

The 5 Principles of Success



A Business Owner's Proven Path to Enhancing Performance,
Overcoming Obstacles and Making More Money

Daniel Tolson

Published by The Tolson Institute™

www.danieltolson.com

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A Business Owner's Proven Path to Enhancing Performance,
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Printed in Taiwan. First Edition: April 2015

To Johnny Pervan:

My main man.

Thank You

“The path to success is to take massive, determined action.”

Tony Robbins

FOREWORD

“An idea that is developed and put into action is more important than an idea that exists only as an idea.”

Edward de Bono

Daniel Tolson

As a peak performance coach, Daniel Tolson helps his clients achieve transformational mind-set changes for improving their businesses and making more money. With the application of his technology, coaching and action steps, his clients see significant and measurable changes in five days or less, guaranteed.

What’s the difference between performance coaching and traditional business consulting? Consultants are hired to share business expertise, offer advice or complete a specific task on behalf of their clients.

A performance coach is different. Rather than specialize in one specific area of business, a coach like Daniel helps clients transform their thought processes and behaviours in all areas of their business, so they are constantly performing at their highest potential and producing their best quality of work.

Daniel specializes in helping clients change negative and unproductive states to productive behaviours that last far beyond the coaching

engagement. He comes from a family of entrepreneurs and small business owners. He grew up surrounded by (and being educated by) self-made, “street-smart,” successful people.

Before founding the Daniel Tolson Institute for peak performance coaching, he enjoyed a long, successful and highly-varied career. His background includes business, coaching and extreme sports, including the following:

- Senior flight steward with Emirates Airlines, Dubai, co-leading a team of 17,000 people from 130 nations
- 2006 Australian Champion and three-time NSW State Champion Wakeboarder
- Coached hundreds of wakeboarders in Australia, the United Kingdom, United States of America and United Arab Emirates
- 17 years in the family pawn-broking business
- Co-founder of Liquid Malisha, which entertains over 20,000 Australians and supplies over 50 retail outlets across Australia and New Zealand
- Named a Top 10 Sales Creator in Australia for the Jenman Group of Real Estate agents
- Volunteer to the Dhaka Project, providing free education, health care and community support for over 500 children in the slums of

Bangladesh

- Influenced the careers of over 1500 cabin crew with an online coaching program - Behind the Lipstick & Fed Up With Flying
- Real Estate Agent Rescue - trained real estate agents in applying neuro-linguistic programming (NLP) to real estate transactions.
- Peak Performance Coach – Daniel Tolson Institute - works with entrepreneurs and companies in the UK, the USA, the UAE and Taiwan. Works with professionals including the Police Force, Real Estate Agents, Emirates Airlines, educational facilities, sporting companies, IT firms, and many more.

PREFACE

For 17 years, my family ran a very lucrative business in the pawn-broking industry. It was a hard-core trade to work in, and we were one of the few who eventually thrived.

Running the family business was always fun. Grandparents, uncles, and cousins would often come in to lend a hand, watch the action and relish in the drama and stories of the customers.

A lot of friends would come in as well, usually to eat lunch, talk shop and avoid going back to work for a while. One particular friend, Johnny, would come in every other week. On his way in, he would announce his arrival by holding his right hand in the air with all five of his fingers outstretched.

At the top of his voice, Johnny would say, “There are five principles for success. There are five things everyone in business must do this year in order to succeed.” Then he would sit down and talk, and we would listen.

In the early 2000’s, my brother and I took over the pawn shop. Within a few months, we rapidly increased the profitability of the business and secured a comfortable retirement for our parents. A few months after that, we were wearing new suits and driving new cars to work.

When our friends came around the shop to chat, they would ask for our

secret... how did we take an already-profitable business and make it so much better? What were we doing differently? They would ask us, and we would laugh. Our secrets weren't secrets at all. Our strategies were obvious... all five of them.

We learned them from Johnny.

This book is different.

To begin with, it's more of an interactive guide than a book. It's a peer-to-peer conversation between you and me - two ambitious entrepreneurs who want to succeed and achieve their goals this year. It's short, sweet and covers just one topic: **The 5 Principles for Success**. As you read, have your pen ready to make notes, circle words, highlight sentences, etc. Take this knowledge seriously, and make it your own.

To your success,

- Daniel Tolson

THE 5 PRINCIPLES OF SUCCESS:

A Business Owner's Proven Path to Enhancing Performance,
Overcoming Obstacles and Making More Money

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The 5 Principles for Success

“Some people believe the whole world is conspiring against them. I believe the whole world is conspiring for you, so you can become exactly what you intend to be.”

Minzaan Maktoub

Chances are, you picked up this book because, at one moment in time, you began to think of personal development or increasing your business profitability. Once those thoughts dominated your mind, people, books, information and opportunities begin to appear in your world. Like magic, all of this information that previously seemed to be hiding suddenly materialized. The more you recognized it happening, the more you found that Internet sites, book shops, and TV programs were now all speaking your language.

If you continue down that path, you may become pleasantly addicted. You'll get fired up, continue seeking out opportunities and growth, and in next-to-no-time... you will start getting more of what you want in your life. More money, more opportunities, more recognition, better health, new associates, better business contacts... it all starts to happen.

It doesn't happen by chance, either. It may seem that way, but in fact, it happens because you wanted something badly enough that nothing would stop you from getting it. You activated your RAS to seek out new opportunities, your conscious and unconscious thoughts aligned, and

you took action. You opened your eyes and ears; your intuition was sharper. You tried new things, adopted new approaches and used your mind exactly how it was designed to be used.

Other times, your efforts may simply have not worked. You wanted something and didn't get it. You may have used a lot of energy, but it felt like your wheels were spinning with no traction. Frustrating, right?

The 5 Principles of Success will give you a very simple-to-use, easy-to-follow process to avoid that frustration and consistently get exactly what you want. There are five simple steps that, if you follow them precisely, will enable you to succeed over and over again. Day to day, week to week, year to year, career to career.

These 5 Principles come from neuro-linguistic programming, hypnosis, Time Line Therapy™ techniques, the Creating Your Future™ process and NLP coaching (more on that at the end). More than 40 years of research have been put into this field; the study of excellence and peak performance. I have distilled that information into this book.

Before you begin, think about how you found this material, and realize that your RAS has led you here. It's not by accident that you are reading this right now. Think about it – every conscious or unconscious thought or action you have ever taken, every decision you have every made, every win, loss, setback or success, has enabled you to get this book into your hands today. There is no chance. It was meant to be.

Number One: Know Your Outcome

“It is our attitude at the beginning of a difficult task which, more than anything else, will affect its successful outcome”

William James

One day, in the pawn shop, Johnny showed up. At the top of his voice, he started his talk:

“There are five principles for success. There are five things everyone in business must do in business this year in order to succeed.”

He was quite a character - always very theatrical - and we all got a good laugh from it. Even the customers inside the pawn shop would stop shopping and listen in, and believe me, they needed this information more than they knew. Customers would be coming in every minute of every day, borrowing money or selling their prized possessions for quick cash.

Please understand me – they were very nice people. They just didn’t plan ahead. As one very wealthy local business owner used to say, “Failing to plan, is planning to fail.”

Imagine not having enough money to buy food for your children. Imagine having no electricity and hot water for days on end. Imagine no air conditioning in summer. Imagine having to sell your wife’s wedding ring to pay for fuel, just to get to work that week.

These people were good people, just like you and me. They had skill,

they had talent and they had ideas. They just had no planned outcome for how or where or when they were going to use those skills. They took action every now and then, but it was undirected because they didn't know specifically what they wanted. Do you?

Now, there was Johnny. He had gotten all of our undivided attention. He closed his fist with his thumb pointing towards the ceiling and he said:

“The first principle to success is, you’ve got to know your outcome.”

Research: *What They Don't Teach You in Harvard Business School*

by Mark McCormack

“There was a fascinating study conducted on the 1979 Harvard MBA program where graduate students were asked “have you set clear, written goals for your future and made plans to accomplish them?” The result: only 3% had written goals and plans, 13% had goals but they weren't in writing and 84% had no goals at all. Ten years later, the same group was interviewed again and the result was absolutely mind-blowing.

The 13% of the class who had unwritten goals was earning twice the amount of the 84% with no goals. However... **the 3% who had written goals were earning, on average, TEN times as much as the other 97% of the class combined!**”

Which group are you in now? And which one will you be in by the end of this book? As you decide, here are some brilliant questions to get you moving rapidly into that top 3 percent.

Know Your Outcome.

What's the big picture?

What do you want today?

What do you want this week?

What do you want this month?

What do you want this year?

What do you honestly want to achieve?

What are your aims, goals and objectives?

One of the most empowering steps you can take with the first principle – Know Your Outcome – is to write your outcomes down, just like the top 3 percent at Harvard. You can see how much it made a difference. Why is that?

Imagine, for a moment, what an idea in your mind is like. It's similar to air: you cannot hold on to it. An idea is intangible. To be able to bring that outcome into reality and make it tangible, you have to make it physical. You have to get it out of your mind, onto paper and into the real world.

If you already know what you want, write it down now. Write it out exactly how you want it. If you don't know what you want, then write down on paper what you DON'T want and next to it, write down the exact opposite. That should give you a good start.

If you're struggling with this, or interested in learning more about it, I suggest you check out another book of mine called **How Your Mind Works** It's full of powerful knowledge that will put you back in the driver's seat of your brain.

Here's the big picture of how your mind works: in life, **you get what you focus on**. If you give your mind an outcome to focus on, it will produce the appropriate behaviors to achieve that outcome. Your RAS will hone in on your goals and bring them to fruition through your actions.

If you have no outcome to focus on, you'll produce no productive behaviours. Even worse, you will produce behaviours that are not in alignment with where you want to go, which is one reason jails and pawn shops are becoming very popular in today's society.

So, take this and tattoo it onto your brain. Principle number one: **know your outcome**.

Action Steps

Do you know your desired outcomes in business and in life right now? What specifically do you want? What are your immediate, short-term,

medium-term and long-term outcomes? **Just** like the 3 percent from Harvard, write them down now.

Time Frames

- Immediate: 00 – 07 days
- Short-term: 07 – 60 days
- Medium-term: 60 – 365 days
- Long-term: + 365 days

Business

Career

Personal Development

Now that you know your outcomes, it would be fair to say you've just climbed further up the ladder of success. More power to you, my friend!

Number Two: Take Action

“When it is obvious that the goals cannot be reached, don’t adjust the goals, adjust the action steps.”

Confucius

Johnny was a great guy to have around in business. When giving advice, he always remembered to first ask, “What’s your outcome?” followed by “What are you gonna do about it?”

This was about the time Johnny would extend two fingers of his right hand and say:

“The second principle for success is to **take action.**”

He would continue to tell us that he did not create the five principles for success, but was taught them by Dr. Tad James, the creator of the Creating Your Future™ process and, in my opinion, the leading NLP Master Trainer on the planet today.

Dr. James poses the following questions:

What action can you take now?

What can you do today?

What’s the next step you need to take?

Research: *What stops you from taking action?*

by Jack Canfield

When leading seminars, I'll demonstrate the power of taking action by holding up a \$100 bill and asking

"Who wants this?"

Most people raise their hands. Some even shout out, *"I'll take it!"* But I just stand there waiting until someone finally *gets it* ... jumping up, rushing to the stage, and grabbing the bill from my hand.

The person who took action leaves the room with an extra \$100. But everyone else also ends up richer, because they get the opportunity to ask themselves, *"What did I tell myself that stopped me from getting up and taking the money?"*

When we don't take actions that will move us closer to our goals, it's usually because we've said something to stop ourselves. The things you say to stop yourself from taking action in one situation are usually the same things you say to stop yourself in other areas of your life.

I encourage you to stop waiting for things to happen, and instead start taking action. Success takes more than belief. It requires action... by YOU!

Every day at the pawn brokers, we had routines that had to be completed before the end of the day. These were essential and non-

negotiable items that enabled us to increase our profitability every year, and to withstand and repel the dozens of attacks from competitors.

They wanted what we had. They wanted our customers, our reputation, our piece of the pie... but we had something they didn't have: we were prepared.

My mother is an ambitious entrepreneur, savvy, successful and relentless in her goals. Around the family table she would remind us of something Earl Nightingale once said:

"If a person does not prepare for his success, when his opportunity comes, it will only make him look foolish."

And we are not fools, are we?!

Action Steps

What can you do to achieve your outcomes? What can you do now? What's the very next thing you have to do? Do you have to overcome a limitation (real or perceived)? Do you have to give up an old limiting belief? Do you have to stop saying stupid things to yourself, like "I'm not good enough, I'm not smart enough, I'm too old, I'm too young, I'm too fat, I'm too thin, I've got too much hair, I don't have enough hair, I come from the wrong part of town, city, state, country, hemisphere, world?" What is it that you have to give up?

Write it all down. Use the questions below or the ones above to get you moving towards action.

-
- What action can I take now?
 - What can I do today?
 - What's the next step I need to take to achieve my outcome?

Business

Immediately

Short Term

Medium Term

Long Term

Career

Immediately

Short Term

Medium Term

Long Term

Personal Development

Immediately

Short Term

Medium Term

Long Term

You are probably asking yourself, why do I have to know my actions in the immediate, short, medium and long terms? Because: *“If a person does not prepare for his success, when his opportunity comes, it will only make him look foolish.”* You don’t want to look foolish, do you?

Number Three: Cultivate Sensory Acuity

“Feedback is the breakfast of champions.”

Ken Blanchard

Johnny was a talkative character, but the things he had to say were pure gold when you really listened. When he would get to the third principle, I would know what he was about to say, but I would wait to hear it. I kept my mind open. I wanted to succeed and to learn from someone who was already doing so well in his field, and I would listen intently when he said:

“The third principle to success is to have sensory acuity.”

The first time I heard that, I asked “What the hell is sensory acuity... and how do I get it?”

Just at that moment, a customer came into the pawn shop. He needed to borrow some money as a short-term loan to get himself out of trouble. One of the guys in the shop whispered under his breath:

“Another one who failed to plan. I’m always going to plan from this moment on!” It was a reminder for themselves to know their outcomes and take action. While I got the guy his money, Johnny discussed the third principle. I’ll explain it here in my own words.

If you’ve followed the first two principles, you know your outcomes and you have written down the actions you intend to take. BUT... how will you know if you are on the right track to success, or when you’re off-

track or have left the path by mistake?

The easiest way to know if you are on track is to use three of your five senses: sight, sound and touch.

All five of your senses are uniquely powerful. They create your reality and can be used in amazing ways. We are excluding taste and smell, but you can include them if you want. After all, many people say “The smell of success is one of the most amazing scents in the world, but failure absolutely tastes like shit.”

Research: *Enhancing Your Senses*

by Clifford Lazarus, Ph.D.

Most of our pleasures, most of the stimuli that make life worth living, are derived from our five senses: what we see, hear, touch, smell and taste. The more you develop and attend to your senses, the greater your potential for enjoying life.

Albert Einstein's approach to learning emphasized using and integrating all of the senses. There is data to show that sense-stimulating activities tend to expand or enrich certain nerve cells in the brain.

There's a saying: *"Try to please the eyeballs."* In fact, more than half the body's sense receptors are clustered in the eyes.

Try to sharpen all your senses. Seek out pleasant scents: the aroma of apple pie baking in the oven, the smell of fresh flowers, herbs and spices, or aromatic oils such as lavender, peppermint, rose, vanilla,

orange, etc.

Listen to the music you love. The right melodies for you can soothe frayed nerves.

And you can activate your sense of touch with these simple steps:

- Hug loved ones
- Pay attention to different textures
- Pet friendly animals
- Give or get a back rub
- Soak in a hot tub
- Take a relaxing shower

There is a vast array of physical and mental health benefits from tuning into and really paying attention to your senses.

You already have your outcomes written down and your action steps ready to go. Now it's essential to cultivate a very high level of sensory acuity. There is no need for fancy programs, no need for an app on your smart phone, no magnet bracelets – none of that. Just your senses, which have the ability to sense more than two million bits of information every second and, once processed through your conscious and unconscious mind, can create an infinite number of behaviors to achieve those outcomes.

Let's imagine for a moment that you have an outcome and an

immediate action written down, and that your business hours are from 9 a.m. to 5 p.m., Monday to Friday, and you have lunch for 1 hour between 12:30 and 1:30 p.m. everyday.

You've set your outcome and plan of action and it looks like this:

1. **Know Your Outcome** = Find 10 new clients today.
2. **Take Action** = Speak to 50 qualified prospects today.

The next question is, how do you know if you are on track to achieving this outcome? And how do you know if you are off-track? The answer is sensory acuity: specifically, planning in advance what sensory information you need to be aware of. For example, here are the questions I would be asking myself and how I would answer them:

3. Sensory Acuity

Visual = what will I see when I'm ON track?

- a) I will **see** my qualified contact list printed out before 5 p.m. the previous day, sitting next to my phone.
- b) I will be **looking** at the clock and at 8:59 and 50 seconds on the morning of my prospecting day, I'll be dialing my first contact.
- c) Every hour between (except lunch) I will be averaging 7 calls per hour, which is 1 call every 8.5 minutes. I'll be **watching** the clock and the numbers to ensure I'm on track.

Auditory = what will I hear when I'm ON track?

- a) I will hear the dial tone of the phone and myself pressing the numbers of the telephone.

b) I will hear myself matching and mirroring tonality, predicates and key phrases.

c) I will hear 3 or 4 trial closes before the final close.

Kinesthetic = what will I feel when I'm ON track?

a) I will feel my heart pumping inside of my chest every time I close a deal.

b) I will feel my bare feet resting on the cool timber floors that are under my desk.

c) I will feel the telephone squeezed between my right shoulder and right ear; the tip of my ear will be hot.

Visual = what will I see when I'm OFF track?

a) I will be **looking** out the window at my opposition's office, and watching the clients go in and out.

b) I will be surfing the Internet, checking out the **pictures** on Facebook and Instagram.

c) I will **see** that I have not hit my target of 7 calls every hour.

Auditory = what will I hear when I'm OFF track?

a) I will be **talking** to my colleagues or friends on the telephone about unrelated topics.

b) I will **hear** the familiar **voices** of the coffee employees next door asking if I want my "regular."

c) I will be **tuning** in to local radio and checking up on the latest scores of today's horse races.

Kinesthetic = what will I feel when I'm OFF track?

- a) I will be **leaning** on my chin or **scratching** my head.
- b) I will **feel** my shoes are back on my feet and I'm **walking** across the street to grab today's newspaper.
- c) I will have anxiety about my targets; it will be hard to **swallow** and **breathe** if I'm off-track.

In neuro-linguistic programming (NLP) we learn that we can use our language to program our neurology. Our language includes all of those things we see, hear and feel, which we experience either internally or externally. By being aware of your senses when you are ON track or OFF track, you will easily program yourself for success and alert yourself very quickly when you are off track.

The more vivid and specific you are when doing the next part of this exercise, you more you will find it easy to stay on track towards your desired outcomes.

Now it's your turn.

Action Steps

Have a look at your list of outcomes. Ask yourself which has the highest priority, write it down in the space provided and include the first action step.

Outcome

Action

When you are ON track, what will you see?

When you are ON track, what will you hear?

When you are ON track, what will you feel?

When you are OFF track, what will you see?

When you are OFF track, what will you hear?

When you are OFF track, what will you feel?

Number Four: Practice Behavioural Flexibility

“Fall seven times, stand up eight.”

Japanese Proverb

Johnny described the fourth principle of success really well:

“The fourth principle for success is behavioral flexibility. The question is, will you do whatever it takes to make this happen? Because people who get what they want do whatever it takes.”

I want to add on to what Johnny said with a story about one of my favorite clients.

I worked with a gorgeous young woman in Dubai named Sarah. She was an air hostess for Emirates Airlines and had just completed her fifth year of service. She was highly skilled, operating only in the first-class cabin.

Beyond this role, she had dreamed of becoming a private air hostess with the sheik of Abu Dhabi, operating his flights across the globe.

Sarah’s outcome was to get that private flying job within the next six months. She intended to do it from the moment she started flying. She took action, she rose through the ranks of Emirates, and was constantly acknowledged for “going beyond expectations,” which was a very important theme of the service delivery department.

She researched what it took to get the job, and she practiced and honed her skill set whilst speaking to and surrounding herself with others who

are and had been in that position. She had great sensory acuity, and looked for ways to improve her skills. She listened for constructive feedback, and was really in touch with what was happening inside and outside of herself.

When the position for private flying was advertised, Sarah was prepared. She instantly submitted her application and got the job.

However, as soon as Sarah got what she wanted, her life rapidly started to fall apart. Has that ever happened to you? Have you ever gotten something you thought you wanted, only to find out it wasn't right for you all along?

Her confidence plummeted, conflicts began to rise with colleagues and her dream job turned into a nightmare. Sarah began to question everything about herself, her looks, her safety, and her body, doubting herself over and over again, asking herself, "What am I doing with my life? Where am I going? I don't know what's next."

By the end of the third month in her dream job, she came to me saying, "What is happening to me? I have lost the plot. I've got everything I want, but at the same time I have nothing, no future. I can't see my future. Please help me."

So I did.

Sarah became a client because, like you, she wanted to break through those invisible scripts and limitations that held her back. I set some tasks for her to complete.

The first task was a comfort challenge. Based on what she had told me, I

knew that if she could find a way around her inner dialogue and find the voice that told her she could succeed, that she could do, this, that etc., she would make it out of her predicament.

I handed her a copy of Tim Ferriss's *The 4-Hour Work Week* and told her to read page 198, which talks about comfort challenges and taking a time-out.

Her task: find a crowded Starbucks in Dubai and lay down in the middle of the floor for 10 seconds. Remain silent on the ground; don't explain what you are doing. When done, get up and walk away.

The task was set; *easy*, she thought. One week later, she hadn't done it. Two weeks later, she still hadn't done it. I asked her what was preventing her from doing this. She said, "My self-talk gets in my way. It stops me from producing behaviors to get what I want."

"And what are you saying to yourself?" I asked.

She shared things like:

"I'm not good enough."

"I could never do that!"

"What will people think of me?!"

"I can't have what I want!"

"Other people could do this, but not me."

"If I was better looking, I could do it."

"People will think I'm crazy."

“What will my friends and family think of me if I do this?”

“What if my boss finds out about this?”

Her self-talk would repeat itself – over and over and over again. I reset the task, and this time I asked her, “What will happen if you succeed in this task?”

She thought about it, then said:

“I will be able to be in control of my inner voice.”

“I will succeed in my work.”

“I will believe in myself.”

“I’ll enjoy my career.”

“I’ll be focused.”

With that said, she took a few big deep breaths, then went and took a time-out. Not any old time-out, not even in a crowded Starbucks, but inside one of the most lavish, most expensive and most prominent five-star hotels in Dubai.

She laid there for not 5, not 10, but 20 seconds.

People stopped. People stared. People asked if she was OK. She was silent.

When she was done, she got up, walked away and got on with her brunch. She called me the very next day. We finished her coaching the next week and she was a new woman. She had achieved amazing behavioural flexibility, not just with that one daunting task, but with all the others that she had set for herself.

Within about six months, she sent me a photo via email. It was of her – sitting in the back of a Learjet. She was taking a selfie, and she said, “I stuck with this job. The sheik loves what I’m doing, so much that he’s given me, the captain, and the first officer, tickets to the French Open, and complimentary use of his Lear Jet for the weekend.” She also said, “I’m so glad I broke through those internal barriers. I’m so glad I got rid of that negative self-talk. Thank you.”

My reply: “Don’t thank me; I’m just the tour guide. You did the hard work.”

If you want something, and you want it bad enough, you have to be prepared to do whatever it takes to make it happen. And if you are, you will get what you want. Absolutely Guaranteed! One hundred percent. You’ll get it.

Action Steps

What is it that you need to do? What behavioral flexibility do you need to produce to get what you want? Answer these questions and plan it out in advance.

What limiting or sabotaging behaviours do I need to let go of?

What empowering and supportive behaviours do I need to produce?

Number Five: Operate from a Physiology and Psychology of Excellence

“Once you replace negative thoughts with positive ones, you’ll start having positive results.”

Willie Nelson

Johnny really drove home his fifth principle.

“The fifth principle for success is, you must operate from a physiology and psychology of excellence.”

I’ll elaborate on what he said and repeat it in three easy-to-remember points.

What internal representation do you need to have?

What emotional state do you need to be in?

How do you need to hold your body?

Internal Representations

NLP teaches us that our internal representation, coupled with our emotional state and physiology, produces our behaviours. If we can be in control of those things, we will operate from a physiology and psychology of excellence.

So what is an internal representation? It’s a package of information that

is held in your nervous system. It can consist of pictures, sounds, feelings, smells, tastes, and self-talk. It is also created by our perceptions of:

Time, Space, Matter & Energy

Language

Memories

Decisions

Meta Programs

Values

Beliefs

Attitudes

All of this combined becomes your thoughts, and then your focus. It is the quality of that internal representation that will predict your performance – you want it to be excellent. So you need to make sure you are focusing on what you want, see, hear, feel, smell, and taste, and your self-talk is focused around achieving your outcomes and experiencing the success you want so badly.

Research: *Using Your Reticular Activating System*

By David Beam

Your brain is amazing, and setting and focusing on goals is a powerful way to harness its massive energy and power.

There is a network of nerves in the brain that control the state of awareness and attention. This system functions as a filter or doorway to accept and reject the overwhelming stimuli that we all encounter when we are awake.

A person can actively set this 'filter' by choosing to think about certain things, or it will be set by the environment. One of the most familiar examples is when a person buys a new car.

It seems that when you have that new car that many cars just like it suddenly appear everywhere you go! They were really there all the time you just noticed them now. Why is that? It is because you have set your 'RAS' to look for that make, color, and style of car.

When we choose to set our RAS, we set the direction of our behavior. This is why goal setting is an effective way to direct your life in a desired direction. When you set goals, and keep them 'top of mind', then your mind is constantly looking for ways to bring those desired outcomes to pass.

You are entering the second quarter and I challenge you to start each day with a focus and a filter. Do you really want the day to be all about the weather, or the news?

Place the thoughts in your mind of what you would like to become, and then watch it come to pass. We truly do become what we think about.

You can operate from a psychology of excellence by only playing movies and pictures in your mind that represent what you want. You truly

become what you think about most of the time.

State

You have two minds that are constantly operating simultaneously. The level of agreement between both minds will also predict your future performance.

To better understand your two minds, think about these metaphors,

“A part of me wants wealth; the other part wants me to relax.”

“I’m in two minds about this.”

“I have a devil on one shoulder and an angel on the other.”

“My head says this and my heart says that.”

When we experience conflicting thoughts in our two minds, we produce inconsistent results in that specific area of our lives. One of the goals of an NLP coaching session is to create congruence, where both minds are willing to achieve the same outcome and are in total agreement and alignment to produce those results.

To better understand your two minds, here is a simple and brief overview of their function. The better you know these, the simpler it is to produce outstanding results.

Conscious Mind

Rational

Logical

Analytical

Communicates in words

The goal-setter

Intelligence Quotient (IQ)

Unconscious Mind

Feels

Stores memories

The domain of the emotions

Runs the body

Controls and maintains perceptions

Generates habits

Communicates in symbols

Responsible for all learning, behaviors and change

The goal-getter

Emotional Intelligence Quotient (EIQ)

Intelligence and Emotional Intelligence Quotient

Your Intelligence Quotient, or IQ, has to do with your conscious mind, and psychologists often say that it is fixed. It begins to diminish after the

mid-twenties. In contrast, Emotional Intelligence Quotient, or EIQ, is not fixed. It can be increased at any time during your life. There is no known cap, or maximum level of Emotional Intelligence that can be obtained.

Neuro-linguistic programming, Time Line Therapy™, NLP Coaching and hypnotherapy are simple, easy-to-use technologies to improve your EIQ. The works of Dr. Clare Graves, Dr. Don Beck and Drs. Tad & Adriana James postulate “Values-Level Thinking,” which enables us to rapidly increase Emotional Intelligence by letting go of limitations in our neurology at each and every level.

To support these claims in recent years, Russian biophysicist and molecular biologist Pjotr Garjajev and his colleagues discovered that human DNA can be re-programmed by the language we use to communicate with ourselves. (see: *Vernetzte Intelligenz* by Grazyna Fosar and Franz Bludorf, ISBN 3930243237.)

So, knowing what you want, ask yourself: what emotional state do you need to be in to get it? There are endless combinations, so choose the ones that will produce the best results for you.

Research: *What Are the Top 10 Positive Emotions?*

by Kari Henly, Huffington Post

One of my favorite books to come out of the "positive psychology" movement is called *Positivity*, by Dr. Barbara Fredrickson. Truly a genius

and pioneer in the field, Dr. Fredrickson has been studying positive emotions in her lab long before it was vogue. Her data reveals that negative emotions, like fear, can close down our ability to function, while positive emotions open us up to possibility, and an increased ability to move forward.

Dr. Barbara Fredrickson's came up with a top 10 list of positive emotions, in order of most frequent to least.

1. Joy
2. Gratitude
3. Serenity
4. Interest
5. Hope
6. Pride
7. Amusement
8. Inspiration
9. Awe
10. Love

To get your desired outcome, what emotional state or states will you choose?

Physiology

Think back into your past, when you were a child. Think back to a time when you were sad or upset and, as a result, you were crying. Begin to remember what your body looked like. Notice your physiology – how

you were carrying your body.

Most likely, your head would have been tilted down towards the ground, your chin close to your chest, your shoulders rolled forward and your back hunched over. Your energy was limited, and your body was feeling heavy or limp. Perhaps your mind was clouded or confused and you found it difficult to think straight. Perhaps even in the background you heard a family member say to you, “Keep your chin up.”

Now, think of a time when you felt unstoppable and totally confident. A time when you knew you could have whatever you wanted, when you were totally motivated. Go back to that time now and notice how you held your body, how you moved.

Chances are, your chin was held high, your back straight, your posture upright, your eyes wide and open. Your chest was pushed out, your hips were forward, and you had a spring in your step; an abundance of energy. Your mind was clear and focused. Maybe people around you even said, “Stay focused; keep your eye on the goal,” and you did.

Your physiology is an important and vital part of your performance. How you hold your body will also predict how well you perform at a given task. It influences your internal representation and your emotional state.

If you want to achieve your outcomes and have a physiology of excellence, your body must reflect the outcome you intend to achieve. Stand in front of a mirror and experiment with your body posture until you discover the one that matches your outcomes. Once you find it,

maintain it and apply it to the fifth principle of success.

Action Steps

It's now time to bring it all together, get it down on paper, and create your own blueprint for success. Follow these three simple questions, and then apply the results immediately.

What internal representations do I need to hold in my mind?

What emotional state do I need to be in?

How do I need to hold my body?

Review: The 5 Principles of Success

"The most important thing is to begin. To take action. To move forward one step at a time, learning and growing as you go. There is enough information available in virtually every field for you to become knowledgeable enough to achieve success. But action is necessary."

by Brian Tracey

The 5 Principles of Success

1. Know Your Outcome
2. Take Action
3. Cultivate Sensory Acuity
4. Practice Behavioural Flexibility
5. Operate from a Physiology and Psychology of Excellence

Johnny is one of the most successful people I know. He lives near the beach, drives a big 4WD, surfs every few days, travels the world, has his dream wife and wedding and is admired by so many of his friends and peers. He is unstoppable!

Even to this day, something happens to me when Johnny talks. It's like he puts me into a trance.

"How badly do you want your outcomes?" he asks. "Are you willing to take action today? How will you know when you are off-track and when

you are on track? Are you ready to give 100 percent? Are you willing to do whatever it takes to get what you want? What will you focus on? What emotional state will you be in? How will you hold your body?"

These questions put me in a trance: the trance of possibility thinking, the trance of imagining everything I ever wanted turning out the way I pictured it. Ask yourself these questions today, and follow the steps outlined by *The 5 Principles of Success*, and you will experience the same results in your own life, guaranteed.

I suggest you start while this information is fresh on your mind. Right now, take the first step and write down your goals for the next week and month. Then list the actions you need to take to complete them.

This is so simple; most think it's not worth their time to do it. And, not by coincidence, most people enjoy mediocre amounts of money and success.

I want more for you this year, and I know you want more for yourself.

Sometimes it can be as easy as writing down your goals and action plan, visualizing your success, and following through on your plans.

And sometimes – more often than not, actually – success doesn't come to us that easily. As soon as you start, you can expect to encounter some form of adversity, usually from within.

Ever have intentions of doing something... and then not done it?

This is why *smart people invest in a performance coach* – to get them over the inevitable speed bumps, setbacks and failures along their

journey.

They ones who pull away from the unwashed masses and become inspirational success stories? They realize, early on, that nobody succeeds alone.

The myth of the “self-made man” is just that – a myth. The most successful people in the world are successful because they sought out the right mentors.

I had family helping me, and a mentor in my friend Johnny.

That’s why I founded The Tolson Institute; to give business people and entrepreneurs the kind of mentorship that I had.

If you want to reach a higher level of success than you have reached in the past, the fastest and easiest way forward is to *get help from someone who’s done it before.*

At the Tolson Institute, we coach clients at all stages of their entrepreneurial journeys, from complete newbies to veteran serial entrepreneurs.

We teach you to maintain a state of peak performance, so you can focus on what matters most – achieving and maintaining a profitable business.

We guarantee that every session will result in a new way of thinking that increases your Performance and Profitability.

If we get a chance to work together, I look forward to supporting you

and holding you accountable to your goals!

To your success,

Daniel Tolson

Peak Performance Coach & Author

Founder: The Tolson Institute

PS... Feel free to contact me personally if you have got any questions. My email address is **daniel@thetolsoninstitute.com** and my website is **www.danieltolson.com**, where you can find loads of free resources to help you on your path to success.

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Adapted from the NLP *FasTrack*™ NLP Practitioner Program

By Dr. Tad & Adriana James

www.nlpcoaching.com

Your Mind Works

Discover more about the psychology of Excellence

The Tolson Institute™



THE TOLSON INSTITUTE

(Certified effective thinker & Certificate IV In Training and Assessment)



CERTIFIED TRAINER OF NLP COACHING

(Tad James Co, Coaching Division Of ABNLP)



CERTIFIED TRAINER OF TIME LINE THERAPY™

(Tad James Co, TLTA)



CERTIFIED TRAINER OF NLP

(Tad James Co, ABNLP)

The Tolson Process™

What can I expect and what is the process?

The Tolson Institute is about creating immediate and lifelong behavioural changes by helping individuals overcome negative thinking (thought processes), stress and anxiety, and to help them develop higher levels of emotional Intelligence” with increased positivity (focus) and profit-making potential.

Results are achieved by effective applications of our unique mindset and performance enhancement technologies.

Everyone’s needs, problems, challenges and goals are completely unique and we use a four-stage process designed to help clients focus on their areas of development. That process includes:

1. Discover

Identification of what’s working, what’s not working and the pathway for future enhanced performance. This involves discovering existing and naturally occurring mindset strategies, how they contribute to the results you currently have, and what you want to achieve at the end of respective sessions.

2. Change

We look at the attitudes, hidden beliefs, values and unconscious mental processes and re-program them using an array of performance psychology techniques. This involves “re-programming” your mind so your thoughts and behaviours are in line with your desired results.

3. Achieve

We install aims, goals and objectives that are absolutely guaranteed to take place in your future. This involves programming “Your Profitable Future Today” and installing aims, goals and objectives for creation of your future memories.

4. Support

Ongoing support to increase profitability and personal performance. We know from experience that support helps improve the overall result to help you replicate your success over and over again.

Why The Tolson Process™ Works

The results you are getting today are a reflection of your current thinking, which has been created by your past memories and experiences and your expectations about your future. The logic behind why **The Tolson Process™** and technologies are highly effective at creating personal change are:

1. Each session is scientifically designed and customized to each and every client’s unique aims, goals and objectives.
2. We use only the cutting edge of performance development technologies.
3. It’s fast, fun, positive and energizing.

We offer a range of pricing options and packages that suit multiple budgets and timeframes, and we can also offer custom proposals to suit unique client requirements.

As we move forward together, we assess our progress and make necessary adjustments to keep us moving towards our desired outcomes and goals.

How can The Tolson Institute™ help you?

The Tolson Institute™ is dedicated to helping small and medium businesses increase their profitability in five business days or less.

We focus on the needs and challenges of modern businesses by offering unique performance coaching technologies and services covering:

- Behavioral Psychology
- Business Mindset Psychology
- Performance Enhancement
- Employment & Team Selection
- Accountability & Focus
- Motivation and Values Alignment
- Rapport in Business Training
- Business Relationships & NLP Communication Skills
- The Neuro-Linguistic Programming (“NLP”) 5 Step Sales Process

NLP Skill Trainings for Small to Medium Businesses

We also have an incredibly powerful accountability tracking process that enables clients to achieve greater results and productivity than they ever thought possible.

Our methodology and underlying processes come from Neuro-Linguistic Programming, Creating Your Future™ Coaching Techniques, Hypnosis, NLP Coaching and Effective Thinking for Entrepreneurs.

Daniel Tolson is a:

- Certified Master Coach (ABNLP)
- Master Hypnotherapist (American Board of Hypnotherapy)
- Certified Trainer of NLP (Tad James Co, ABNLP)
- Certified Trainer of Time Line Therapy™ (Tad James Co)
- Certified Trainer of NLP Coaching (Tad James Co, Coaching Division of ABNLP)
- Certified Effective Thinker (Edward De Bono)
- Certificate IV in Training and Assessment (RTO, Plenty Training)

The Tolson Institute™ started in Dubai in 2010, operates in Taiwan and is based in Sydney, Australia – enhancing business performance globally.

