose to continue your personal development journey with me, as well.

There are a few key people I would like to thank, that have inspired me to keep going down this path, that have taught me so much, and continue to motivate me.

Thank you, Anthony Robbins, Christopher Howard, Tad James, Caron Egle, Grant Cardone, Ian Westbrook, Duane Alley, and many, many more.

If you are looking for other books or content to consume, I would like to recommend the following:

The 10X Rule; Grant Cardone

Mastery; Robert Greene

The Winners Dream; Bill McDermott

These are just a few, of the hundreds you will find on your PD journey.