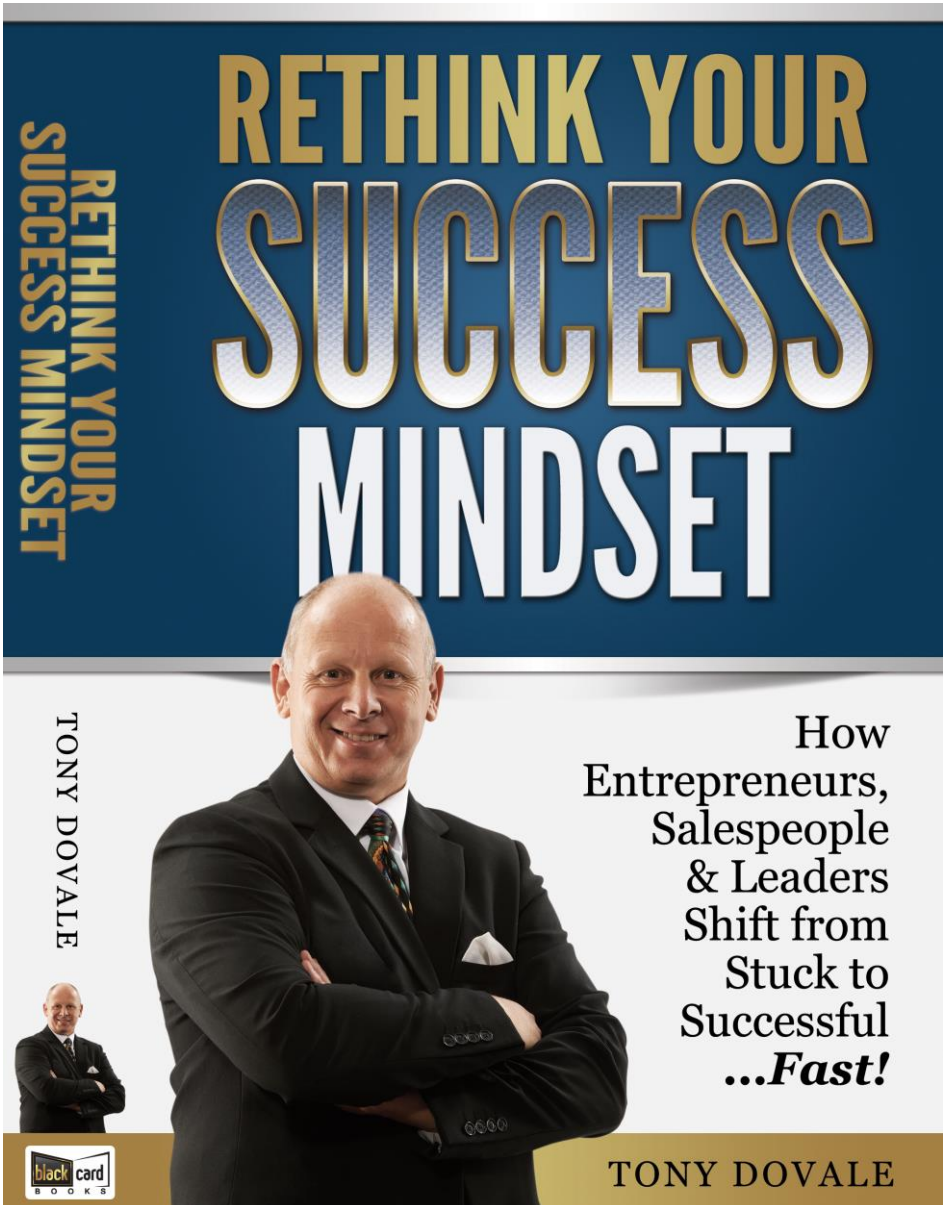


V14.0 May5



Everything you need to know to make yourself 7x more valuable in the business marketplace and enjoy life more.

Discover why 90% of people never achieve their dreams, and what you can learn, and do, from my 35 Years of Wisdom and Experience.

1 Minute Wisdom: Insights, tools, and simple strategic steps for **Activating** Your Happy and Wealthy Mindset and Transforming Your Life.

Tony Dovale – The Results Ensurance Alchemist

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Tony Dovale

“The future depends on what you do today.”

— Mahatma Gandhi

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www.successactivators.com

Why a Success Activator?

We all want success but our present MINDSET prevents us from taking the required actions to accomplish it. So we go to the “experts” who push their answers.

Mindset: *Your beliefs, values, expectations and habits of thinking and feeling, that directly controls your viewpoint, disposition, pre-conceived ideas about possible outcomes, interpretations and behavioral reactions: Feelings, thoughts, actions and RESULTS.*

But, you’ve possibly been lied to by every self-help guru or self-development system you’ve ever trusted. Time for the truth to set you free, and on the genuine path to SWIFT Heart success. We need more savvy smart and successful role models who are truly wealthy.

It’s not a guru’s method you need to be successful, it’s your MINDSET you need to upgrade, and include your HEARTSET if you are to truly transform your life.

This potent tool is designed to help you, entrepreneurs and leaders, to improve your thinking and mindset, to become truly successful in every area of life and businesses.

This will reveal how you can build a game-changing winning mindset to become 7 times more valuable in the business marketplace, and ensure your success, peace and happiness.

When leading a high performance life, team or business, mindset trumps skillset every time. Skillset value is short-lived and transactional, Mindset is life-long and transformational.

I've spent over 30+ Years preparing this Mindset/Heartset Wisdom into a simple process that you can use to upgrade your mental software, transform your mindset, lift your leadership and create real and sustainable SWIFT success that honors your CORE values.

I've struggled with many of the same things you've struggled with; fear, uncertainty, no focus, distractions, Self-Esteem, Self-confidence, self-EVERYTHING at some stage. I understand where you are. I was there.

I share this life transforming information and my LifeShift methods so you can begin to transform all areas of your life. These are the simple steps to enable you to build a new heart-mindset that will overcome stuckness, procrastination and fear, and prevail against most odds to become a positive, proactive SWIFT Success Gladiator.

Today is the day you accelerate your self-mastery beyond what you have ever considered realistic, reasonable or likely.

This is your first SPARK, in becoming fully ACTIVATED. This is your ticket to the fast-track; to building your winners MINDSET, and the start of developing greater psychological CAPITAL and psychological ASSETS to transform every area of your life forever.

Your heart-mind-set impacts everything you think, feel, see, say and do. Let the transformation games begin.

My Promise – A Transformed Mindset and Life.

If you apply this material, it WILL CHANGE YOUR MINDSET and LIFE! SWIFTLY. This is the distillation of vast reading, research, experiences and WISDOM. This is everything I wished I had had, when I was 24.

The Winners Mindset Method is the fastest, simplest, and most powerful way to make any change you want in your life: whether it be mental, physical, emotional, financial or relationships.

Early on, I was given the secret to my success by a successful global speaker author. She told me exactly what I needed to do to transform my future. But I did nothing for 30 years because I had the wrong mindset!

My goal is to teach you the foundations of creating your wealth. Remember...The rich have lots of money but the wealthy don't worry about money."

From Stuck to Sparked!

It is my passionate intention that this material is your much needed SPARK for crafting a powerful, focused, life-changing SWIFT Success mindset, so you can stand up, standout, and create true success in your life.

We all get stuck sometime; it's a part of life. We need someone to re-spark our dreams and energize our actions. Because, if we are to move from spark to flame, and flame to fire, and fire to unstoppable furnace, it starts with a vital spark that grows! This is that spark that will jumpstart your new wealthy mindset.

It's up to you, to continue the journey and adventure of building the spark into a flame, and then a bigger fire and an unstoppable mindset that will take you all the way to the top. This is your passport to SWIFT and TRUE Success on every level.

This system is beyond going for rich, which is merely money. The Wealthy Mindset is about building a truly wealthy and abundant life; Relationships, health, finances, peace, joy, wisdom and love.

Namaste'

ACKNOWLEDGMENTS

This information is a refinement of the great writers, speakers, facilitators, authors, and Alchemists who take the action to get their messages out into the world. Your message has borne fruit in my life... We hear, hope, wish and dream a lot, very few take the action required to create the mindset that will ensure their awaited destiny.

This is also based upon my experiences that finally brought me to taking the action on advice I was given over 35 years ago by my friend, Wendy Evans. Thanks Wendy!

Namaste'

Tony Dovale – Your Success Insurance Activator

DEDICATION

This book is dedicated to:

The love of my life, and best friend, Debbie Vernon, who created a home and workplace that enabled me to finally take action and complete one of my dreams; My book.

All those people who take the SWIFT actions to make really great things happen in the world.

The first step toward success is taken when you refuse to be a captive of the mindset, fears, limiting beliefs, programming, and attitudes that –have, till now, kept you back." - Tony Dovale

Table of Contents

Why a Success Activator?	3
My Promise – A Transformed Mindset and Life.	4
ACKNOWLEDGMENTS	6
Wisdom 1 Do You Have a Dream?	12
Wisdom 2 The Alchemists’ Advantage	14
Wisdom 3: My Story... 50 Meter Tumble.	15
Wisdom 4: Results Beyond Reasons	20
Wisdom 5: The Success Activators’ Reality Check	21
Wisdom 6:- No Action or Traction?	23
Wisdom 7: Get Your Shift Together.	25
Wisdom 8: Reaction or Response?	25
Wisdom 9: Your Time.....	26
Wisdom 10: Success Ensurance Formula.....	28
Wisdom: 11 Ever Been a Failure?	34
Wisdom 12: Do You Feel Successful?	35
Wisdom 13:Are You Unconscious?	38
Wisdom 14: Are You Like An Elephant?.....	39
Wisdom 15 Pain or Pleasure?	40
Wisdom 16: Handbrake or Turbo Booster?	42
Wisdom 17: “Try” ... The GREAT big lie!	44
Wisdom 18: Mental Handbrake Hobbles Happiness.	47
Wisdom 19: Willing or Wanting.....	49
Wisdom 20: So What’s The Real Issue?	50

Wisdom 21: SWIFT Action	52
Wisdom 20: LifeShift Formula Won System	55
Wisdom 21 - War of the Internal Worlds.	57
Wisdom 22: Have you been Thought by a Thought?	60
Wisdom : 23 ISEB:-Internal Success Ensurance Balance	62
Wisdom: 24: Dancing in De'light	65
Wisdom 25: Portion Distortion and Self Deception	66
Wisdom 26: Thought Viruses.....	68
Wisdom 27:Positive Thinking Stinks	70
Wisdom 28 Discipline: Either Way... YOU PAY!	71
Wisdom 29: I Don't Have Enough Time! Really?	73
Wisdom 30: BFS - Boiled Frog Syndrome	74
Wisdom 31: What's Your Kind?	76
Wisdom 32: The Big Question Is?	78
Wisdom 33: Decision is not Action	79
Wisdom 34: Who is Driving your bus?.....	80
Wisdom 35: The Other Gremlins	84
Wisdom 36: The Big "Y"	86
Wisdom 37: Dimensions of Successful Action	87
Wisdom 38: Life Direction	90
Wisdom 39: Your Dream can become Nightmares	92
Wisdom 40:Means or Ends Goal?.....	94
Wisdom 41: Feelings.....	95

Wisdom 42: FOCUS AND RAS-a-Mataz!	96
Wisdom 43: Planning to Fail?	98
Wisdom 44: React or Respond?	100
Wisdom 45: Effective Brain Management	102
Wisdom 46: Smash Procrastination	103
Wisdom 47: Know About vs Know How	107
Wisdom 48: Moving Beyond Fear	108
Wisdom 49: HARD Goals	110
Wisdom 50: Law of Strategic Focus	111
Wisdom 51: The Law of Least Efforts.	112
Wisdom 52: Law of Organisation Matters?	113
Wisdom 53: Law of Simplified Choice	114
Wisdom 54: Laws of Effective Action	115
Wisdom 55: Clarify – Plan – Chunk - Act	116
Wisdom 56: Needs vs Wants -Taming Internal Tigers	117
Wisdom 57 Jumping the Abyss... Bridging the Gap	119
Wisdom: 58 What's Your Four Minute Mile Limit?	122
Wisdom 59: GET a Success Activator!	124
Wisdom 60: Handling Real Reality	126
Wisdom 61: Happy Money.	127
Wisdom 62: Are You a Match for Your Dreams?	130
Wisdom 63: Context Controls Creation	133
Wisdom 64: Energetic Akido	134
Wisdom 65: The Alchemist's Secret	136
Wisdom 66: Learned Helplessness or Simply Lazy	139

Wisdom 67: Survival or Success.....	140
Wisdom 68: Neuro-Self Management	143
Wisdom 69: Time to Become a Dragon Slayer	145
Wisdom 70: Meaning Reframe	147
Wisdom 71: Mindfulness	148
Wisdom 72: Shame, Is Bling your Thing?.....	151
Wisdom 73: Soul Meaning Scale – SMS.....	152
Wisdom 74: What No One Talks About Until Now.....	154
Wisdom 75: Mindset REALLY Matters.	158
Wisdom 76: Will or Won't Power	161
Wisdom 77: SEAL of Success.....	162
Wisdom 78: My Gladiator Activation Win.....	163
Wisdom 79: Gladiator Activation Process Extrinsic.....	165
Wisdom 80: Why Order is Important.	169
Wisdom 82: Goal Getter Scientist	172
Wisdom 83: Up Your Game or Live in Shame	173
Wisdom 84: Activation Energy.....	174
Wisdom 85: Decisions Require Action	176
Wisdom 86: Gladiator Activation Process Intrinsic	177
Wisdom 87: Change is Changing The Way Change Changes.....	178
Wisdom 88: Attention Activates Attraction	180
Wisdom 89: Vision Values and Value	181
Wisdom: 90 Wealth Alchemy	183

Wisdom 91: What Would You Love?	184
Wisdom 92: Stop Choking Your Champion!.....	186
Wisdom 93: The TAPA System	187
Wisdom 94 : Final Wisdom	189
ABOUT THE AUTHOR.....	191

Wisdom 1: Do You Have a Dream?

**By the time you are 65, if you are average,
you WILL be eating DOG food! – Tony Dovale**

90% of people will not have enough to retire at 65.

You might be forced to keep on working past 65 to 90! WHY?

Are you happy with your life? 80% of people are not happy with how their life has gone! Do you dream of a better life, for you and your family?

Do you have a desire to make your dream a reality? Are you ready to shift desire into a powerful activated mindset COMMITTED to ENSURING success, Whatever success means to you?

Would you like assistance and guidance to ensure you move towards your goals on a regular basis with a potent and unstoppable winning mindset and SWIFT focused action?

You undoubtedly have a books on your shelf, which, if you actioned the insights, could transform your life. So why did you not take the action?

The question is, why are you not able to generate the success you desire? What is holding you back? Most self-development workshops, books, videos, or guru's, have no value to you, unless....

Most people sell themselves out of their dream for a life of just "ok" instead of stretching for something sensational because....

Right now, you are being as successful as your internal programs and mindset will allow. Unless your core drivers and limiting mindset issues that are limiting you is resolved, no amount of reading or workshops will set you free, or empower you to succeed on a higher level.

The Reality is, most are just not ready for their dream! Their mindset is wrong; their approach is wrong; their energy is wrong; their vibration is wrong; their focus is wrong and their strategy is wrong too. They live an unfulfilled and frustrated life.

Have you given up on your dreams? Maybe you:

- lack clarity, focus and discipline
- fear rejection or failure
- have low self-esteem or limiting beliefs
- lack confidence and procrastinate a lot
- have goals that don't work for you
- are unsure what to do next

Our Success Activator procrastination buster and mindset modifier will work for you, guaranteed, because it goes beyond reading. It goes to the heart of the matter; that which really matters to you.

So, after this book, stop reading, stop yapping, and start taking MASSIVE FOCUSSED SWIFT ACTION to build your winning mindset and take action to achieve your dreams and true success!

Make sure you get your SWIFT Action Workbook from www.successactivators.com.

“To believe in something, and not to live it, is dishonest.”
— Mahatma Gandhi

Wisdom 2 The Alchemists’ Advantage

“New results require new mindsets and determined SWIFT actions...” – Tony dovale

In the past, the Alchemists were the scientists. They were linked with the Philosopher's Stone, with the discovery and formula for the Elixir of Life, and the transmutation of metals; like transforming lead into gold.

Their aims were to take something heavy, dirty and dark and TRANSFORM it into something valuable, beautiful and harmonious.

The Alchemist adventure meant they persisted with never-failing patience in the unraveling of the mysteries. They had tenacity of purpose in the face of persecution and ridicule throughout the ages, to persist against all odds.

How clear is your PURPOSE? How determined are your ACTIONS?

Alchemists Pursued a Vision

The Alchemists were special conscious people inspired by a vision. A vision of man, made perfect, of man freed from disease and the limitations of warring faculties both mental and physical, standing godlike in the realization of a power, that even at this very moment of time lies hidden in the deeper strata of consciousness, a vision of man, made truly in the image and likeness of the One Divine Mind in its perfection, beauty and harmony.

You too have a powerful driving purpose and vision... It's been hidden by your EGO and prevailing limiting mindset, because you may be too scared to allow yourself to be awesome, outstanding and excellent.

Wisdom 3: My Story... 50 Meter Tumble.

Once upon a time...whilst skiing in a snow covered Austrian town, St Johan, I decided to learn to learn to paraglide. I saw them paragliding, it seemed fun and I was ready for an adventure.

Back home, I took lessons and bought the equipment. But I did not buy a safety chute. I didn't believe I would need one.

I flew all over, and had over 105 amazing flights. Early one summer's morning we were on top of Arthurs Seat in the beautiful South African Drakensburg Mountains, 645 meters above the farm lands.

I was eager to take off first and laid my paraglider out. I did preflight checks, harnessed up and was soon ready, just meters from the edge of the sheer cliff face.

I got the go ahead to launch and ran like crazy towards the edge of “nothing”, with 100% faith that everything would be good like the 105 times before.

I ran off the cliff and gulped hard as the ground fell away from under me. My body weight dropped into the harness attaching me, to my paraglider, floating gracefully about 8 meters above.

Suddenly....ouch! I felt an excruciating pain between my legs... Yes, in that region! My groin. It was so painful, that in reaction to stop the pain, I let go my paraglider controls, to adjust the harness, and stop the agony between my legs. I should have been in control of my paraglider, but I wasn't.

All Actions Have Consequences.

In these conditions, the instant consequences were dire. My paraglider, now with no brakes to slow it down, rapidly flew over my head, in front of me, and down under me!

Now almost underneath me, racing me down the mountain face when it should have been elegantly holding me aloft safely as I glided away from the mountain side.

But today things were drastically different. With my glider now crumpling beneath me, instead of flying above me, gravity took the gap and began its inevitable influence in hurtling my body downwards, past my no-longer-flying paraglider.

As I plummeted downwards, in fully freaked-out free-fall, about 4 stories down, I passed my paraglider, at a mind boggling speed.

I became a human pendulum at the end of 8m long dental-floss lines connecting me to the paraglider, which was now re-inflating and about to fly above me once more.

My 100kg pendulum now smashed me into a jagged rocky outcrop about 50 meters below my take off. As I collided into the rocks I felt the searing pain in both my feet as they took the initial brutal impact of my fall.

Next my right thigh was smashed on the rocks, digging deep into my thigh muscle to the bone. My whole right thigh got crush under my body's impetus.

Next, I felt my ribs twist and crack from the crash, as I smashed sideways into another boulder. The pain engulfed my body as my ribs popped off my sternum and my back.

Next, my gallant back protector crumpled under the immense impact. My upper right arm was gauged, whilst my head and half-off helmet flailed around like a rag doll being shaken apart by a ferocious bulldog.

I nearly died! This was the first 7 seconds of my inadvertent free-fall. By now my groin pain was irrelevant in comparison to the blinding pain I felt throughout the rest of my body.

Now the real problems began. I was semi-conscious, disoriented, and in shock, and my paraglider was still flying 600 meters above the fields.

With its strong momentum it had pulled me off the mountainside outcrop once more, back into a normal flight, with one problem. I was now flying straight towards another cliff face. I was about to crash again!

I vaguely remember a part of me exclaiming, "Today is not the day to die, as I succeeded in steering my paraglider away from the sheer mountain face.

So here I was, just 12 seconds from takeoff. Still flying, half a kilometer above the ground. Smashed and dashed to pieces, semi-conscious, bleeding; shattered ribs creaking and twisting as my glider wandered on its way in the early morning thermals.

The pain was searing through my feet, thigh, ribs, arms and back; those parts having taken the biggest brunt of the bone shattering fall. It was like free jumping off a 15 story building and landing on your feet first!

As I glided, now out of control, far above the farmlands, my paraglider began rising in the warm thermals. Yes, going up. On any other day this climbing would be heaven, but today it was hell! Confused and unconscious at times, I reflected on my condition between the moans of pain as my broken ribs grated against each.

My next problem was to land. This was going to be a problem with my injuries. After 20 minutes of semi-conscious flying, I became conscious enough to be able to steer towards the landing zone.

I would have to find a new way to land without running. My feet weren't happy, and parachute-rolling onto my back would make my ribs and back, even more unhappy.

My body cooled down in the cold air, so now my ribs were killing me even more. It was painful to take a small breath or even twist slightly. Landing was a nightmare; too fast, too little wind to land into to slow me down, too painful. Too everything!

But I was able to land on one foot with a hop and skip on my left foot before I slumped to the ground, hardly able to breathe or call

for help. Now, how do I get up, pack my glider, walk 3 Kms to the farm, get my car and go to a hospital?

I finally managed, with the aid of a friend, to get to a local hospital for attention and then drive 5 hours back home. I survived that drive, with much pain, growling all the way to keep my tummy muscles taught to limit the pain.

I spent 3 months in bed recovering. To this day I have a hole in my right thigh where the muscle was separated from the bone in the crash. My ribs still have a few bumps and holes, where there shouldn't be any. But I survived a 50 Meter fall. And I am grateful!

My primary lesson: Life is short; you never know when it will end. The only time you have is now, now, now. Be present and enjoy now! It's all you have.

Second lesson: Prepare properly and make sure you are equipped correctly with tools and the right mindset and attitude to do the job.

Third lesson: Be flexible, agile and resilient to handle whatever life throws at you. Bounce back again. Failure isn't about falling down, it's about STAYING down. Always get back up!

Fourth Lesson: If you are going to do something give it 110% plus effort, focus and attention. Mindset Matters.

Fifth Lesson: If you stay at in your comfort zone – You will have a boring life and end up eating dog food when you cannot retire.

Life is a gift, a blessing and an opportunity to experiment and discover who you truly are, and why you've come to this place.

I discovered that day that there is much more to life than work. But you must get out there, be an adventurer, experimenter and make it like you want it to be, with a winner's mindset and with Love.

So what are you doing to ensure your present moment is filled with love, appreciation, passion, growth and wisdom, and making sure to only positively impact on others in your space.

Wisdom 4: Results Beyond Reasons

Action is the real measure of intelligence. Napoleon Hill

Here is my life's wisdom distilled into 1 paragraph.

"You have free will to act, unless you give it away. You have power to act, unless you decide not to. You have, and can have, everything you need to experience a great life, unless you decide not to. At the end of the day your experiences, impacts, lifestyle mindset and legacy are 100% in your control, unless you decide to give that away to. You have created what you deserve to have.

Your reasons of why you have not succeeded may be bigger than your reasons WHY you can and should – until now. It's about time for a shift in commitment and a shift in action.

Results will happen when your WHY is bigger than your Why not!

Results begin to happen when you give more energy to your plans than you do to your fears. Worthwhile Results will happen only when you begin to take focused intelligent, SWIFT action. Results will happen when your head and your heart work together to create a winning mindset that ensures your goals are satisfying and worthwhile.

Wisdom 5: The Success Activators' Reality Check

Your life will be what you design and actively build. Or it will be what others design and you let happen to you. You have the choice and the power to act— Tony Dovale

What benefits can you see if you activated more of your potential to achieve your dreams? What benefits do you see from using a system and process, like this, that ENSURES that you create a new mindset that ensures you take SWIFT actions to achieve true success?

If your existing strategy has not worked yet, is it likely that it will ever? We'll show you some new ideas that will work for you.

You are probably smart enough to know it's unlikely for you to achieve your full potential without some form of guidance and mentoring / coaching, and someone experienced to fast-track your progress. So what benefits can you imagine if you took me as your Winners Mindset ACTIVATOR today?

Answer these questions...

- Are you living your dream yet?
- Are you working in your dream job or business?
- Are you earning what you believe you are worth yet?
- Are you still procrastinating?
- Are you BEing everything you can BE?
- Do you wish you could take the ACTIONS to begin that project you've had in mind for a while?
- Are your goals not bringing you long-term satisfaction
- Does fear drive your decision making?

- Does your past have more control over your present?
- Are you ready for a new commitment to results beyond reasons?

If you are frustrated with how your life has turned out, and are ready to take focused SWIFT ACTION, then I am your SWIFT Action Activator. Welcome to a new Adventure

We are all “guilty” of wishing and promising to take action, and then doing NOTHING. We make New Years’ resolutions and less than 10% of us follow through. How about you, are you a Talker or a Walker? Or are you YAKKER, as I call them? Are you walking-your-talk, living your dream lifestyle? Are you taking the most effective actions that will make your heart and Soul sing with joy on a sustainable basis?

New Possibilities Here... Now!

It’s easy to talk a good talk, and most people do. But it is very few who take the FOCUSSED SWIFT ACTIONS and enjoy the benefits they create on a consistent basis.

The SWIFT Success ACTIVATOR Ensurance system is designed as a concise and insightful process. Intended for assisting you to understand and manage your mindset and thinking systems. Designed to build a bullet-proof mindset, ACTIVATE you to take SWIFTer actions in every area of your life, to create far better results for yourself and your family.

If you have not taken the right actions yet, you may never, unless...

Why haven’t your self-development books made you successful yet? Your problem is you’re looking outside for a solution to solve an inside issue. You’ll never achieve any real level of sustained

success in today's times, with your old mindset and outdated strategies.

I've tried almost all of them. I have over 2000 self-development books that were meant to be SELF-development. I have videos, tapes, pdf's etc... all outside stuff. All useless unless... you are ACTIVATED from the INSIDE OUT to take SWIFT action, not just thought. Tactical execution is 85% of all your success. That is what this book is about. You don't need other guru's material – you need a winners mindset to deliver execution Excellence with SWIFT actions.

Unless you decide to make today a new and different day, with better stuff, nothing will shift. It's about going for your FULL potential and ensuring SWIFT action for achieving your dreams! Are you ready to shift, step up and take responsibility for REAL results and success?

Wisdom 6:- No Action or Traction?

Action expresses priorities. Mahatma Gandhi

If you have a dream, but no action, the Success Activators Insurance system is for you. If you have been planning and hoping and dreaming, but taking no action, this is for you. If you are ready to transform your life or business results, then the SWIFT Success Activator will help you build that new more effective mindset.

Stuck, Spark, Flame, Fire, Furnace

All fires begin with a spark... As that spark comes to life and uses the available resources, its activities enable it to grow even more. Step by step that spark increases its energy, actions and powers.

In the beginning the spark is fragile and requires nurturing. But as it grows bigger, the more potent it becomes. Soon the spark becomes a self-reinforcing flame, and now almost unstoppable, like you, as long as there are the necessary resources.

This could be you. Active, proactive, passionate, potent and soaring towards your goals. But YOU have to start with that spark. Nurture the energy and the ongoing actions, and ensure you have the right mindset and actions to keep it growing and thriving.

So, what's got you ready to begin your new action adventure? What is that hope or dream that you are ready to spark into life? To nurture as you begin to grow it like a small spark, then a clearer thought like a flame, and then a valuable vision like a full blown fire...then REAL goals, and then the plans, and then massive, focused SWIFT ACTION towards your goals.

Once your Success FURNACE starts – it's almost impossible to stop it. All you might need right now is intelligent, proactive, powerful focused SWIFT ACTION steps, with a sustainable CORE drive, to get you moving irrevocably towards your goals.

Got any in mind? Most people have little to no idea what to do next in their lives. I know, I have been there often.

The question is, are you ready, to stop wasting time, stop wasting your life, get off the slouch couch, and ENSURE that you take the SWIFT actions that will transform your life forever? Complete the line below on the My Dream Sheet you can get on www.successactivators.com

My Dream I am committed to is _____

Wisdom 7: Get Your Shift Together.

Optimism is the faith that leads to achievement. Nothing can be done without hope and confidence." - Helen Keller

Are you ready to take control of your destiny? Are you ready to step up, become the Captain, and get your "Shift" together?

The movie, The Secret, is a great theory about the laws of attraction and manifesting, but it still requires the missing secret ingredient which you can get here.

That SWIFT SUCCESS ACTIVATOR is "the something that ENSURES SWIFT focused action". Otherwise it's just the same as hoping and dreaming your fairy godmother is going to magically give you everything you dreamed. Sorry! It's a no-go for that delusion.

Whether you have given up on your dreams or have never started on creating your dreams, the SWIFT Success Activator System will give you the drive, you need to begin to activate your energy and focus, and ensure you create the results you envisioned!

Wisdom 8: Reaction or Response?

Shift will happen when you commit to results beyond reasons!

Tony Dovale

To create any kind of reasonable successful actions, you must stop reacting and become more RESPONSE-ABLE. Many people are run by their old mental programs. They run 100% on automatic reaction, just like a robot. Research shows that by the age of 65 years old... 85% of people will not have taken any action to create a sustainably quality of life.

Will you be in the top 10% of consistent action takers or the 85% to 90% of Yappers who react to life and end up wishing otherwise? Are you ready and committed to create the results you've always desired and dreamed? 90% of people never walk their talk! How about you? Why have you not taken action up until now? Be Honest.

Activity: Fill in your primary reasons on the REACTION EXCUSE form in your SWIFT Action workbook.

"You are the Action Master of your YOU-niverse... which means YOU are the one appointed to shift your dreams, wishes and intentions into SWIFT actions that create true success."

It's about time!

It's about time you stepped up with a new empowering vision for you and your family. It's about time you stopped waiting for permission. You have what you need to start. Go and adjust along the way! 85% of success happens in execution of ideas. It's about time you expanded your evaluation of what's possible for you.

It's about time...to move past your feeble fears to freedom and fun. It's YOUR time NOW! We've been waiting for you. IT'S ABOUT TIME for a new mindset, isn't it?

Wisdom 9: Your Time

Be Conscious and deepen the success feelings within, and begin to attract "like" feelings unto yourself. – Tony Dovale

Imagine you've just received a cheque for \$5 Million for something amazing you created. Get fully into the feelings and pictures you'd have with this wealthy experience.

Imagine the pictures, as if you are looking through your own eyes, and actually there. What do you see, feel and hear, think, and say? Fully live the feeling. What does that feel like?

Breathe this feeling into every cell of your body. Notice how your body begins to relax into the safety of this amazing feeling that you are able to visualise now.

Feels great doesn't it? Few people get to this feeling on a long-term basis! Imagine how you could begin to positively impact the world from this powerful space.

Before you, let go, and relax completely now. I need to anchor you to "The Success Activators" Core feeling... required for ensuring greater success.

So hold onto that feeling longer now... And imagine me, standing right there with you, at the peak of your success. Now amplify the feeling to double that feeling now – Ask your Soul. "What is it that I'm on earth to do?" Listen to your internal answer. Hmmm – feel so good! Feel successful and ACTIVATED.

Make the commitment to recreate this feeling any time you like and to embark on this new adventure with passion, commitment and purpose.

Get yourself a magic word to link (associate), "anchor" to this great experience and feelings. Feel the feelings, see your pictures, and say your magic word out loud. Do this 10 times now. Anchor the core feeling of success deeply into your cells and psyche. Do this daily for 60 days.

My Magic word is.... _____

Activity: My gifts I bring to the planet are... Complete this on the Soul Soaring Form.

Wisdom 10: Success Ensurance Formula

You don't have to be perfect great to start. But you must start to be great – Zig zaglar

Even though I've done some amazing things in my life; like start 3 computer companies, been a Mobile DJ, started a local radio station; ran marketing and sales for 2 TV & 3 Radio station channels for a major local Media network... Was a radio show host and presenter on my own program - The Now Factor; I don't feel I fully achieved what I COULD.

Like writing my book and delivering my life-changing workshops, I knew what to do, but didn't do what I knew for more than 30 Years! Big challenge! Big loss!

Fortunately, because of my research and experience, I can distill my 35+ years of trial and error into a simple SWIFT SUCCESS ACTIVATOR formula and system for you and save you time, money and reduce your risks. This prevents you from stumbling in the dark, hoping to be lucky one day. Luck is a fickle partner for most people.

Here is my formula for successfully achieving your desired results =

$((\text{Energy} \times \text{Mindset} \times \text{Ability}) \text{ Plan+Action}) * \text{ENSURANCE}$

-Mindset/ belief +Fears +Distraction+ "Leaks"* Learned Helplessness

These components work together to create your "STATE" and Success Action Potential. Your STATE has physical, energetic,

mental and emotional aspects. If you are not in the right state to take action you never will. This is most peoples' problem.

ENERGY is how energized you feel It's dependent upon what fuel (food) you're putting into your body; your sleep effectiveness, your mental focus, and how much passion you have for the goal and action. How inspired you feel.

Often we know what to do... but we just don't have the ENERGY to do what we know. Without energy or "fuel" your "Action Ferrari" is going nowhere.

Mindset is the range of beliefs, rules, values, perspectives, approach and programs that enables you to keep going even though your "fuse" has blown! It's your winning mental process and internal programs that enables you to constantly stay focused on moving towards your positive outcome with a resilient state of mind.

The primary components of Winners' Mindset are H.A.R.D.

- **H**appiness (longer term state) - as opposed to trait happiness or a fleeting or orgasmic happy moment.
- **A**ppreciative Mindset and Approach - positive and grateful frame of reference or mind set.
- **R**esilience or Adversity intelligence (AQ). The ability to bounce back from problems, stress or pressure. A vitally important mindset set that will directly impact your chances of sustained success. (More later)

- **D**ecisive, Determined and Disciplined consistent action.

Unless you take consistent, focused SWIFT action, you'll probably end up like I did, wasting a lot of time, effort and energy and not getting too far.

ABILITY – knowledge, skills, mental acuity, expertise, experience and resources. Most of the time the main excuse for not achieving some goal is... “I don’t have enough...xyz” Time, money, etc. – All **RESOURCES**. Are you competent? What do you need to learn? Then go learn it fast. 85% of success is about ability to **ACT**.

PLAN – Many people spend more time planning their vacation or week end. They seldom, create a real clear plan for their lives. It remains full of fluffy dreams with no real plan for action or destination. Where is your life Blueprint?

ACTION - the #1 reason that people are not as successful as they hope, is because they don’t have clear, incremental, focused action and a plan moving them daily towards their dreams.

There is one more factor that impacts your success potential. The environment where you are working to succeed is also important. The environment or culture can account for almost 50% of your results, IF YOU LET IT!

You can have almost all of the required resources, attitudes and actions... But if your environment or the culture is not conducive, or not able, to support your actions and goals, then even the best action master may struggle to achieve the designed level of success.

BELIEFS are the accelerators or deflectors of actions. If you have limiting beliefs, you might go through the motions, but never truly giving it your best. Your beliefs come from your past; experiences,

observations, lessons, decisions and projections. Do you have limiting beliefs? How much do they control your CORE drive towards success?

Most of the time your beliefs are NOT TRUE!

Probably, the primary reason you have not taken action or succeeded as you have hoped is your limiting beliefs, fears or values conflicts.

Activity: So what are your 3 most empowering beliefs? And what are your top 3 values, in priority order, that pertain to being successful in life? Document these on **the Values** form in your SWIFt Action workbook .

If you are like most, you won't have a clear answer for both questions? We'll address these again in the Success Activators System later.

FEARS

If I tell the truth about the main reason that I never took action, it would be this... **I was too scared of what people would say if I failed to be good enough and I lacked the confidence to just do it!**

This was such a big fear that I even pretended that didn't exist, so that I would never have to face it, or risk having to face it. The problem and the truth is... I was my own jailer.

Maybe, up until now, you have been like me. But I'm here to prove to you that I have a solution to shift and transform your fear into freedom, fast. Are you ready for that?

What are your biggest FEARS? Document them on the Fears Form.

DISTRACTIONS

This is what I used to enable myself to pretend that I was busy, even though I wasn't going anywhere really, except round and around the bottom of my success ladder. Never risking climbing higher, just busy around the bottom in the safe zone.

Your monkey brain will constantly bombard you with BS thoughts to keep you from facing the fire. Because its job is "protection" and not success, it will use every possible trick to try and protect itself from any risk or possible pain.

1 Minute Wisdom: Become more conscious. Be more aware of your thoughts. Make a note of your distractions. This way you can begin to build stronger awareness and smarter choice.

Activity: List your distraction that prevent you from taking focused actions on the DISTRACTIONS form in your SWIFT Action workbook.

LEAKS

I use the term "leaks" to describe energy losses in your CORE energy flow; if you imagine energy streaming into the top of your head and then being used by your physiological system each day..

Now imagine somebody, who's had a harsh upbringing, been through some challenges or traumas. Maybe they had frustrations and blockages in trying to achieve success too. Maybe they even married and divorced, with a negative result. Maybe they did something in the past that they're not proud of, or fearful of someone finding them out.

These are all mental drains, distractions and processes that are exhausting a portion of your vital CORE energy.

These are your “energy leaks”. You can imagine these issues as mental “static” that impacts your internal weather system, that controls whether you will take action or not.

You may also have leaks into the future... Fear of failure, fear of success, fear of not being good enough, fear of confrontation, and even fear of fear. Fear is a big leak and action blocker.

Unless you resolve these future leaks and the past leaks, they will continue to waste your vital CORE energy which is essential to move you forward and taking SWIFT action.

Activity: Where are you expending energy that is wasted? List your leaks... on the Leaks Form.

We have profound and powerful processes that enable you to totally deactivate these leaks, and regain the lost energy, in a safe, simple and potent process. See LifeShift Formula WON Winners Mindset system later.

ENSURANCE

This is our secret activating ingredient that will ACTIVATE your internal success system, awaken your heart, engage your CORE drive and truly transform your destiny.

People spend lots on insurance, protecting their stuff. But they seldom do the smart thing and ENSURE their own success.

Few people are committed enough, to ensure they move up to the next level. This is where we become your SUCCESS ACTIVATORS and Success Ensurance partners. How much do you spend on INSURANCE annually? Get that number in your head.

We have ACTIVATED and ENSURED many people, who have made life-changing decisions, and taken incredible SWIFT actions that continue to powerfully shift their results in incredible ways.

Smart people learn to learn from failure faster. Plus they ENSURE their success by investing in mentoring and self-mastery experiences to transform their mindset.

Wisdom: 11 Ever Been a Failure?

He who learns fastest, can learn, adjust, and achieve success faster. And feel truly successful... finally. – Tony Dovale

What Are Your Rules for Being a Success?

If you avoid this, it's unlikely you will be successful in any endeavor, guaranteed! If your fear of failure is bigger than your CORE drive for success, you will forever pretend to TRY, but never move to any level of real action or success. The problem is what you associate with the word...FAILURE.

Activity: What words, thoughts or feelings do you associate with "failure"? Write them down, on the Failure Fixing sheet in your SWIFT Action workbook.

Failure is a fabulous teacher for those with an open mind, and a derisive master to those who are egotistical and unaware; who think they know everything, must always be right, or believe they must be perfect to be accepted.

If you keep on learning and moving towards your dreams you cannot be a "Failure". You can always be a LEARNER and DISCOVERER. It's about getting back up again, that energetic resilience and winning mindset, that controls all your actions and results?

Failure is a judgment about a situation within a set of circumstances. Same situation in other circumstances could be assessed as success. So failure is in the eyes of the fallen.

It depends what you have been taught to associate with failure. It's your parents, teachers, churches fault, because they primarily indoctrinated you incorrectly. It's also your fault and responsibility now for keeping a flawed belief for so long.

What other words or pictures do you have stored in your immense mental library that are fear-based, limiting and stopping you from taking focused SWIFT action towards your dreams and ends goals?

There is a never-ending war going on inside your brain, and you might not even know it! You might need me as your hostage negotiator to stop this battle.

It depends upon how high you set the "bar" for success, as well as how you see life? Failure isn't about falling down... it's about staying down. The secret is to embrace failing and learning forward faster, to be successful faster; To getting back up each time.

Activity: What are your RULES for calling yourself "successful"? I'm Successful when... Document them in your SWIFT Action workbook... Success Rules Form.

Can you be conscious enough to feel successful failing? Do you have the mindset that turns impossible to possible?

Wisdom 12: Do You Feel Successful?

Action may not bring happiness but there is no happiness without action. [William James](#)

We all want some sense of meaning, worth and success. It's a core part of our daily drive to get up and take daily steps. It's an unconscious or seldom questioned process for most of us.

Write down, what are your rules for being a SUCCESS? Write your present overriding rule for calling yourself "successful". I'm successful if ...(go online for a free Form)

Imagine you changed your unconscious rules of how you categorise success or failure. Imagine you were aware enough to reframe how you see failure, not as negative or humiliating, but as the process of learning and phases of wisdom on the way.

If you can see this as part of the **experience on your way**, and not in your way, you can take more effective and successful action and learn as you go. Failure can be fun, if you decided.

My rule for being and feeling successful is very simple: I'm a success, if I'm above the ground and breathing! I get to feel successful every day. And from that mindset or state, I take more energised and effective actions to build all other achievements, which are now an added bonus.

1 Minute Wisdom: Most people don't take action because they are not in the right mindset, state / FEELING. They just don't FEEL like it! And, they also don't want to risk feeling like a "failure" either.

We are ALL winners. It just depends on how you frame it, and what the impact of that "framing" is on your energy, self-image, self-talk, self-confidence, feelings, beliefs, mindset and thus, actions.

The higher you set your success bar, the more impossible you make it for yourself to have sustained affirmative feelings of success. So the secret is not to lower your standards, just lower your rules bar. This way you can have the amazing feeling of success more often.

This is a smart thing to do because success breeds...? Yes you're right... success breeds and energises more SUCCESS.

Recall Past Successes & Wisdom

Activity: Make a list of your top 30-50 successes. Read through them and create greater levels of recognition, appreciation, and the feeling of success for yourself. Anchor the feelings with your magic word from before.

Activity: What's been your biggest "Failures"? Write your answers on My Fab Failure & Wisdom Sheet in the SWIFT workbook. What's the greatest wisdom or lessons you can take from them to turn them into positive successful LEARNINGS and wisdom building experience?

Write your answers on SWOFT workbook, My Fab Failure Wisdom Sheet

Fast Fix For Failure

The only people who fail are the perfectionists who take no action toward anything meaningful because they are driven by the need to be right or perfect. Do you need to be RIGHT, or do you choose to be HAPPY?

Here is how you cure your fear of failure forever. Become a scientist. Explore imperfect action-taking as an adventure. Focus on experiments and actions towards excellence versus trying or needing to be perfect.

80% towards excellence is way better than no action until everything-is-perfect. Perfectionists and fear-based people are great goal setters, but not good goal GETTERS. What shift in

approach can you make now to move yourself from goal setter to the adventurer and scientist imperfect goal-getter?

Wisdom 13:Are You Unconscious?

Change the game or stay the same – Focused SWIFT action differentiates the true winners.- Tony Dovale

Most of my early life I was unaware and reactive. I was at the mercy of my unwise, fear-based, monkey brain, plus all of my old useless programming and negative thought-viruses. I had plenty!

I know I shouldn't be so scornful, because my brain was doing the best that it could, with what it had, at those moments in time. It was doing its job... ensuring survival of my body. But that wasn't good enough, and its habits and programs were inadequate.

Fortunately a distinctive part of the REAL me, began to stir and awaken, and become more active and present. I know it was my Soul.

You'll discover that goal setting from your head vs goal setting from your heart vs goal setting from your Soul will give you a wide range of different destinies, experiences and emotional satisfaction.

Your Soul can dream of far bigger visions than your brain. Part of the challenge of dreaming, getting a vision and taking action can be likened to fish in water... How many fish dream of flying? Few. If the possibility is not in your limited range of "vision", or mindset of possibility... you won't even begin to explore opportunity.

A LOT of our programming from early life and contexts has created hard limits in our brain wiring and thus limits our consciousness, visions and beliefs of potential, possibility, probability and power.

A large part of your potential is locked down, deep in prisons of your past; fears, judgments, limiting beliefs and expectations; Self-worth, self-confidence, guilt and desirability issues.

Unconscious people seldom achieve any great level of sustained success on their own. It's time to ACTIVATE your Soul and WAKE UP!

Wisdom 14: Are You Like An Elephant?

When you shift how you see thing, you will see things shift! – Tony Dovale.

Question: Why does the circus elephant stay where it is, when it's tied by a thin rope to the anchor pole? Are you any different?

The invisible early life programming the elephant is exposed to creates a powerfully limiting belief of what is possible.

NO belief = no vision = no hope = no dream = no plan and no action.

The elephant was taught that no matter what it does, nothing changes, it can't get away. It's taught to be helpless. Or what we call Learned Helplessness.

Most people have no idea of how to DELIBERATELY use their brains. They keep on reacting to its feedback believing it is themselves. Big mistake! You are more than your brain and its habits and thoughts.

Please read that again, take a deep breath, close your eyes, breathe out slowly, and relax fully. You are a huge amount more than your biological brain and body.

Story: my mother had black sausage dog called Duke. She also had 36 cats! Duke grew up with all of these cats. He believed he was a cat. He purred, tried to hump the cats, he ate with them, and went to the loo in their box too.

Do you get the picture? Here was a dog who thought he was a cat.

You are perhaps the same from the point of view of thinking or believing who or what you are. In fact, you are a huge amount more than a body and bio computer, way bigger and more powerful, than your monkey brain could ever imagine or believe.

1 Minute Wisdom: The truth is... you have the Soul power, but your brain has been given control, power and authority to override the truth with its self-preservation, reactive, ego based, brainwashing.

It does all of this so that it can avoid pain. And yet your brain has no pain receptors. Silly bio-computer! Maybe it just needs a new software or firmware upgrade to work better. This is what we are bringing you today.

I learned from my computer companies experience, that in order to ensure optimum success, you need to ensure that you have the latest version of software and firmware running, to get the most from the systems' potential.

It all depends upon what drives, motivates or inspires you, consciously or unconsciously.

Activity: Where in your life are you living under the control of old, outdated or limiting beliefs? Write them on the Outdated beliefs form in your Workbook.

Wisdom 15 Pain or Pleasure?

The greatest loss in no-action is the increasing loss of self-esteem,

self-confidence and self-efficacy. We eventually give up on ourselves, and hold onto learned helplessness. – Tony Dovale

We know that there are basically 2 forms of “Motivation”... fear-of-pain or the desire-of-pleasure.

We are typically best motivated by fear-of-pain/loss. We are also inspired by our desire for pleasure or something better. The problem, for most is that pain is a 3x to 5x stronger motivator than pleasure.

Avoid Pain Prevails

Avoidance: if you don't try - you cannot fail. So to avoid the potential pain of "failure" most people never "try". They never start. It's safe and simple. Risk free! Like I spent my 30 years “trying”! Staying safe, so I thought. It's actually highly risky.

Pleasure: The potential pleasure must be represented as appealing enough and important enough to get us moving. However the challenge is this, most people fall into the groove midway between the two... a no-mans' land of habit.

Not enough pain to scare us into action, and not enough envisaged pleasure to move us either. We sit safe, we think, in our “comfort-zone”. It's the death zone in disguise. Neither path is risk-free as we like to imagine or represent to ourselves.

So we just go-with-the flow as we have before... No risk and no REAL reward. It's the easiest action, the path of LEAST RESISTANCE. And then the Boiled Frog syndrome gets us.

The real problem with the way our brains work is this; People are never able to understand the possible PAIN they are going to experience LATER...until it's too late.

Our comfort-zone becomes the "Safety-zone" ... No risk or stretch beyond our existing self-image potential zone, which we see as sufficient reward to placate our need to push beyond the borders of "safety".

We drive around in our comfort-zone with our "mental handbrake" on, in an attempt to ensure we remain "safe".

What we miss is the fact that our comfort-zone is our dreams' death zone. We stifle our potential, because it's easier, simpler and, we think, safer, to stay in the comfort-zone. But it's NOT!

Activity: What's keeping me in my comfort-zone? Why do I need to shift this? What 3 actions can you take to start stretching beyond your limiting comfort zone? Write them on your Comfort Zone Stretch Form.

Wisdom 16: Handbrake or Turbo Booster?

You are the architect of success. Just make sure you do your own planning and building.— Tony Dovale

90%+ of people I mentor, or whom have been on my LifeShift Formula WON workshops, or my WealthShift research, all have 1 mega-limiting reason in common. Would it be valuable for you to know what that is? Stand by for the Wisdom.

This issue is the NO#1 reason why they are stuck. And as long as they keep on embracing the certainty and consequences, they will be perpetual self-imposed prisoners of their past and present.

You may have the best resources, the best opportunities, the best support, the best energy, the best attitude and amazing abilities. But if you have no Self-Belief... Nothing else matters.

Psychological Capital (PSYCAP) is SO IMPORTANT FOR ENSURING YOUR SUCCESS. But who teaches you? How do you get it?

1 Minute Wisdom: Self-belief is the catalyst for possibility and probability. It's the NO#1 reason why people never even begin to go for their dreams. Self-belief transforms dreams into hopes, and hopes into goals, and goals into action plans, and action plans into SWIFT ACTIONS.

Self-Belief/Self-Image/Identity is the handbrake or turbo-charger of your SWIFT focused actions and success adventure.

If your goal is bigger than your self-belief/Identity, your deserve-ability, you won't even take the first step towards setting clearer outcomes or planning for action. This is where the levels of learned helplessness impact you. We ALL have some level of Learned Helplessness impacting our performance.

We pretend all is well, when it's not. Our ego masks prevail. So to be "safe", to avoid feeling a like a failure; avoiding possible rejection, we forgo our hopes of greater things, and continue to dream silently, praying for a miracle to happen. Which alas, never does!

So if it is to be...it's up to WHO? Yes. ME! – that's you by the way!

If your identity doesn't shift, your potential of success remains bleak and limited by yourself; Essentially your brains limiting programs.

Your brain will pretend to try... but it's deceiving you again... it's a ruse to keep your body and ego risk-free and safe.

Mr TRY is the enemy of all successful achievement. If you plan to achieve any reasonable level of sustained success, make sure you keep TRY out of your vocabulary and mind-set, as of today.

Become aware of your and other people's conversations. Listen out for the LIE!

Wisdom 17: "Try"... The GREAT big lie!

When you deceive yourself – you stop yourself from receiving more
– Tony Dovale

Try is the EGO's way of saying... "as long as I don't have to work too hard, risk too much or be embarrassed".. I'll pretend I gave my best.

Try or Fly

Few dare to FLY... they'd rather stay safe and just give it a "try". They idle around in their Action Ferrari, full of amazing potential, power and ability, BUT their handbrake is on all the time! Can you smell the smoke of burning handbrakes? Maybe even yours!

The typical causes of people not achieving their REAL goals are:

- Unawareness
- Fears
- No Belief / Learned Helplessness.
- Not even dreaming
- Not clarifying
- Not planning
- Not taking regular focused SWIFT action

And the greatest friend and protector of people who are driven by fear or laziness is... Mr “TRY”.

Try is the way to save face, just in case you don’t make it. It’s a valid excuse to protect you from yourself. “At least I tried!” Do you believe the BS you feed yourself?

It’s simple to hear if a person will be successful, or not. You can hear it in their communication. Become aware of the words that you use when making commitments or promises.

When you say to someone I’ll TRY arrive by 7PM, or I’ll try have the report ready by Friday, or I’ll give it a “try”. What are you saying?

Can they count on you keeping your word 100%? Can they be assured you WILL arrive on time, or deliver the proposal as promised? I’ll try is the no #1 lie we use to deceive ourselves and our fellow explorers.

We use “try” to save face. We don’t have the kahunas to say it directly like it is... We want to be liked, even though we didn’t truly give our best commitment and efforts.

We need an excuse, just in case we don’t deliver, which we seldom do as promised. To try is an excuse for saying NO, or delivering 100% on our commitment. I’m not going to give my 100% best efforts is what TRY says in a safe and sly way. Don’t count on me!

We seem to want an easy way out. An escape hatch from shame or accountability to perform as promised. We want to be able to slide out from under the pressure of our “Promise to Perform” and save face. Try is a lie and excuse to save face, avoid failure, humiliation or get us out of the bind of taking massive action!

Because Why?

1. We are lazy
2. We have other priorities
3. We just don't care enough
4. We have the disease-to-please
5. Don't have the energy, commitment, or drive
6. We don't have the ability
7. We don't have the discipline
8. We don't have the willpower
8. We are liars, full of self-deception
9. We don't know how, but are too fearful to say so.
10. We have conflicting beliefs and values.

Honesty... Such a Lonely Word!

Here is another nibble of wisdom... We all lie, to ourselves, and to others. A LOT! Check yourself. We make constant excuses. "Well I tried". But did you give it your 100% best?

It amazes me that the excuses for non-delivery always seem to be...there "wasn't enough time" But we somehow MAKE more time afterwards to redo the job again, to a sufficient level of satisfaction.

Here are a 4 main reasons why you, don't take action:

1. don't WANT to ... enough
2. don't KNOW HOW to... enough
3. don't have ENERGY... enough
4. don't have a **BIG** enough... WHY?
5. Mental "Hand-brake" is stuck on!

What are the reasons you have not succeeded to your desired level? Write your answers on the SWIFT workbook Excuses and TRY form. Please be honest.

Wisdom 18: Mental Handbrake Hobbles Happiness.

Failure isn't falling down. Failure is staying down after you have fallen and then continuing to remain down and complaining, instead of getting up again and learning – Tony Dovale.

Here is something to consider, that will also be a core factor in limiting your potential and success. Your brain was designed for the stone-ages; Protect, defend, avoid danger; all to ensure the perpetuation of the human race, and not for sophisticated happiness and success in today's complex times.

Our Humanity and Thinking Needs to Catch up

Our technological development's speed of change has far out accelerated your mental development. Who has taught you how to effectively use your bio-computer that we call the brain? For most no-one has taught them, yet.

So you are using stone-age thinking and brain processing, and basing your beliefs and behaviors on them, even though they're outdated and primitive..

We continuously do this. We seldom live being entirely present in our present time consciousness and awareness, where we have most power. We live in REACTION to our brains fear-based signals.

We mistakenly believe our feelings, caused by the automatic stone-age programming of our Amygdala and the brains' automatic fear based neural processing.

1 Minute Wisdom: At our deepest programming, we believe, because we were indoctrinated from an early age, that we are disconnected, SEPARATE and not good enough. This is the start of not good enough Handbrake!

Truth: We are all connected to a greater whole on the unseen level. But fear drives many of our daily actions, behaviors and ego needs that separates us.

When we talk, to ourselves and others, we hide, use sarcasm, deception, lies and exaggerations, so that we can confuse the truth, avoid any chance of pain, humiliation, not being good enough.

We've been controlled by roles, material goals, others' expectations, outdated beliefs, EGO's, outdated cultural ideas and fear-based hopes and socially activated and self-sustained guilt.

So we live in a hollow, material world, devoid of true love, appreciation, satisfaction, passion and joy. We entirely miss our exquisiteness, true nature and power. We sell ourselves short by believing BS!

We are powerful magicians, with our thoughts, words and feelings. The problem is that most people are dark-wizards, bringing victimhood, fear, loss, pain, uncertainty, insecurity and separation.

Wake up and begin to use your power more effectively. Time to step up as the Light-Magician. The question is will you decide and stay the course of ongoing positive, potent action?

Activity: List 5 actions you can take to begin to transform your impact on the world in the SWIFT workbook

Wisdom 19: Willing or Wanting

"The average man is often the victim of his own thought forms. He constructs them, but is neither strong enough to send them out to do their work, nor wise enough to dissipate them when required. This has brought about the thick swirling fog of half-formed, semi-vitalised forms in which eighty five percent of the human race is surrounded." - Djwhal Khul, Tibetan Master and member of the 'Spiritual Hierarchy' or 'Brotherhood' of Mahatmas

There are 5 kinds of “Successful” People. Success is different for each person. To be a success in some specific area of life requires that we take the actions to ACHIEVE our desired results.

The real challenge is our attitude towards taking the action on a consistent and conscious basis.

If we look at the range of possibility in attitude towards taking the actions we can group people into 5 levels of Action Possibility.

Level 1 - CANNOT take the actions – They lack skills, awareness, energy, persistence, will and WHY. Resource poor in every area. No Resilience, No willpower, No discipline. No chance of ever completely succeeding, even if you set them on fire! Complete Learned helplessness prevails and all of Life Sucks.

Level 2 – WILLNOT – They have an attitude, just a negative or harmful one. They may have resources, but not the discipline, or perspective that will support them taking consistent focused SWIFT action. Low Resilience mindset. Low hope, low willpower unless you set them on fire. Their life just sucks.

Level 3: MAYDO – These people have most of the resources and an attitude that supports them. But they lack the resilience, discipline,

energy and focus to take consistent action. Medium Resilience, low willpower. These people can be activated as they come from the belief, that they are kinda OK.

Level 4: WANTTODO – These people have the resources and the attitude that supports them. But they lack sufficient initiative, resilience, discipline, energy, focus and Activating force that ensures they take consistent SWIFT action. Medium Resilience, medium willpower. These people can be activated relatively quickly, with mentoring to fast-track their progress.

Level 5: WILLDO - Unquestionably: This small group of committed, disciplined, focused and resilient people will get it done, in spite of the challenges. These are the top 5%. Max Psycap and resilience. They have the mindset, discipline, willpower, energy and the action. This is the group you want to be part of if you are going to ENSURE 100% success. Which group do you choose to be part of?

I love this wisdom from Jack Canfield, who is one of my biggest inspirations...

...As you begin to take action toward the fulfillment of your goals and dreams, you must realize that not every action will be perfect. Not every action will produce the desired result. Not every action will work perfectly as expected. (This is life). Making mistakes, getting it almost right, and experimenting to see what happens are all part of the process of eventually getting it right. - ~Jack Canfield

Wisdom 20: So What's The Real Issue?

When I mentor and ACTIVATE people around their challenges and achievements, what becomes noticeable is a big problem that seems to be common with most people who struggle to get any reasonable level of sustainable success.

And that is...many people don't know, that they don't know, that they have a problem.

They might think they have a "problem" or challenge. But their REAL problem is; they are not sure where they have the problem, and because they have no clarity, they certainly don't have a viable plan or solution!

It's all good and well to be energetic, positive and excited, but if you don't have a viable vehicle or effective plan and solution to get you to your REAL goals, you still have a challenge.

What's more important in the Race: Driver, Vehicle or Track?

You might be in the wrong vehicle on the right track. You could be in the right vehicle on the wrong track. You might be in the wrong vehicle on the wrong track. You might be in the right vehicle, on the right track, and have the wrong; mindset, approach, skills or execution strategy. Remember 15% of success is your Strategy and 85% is execution excellence Action.

Many people go to the guru's for their system, and strategies. But the biggest problem that prevails is this... unless your mindset, attitude, Identity, values, beliefs and ACTIONS shift as required, no system is going to replace the importance of YOU in the process.

That's why we have designed a total YOU-niversal makeover process that will enable YOU to ensure greater success. We have moved from Formula Failure to Formula WON!

Wisdom 21: SWIFT Action

Because we have a future tense in our language, we disconnect from the future problems that are coming to us at the speed of life. This small error in assessment, compounded over time, will destroy your destiny; and dampen your dreams and drives. – Tony Dovale

This entire book is about taking SWIFT action to ensure TRUE success. Not just any action will ensure you get there. It must be SWIFT action, aligned with your core values and Soul's goals.

I've been busy most of my life. I'm talking real busy, 7 days a week, 18 hours a day. Busy busy busy. Reading, studying, researching, testing, exploring, developing and preparing, I'm an overnight success. It just took me 30 years to prepare for it.

If you saw me you'd see I'm a man of action. Always on the go. Going somewhere SWIFT, I hope. There are 2 big secrets I have discovered along the way. Here are your fundamental challenges and issues you MUST address if you are to ensure true success

Learn by doing.

You MUST start to take massive focussed SWIFT action with what you already have. The most effective learning is as you go along. Just-in-Time Learning is good enough. The time will seldom be perfect. Take action today and learn along the way. Take action now.

The world is moving along so fast that the stuff you learnt about last year is probably out of date. So you will have to relearn the prevailing relevant stuff again. That's why mind-set is more valuable than skill-set. Mindset is valuable for your entire life.

SWIFT Actions

Your actions must be SWIFT Actions! Action for actions' sake has no long-term benefit or value. If you are going to ENSURE your chance of true success you must be:

Strategic and Strengths: Derived from the military Greek word *stratēgos*, which roughly translates as "General". Become the GENERAL of your Life.

Your actions must all fit into your BIG VISION or destiny Plan created by the General Director of your life and be supported by your strengths.

Your Strategies are about “what big thing” you choose to do or not do. Your action plan tactics are about “how” you choose to go about achieving your big picture.

Your strategic moves tend to have longer term focus and objectives. Whilst your tactical daily actions are about shorter term objectives to be able to create your final vision.

A good mindset is more important than skillset. What development have you done to improve your mind-set. 85% of success is based upon a MIND-SET supported by SWIFT action and JIT skill-set. (Just In Time)

Win-Win - Winners Mindset & Mindful: Be awake, aware and mindful of how you go about your activities. It's about the adventure and not the destination. Be conscious. Be Courageous. Be mindful of what and how your mindset and actions are contributing to your greater vision and how you impact on others.

By being mindful and conscious in your decision-making you can ensure that any action, time or resources spent, are actually going to move you closer to your true goals and dreams.

It's easy to "fall asleep" and go unconscious and automatic in the hustle and bustle of our ever busy lives. Make sure you do new and different things constantly to keep you consciously conscious.

Integrity & Inspiring: When you come from a mental/heart state of honesty, appreciation, gratitude and thankful for what you presently do have, you are much more likely to have the mindset; attitude, approach and values to ensure you are able to keep on going, even when the chips are down.

By being in a state of integrity and grace, you activate internal health resources that enhance your immune system, thinking clarity, decision-making and Action Velocity Potential (AVP).

Focused & Freedom Building: Always check if your actions are in reaction to something or proactively focused and incrementally moving you clearly towards your next step or goal.

It is very easy to become distracted and preoccupied with stuff from others wanting us to support them achieving their dream. Eg I waded through at least 600 emails a day, all reactive and unfocussed.

Ensure that at least 50%-70% of your time and actions are focussed on your main goals and proactively moving you towards your next action steps. Your discipline need to be resilient and resolute to keep your focus.

Transformative and Trusted or Transactional: Transactional is when actions and motivation comes from the outside, Extrinsic: Survival, reward or punishment. It comes through your EGO. The stuff that gets your brain tied up trying to WIN and creates stress and duress, and leaves a legacy of unhappiness. Same stuff, Same SHIFT, different day. This is struggling and surviving.

Transformational is when you are inspired by your Soul. Personal mastery, purpose, passion brings sustainable significance, value, contribution and meaning; The stuff that gets your heart to sing and Soul soaring and leaves a legacy fuelled by love. This is life-changing.

1 Minute Wisdom: I have discovered this core truth about freedom, happiness and REAL SWIFT success. If there is no freedom internally within your mind, it's almost impossible to have freedom in the outside world.

So here we are – ready to make new and irrevocable decisions backed by SWIFT action to create true success. So who are you choosing to be from this moment forth?

- **"Excuse maker"** who seeks out opportunities but then finds convenient "reasons" not to take advantage of them.
- **"Procrastinator"** who decided YES but then doesn't pull the trigger until the opportunity has passed.
- **"SWIFT Action Taker"** who sees the opportunity, grabs it by both hands, and moves forward fast, with passion and purpose.

Before you make your next decision and take the ensuing action, please ask yourself, is what I am doing SWIFT enough to ENSURE my TRUE success?

Wisdom 20: LifeShift Formula Won System

To be successful in today's times – only 4 things matter – Health, Love, Happiness and Impact that you create..This means it's time for strong mindset, an open heart and SWIFT action. –Tony Dovale

You need a system and resource that will ENSURE you:

- Activate and optimize your resources for a powerful mindset
- Clarify process and destination
- Ensure optimum focused planning
- Take massive, focused, SWIFT action

LifeShift Formula Won System

Solution: A Personal Mastery, Psychological Capital Activation program that develops you through the steps required to move you from frustration to freedom, heartache to happiness and wanting to winning, fast. We have 7 sections of our Success Ensurance System:

- 1. MindShift** - An identity re-engineering and effective thinking process; Understand how your brain works and how to use it properly. Discovering the Neuroscience facts to optimise the smart use and direction of our brains. Creating the right MINDSET.
- 2. HeartShift** – Psychological Capital, Static Clearing, Dragon Slaying experience – unload your baggage, confront your dragons. Get all of the dispersed energy back into your NOW.
- 3. HealthShift** – Energetic & physical development and enhancement that ensure your system is healthy and working optimally on all levels. Mind, Body & Soul.
- 4. WealthShift** – Vehicles, goals and strategies, tools and systems to ensure a sustainable future. Exploring models and opportunities to build a sustainable wealthier lifestyle.
- 5. LeaderShift** : Beliefs, Character, Values, Vision, Destiny, Cause & Calling. Speak, Persuade, Influence, Inspire. How will you show up as you become entirely ACTIVATED. How will you impact the world?
- 6. The Success Activator!** : Clarity, Focus, Energy & Action System – Success Gladiator Activation – plan, process and produce.

SEAL process ... Accountability Success Partners. Success
Ensurance Network, Feedback, connection/ belonging,
Celebration and Synergy.

7. Pay It Forward - Help others; Guide, grow and fast track their
successful achievement. Think...Success Ensurance Mentor and a
Movement. More later.

Imagine having a Success Activator on your team that will work with
you to clarify, plan, inspire, ennergise, take action and hold you
accountable to delivering according to your plan.

Add to that, the opportunity for you to train as a Success
ACTIVATOR, and be accredited to Pay It Forward. You will also be
able to earn income as a Success ACTIVATOR as you learn and earn
along the way. What's that worth to you? It all depends upon
whether you are a GIVER or a TAKER!

See www.successactivators.com for a model of our Success
Activators Tribe.

Wisdom 21 - War of the Internal Worlds.

We all have internal self-talk. Some of us have more than one
aspect or internal voices that narrate, negate and berate us
constantly. A strangely harmful mindset system.

You may be vaguely aware of your thoughts and incessant chatter.
For many the chatter is relentless and discouraging. In fact, it could
be a very large part of why you haven't taken action.

1 Minute Wisdom: The first war you need to win is your internal
brain chatter and conflict. If you lose this war, you have little to no

chance of ever taking the actions or feeling successful for any sustained time.

Until you tame this internal Dragon or conflict, you'll struggle to stay the distance required for harnessing your potential and creating the success, happiness and joy you really want.

Inner War Landscape

My internal voice used to be destructive and undermining until I “woke up” and became more aware. I was brutal to myself! Inside, I called myself a hoard of sickening, life-draining and dream-stealing names, constantly. My mindset was my biggest problem.

Stop for a moment and listen to whatever you can discern inside. You may become aware of one internal voice, or you may discover multiple which may become obvious as different attitudes, characteristics or objectives.

I had the blessing to be involved with a person who had several internal voices/personalities, plus the voices had “energies attached” that ranged from kind and friendly, to extremely malicious and nasty.

This is not based upon speculation or theory, but on 5 years of daily interactions. I know a bit about this energetic stuff, as I have been discovering and clearing it for over 20 years.

Story: A young Indian warrior goes the Indian medicine man and says to him, “it seems like I have a black nasty, snarling, unfriendly, demeaning wolf (voice) on my left shoulder, and a gorgeous white, friendly, courageous, supportive, loving wolf (voice) on my right shoulder... and they fight most of the time. I’m constantly distracted by their incessant inner conflicts and disturbance.” “I need to know

from you please, which one of these two wolves (Internal Voices) is going to win the battle (Internal Self-talk). “

The wise medicine man looks at him and says “My son, the wolf that will win, WILL be the one that, YOU FEED the most”.

Which wolf do you feed most of the time? Which wolf’s been winning until today? Time for a shift? Time for a new mindset.

What shift in awareness and internal integrity can you start to do right now to cut the black wolf /voice’s power. And what supportive, positive choices can you decide to develop and sustain the white wolf /voice, to build power and control?

1 Minute Wisdom: Stop believing your thoughts and feelings to be factually based upon truth. They can be deceivers that turned most of you into believers. Thoughts are not based on truth. They are based upon tinted perceptions, fears, experiences, projections’ and all typically negative.

That’s why we’ve designed this Success ACTIVATOR process to revitalize your mindset; Resilience, awareness, consciousness and truth in your life. Either Way – YOU are the MASTER of your mindset and attitude, unless you choose NOT TO BE!

You always have a choice. Most people automatically choose to focus on, and be driven by, fear of losing something or danger of a loss: real or perceived.

In my experience more than 70% of people have internal conflicts and fear-based challenges that block them from taking the consistent and focused action to achieve their dreams.

1 Minute Wisdom: This area never gets resolved in trainings, lectures, motivational workshops or coaching/mentoring, etc. Unless you address this area 100%, it's unlikely you will optimise your mindset and harness your Souls' full potential.

This is why I designed my LifeShift Formula WON System and workshops to give you resources and solutions, for those who are ready, to truly set themselves free on every level of their lives.

You can permanently protect yourself from, negative energies and limiting thought-viruses that block your pathway to true success; freedom, love, abundance, peace and joy.

So tell me, was that last thought your thought?

Wisdom 22: Have you been Thought by a Thought?

[You are the Alchemist in the Power-of-NOW land. Tony Dovale](#)

Have you ever been thought by thought, that was not yours? Say what? Yes, you heard me. Have you ever had a thought, that you didn't intend to think, and you have no idea where it came from?

I've discovered over the last 35+ years, that the dynamics are such that our brains work like a radio. We broadcast and receive vibrational messages from a variety of sources.

We are powerful beings, if we choose to use our power. Many people revert to EGO, and try mistakenly, to use force.

Our problem is that we are unconscious, and therefore don't use our power effectively or efficiently. We broadcast "victim" messages with our thoughts and words, and attract those unwanted things back to us. And we have no idea why.

The reality is your brain can work like an amazing transmitter-receiver. The real problem is you have to be able to be aware enough, to filter out which frequencies or messages you want to listen to.

Why is this important? Because messages come from a wide range of sources. Some great, and some not so great. Think along the lines of positive or negative sources.

If you mistakenly tune in to a destructive frequency, that can and does, create an unhealthy thought-feeling, it will have a harmful effect on your ability to feel good enough, for long enough, to take consistent SWIFT action. It will contaminate your mindset.

The Thinking-Feeling Action Cycle

- Circumstances/Pictures influence thoughts and feelings
- Thoughts create other pictures
- Pictures create and activate more pictures and feelings
- Feelings create emotions and other thoughts and pictures.
- Feelings, thoughts and pictures create your moods.
- Moods and feelings predispose you to taking action or not.

You must be aware of the thoughts that are rolling around in your brain. We typically have around 50,000-70,000 thoughts a day. 80% of which were undoubtedly the same baggage as yesterday!

To ensure true success, you need to filter out the unhelpful and unhealthy thoughts. Then purposely create positive, supportive, uplifting and encouraging messages and images that will predispose you to feeling good enough, to taking the action to ensure your success.

The Now Factor

We can only control this moment, NOW. It's what I call the NOW Factor. You can reframe the past, and expand the possibilities of your future, however the real power you have is all...NOW. The strength of that power is controlled and impacted by what you are focusing on now, and what you are saying or thinking to yourself, NOW. Its controlled by your default mindset's values, habits and beliefs.

Often we are deceived into believing that our thoughts are our own, when they are not. So when a negative thought stream stops you from taking action, the dark side wins. They've got you tricked and you don't even know it.

Remember, if left undirected and unfocused your brain reverts to its default program; Fear-based , pain avoiding, protection.

The problem many people experience is... they are habitually negative on themselves. And this makes it hard, if not impossible, to differentiate between negative self-talk and external negative vibrations. This is because we often have so much denial, self-deception and negative self-talk on an ongoing basis.

1 Minute Wisdom: Make the decision to only allow positive in your internal thoughts and “whether”-system. You must ensure that you overpower any negative by a factor of at least 5 positives to 1 negative. Ie 5:1. This is the vital **Internal Success Ensurance Balance Factor (ISEB)**.

Wisdom : 23 ISEB:-Internal Success Ensurance Balance

"Self-discipline begins with the mastery of your thoughts. If you don't control what you think, you can't control what you do. Simply, self-discipline enables you to think first and act afterward." - Napoleon Hill

How would you like to be able to predict the success of your relationships, and likelihood for your potential for success to a level of 94% accuracy? This works on an individual level, couples, teams, departments and organisations.

The challenge is, most people are completely unconscious in their interactions within their brain, and between themselves and others. The problem that creates is an ignorance of the ongoing imbalance between positive /appreciative and negative / destructive comments, interactions and conversations internally and externally.

Unless you become aware and resolve this imbalance, it is a highly unlikely that you will be able to optimise your efforts and ensure a stable resilient mindset and long-term true success.

Surviving, Thriving or Flourishing?

We know that context impacts actions. What most people don't know is that they have a huge impact and control over their context, if their mindset enables them to choose.

The power of this context begins inside our minds, which few people have any real understanding of how it operates, or how to work it effectively.

Research by psychologist Marcial Losada, revealed that there is a magic number 2.9013. This number is the ratio of positives to negatives required to create a neutral balance in comments, interactions or conversations.

So it takes, say 3 (P) positive interactions to neutralise each (N) negative interaction. That's right, negative is 3 times more powerful than positive. The brain also habitually prioritizes danger or negativity, and gives it greater credibility, attention and focus.

This means that it takes 3 positive interactions to fend off the languishing effects of a negative one.

An ideal Internal Success Insurance Balance (ISEB) ratio of P to N is around 6:1. At this level results are predictably positive. And these positive *effects* broadens and expands your thought-action potential, supports a more optimistic mindset, and creates a stronger foundation for SWIFT action.

High performance people have a P/N ratio of at least 6:1. Medium performance people a P/N of 2:1, low performance unsuccessful a P/N of 1:1 or less.

If your success insurance ratio is less than 3:1, it's no wonder you're struggling so badly to become happy and successful. Because you are your own worst enemy! And maybe unintentionally so.

1 Minute Wisdom: Become aware of your P:N ratio inside your brain. Listen to your self-talk and become aware of the tone, intention and attitude. Get to know yourself better.

The secret is to observe your brain from a impartial standpoint and when you discover negativity, very gently, but firmly replace, it with something constructive and positive. Continue this until you get to the Internal Success Insurance Balance of at least 6 positives to any one negative. This is a great habit to cultivate.

According to Jose Silva, after over 50 years of research, he said "90% of all illnesses are caused by the mind/brain." If you are to ensure your success you must upgrade your thinking and mindset. We have new research that also proves the opposite. Maybe we need to RETHINK stress, change and leadership.

Wisdom: 24: Dancing in De'light

The real challenge we have is getting to grips with the duality that we live in; The physical, mental, emotional and psychic levels.

Once we have become more aware and focused on bringing light, goodness, positivity and love, we'll discover that we all have a SHADOW that we typically wish to avoid and disown.

Our own shadow brings up the negative or darker side of our egos. The challenge we have is we try to deny this because we think, believe and want to separate ourselves entirely from the shadowy side and connect more fully with the light and higher quality vibrations. Like Love, Peace and Joy.

The moment we push our shadow away, we shove it, symbolically "under the carpet". The problem with this denial is that we end up tripping over our carpet, often. We self sabotage.

A smarter process is to be 100% honest and embrace the reality that we all have some level of shadow. And then work with higher awareness and consciousness to neutralize negativity and shift the balance to dance more with the light side. When you dance in de'light you decrease the power and impact your shadow can have on every part of your life. Unite the power together for good, instead of wasting it all fighting yourself.

WE ALL HAVE the pure, perfect CORE INNER SPARK OF LIFE-LOVE. Some people have mistakenly allowed negative energies to pervade, and infect their lives. You usually can't see it, but you can see the fruits and feel it.

1 Minute Wisdom: Stop watching violent, dark stuff on TV. Avoid the daily news. Avoid drugs, excessive alcohol, messing with hectic

stuff. Darkness can pull you down into deeper levels of shadow if you are not mindful and vigilant. Keep your energies uncontaminated.

This is a deep and vital subject for true success to prevail. We cover this in far more depth in the Life Shift workshops and the Gladiator Activation Process.

Be alert! Watch out what you allow into your consciousness. Keep the balance of positive and lightness strong. The moment you put up your light, duality will arise. Stay awake, stay aware, stay focused, stay vigilant, stay strong. And keep dancing in de'light!

Wisdom 25: Portion Distortion and Self Deception

Ever tried to lose weight? Why is it so hard? Maybe because we all lie to ourselves and then pretend we don't know it!

When you check with people who are "trying" to diet, one of the issues is what we call "portion distortion". They think that their food portions are in-line with the required amount to lose weight, but their brain misrepresents the size, and they deceive themselves. I know this because I've done this in the past!

Dr Maxwell Maltz, a plastic surgeon, discovered that even after he had done plastic surgery on patients, their brain somehow still held the old "un-operated" pictures in their brains. And when they looked into a mirror, they did not see REALITY, they still saw their old image!

Their brain deceived them because it believed it was keeping them "safe from harm". The brain, unless directly controlled and directed, will serve up a variety of "stuff", not necessarily based in fact, truth or reality.

Your brains' automatic programming and your Souls' goals are rarely aligned, and unless you activate a new mindset, and ensure its maintained, your old limiting automatic programs will prevail...Which bodes badly for your future.

Ask me... I've woken up quite late, and now I need to take massive SUPER SWIFT action to make up for my 30 years of dabbling in minor issues. You have the chance to be smarter than me. If you will listen, take heed, adjust your mindset, heartset, and take SWIFT action.

The truth is your brains are extremely fallible. They will deceive you into thinking all is ok, when it's not. It does not care about your social version of success, and does not take into account your challenges that you will have when you are older. Things like running out of money, health issues, etc.

Mindfulness is the best solution to the "monkey-brain" as it tries to distract and deceive you. Become consciously conscious that you need to manage your mental faculties, direct, control, focus, align and check your brain.

Research shows that your brain fills in lots of the blanks with a 'best guess' response, which we believe to be based upon facts or truth, when often it's not. We don't even know that the brain is deceiving us. We deceive ourselves, severely and often!

Fat people often know they are overweight, beyond healthy levels. Or smokers, why they smoke, or poor people, why they are poor. (Exclude people with medical reasons)

But they deceive themselves, and those around them, that it's not their fault, or not in their control, or not so bad. As Tony Robbins

says so eloquently when people are giving away their power and avoiding being profoundly honest; BULLSHIP#!

By playing the role of victim you might get some attention and protect your ego, but you lose all your power to shift your reality and achieve your REAL goals?

Only when you own your state and actions, or non-actions, can you begin to take SWIFT steps towards creating a better future.

When you become radically honest. When you truly take ownership of your state; mindset, attitudes, actions and results, then you can begin to fully use your power, energy and passion to upgrade your life to the next level...fast.

But being radically honest takes courage! It shows character and integrity. This is about taking responsibility, not blaming or shaming yourself for past stuff. It's just about authentic, transparent honesty in order to transform your mindset, thinking-style and lifestyle. We need to RETHINK Success.

Just own your stuff, and learn from it. Decide to harvest the positive from it and drop the negative. Rethink and reframe it into WISDOM! Then make an irreversible decision, to create better stuff, starting right now.

So have you done that yet? This process takes radical honesty and discipline to begin and maintain. Stay awake and take back your power, unless you have thought-viruses pervading your mental hallways that will contaminate your mindset.

Wisdom 26: Thought Viruses

One thing they don't teach you at school is about thought-viruses.

If you own a computer and you have any sense of sanity, you will be running an antivirus program. Why do you do this? Because there are destructive software viruses, that will destroy your machines' ability to operate properly.

Your brain is almost identical to your PC with one difference. And that is 99% of the reasons of why you've not been successful as you hoped, until now, are cause my thought-viruses infecting your mindset.

The core difference is this: Since the time that you became consciousness in your mother's womb, right up to today, you have not had an effective mental "anti-virus" program installed to protect your brain from bad programs, limiting beliefs, negative perceptions, fears and stuff that will limit you.

Some people believe that the free anti-virus software on the Internet is going to do a 100% job. That is a big mistake.

At some stage, you might have had some kind of personal mental anti-virus installed through a workshop or a book that you read. But it's also highly unlikely that it is 100% effective. I am prepared to bet that you are probably running numerous invisible, debilitating thought-viruses that are holding you back - today.

I can tell that your long-standing programs, the negative, limiting and undermining ones have been running amok, and are deeply entrenched into your brains' neuronal pathways. Like a well-worn footpath through the field, neurons that fire together, wire together. They become habits that relentlessly drive behaviors.

The problem is that even with positive thinking... You can end up with stinking-thinking.

Wisdom 27: Positive Thinking Stinks

Resilient thinking and the right mindset has more power and greater value than positive thinking or skillset. One of the best new mind concepts in positive psychology is **RESILIENCE** or Adversity Intelligence/AQ.

It's been discovered that we have a specific tendency or natural thinking styles. Some have a thinking-style that puts a MEANING frame of... this is permanent and disgusting; negative focus. On the other side of the scale is a thinking-style that says...this is temporary, and the only way it could be permanent is if I let it be; Positive focus. This is a natural part of their operating mindset.

Adversity Intelligence / AQ

AQ is the most important thing in today's times. You might have a good IQ, which is necessary to be on the basic field of life. You might even have a good EQ, or emotional intelligence, which is required for good leadership; positive relationships and influencing people.

But if you have a good IQ and a good EQ, and you get knocked down by life, and you stay down, then your IQ and EQ have no real value. You need to be able to bounce back and get up again. This is where the power of Adversity Intelligence/AQ has value.

Professor Paul Stoltz created the AQ framework 20+ years ago. I met him at the International Society for Performance Improvement (ISPI) conference in America. Amazing man!

His resilient mindset framework has had a profound effect in all my personal mastery, leadership and High Performance Organisation workshops, as well as in my own life. Mindset controls everything

Resilience Consists of 4 Dimensions.

Whenever you have a challenge use this AQ framework to enable you to take positive resilient actions:

1. **Control:** How much control do I have, or can I create?
2. **Ownership:** Will I blame or take responsibility and do something? Taking responsibility for action is best 😊
3. **Reach:** Like ripples on a pond, how far into my life will I allow this impact to go and infect?
4. **Extent:** How long will I carry this baggage before I decide to store the wisdom and drop the emotional energy?

1 Minute Wisdom: CONTROL is one of the most important aspects in this resilience framework. So constantly explore ways of how you can increase your real or perceived sense control and self-efficacy.

In order to be successful in applying this Resilience framework to your challenges, you need to be more aware, and have the discipline to apply it and live through it. Make it an automatic part of your daily mindset.

BTW, discipline is also one of the primary bases of wealthy people. It separates the poor from the prosperous. It is the bridge we must all cross if we are to build a better life, and achieve our REAL dreams. Conscious discipline creates control and clarity.

Wisdom 28 Discipline: Either Way... YOU PAY!

"I've found that luck is quite predictable. If you want more luck, take more chances. Be more active. Show up more often." ~Brian Tracy

Whether you make the decision, to bite-the-bullet now and take action, or whether you wait until it's too late, you inevitably pay a price! The price of true success today is DISCIPLINE, COMMITMENT, FOCUS, and SWIFT ACTION.

Taking incremental steps to move yourself irrevocably towards your dreams and goals, may mean you have to choose to give up some of the usual time-wasting habits and distractions that add little value.

Less TV, less lazying around, wake earlier, exercise, reading, writing or whatever the required actions are to create the platform and resources to support and ENSURE that you can take SWIFT action.

Most people, will continue with their old habits, least-effort-behaviors, still praying that their fairy godmother will be coming by soon.

The AIR Can Be Bad For You!

In South Africa the average time people waste watching TV "soapies" is crazy. Some spend 4-6 hours or more, every day, stuck in front of the "Waste-your-life-box" whilst they flip through channels with their "Automatic-Income-Reducer" (AIR) remote.

Watching TV, is a small error in behavior for that moment, but compounded over time it will steal all your dreams.

People claim that they don't have enough time to do what it takes to be successful. The reality is they are distracted by stuff because they are not focused, and have no discipline, and are not working to a SWIFT, Inspiring action plan and life blueprint.

1 Minute Wisdom: Disciplined SWIFT action divides the dropouts from the doers and joyous achievers! If financial wealth is

important to your journey, it has been revealed that the NO#1 quality in ensuring that you build wealth is DISCIPLINE.

Activity: Track how much time you waste, that could be applied to enhance your mindset and increase your success potential. Make some new choices. See time tracker form in SWIFT Action workbook.

Wisdom 29: I Don't Have Enough Time! Really?

If you add up the amount of WASTED time in front of the watch-someone-else-live-life box, also known as the TV (Time Vampire), you will be astounded at how much time you actually could have, if you adjusted your values and behaviors. What do you do you're your spare time, when driving in your car?

Think of the person who spends every night watching TV. What's their no#1 value? It's definitely not self-development, building value, learning something to enhance their earning potential. They are Slouch Couch Dreamers or maybe just exhausted from their JOB!

The no#1 reason why people watch so much TV is because it's easy, and they have nothing better or with a greater priority, to do.

Any fool can do it! It takes zero effort. But what they don't seem to see is, it delivers little long-term value. In fact it steals everything that could support you achieving your dreams. TV destroys your future in a few ways which I will cover later.

Do you want to earn more, be, do or have more? Do you somehow expect it's going to just drop into your lap? Maybe, then you are

delirious, and possibly suffering from a very serious DIS-ease called the BFS!

This BFS spreads easily and everywhere. 80% of the people around you are suffering from BFS. So beware that you don't catch it from them. What's BFS...? See next chapter.

Simple Success Ensurance

Ensure that you show up at the right place, at the right time, with the right attitude, mindset, and the right knowledge, skills and SWIFT actions. Then nothing can stop you from achieving your dreams. Nothing can stop you except YOU. Decide to ENSURE your success!

Wisdom 30: BFS - Boiled Frog Syndrome

Do you know that if you put a frog into a pot of cold water and slowly heat the water, the changes in heat are so slight, that the frog doesn't notice. It will adjust to the changes. Such a clever frog, NOT! This is the secret to ensuring greater success. Break the BFS!

Most humans behave just like the frog. Because we adjust and accommodate the circumstances. We believe that we are being "reasonable", but we are also locked into the safety of our comfort zone habits.

The problem with this behavior for the frog and for us, is that we keep adjusting and accepting the changes in temperature or circumstances, until eventually the frog will be boiled in the water. And so will you be... in HOT WATER!

If we dropped the frog into boiling water to start with, it would be so painful that you would jump out immediately. But life is seldom like that.

Here's your real problem. We are just the same as the frog. Because if we were put into a situation that we found highly unacceptable or painful, we would also take some kind of action...FAST.

But reality proves we trick and betray ourselves. We TRY to adjust, to be reasonable, accommodate the situation, be "nice", and so we adjust ourselves to fit the prevailing situation? This is the Jacuzzi of death for your dreams!

We explain away, justify why we should be "reasonable", or why the circumstances aren't exactly right. But this is pure recklessness concealed to look like intelligent agreeableness and amicability. Foolish! We are waiting for the right moment, that's never coming.

Is Your Water Hot Enough YET?

The real question is: How hot is your water right now?

Are you ready to make a change? Are you ready to jump out of the increasingly hot water to take more effective SWIFT action to move towards your dreams and goals with total commitment and focus? Or are you comfortable with behaving like a boiled frog.

How long will you keep on making excuses and adjustments until it's too late? Boiled humans are not in big demand any more.

So are you smarter than a frog? Or do you need to boil a little longer? Do you need the water hotter, before you wake up, and take the required actions to start to move towards a smarter and brighter future for yourself and your family?

Essentially there are two kinds of people, those who take action and those who keep YAPPING in the dream-stealing Jacuzzi.

Wisdom 31: What's Your Kind?

Some people are kind and poor, others are kind and wealthy. But we are talking about a different kind here.

Reality: We can categorise people into 3 groupings through the framework of Achievement potential.

1. The Victors - Fully Engaged and responsive - usually wealthiest: money, time, health, relationships, passion and impact.

They are the top 10%-15% who achieve amazing things with, and during, their lives, and leave a legacy – the SWIFT ACTION takers that climb to the top, no matter what prevails- Results beyond Reasons.

They BE, DO and HAVE their dreams - They are resilient, conscious, caring and courageous in spite of the weather and what's happening outside of them. Bullet-proof mindsets and hearts. Massively focused, disciplined action takers who are successful because they are happy and focused on their purpose, destiny, cause and calling.

2. The Floaters (Hope-ers) - Somewhat engaged, they do just what is necessary for them to get-by. Doing the least of what's needed to get paid, or not get called out for low performance. They give the least they can, expecting the most. They are the campers.

- They have a nonaligned attitude but fluctuate easily between negative and positive reactions. They are reactive, directly influenced by the outside world most of the time.
- Wishing, hoping and dreaming - but never pushing with enough purposeful action to achieve and live their real dreams. The TV advertisers love them.

The Victims: Totally Dis-engaged - Suffer from DIS-ease more than others.

- Bottom 20%-25% - React to all stuff negatively.

Influenced by low self-esteem, reactive, unconscious challenges so they become aggressive.

- It's never them. It's always someone else or something on the outside. They give their power away. They are the quitters.

- What they miss is the real message. The outside is a REFLECTION of their inside landscape!

They are the ones shooting themselves in the foot. Their friends are of the same ilk, who keep on validating their perspectives and complaints. If you are AWARE enough, this gives you the CHOICE to Shift... But will you?

So where would you like to be on this scale? Victor, Floater or Victim? You decide. it's your life to fully live or to waste.

1 Minute Wisdom: You can begin to shift your mindset now by managing your internal-chatter and the things you focus on. So just for today, create and only allow positive, constructive chatter and thoughts inside your mind.

Or you can continue to be a negative REACTOR with little hope of ever achieving your dream. You can keep on saying "life sucks", so you can get attention as a victim, but that mindset will kill your inspiration fast.

Are you the master or the slave? How much longer will you remain a semi-boiled frog? Or are you ready to move, change your “story” , change your mindset, and master your destiny?

Wisdom 32: The Big Question Is?

Who is your Master? I hear many people blaming or claiming the experiences in their life comes from some positive or negative higher power. The problem with this is you are giving away your power to act and be response-able. We are the Masters, if we choose to be Masters. Many choose to be martyrs instead.

What’s the most empowering question you can ask, that would get you focused, passionate and positively pro-active?

The problem is most people don’t control their poor-me question process or brain’s constant negative focus?

They ask damaging questions like:

- “why is it always me who can’t achieve?”
- “How come is the world so bad?”
- “Why can't I be luckier?”
- “Why is life so unfair?”
- "Why am I such a failure?"

This style of question, is creating negative, state-destroying, mental pictures in your brain, and action-stopping-feelings in your body, throughout every single cell. They are mangling your mindset, eroding your energy, destroying motivation and limiting your action.

Ask More Empowering Questions.

Consider, what would be more powerful questions that you could ask yourself, that would:

- Focus your mind on something positive
- Energise and inspire you
- Open up new possibilities
- Build great mental resilience and Psychological Capital.
- Divide the challenge into smaller incremental steps
- Get you to start taking SWIFT action now?

The questions you ask will directly impact and influence:

- the pictures you have in your brain.
- the thoughts and feelings that run through your bio-system.
- and the actions you take.
- the results that you create.

Activity: Ask yourself smarter questions that will create decisions you can action. – List on the SWIFT action workbook SMARTER Questions Form, What are the 5 most empowering question you could ask yourself to get you inspired and active

Wisdom 33: Decision is not Action

I was given the secret of success. I even decided that I'll start soon. It just took me 30 years to take finally take SWIFT action.

Over 30 years ago a friend, Wendy Evans, gave me this secret to success. She told me exactly what I needed to do to transform my life. Wendy was wise, and had already achieved her own success. I

could see this, and was impressed with her results. I wanted the same. So I knew what to do.

But there was one big problem! I knew the secret, I decided, BUT I did not take action for more than 30 years! Why? Why? WHY?

So what was my problem? Why did I not step up, clarify a plan, divide it into small steps, and take regular and persistent action?

I knew what to do. I kinda knew how to do it. Sorta. I could break it up into smaller pieces. I had a goal setting plan. Yet I never got started, never took any clear, focused, sustained action to even complete the first step. Why? Why Not?

If you can solve this, you can begin to achieve anything and everything that inspires your Soul. That's what I'm here to share with you now.

We often make decisions, but then seldom do we take the required focused actions to bring our plans and goals to realization. This is where execution and excellence is so important.

Once you make a decision, start taking some small action to get yourself going. Get some momentum. Start the spark and keep nurturing and growing your actions to build bigger momentum.

It wasn't my fault that it took me 30 years to take action... Was it?

Wisdom 34: Who is Driving your bus?

A successful life is one that is lived through understanding and pursuing one's own path, not chasing after the dreams of others.

~Chin-Ning Chu

If you think that you're in charge of your life, think again. Unless you are astute, consciously awake, and aware of how your brain is operating... You are just the passenger. I know this sounds dreadful, but I have scientific proof to prove this to you.

If I was driving my own bus, when Wendy gave me the secret success recipe, I would have quite simply started to take incremental action right away. But I delayed due to a incorrect mindset.

But here is the problem, stuff in my sub-conscious; my self-image, my self-esteem, my self-belief and self-efficacy, blocked me, and prevented me from starting the process of taking action on my book..

There was a part of me that did not believe that I could, should or would, be worthy or able to write this book. And so even though I had the secret, there were parts of me, deeply hidden below my awareness that was actually directing my actions and driving my bus. I didn't know it – but I was a passenger on my own bus!

I destroyed my own dreams! Maybe, just like you have been doing up until now. What's kept you from taking action? Really?

Activity: list at least 20-30 excuses and reasons of why you haven't take action to achieve your goals or dreams on the Excuse abuse form in the Swift Action Workbook.

What's the Cause of Failure?

Failure is an inside job- we crucify and limit ourselves. We are the issue. Until now, we've been the enemy of our own success.

Many people had hard childhoods, and so often blame present disappointments on past issues. WRONG!

Our adventure here is to take you beyond the secret, to the Land of true Success. Beyond the simple goals and action plans; or hopes and dreams...But to ensuring true success for yourself and your family. If you are to succeed you must embrace “failure” as your friend in feedback. Use failure as feedback fuel for activating innovation and invention of new approaches to deliver no matter what comes at you..

Delivering Results Beyond Reasons.

We will give you the process to address the hidden limitations so that you can step up and begin to drive your own bus.

Get a picture in your mind, of you being the true success that you hope and aspire to achieve. What do you see, hear and feel?

How would you be standing if you were totally successful in every dimension that you hope for? How would you breathe, stand, talk, walk? Get a really good sense of what it would feel like to be the success.

If you can get the feeling deep inside every single cell of your mind and body, you can begin to take positive, proactive, persistent SWIFT action towards achieving your dreams and goals.

Now KEEP this feeling, keep recreating this as the FOUNDATION to future action. Link this feeling with your magic word again.

1 Minute Wisdom: People are successful BECAUSE they come from a base of happiness. And not, happy because they are successful! Do you get that shift? More later.

Exercise: If I was really successful and happy now, this is what I would see, feel and hear. If you were 100% successful as you plan, and dream, what would it look like and feel like? **Write this down on your Success Projection Form** in your Workbook.

What:

- Would you see...
- Would you hear...
- Would you feel...
- Would you say?
- What would you BE, DO and HAVE?

When you get a vivid and powerful image in your brain of you actually being that success, only then will you be able to start taking the requisite SWIFT actions to begin to achieve your dreams on a workable basis. Do this viz daily each morning, for 30 days

Who Wants to Be Wealthy?

When I do group coaching I ask who would like to be wealthy. Everybody puts up their hands. When asked why you are not wealthy yet, the most frequent honest response I get is... "I don't think I deserve it" or "I don't believe I can achieve it".

So you are running around with a limiting self-belief, like the stuck handbrake in our Action Ferrari. You may have a powerful drive but the limiting mental handbrake will prevent you from getting up to full speed, no matter how hard you try to drive forward to achieve success. It's simply self-sabotage by limiting belief. Your unconscious is 1000x times more powerful than conscious choice.

Ever heard the saying... driving and striving and never arriving? It's a frustrating place to be. Success can be so near and it can seem so far. But it's still in your hands. Isn't that awesome to know?

Wisdom 35: The Other Gremlins

There is another gremlin that will prevent you from taking SWIFT action. You might have a clear goal. You may have divided it into a simple plan with baby-steps. You may have a good idea of exactly what you need to do to take the first steps. You might have all of the resources, tools you need. But you still don't take action! Why? What else is important as a factor in your success?

Think of it like this... You may own a Ferrari with a V12 engine, the fat tires, the racing suit, gloves, and the right track. But you still can't go racing! Why, because you have insufficient fuel or energy to get to escape velocity to escape the drag of drudgery.

Energy and state are vital for you to begin to take action. **Many people know what to do, but they don't FEEL like doing it.**

This feel-like-doing-it is about how you manage your mindset emotional state, and how much energy you have available in your bodymind system at any time.

The reality is most people would rather laze around viewing TV because it's easier, requires less energy, and satisfies their need to reward themselves for their supposedly "hard" life.

Within minutes of watching TV you are hypnotized, and slip into an altered state. It becomes easier to watch-life or sit-in-the-spectator-stands, rather than getting up to live-life and play full-contact on the field of life.

People use the remote to change the channels entirely oblivious of what the remote really is. Have you ever made a million using your remote or watching TV? No! So then why do you continue to waste so much time watching it?

I've never seen anyone become wealthy, healthier or happier from watching TV. Research reveals that when you stop watching TV you are happier and healthier; mentally, emotionally and physically, as well as achieving greater success in every level of life.

TV is like the De-Energizer! It seems to deplete your energy. I've never felt any more energised from watching TV, Have you?

Activity: So why might you decide to change this habit? List your answers on the TV Time Investment form in your workbook.

So step #1 is really about managing your energy, focus and state.

If you are in a good state and have the energy you can begin to take SWIFT action towards your goals and dreams. We all have the same amount of time. The difference is what we do in that time. It's time to be smart, and to invest your time and energy into more productive aspects of your life. Rather than watch TV soapsies, go for a walk, go to gym, read or meditate. Decide what you really want to achieve with your life and take small incremental SWIFT actions every day to achieve that.

Clarify your REAL goals in the different life areas. Divide each goal into simple SWIFT steps and a timeline. Then start to take small but definite actions – EVERY DAY.

There is one thing that you can do along with this to begin to ensure a greater chance of true success. Do you know what that is?

Activity: Use the 8 Big Goals form in your workbook to document your most important goal and next actions in each main area of your life

Career/work, Finances/Wealth, Health, Family/ Friends, Partner/ Romance, Spiritual growth/ Connection, Fun & Recreation, Physical Environment.

Wisdom 36: The Big “Y”

If we were sitting together having a relaxing drink on the side of a freezing lake and I said “ jump into the water right up to your neck now”. What's the first thing that goes through your mind?

Are you just going to stand up, take action and jump into the freezing water? Or are you going to question my request? You may not be aware of it, but a part of your brain is going to ask the big question... **WHY?**

Why must I expend energy, and go into the freezing water? Why change? Why risk? What's on the other side of not doing it?

If I gave you an answer like “Well I think it might be a nice idea. Let's just try it”.

Your brain is going to compare pleasure versus the pain. The pleasure of remaining warm versus the pain and consequences of getting into the freezing water. Guess what wins?

However, if I gave you an answer... in 60 seconds a huge pride of hungry lions will be upon us, and we will be their lunch! Unless...

Do you think when you do the comparison of pleasure versus pain now that you might come to a new outlook. This would allow you

to reconsider the circumstances of your comfort and the consequences of taking, or not taking, my suggested actions?

Most people don't have big enough and clear enough WHY. They have far too many why-nots. Success takes work. They're interested in success, not committed to creating success no matter what. Dabblers and dawdlers, majoring in minor things. That's why less than 10% of people achieve at the highest levels.

Why not relax for a while. Why not do it tomorrow. Although they might have big reasons of why it's a bad idea... It's too hard, not enough time, not enough skill, knowledge, energy. Not enough something. There will always be some excuse.

I've come to understand this secret... If you have a big enough WHY you will always find the HOW - Somehow. Works every time!

We know from psychology that we are driven by the attraction of pleasure, and the avoidance of pain, but if you are smart, you will use the power of both; the appeal and the avoidance, to get you to begin to take, focused SWIFT actions.

By using both you are able to take greater, sooner, more effective actions towards your goals on a more consistent basis. And that's our aim here is to ACTIVATE you to ENSURE you achieve true success with SWIFT consistent actions.

Wisdom 37: Dimensions of Successful Action

"Don't wait to see if circumstances are right. Be proactive and create actions in spite of the right circumstances." – Tony Dovale.

Most people get stuck being busy going where? I've spent 30 years buzzing around the bottom of my Success Ladder. Not really going anywhere higher than first rung or three.

I'd like to share with you the main aspects of successful and SWIFT action based upon my understanding. **Action for actions' sake is not smart.** Many people are in the business of looking bizzy, But they are essentially achieving little of meaningful or strategic value.

Some people are too busy to design and build a grander lifestyle or real wealth. They spend more time planning their next holiday, than designing their ideal life blueprint. So "tactically" they have some actions going, but "strategically" those actions aren't really taking them anywhere!

When I was writing this, I often woke up at 4am with a new idea that I wanted to share. One of the clearest messages I can give to you is this:

1 Minute Wisdom: Have a strategic Vision or Destiny image in your mind that you'd are committed to achieving in each aspect of your life that is based upon ENDS goals. This is the start of your successful adventure. **It begins with what you feel is needed in the world, and in your life, and what you are committed to bringing to humanity.** Get the Destiny Discovery Audio from www.successactivators.com

Then create a blueprint map and a plan to get you there for each of the 8 areas of life.. Next, divide the big goals into smaller and smaller, more detailed SWIFT steps that you can focus on and achieve daily.

Next plan and take SWIFT action each and every day. Take small irrevocable steps along that planned path each day... as a MUST DO

and not a would-like-to-do. This way you will have a much greater chance of succeeding, than someone who majors-in-minor things and “tries” to see-how-it-goes.

So your very first aspect of achieving your destiny or vision is...what is the overarching direction you want your life to take? What do you want your wealth, health, happiness and contribution/Legacy to look like?

Begin with the final result you desire in mind. Then work backwards to create the step-by-step SWIFT action plan for each area. Your challenge right now is, will you even begin to take this action?

Get paper and a pen, set at least an hour aside, time for some SWIFT ACTION and reflection. Time to start your adventure towards 100% true success Ensurance.

SWIFT action is simple. It's actions that you take, whilst you monitor your progress steps, that align with your CORE goals, plans and life destiny. Constantly checking that the actions you are taking, are: **S**trategic, **W**inning, **I**ntegrous, **F**ocused and **T**ransformational. And that they will definitely move you closer to your next required step on the journey to true success.

True Success is a simple process of incremental focused steps constantly over time in the desired direction that has real meaning and value in your life. Easy to do or not do. But that small error of non-action compounded over time, will keep you locked in poverty, frustration and limited options.

So what is your life's direction... running around incessantly underneath the ladder-of-success, or taking the SWIFT steps to start climbing to the top to achieve something amazing?

Wisdom 38: Life Direction

"For a long time it had seemed to me that life was about to begin-- real life. But there was always some obstacle in the way, something to be gotten through first, some unfinished business, time still to be served, a debt to be paid. Life would begin. At last it dawned on me that these obstacles were my life." ~Alfred D. Souza

The reality of life is that 90% of people are dabblers and dreamers. It's the 10% who take the clear, focused SWIFT consistent actions to manifest their dreams into reality.

If your efforts for success start out in the wrong direction or with the wrong "What" and WHY, they can end up being worthless, and a complete waste of time and energy. Make sure your dreams are really YOUR dreams, and not your parents, peers or fears.

The first thing is to be moving in the direction that you are looking to move that has REAL meaning for you, and supports your Souls' mission plans. Then the next step is more specifically the WHAT and WHY you want to achieve, in a more detail.

Once you ascertain the main direction, you can now start working on the bigger WHY. Creating the big powerful driving WHY is the fuel to keep you going. As well as the WHAT, specifically. What it is that you're looking to move towards or do next?

Mind Mapping Exercise: Take 4 sheets of A4 paper. Write one of the following in the middle of each separate sheet: "BE", then next sheet, "DO", then the next sheet ..."HAVE", and lastly, What will you leave as your legacy?

Get yourself into a nice safe relaxed state and thought-stream/ brain storm, and complete each sheet without filtering your thoughts. Just write, what comes to mind. Let your imagination and

your hearts' desire run free. Avoid filtering or limitation. Pour out what's in your head, heart and Soul and get them onto the pages.

Once complete, sit back and look over your writings. What's the general direction of your desires? Make sure they are based upon a positive or Love based foundation and focus, and not a fear-based focus. eg say what you DO want. To be, do and have... And not what you don't want!

I Don't Want That...!

Many people tell me what they don't want. They say they don't want to be poor, don't want to be sick. They don't want to be lonely. They don't want to struggle. They don't want to feel fear. They don't want uncertainty. They don't want to experience loss. They don't want a zillion things.

But all they are doing is putting the negative pictures, and the feelings, as well as the negative associations of the stuff they don't want into their head, and vibrationally out into the universe.

And so that's what they attract more of!

When you tell a baby, 'don't touch that glass'... What do they do? They touch the glass! But you told them NOT to. And so what's the primary problem? It's with the instructor!

1 Minute Wisdom : Your brain does not understand a "don't". Show me a "don't". You can't. So in order to be a conscious positive creator, you must think, and say, what it is that you DO want, and not what you don't want.

Activity: List your "Don't Wants" and then reverse them into the things you DO want on the Do/Don't form in your workbook.

The moment you create the pictures of what you do want, your powerful unconscious mind begins to explore possibilities, and vibrationally you create a reverberation of what you are looking to attract and achieve. This is the first part of the SECRET.

This is the smart way to become a conscious creator. Better feeling, enhanced process, easier experience, more fun, and therefore greater energy and attainment in your REAL goals. Just make sure that, what you want, is really what you want.

Wisdom 39: Your Dream can become Nightmares

What if I told you that when you achieve your goals you are probably going to be unhappy? And I can almost guarantee that!

How can I do this? Well, because I have done it before.

When I was 21, I was driving Ferraris, Porsches, Rolls-Royces and any fancy car around. Yep I was... THE MAN!

It felt absolutely amazing the first time I jumped behind the wheel of a fiery red V8 Ferrari. The speed, the power, the shape, the deep roar of a powerful V8 motor, as I shoved my foot, hard on the gas.

I was the King! It was everything I ever dreamed of. It was almost like I had imagined it...Then came my problem.

I had to give the fancy car back to its owner. And my self-esteem, self-image, Mr big deal bravado plummeted back to Mr average.

I drove these cars daily, in my position as executive car salesman. And often I noticed something I didn't expect. It didn't take long for the sparkle of the fancy cars to wear off. They were eventually just like any other car.

And I noticed this again when I splurged, to buy my dream 280 SL convertible Mercedes. Yeeha! For the first two weeks my old egotistical attitude came back. Look at me! Check out how great I am! Do you know who I am?

For the first few weeks I felt like I had arrived at my dream. Here I was the owner of my dream car. I had achieved my goal which I assumed was going to make me happy for ever and ever, amen.

It took just 6 weeks for my dream car to become an regular car just like any other. Four wheels, engine, steering wheel, bodywork and seats. It cost me more to insure, service, run and repair

My happiness slipped back to its old levels. All my expectations of the gee-wiz-bang, of achieving this big dream faded to nought.

I had been lied to! I had assumed that if I achieved my goal which I worked so hard for, that I would feel successful... forever. I believed this goal would make my life, and all of my struggles, worthwhile. Well, it didn't! I should have known.

When I was working at the exotic car showroom, I had seen many, people coming in to buy a fancy car they hoped would transform their lives and give them the feelings they so desperately desired... Significance.

I'd seen them come back over and over, to change cars and lose money on the trade ins. Just like drug addicts, trying to find ways to fill the void in their lives, they persisted. Desperately hoping that the next car would give them the feelings they so desperately wanted. It was never to be... Because...Their car goals (Means) were never their real goals (Ends).

1 Minute Wisdom: MEANS goals bring short-term happiness. ENDS goals, which are the feelings we are really looking for; The ones that bring optimum sustainable happiness, peace, joy and that true feeling of satisfaction, joy and being successful.

Wisdom 40: Means or Ends Goal?

It is important at this point to build clarity of what you are looking to be, do, or have. Because, there are really two aspects of achievement.

1. The “MEANS” of achievement, and what we believe that will bring us, like significance, certainty, power, and recognition.
2. The other aspect is the “ENDS” of achievement, and what that will bring us. What we are REALLY looking for. Our real deepest CORE needs hide here. Connection, Love, Meaning and Contribution.

You may want a flashy car, because you believe it will give you what you feel is missing in your life. This is a MEANS goal.

The reality is you are really looking for the FEELINGS that owning the vehicle will bring you. This is the ENDS goal! It's the FEELINGS. That's the CORE driving value which's fuelling your REAL needs.

You don't really want to own a piece of steel with four wheels which you have to insure, maintain and service. What you are really looking for are the FEELINGS you believe you will get from owning or driving the vehicle.

MEANS goals can be expensive, risky, and resource consuming. Whereas ENDS goals are a lot simpler to achieve, if you know how, and if you activate your consciousness and REAL self-mastery drivers.

ENDS goals are hidden deeply in our psyche. You need to dig deep to uncover your Soul's real CORE desires. We explain and facilitate the full CORE SOUL INTENTION process in our LifeShift Formula Won - Success Ensurance workshops.

Most people are unaware of the difference and so they chase the means-goals, hoping it will bring them the real thing they are seeking? They are seldom happy for long.

The problem with this is twofold:

1. If /when they get the means goal, the feelings they were hoping to get are short lived. Barely a few days to a few weeks and then they are back to their original state or SET-POINT....we call this "rock star" happiness.
2. Often people become disillusioned with the time, effort required to get their means goals and so their passion and focus wanes. They give up and take on some level of learned helplessness.

1 Minute Wisdom: it's smarter to go directly for the "ends" goal. Often it's cheaper, simpler, faster and more sustainable. Plus the impact you create with that, reaches further, lasts longer, impacts more people, and will make your Soul shine brighter than any fancy car. Take one of your material things you have bought. What did you really want? The thing, or what the thing gave you, that you felt you were missing. Keep asking ... What did you really want, until you come to a FEELING.

Wisdom 41: Feelings

Most people know what to do, they just don't do it because they don't FEEL like it. – Tony Dovale

People spend most of their lives chasing after the attainment of material possessions... Things... Stuff... money and power. But it's a misguided mission. Because that isn't what you really, really, want. You might think and believe that... But you are mistaken.

Unless you're a machine, when you dig to the bottom of the WANT, it will finally turn out to be, the feelings you will get from it. We want the FEELINGS! That's our CORE REAL need.

It may be respect, significance, validation, self-esteem, importance, any of these feelings we so crave. They show what needs of yours are not being met.

Activity: Complete the Deep Dive Discovery Needs Form in your workbook.

If you are smart , once you've decided why you want the new XYZ, take some time to go beyond the “means” goal and discover what is the ENDS goal that is really driving you.

What's the FEELING/S you need or want to experience? You may be able to get to ends-goal a whole lot cheaper and quicker, once you are clear on what it is you are really looking for. But it takes time and introspection. You need to get to truly KNOW YOU better.

There are 6 core human needs, Anthony Robbins has structured and teaches about, that drive all humans. We will cover those later.

Wisdom 42: FOCUS AND RAS-a-Mataz!

The next dimension of success is...focus. As the saying goes, ***“what you focus on we tend to get more of.”***

This section is vital to be able to override the automatic defense and protection focus of your all powerful, all seeing, Amygdala.

Your brain's Reticular Activation System, or RAS, is a controlling filtering machine which blocks everything out of your conscious awareness that it feels is not relevant to the brains main focus.

Your Reticular Activating System senses the things around us and sorts them out from millions of stimuli; which are to be considered and which are not important. It brings specific stuff to your conscious awareness out of millions of stimuli.

Have you ever purchased a car or clothes, and as you drive around you notice there are suddenly more cars just like yours on the road?

Is it overnight, all these people bought the same cars, or is it a part of your brain has become sensitized to your new vehicle? This is your RAS functioning. It controls what you pay attention to at any time, depending upon the mission which has been set for it.

Those cars were there all along, you just didn't notice them. You had consciously, or unconsciously, given your RAS a different mission to focus on. It was filtering out needless detail and evidence. You did "see" them unconsciously, but you didn't notice them consciously, until the RAS said...Hey look at this!

Our challenge is our cerebral growth is founded upon a system that has survival and protection as it's core mission...filter for danger and surviving: Can I eat it...yummy yum! Or can it eat me...oh heck help!

Filter Fast or Drown

Consider about 3 billion bits of information per second coming towards your senses. Your conscious brain can only cope with about 5 to 9 simple bits per second. So it ignores the remaining 2.995 billion bits unimportant to the RAS's focus. That's a lot of info to delete and block from your awareness.

But that's how your brain works. Your unconscious mind will record all that information. And with something like hypnosis, you are able to recall every detail if you wanted.

So it's vital to ensure you program your RAS as a conscious, constructive assistant. So it scans and filters for opportunity and possibility matches your goals and plans. That's far better than your RAS being left alone to scan for its usual danger or stuff you are looking to avoid?

You need to have a plan for your RAS to be working on, otherwise it's back to the brain's default program: protection.

Wisdom 43: Planning to Fail?

There is a powerful saying that says: "people who fail to plan are planning to fail".

Think about your planning style. What kind of planning effort you put in place for the most important thing in the YOU-niverse... Your life?

Done much planning? Do you have a written detailed plan for each area of your life with timelines, smart goals, tasks and possibilities?

Or are you living life by the seat-of-your-pants, as it comes, hoping that it'll turn out all right? Well consider, perhaps that's why you are where you are today!

This is absolute suicide; it's like paragliding in a storm, without a safety chute... Not smart, not sane.

Think back to a time when you did plan. Possibly a holiday, camping event, or some situation that required proper planning. Perhaps even moving or building a home.

It is astonishing to notice how many people spend hours planning a little project, and then they do zero planning for the most important thing... a happy, healthy and prosperous life.

It's like their life project is almost too big, like trying to eat elephant, so why even try?

If you are going to be successful you must use a Life Blueprint, clear Values Hierarchy, and an SWIFT action plan that guides decision making, acquiring resources, allocating effort, and taking action.

We constantly make decisions every moment of the day. If you use a detailed blueprint, with clear actions, conscious values, and a good idea of what you want to achieve for that day, then you can begin to make intelligent use of your time.

You might create a good plan, with simple steps. But unless there is that drive, inspiration and commitment to take sustained, focused action, nothing may ever happen – just like me in the past.

And that's why our success ensurance process is able to work so well because I understand the challenge and to consequences.

What might you decide to change now, to shift how you plan your life?

Wisdom 44: React or Respond?

You've been programmed like a robot, since the moment of your first breath. If you're going to create any real sense of success, achievement and happiness, you will need to consciously master this next point.

Automatic reaction is your biggest enemy. In most of my workshops I'm astounded at how unconsciously people react to circumstances with old programs, old beliefs and attitudes. Predictable reactions; no thinking or conscious adjustments. Just robotic reacting based upon the past!

The challenge with this is that we are using 10 or 20 year old mindsets to handle modern day 21st century settings. We need updated, flexible, resilient, agile, and open-minded mindsets and thinking that is able to innovate and explore new possible solutions, as opposed to regurgitating old outdated reactions.

Let's see how good you are. Answer this...

Question: How do you eat an elephant? Quick Answer?

If you're like most you will probably react with ..."you can't! It's impossible".

Imagine using an old IBM PC, with DOS 1. Do you believe you would be able to perform at your best now? Or do you think you might have challenges with the limitations of the old technology, and the old outdated software?

What you're doing with that instant mental reaction to my question is allowing your brain to give you a reactive, inadequate, defensive reply.

This is another reason people don't succeed. They don't even take the first step that's required on the adventure of success because their reaction says... impossible. Thank you, Brain sleep!

Because the task seems so overwhelming the way the brain represents it to themselves, it just becomes "mission impossible". The brain says, let's skip the hard stuff and just go back to watching TV! Let's Slouch on the couch and be safe.

The reality is that your brain has no interest in the future. The only real interest is now; Comfort, safety, survival and certainty.

Reprogramme Your Computer

If you're to ensure your success you must become mindful enough to stop your old habitual reactions, and begin to be response-able.

By being response-able you wake up and bring new thinking, new mindset, and original approaches to the prevailing challenges. This will ensure that you have a better chance of ensuring success and making more relevant and empowering decisions and taking SWIFT actions.

1 Minute Wisdom: Smart intelligent machines UPGRADE their Operating systems, Firmware/Warmware and software applications on a regular basis to keep up to date with changes and opportunities. When last did you upgrade your mental operating system to give your brain a real chance at being effective in ensuring you achieve true success?

Activity: Notice for the next few weeks where you are being habitually reactive. Be more conscious and response-able.

Wisdom 45: Effective Brain Management

Wisdom has no value for the man who is too busy to stop long enough to really think about what's important. – Tony Dovale

Successful people will share one secret that is the foundation of their success. And that is, they manage their thinking process consciously, instead of allowing their monkey-brain to derail them. They go beyond reactive-thinking to being fully response-able.

So back to the question: How do you eat an elephant?

Answer: SIMPLY cut it up into bit sized chunks and take 1 bite at a time. It may take you a while, but it is possible.

1 Minute Wisdom: The secret to achieving any goal is to divide it into small enough components and action steps, so you can begin to take action, right now. If a step appears too big for your present abilities or mindset, you will take no action. Your brain will just shut you down, energetically, emotionally because it's overwhelmed.

Like a rabbit in the headlights of an oncoming Big Mac truck, it will either go into flight, fight or just plain freeze. None of which are going to ensure success. And this is your brain at its best if you leave it to run on outdated software.

But if you divide the big steps into even smaller bite-sized chunks that you can take action on immediately, you will be able to start taking baby-steps, moving incrementally towards your goals with a powerful plan to ensure incremental success. Plus you can keep your brain out of the panic zone.

1 Minute Wisdom: Each morning look at the action step/s you are planning for the day and ask yourself "What's my next smallest incremental action that I can take, right now"?

Then do something with that, right away. If possible slip another positive SWIFT action step into your schedule whenever you can. By organizing your day suitably and your baby-action-steps, you can be the one who is in control, as opposed to just reacting to what gets put in front of you for the day.

Activity: How could you arrange your diary and daily activities and responses better? How do you ensure you do 1 thing to move towards a goal every day?

Wisdom 46: Smash Procrastination

Procrastination is one of the most common and deadliest of diseases and its toll on success and happiness is heavy. ~Wayne Dyer

This is the primary dream stealer for most. Unless you solve this issue, you will never achieve any real level of success.

Procrastination is typically a feeling which predisposes us to not taking action. So make sure you're aware of your state, and how to manage and shift your state.

This will be one of the most powerful awareness's and skills you can use to keep procrastination out of your space. Make sure you are organized for success or procrastination will sit you down in front of the TV, again!

This little fella is the biggest reason why you will not be successful. Because you will believe the BS that it feeds you.

To defend yourself, and ensure successful achievement you need to understand how procrastination gets a hold, and how it works.

We've all procrastinated at some time. But most people rarely take the time to understand the deeper psychology of it, or to create a program to overcome it.

So let's dive in to the core of your procrastination program.
Procrastination is the brain's way of avoiding embarrassment.

If you find a situation seems overwhelming, you'll procrastinate.

If you find that you believe you have little hope in succeeding with the task, you will procrastinate.

If you find that you are fearful and nervous, you will procrastinate.

If you find something more interesting and enjoyable than the tasks required, you will procrastinate.

If you find that you are having a hard time making a decision, you will procrastinate.

If you are feeling frustrated, tired or overworked, you will procrastinate

If you find that the work you need to do is unappealing, you will procrastinate.

If there's something that you want to avoid for whatever reason, you will procrastinate.

You can add your own reasons for procrastination in here as well.

Activity: Complete the sentence 10x...on the Why I Procrastinate Form. "The main reason I procrastinate is...." In your workbook.

If we scan through them it's simple to see that these revolve around resources like energy, motivation, courage, confidence, clarity,

meaning, and discipline. What's your main cause for procrastination that you can smash?

Procrastination Busting Process – get the process online at successactivators.com

What you need to understand is that you are not your brain. You are a whole lot more than your brain. You are your SOUL, and the brain is a semi-intelligent biological tool for you to use, as you dance, explore and co-create in this material world.

Procrastination is a brain thing. If the job is really that bad, find a way to outsource it, and use the time saved to focus on the stuff that you really love.

It is so important to be cognizant and mindful of your brains' state/mindset, because if you let it, it will procrastinate you out of your dreams. The problem with that is that when you die, the brain bio-computer dies; Ashes to Ashes, dust to dust, but your Soul continues on. No regret for brains, but great regrets for Souls.

What's your biggest regret so far, that you can learn from and then, let the energy go right now!

1 Minute Wisdom : So the reality is... Don't let your brain, short-term thinker, make decisions or override decisions of your Soul.

It's helpful for you to understand what kind of programs and habits are already installed into your mental computer. Because if you know these, you can make plans to work around the limitations, and to install more effective programs.

Story: Imagine that you went to the doctor. And in his diagnosis he discovered that you have a rare disease called Froga-dislike-tis.

He tells you, that for the rest of your life, in order for you to live, you are going to have to eat a frog daily. Now I know some of you are going to go ask for second opinions, but let's just keep playing the game.

So back at home, with your month's supply of frogs, you have the clear understanding that every 24 hours you are going to have to eat a frog. They taste disgusting, they smell dreadful, and they look mean... But this is how you're going to stay alive.

You wake up the next morning, knowing that today is the beginning of a Frog-a-Day menu. When are you going to eat the frog?

Would you do it right now? Will you wait until lunch? Or will you wait until dinner? Or would you maybe do it just before you go to bed? You know you HAVE TO DO IT TO KEEP ON LIVING. So WHEN? Your answer to this situation reveals part of your procrastination encoding and habits.

The successful person would probably say, let's get it over with now, and eat right away. Whereas less successful people, wanting to avoid the yeuch, would procrastinate, until the last moment. They would tolerate the day, distracted by the persistent reminder that they are going to have to eat the frog sooner or later.

They know it's coming but will try everything to postpone the deed. They know about what they need to do, they just don't know exactly how to go about managing their brain to do it sooner.

Wisdom 47: Know About vs Know How

There is a BIG problem with reading books. You might need to stop reading self-help books. Most people, read and gloss over the material. They get to know ABOUT something...Seldom will they actually do the exercises and build know-how.

Seldom do they actually take insights and incorporate them into their lives and take direct action on, or with, them. The problem is that we are reading to LEARN ABOUT rather than reading to LEARN and KNOW HOW TO.

Think about tiger wrestling. An exciting sport for those who participate in this highly interactive and risky sport.

Here's the perspective... If you read a book on Tiger Wrestling, and you **learn all about** the concepts , will you be able to go and wrestle a real tiger successfully?

It's unlikely that you will succeed on your first try. And this is because you read ABOUT tiger wrestling, but truly, you don't have the **experiential know how to** actually wrestle a tiger.

And so this gap between reading-about or learning concepts, and actually being able to successfully DO, is where most get stuck. They know ABOUT, but don't know HOW TO.

Because they read about XYZ, they believe they have what it takes to be successful from the start. Alternatively, after reading they only have mental concepts no physical experience, and therefore a very low level of confidence in their ability.

If you have no confidence, it is highly unlikely that you will actually take action. From my research, it is this first level of lack of

confidence that stops most from taking action. But there is a way to get around this knowing vs doing gap challenge.

Wisdom 48: Moving Beyond Fear

“It matters nought on the past, unless you use it to hold yourself back from taking amazing action....What matters is what inspires your heart, energises your soul and activates your mind to take focused action.” - Take Action Now! Tony Dovale

So what has stopped you from taking focused action in the past? Is it a skill issue, resource issue or a will issue? If it's a WILL issue then your problem is one of chunking. Chunking is the size of the steps required to achieve your goal..

If it's a resource issue, then there are steps you must take to focus and use what you presently have to start taking action now.

If it is a skill issue, and so confidence and competence is the challenge, then you must clarify, focus and learn. If your life depended upon it, could you make a plan to learn fast?

You can begin to take action on ANY goal, if you chunk your challenge down into small enough steps, and if it's important enough as a priority in your life.

1 Minute Wisdom: If you haven't taken action on a goal, it's frequently because your chunking is too big. Your brain is overwhelmed, or it's not been important enough to commit and focus on.

Cost or Consequence of Incorrect Chunking?

This took 30 years to write! My friend, the author, Wendy directed me to get my book written long ago. I just never managed to get the focus, energy or discipline to do what I was yapping about and promising I would do.

It was only when 2 things happened; The pain of not taking action was bigger than the pain of taking action. PLUS... I had designed secret revolutionary strategy that would MAKE ME, MAKE A PLAN and take action. My circumstances were perfect to get me to take action fast.

The overwhelm subsided, once I chunked my book project down...From write a whole book to...

- what's the main Idea?
- who is this for?
- what do I want to achieve?
- create the OUTLINE
- CHAPTER 1 subject
- PAGE 1 - focus
- PARAGRAPH 1 intention
- write the first SENTENCE

Now I could simply take the first step, and make the commitment to write a sentence, or more, each and every day.

Action Plan: So what can you do to chunk your big goals down into small enough BITE-sized or NIBBLE sized chunks, so that you can begin to take some kind of SWIFT action starting today?

Activity: Complete Chunking Circle Form on your workbook.

Wisdom 49: HARD Goals

We all have dreams and goals. But few people have REAL GOALS. Clear, specific, time, chunked down, action planned, with regular focused action that will deliver their true ENDS goal/ Soul Needs.

Every goal has to pass 4 tests, and if doesn't, it's almost certain to fail. For your goal to succeed, it must to be H.A.R.D.:

- **Heartfelt**; you've got to have an emotional attachment to your goal, it has to connect to a bigger part of you beyond ego.
- **Animated**; goals need to be inspiring and energising through a vision, picture or movie that drives and stimulates you daily.
- **Required**; it needs to feel so urgently necessary that you have no other bigger priorities, that you begin acting on them right here, right now, as one of the most important things in your life.
- **Decisive**; goals that stimulate excitement and commitment to move you out of your comfort zone, activating your CORE drive to overcome fear, provide the best experiences.

Activity: What are your HARD goals? List them in the HARD Goals Form in your workbook.

These are the goals that your Soul sings for. That you would do for no remuneration if that was required. These goal with bring you life-long satisfaction, and joy.

You can have the ego material goals as well. Just know that their results seldom deliver sustainable deep satisfaction, peace or happiness.

Wisdom 50: Law of Strategic Focus

I'm sure you are like most ...busy, busy, busy... But the real question is, doing what? Going where? Accomplishing what? Is it intelligent SWIFT action moving you towards your dreams and goals?

Have you seen those people who are always busy? You will notice some are busy but going nowhere. Others are busy too but they are working through a strategic plan, making incremental steps towards their goals.

But the difference is one group is actually moving incrementally and permanently to a predetermined goal, the other are marking time on the same spot. Going now-here?

If I look back on my life I might have been a lot more successful, a lot sooner, and a lot simpler, if I had followed some kind of plan, and focused on that plan to go in 1 direction.

Instead there are times, where I ran around like a headless chicken! My problem at that time is I had no clarity, no CORE goal, no focus, no way of measuring, and no one to slap me on the side of the head to wake me up...and say FOCUS!

So I wasted much time and effort, only to discover I'm not a whole lot closer to my unclear goals. Shoooot!

It's like getting into your car and driving around for the experience of driving... But going nowhere. If you were going on a journey to a clear destination, do you think it would help to know where the destination is?

And what route you were planning to use. What resources you might need to get there and need along the way. Any things to be aware of? Etc.

So now map this behavior onto something important. Really important. I don't know, maybe something like your LIFE!

Do you have a plan, a clear destination? An idea of the knowledge, skills and resources you might need? Just as you use a map to travel and get an idea where you are... You would be smart to do the same thing with your life adventure.

Wisdom 51: The Law of Least Efforts.

The challenge most have is that we are lazy, tired, or just don't have the energy to put in the effort.

So in order to be smart and more effective we can consciously begin to create an environment that supports and enables us to take action with minimal effort.

Imagine for a moment you want to learn to play the guitar. Simple to do and easy not to do.

If your guitar is way down the passage, in the cupboard, behind the 3 boxes, under the suitcase... It's unlikely that you will be excited, and motivated enough, or energetic enough to go through the schlep to get your guitar and play for a while.

However, if your prized guitar sat next to your favorite chair, on a stand, and all you have to do was lean over and pick it up and play, you could do that more often with minimal effort. Now it's simple and easy to take action.

1 Minute Wisdom: So, the secret is to make taking SWIFT action simple, convenient and easy. Notice that simple (complexity) and easy (amount of effort) are not the same thing... Simple steps might really be quite hard to do.

Easy to do. Easy not to do... but that simple mistake will prevent you from achieving your potential or ensuring your success.

Activity: List 5 things you can change to make taking action on your goals simpler and easier on the Least Effort Form in your workbook.

Wisdom 52: Law of Organisation Matters?

You may have all of the previous good qualities, resources and tools required to be successful, but if you are not well organized, the Law of least effort is cancelled immediately.

But if you are disorganized you will be slowed down, frustration will grow. It will grow into irritation and then something bigger or withdrawal and LOSS! Loss will stop you dead for a while, may even get you to give up!

1 Minute Wisdom: Make sure your SWIFT action steps are simple, easy and convenient to do.

By being well organised you are often able to reduce the possibility of the deadly procrastination bug and ensure that your frustration is channeled into effective organized action

By being organized you support a clearer focus to take action anytime. This allows you to ensure you align your actions with your most important priorities and values.

Being organized and using effective systems, tools and resources that leverage, guide and expand your time and impact.

Wisdom 53: Law of Simplified Choice

Research proves that too many choices, causes a problem for deciding. It overwhelms the brain, and it decides not to decide.

If you are to ensure success you must narrow down the range of choices. I've noticed when I was exploring titles that my brain went off in all kinds of tangents. And when it did this I felt confused, out of control, and my focus went for a ball of tacky.

The moment I reduced my choices and focused, I was able to gain a perspective, and sense of control, and my energy and winning mindset improved dramatically again.

1 Minute Wisdom: if you give people too much choice, they struggle to choose. Limit choice to 2 or 3 and focus.

So how do you limit choices and focus more effectively?

Activity: What's the main big goal that you want to achieve in the next 6-12 months? Write that one down and begin to chunk it down into smaller and smaller SMART steps on our chunking form.

Use the KISS principle... **Keep It Splendidly Simple** so you can focus on a few important things and not spread your energy across a whole range of things. Focus, Chunk Down, action, Focus, Chunk Down, action.

Keep it simple and focused. Take massive action starting now.

SWIFT Action Focus

Activity: List 3 actions you can take right now to focus your SWIFT Success progress in your workbook.

List 3 things you might be more grateful for. List 3 Things you could be happier about.

Wisdom 54: Laws of Effective Action

Many people mistake being busy for taking effective action. Often this is because they want people to be impressed with how busy they are. Hollow significance but no real gain.

When you analyze the effectiveness of their busyness in achieving the desired important outcomes, you notice that with all the busyness they are going nowhere.

For much of my life I have been a busy person. It has been a badge that I've worn to get attention or sympathy, or an excuse to be able to avoid being accountable for ensuring my true success.

Most of us could be way more successful... If we focused in one direction core goal at a time. The real issues is we major in minor things.

Do You Keep Moving Your Magnifying Glass?

Ever tried to burn a piece of paper with a magnifying glass? Keep moving the magnifying glass and see what's achieved. Not much can be achieved with this always moving strategy. But if you focus the magnifying glass and hold it steady... You can set your dream alight much faster.

Action Step: What are 3 things you can begin today to focus and take more effective action towards ensuring true success in your workbook

Wisdom 55: Clarify – Plan – Chunk - Act

The challenge with most of us is we have a dream, but no real clarity, process, focus or plan of action. We have a big idea that seems too big... So it remains a distant dream.

In order to be able to ensure true success it is a simple process which needs the foundation and structure that will enable you to take consistent SWIFT action.

Clarity of purpose is a start. Begin with the best end result in mind. Then create a reverse-engineered, step-by-step, itemization of the actions and results required to achieve the outcome.

Imagine you have achieved your goal. Mentally stand in the future and look backwards down your time-line. What steps did you take to create the incremental results that led up to your goal? Now document the steps you imagined taking.

Here is your basic action plan framework. Next, chunk the large steps, down into more manageable, smaller steps and actions.

The primary reason people don't take action is... because the next required step is too big for them right now. So chunk your next steps down into smaller sub steps or baby steps.

1 Minute Wisdom: the smaller the chunks, the easier it is to take action. Small baby steps, all in a common focused direction, combined, to create an incremental timeline towards the desired goal is the secret.

By taking baby steps you can begin to move yourself predictably and consistently towards your goals. But it requires that you clarify what you really want; create a plan to achieve that; chunk it down into small enough steps; then daily focused SWIFT action is a MUST!

Wisdom 56: Needs vs Wants -Taming Internal Tigers

A big problem we all experience at regular times is a strain on our WILL power. Be aware that needs and wants are driven by two different sources of energy or motivation.

Our NEEDS are the basics. Something absolutely necessary physiological for sustained survival; Air, food, clothing, shelter, etc..

A WANT is a feeling for something you perceive or believe you lack or might “need” to operate more effectively.

Need: I need transport. Or you need a watch, or a handbag, or a pen. Driven by situations and circumstance. Usually external or physiological stimuli like basic survival stuff. Without this you die. You totally need this stuff to operate and survive?

Wants: I WANT...is driven by an internal, usually invisible ego or sense of lack? Want is way more powerful motivator than a need, unless you are in a life threatening situation.

I need transport... But I want a BMW 5 series... Why? An UNO or a small Tata will do the job just fine? But your WANT driver wants something more than the Tata. You don't really want a big chunk of metal with a BMW logo on it. Your WANT ego wants what owning the BMW will give you. That's the real want behind the want?

If you are not able to intelligently control your WANT, you could end up with a few problems. Usually financial problems and unhappiness?

But if you can harness your WANT drivers, and use them to fuel and drive you to take the required actions, then you begin to harness your powerful unconscious mind as well.

Blurred Lines Ahead.

Beware of the blur? Your mind will create excuses and blur the divide between needing and wanting something? It will justify a want as a need to slip it through your mental filter?

Maybe I forgot to let you know... you may think you are driving-your own-life-/bus? But it's not true! For much of your choices and decisions your past and your unconscious are making most, if not all, of the decisions!

In order to become more inspired and to take more effective conscious action, you must understand what is driving the semi-conscious part of your wants.... and then harness those "wild horses".

What is the real reason? What is 'the WANT behind the WANT?

A simple way to uncover the real values or beliefs that lie beneath your WANT is to ask..." What will that xyz give me that I don't have yet?" use our Want Clarification Form to uncover your true desires and needs.

Eg what will you gain by having a BMW instead of a Tata? Why do you really, really want the BMW? What do you believe it will give you that you currently lack?

Why Do You Want ...internal self or external others?

If your WANT is driven by external concerns or hopes, beware. You might get your WANT, but keep on singing ... "I can't get no satisfaction!"

When you list your wants, you are possibly stating an expected solution to a deeper hidden want or need.

Wanting to "earn more," may be your expected resolution and desire to feel free of debt, and less stressed out about your distressing finances. So it's actually about the feelings you are wanting, and not the process of getting them.

1 Minute Wisdom: You can get the CORE feelings in other ways that could be quicker, simpler and longer lasting than the way you have been trying until now. You need a new approach to true success.

"The Soul's goal is to deeply connect with your core self and your true values, and not run after the bright shiny things to try and satisfy your ego wants.

Wisdom 57 Jumping the Abyss... Bridging the Gap

Many people know about something they want to do. They know several of the steps required to begin to get the results that they are looking for? The problem is translating the knowing into DOING?

Certain people can recite and reiterate the steps required in achieving success... but getting the info out from their heads into action seems to be the real challenge.

The knowing-doing gap scares most people and stops them in their tracks? It's the abyss that steals the dreams of 90% of people?

It's easy to talk about what should be done? But like making a decision... action must be the result? Few people ever take the action to cross the knowing doing gap because it seems too scary to take the risk.

You have to push past limiting beliefs, fears and concerns about what might happen or what others will think, or be stopped by fear masquerading as “not the right circumstances”.

And so they talk the talk, but never walk the walk to cross the knowing-doing abyss?

1 Minute Wisdom: A big reason people never take action is the invisible limiting belief that they don't DESERVE to be successful? The second reason is self-efficacy belief. They don't believe that they can really achieve it? Third is fear; of "failing", of being embarrassed, of not “looking good”, of falling short, and being embarrassed.

All of those issues are internal limits around possibility of jumping across the abyss.

One of the biggest reasons people never begin to cross the knowing-doing abyss is the Elephant Eating Overwhelm syndrome? Their brain shuts them down before they even start because it seems “impossible”.

Back to the elephant story...When I asked, can you eat an elephant? You most probably answered no in the beginning. And you believed that story! And that has stopped you DEAD in your tracks!

No belief, no motivation to take action, no movement at all towards the goal. A deep resignation and mindset of “Given up” would have been activated by your brain.

This is How To Ensure True Success

Firstly ask question in a better format. Because it will close the knowing-doing gap into something more manageable! Otherwise the mental picture appears impossible? So make sure it's not a dead-end question.

And so it goes with most people's dream's...they seem too out of reach. They have nowhere to begin, so they keep on, taking-the-talk, but never walking-the-walk and never taking any real action.

It's too hard! It appears impossible to their mind. When something seems overwhelming the brain goes into a panic and shuts down/avoids, Fight, flight, or freeze.. Your brains's Amygdala's natural duty is to PROTECT and DEFEND from any perceived danger or threat... Even if it's imaginary!

So to keep face we continue to talk-the-talk and never RISK walking-the-walk. A smarter strategy is to ask questions that open up the possibility and build options. Start with “How could you?”

How could you reach your dream to become Xyz... in simple steps?

Do you see the shift? There is a positive possibility assumption. By shifting the question focus you begin to close the knowing-doing gap and the possibility of believing you might succeed.

So, how could you begin to achieve your goals? Simple... 1 bite at a time. That's how do you achieve your goals? 1 incremental focused "baby-step" at a time, every day.

1 Minute Wisdom: The secret of The ACTIVATORS' Success

Ensurance system is:

1. Clarify focus, values alignment and destination value
2. Setup BIG accountability, leverage is important
3. Setup BIG passion attraction and positive appeal.
4. Ask questions in the right way
5. Divide the big goal into incremental smaller goals
6. Divide the smaller goals into smaller, simpler steps or tasks
7. Take steps daily and monitor progress
8. Celebrate success regularly

If you find that you've not taken action on your dreams' next step, divide it into smaller and even smaller baby-steps. Then setup a BIG lever to move you along faster than you have ever moved. You need to push to break through your past records.

Wisdom: 58 What's Your Four Minute Mile Limit?

You may have heard of Roger Bannister, the first man to run the mile in under four minutes. Roger was not the first person to achieve this. In fact Roger was a very smart man, and only broke the "impossible" record because of one mans' SWIFT decision!

Why? Because he had a coach who got him to take SWIFT action. His coach was in fact the first person to run the four minute mile... in his head. He had the winners Mindset.

Even though the rest of the world was giving many reasons of why it was physically, medically, scientifically impossible to achieve, his coach believed differently. His coach got Roger to firstly believe differently, so Roger behaved differently. With this partnership they achieved the impossible.

Within weeks others broke the old 4 minute mile record to. Today schoolchildren are running the mile in less than four minutes.

So what's the name of your coach/Mentor? Did I hear you say you don't have one? It's no wonder you haven't succeeded yet!

Trying to do it all on your own makes it nearly impossible to achieve true success. Success is a team sport. If you are serious you will need to get yourself an Activator/Mentor, which is the next level above coaching, to ENSURE true success.

Peer Coaching

The great news is ...it's been found that a peer coach, a friend who works with you, can have almost as much impact as a professional coach. This way you can save some money and be held accountable to deliver results.

Do you truly want to ensure true success? Then get yourself an Activator or Mentor/coach soon? Not just anyone. Get a strong person who will hold you fully accountable to perform as promised and bring out your best.

Or join our Life Masters Success ACTIVATORS group (See www.successactivators.com site for groups.)

The real power of an Activator is to ask open questions that enable you to discover and uncover the best route possible for you to accelerate your actions towards ensuring true success, and then focus furiously.

Get together with a friend and coach each other. Explore new possibilities. Ask powerful provocative questions. Set measurable milestones and targets and then make agreements to hold each

other accountable to perform and achieve those smaller goals or targets.

Secret appreciation: The fact you are reading this proves to me, and to yourself, that you are one of the few people who will definitely handle reality and take the SWIFT actions to ensure your success. Well done.

Wisdom 59: GET a Success Activator!

If you are committed to true success, then you need to move up the ladder of Success Insurance to engaging a Success Activator (SA) to hold you accountable and help you take SWIFT action.

The true power of a SA is that they will absolutely get you to do the things that you know you ought to do, want to do, plan to do, hope to do, but have never taken the action, up until now.

Your SA will activate the spark of you becoming a Success Gladiator and hold you firmly accountable to deliver on your promise.

Maybe you weren't clear enough. Maybe didn't have a solution. Maybe didn't have a plan. Maybe your steps are too big. Maybe you just had no idea where to begin, and had confused thinking. What I call "stinking thinking", focusing on the why-not as opposed to the how, when and why.

Your SA will ask you profoundly provocative questions, give you new perspectives, challenge closely guarded assumptions, and get you to look at things, or think through, from a completely different angle, with multiple viewpoints.

A SA will get you to stretch beyond your perceived limitations. They will step you through a process that will enable you to begin to take specific and measurable, focused, baby-steps SWIFT action towards

your identified ENDS goals and plans, in a definite and purposeful manner.

A SA, with our Gladiator Activation Process (GAP), will help you build up such a big WHY that will be more than enough fuel and incentive to drive your what, how and when through any “storm”.

1 Minute Wisdom... The real reason that you have not succeeded as you hoped or planned is...You don't have clear focus, aligned with your values, a big enough WHY linked to your ends goals, and the consequences of non-performance are negligible in your brains' assessment!

A SA will not let you give BS excuses when you don't perform. They will ensure that there is good reason to take the actions you have promised. Success Gladiators take SWIFT Action, always. Always!

A SA cares enough about you, your goals, dreams and your family to hold you so tight to your accountability and promises to perform, that you will have no alternative but to take the promised actions!

The problem is most people will wimp out, as they're not truly 100% percent committed to ensuring their own success. They don't handle reality, they run on hope! They could be true Success Gladiators, but they choose to be a Couch Slouch! Where do you stand? What's your choice? This is where we separate the winners from the whiners.

“Reality is already the PAST. What future are you creating with your Reactions or RESPONSES?” – Tony Dovale

Wisdom 60: Handling Real Reality

Are you presently living in sync with a vibrational match of the reality of your past or present? Are you energetically and emotionally at the right level to ensure you can attract your true success, or are you allowing outside influences to dictate your moods, emotions and reactions?

Reality is what WAS, a moment ago. If you allow reality to control your vibration and attitude as a REACTION, you will not be able to overcome challenges and begin to successfully and sustainably create your desired future.

If we keep handing what WAS (past) vs what IS WAS (Present) vs what WILL BE (future) – you will forever be reactive and never a proactive, powerful, co-creative or in real control.

Like Attracts Like

Scan your body. How are you feeling? Is your emotional/energetic vibration a reaction to your environment, thinking, expectations and inner voice? Or is it the perfect ideal state, vibrationally aligned with what you desire. Either one will rapidly attract and allow, or not allow, you to discover the path to manifest your goals.

The correct action steps required to begin to create what you desire for yourself cannot come from a foundation of fear or lack. What you focus on and feel expands to attract like.

1 Minute Wisdom: You are the creator and meaning-maker of experiences, memories, reactions, and future potential. How much time do you spend ensuring that the meaning you give to events and experiences supports your flourishing destiny and true success?

Action Decision Steps: What are 3 things you MUST stop doing from now, that keep you away from creating the vibrationally aligned positive state of what you are wanting to achieve? Enter in your workbook.

Eg. If you wanted to be a happy millionaire, but are feeling C.R.A.P.*, what must you stop right now, to begin to be able to re-focus and re-energise yourself back up to the vibrational level of a happy millionaire mindset? How can you move your state to 1 level higher vibration right now?

*C.R.A.P. = Confined, Resistant, Annoyed and Poor-Pity-me!

Wisdom 61: Happy Money.

Most people live with the mindset of ...I will be happy when some xyz happens. When I make the money. Or when I get the big job. Or when I get married. Some future hopes on One Day Isle.

Life doesn't work like that. Here is how it works best. First choose to be happy where you are. You need to wake up, get conscious, get control, direct to your thinking and create the right mindset for the outset. Manage your meaning, state and focus. Be grateful for what you do have; Happy and grateful Mindset.

The other challenge is we often are playing "not to lose" vs playing to win. We spend more money on PROTECTING than investing in our Greatness. So we are far away from happiness.

Check yourself. How much do you spend on INSURANCE? Do you invest an equal or greater amount into yourself for ENSURING a brighter happier, healthier, wealthier future? Why not?

There are 3 kinds or levels of “Happiness” that you can experience. Each of these types of Happiness is present constantly, if you are conscious enough to embrace it. We also have a Set-Point or usual level of happiness – this is our “trait” level of happiness.

- **Emotional Happiness** - Short-term, burst of positive emotion. The challenge with this is, it’s like an orgasm; big high, and then back down to your usual level or set point, until the next time. Similar to a druggie.
- **State Happiness** - Relatively stable mind-set, sensitive to change. Based on the stuff you focus on; How you create meaning; Reframing negative stuff to be empowering. And mind set dependant.
- **Trait Happiness** - Generally stable across lifetime. Some people are happy, no matter what.. If you are not as happy as them, you might find them unrealistically exuberant.

Here are some TO DO, and simple NOT TO DO actions you can do to begin to take back your power and transform your happiness levels, as well as become “happier” as a HAPPIER STATE and TRAIT.

- Daily, take time to laugh, smile and interact with optimistic /Happy people. Happiness and unhappiness are highly contagious up to 3 levels away from the SOURCE. Make NEW choices. Either way your emotions are contagious.
- Look at what you DO have, as opposed to what you don’t have. So many people look higher up the BE, DO, HAVE success ladder with envy and self-criticism. WISHING they could have more. Remember this: **“Your good life starts when you stop wanting a better one”**.

- Appreciate what you do have right now and then start to climb the success ladder with gratitude, love, energy and passion and appreciation.

1 Minute Wisdom: If you have a roof over your head, running water, a bed to sleep in, a fridge; and a clothes cupboard; then **your quality of life is in the top 20-%25% of human quality of life on the planet. – Read that again!**

Bigger Secret: Add to the above list; If you own a bank account, the use of a computer/ internet access, you are **DEFINITELY in the TOP 10%-15% of quality of life on the entire planet.**

1 Minute Wisdom: Understand and appreciate that you are ahead/above almost 6 BILLION people on the BE, DO and HAVE success ladder!

Are you living your life with this grateful mindset? Stop looking-up and whining at what you don't have! Look down and be grateful and happy for what you already have.

Then look up with excitement and passion, and start climbing with commitment, passion and purpose to make your life, and others' lives more enjoyable and joyful too. That how you change a whiners mindset into a winners mindset.

So, how could you live more appreciatively, starting right now? List all the things you could be more grateful for on the gratitude list form. In your workbook?

This will enable you to create a powerful, grateful, positive mindset and a state of being happier now. Embrace what-is, with LOVE.

Congratulate yourself for creating whatever you have presently created.

Now, begin to move from this more positive and empowering mindset. What's the most important thing that you can do?

I would suggest you tell someone important in your life that you appreciate and love them. I dare you to do it now!

The truth is people are successful because they were happy and not they are happy because they've become successful.

Gratitude is part of happiness. Remember "state" Happiness is an "INSIDE" job. It's a conscious focus and not a reaction to your external stimuli. Keep your happiness vibration high.

Are you currently a vibrational match for your desires & dreams and goals? I keep on bringing this up because it's only from a higher energetic platform (positive physiological and highly energised state), that you can climb to higher heights.

Wisdom 62: Are You a Match for Your Dreams?

True success is like juggling – so you dropped a ball. So what! Pick it up and continue to enjoy your juggling. – Tony Dovale

Need a Lover?

Imagine that you are looking for a new partner. You want an amazing, awesome, incredibly smart, talented, kind, loving, sexy, positive, 10 out of 10 person. Get that picture? See, sense and hear them. What's their energy or vibration like? Got it?

So if you were in front of this person right now... Are you a vibrational and energetic match to them?

On a scale of 0 to 10: (Ignoring physical attractiveness)

- Would you, in your present state, turn out to be their dream catch?
- Are you at 10 out of 10 in all of these dimensions that you are wanting to attract to you?
- How amazing are you?
- How incredible are you?
- How awesomely smart, talented and loving are you?
- How positive and happy are you?
- Do you have a Winners Mindset?

For most of us if we are to be 100% brutally honest, we are going to admit that we fall short in some of these areas! That's okay for now.

The law of the universe goes like this, only energies that are a vibrational match can connect, or be attracted to us, in a sustainable and viable manner. So this means a person who is 3/10 is highly unlikely to attract and maintain a positive relationship with a 10 out of 10 person for long.

And so the same goes with building wealth. You might want or desire to create, manifest, attract a sum of money, say one million or five million. But here are your challenges: Are you right now... behaving: thinking feeling, acting and speaking like a millionaire does? Not spending, but acting like... on every level of attractiveness, appeal and mindset. Are you adding the value millionaires add?

If a person walks around with a hobo-mindset, it is highly unlikely from that vibrational level that they will be able to take the required

actions and interactions to manifest much at all in a sustainable manner.

1 Minute Wisdom: If you can't get there in your mind... you can't get there ever! Stop observing what is. Begin dreaming and taking action towards what can and will be. Become the creator of your experience and how you show up. Stop reacting and start responding with a winners mindset.

Consider Donald Trump. He walks around all day thinking and behaving like a Billionaire. So even if he loses everything, it doesn't take him long to re attract opportunities to re-manifest his Billions. Because he believes and behaves in a manner, in spite of the circumstance. He has the Billionaire Mindset.

Happiness is a SWIFT Choice

Know this, You have the power to choose how you react and how you respond. What you focus on and what you ignore. You have the power to choose gratitude and happiness in spite of circumstances, only if you are "awake" enough and have the mindset that enables you to make that choice!

Many people are not fully awake yet. Sleepwalking their way through life wasting time watching TV, complaining about the world, never doing anything meaningful to uplift themselves.

It's easier for them to pull others down, instead of lifting themselves up. So they will forever be the victims of circumstances, hard done by, by life, and everyone around them.

Most of them are unconscious of how they go through life as BLEATERS, blaming everything outside of them for how their lot turned out and what they've got. Highly negative mindsets.

It's about vibrational alignment and your mindset. As you vibrate so you will attract. With a higher vibration and a more resilient mindset you can create the context and support to ENSURE true success.

Action Idea: What 3 things can you do now to focus on positive, possibility to begin to shift your mindset from whiner to winner?

Wisdom 63: Context Controls Creation

We know that, depending upon your mindsets, the context or environment has big impact on how people show up. Context impacts what we can do, what we think and feel, and how we respond or react.

Often we don't have the ability to control the situation. But we do have the ability to control our mindset which controls our reaction or response. We also have the ability to reframe and alter our perceptions, which will enable us to alter our feelings and behaviors. It all depends upon what kind of mindset you have built.

We know from research that the environment and the people around us have a big impact on us; beliefs, thoughts, feelings and actions. You have mirror neurons, neurons that fire both when you act, and when you just observe another person doing the action.

Through their mirroring others, reactions, they bring the outer stimuli into your inner world. You are uncontrollably influenced and impacted by your mirror neurons reactions to what's happening on the outside around you. So who is really in charge of you?

The Past Is Alive And Well.

We are anchored to past memories: sounds, smells, pictures and feelings and situations. So when we hear, see or feel them, or similar ones again, automatically the related feelings and the memories associated with them, come flooding back into our consciousness...often uncontrollably. It's called anchoring.

We must use this anchoring technique consciously, and to our benefit, or our brain will continue to use it on us. When performance coaches work with athletes they specifically anchor peak performance states to sound, sight and circumstances.

So where you can, control your context. Is there any kind of art, music, thought, or scent that makes you feel the feelings you said you wanted? Surround yourself with those "triggers", - they'll spur you on, and remind you of the person you expect to be.

Make sure that your surroundings and the people support, encourage and inspire you to keep-on-keeping-on, moving towards your dreams. Our relationship to the environment and the people, has a huge impact on our energy, attitudes and actions. Wake up, be conscious, be smart and tough about your context, because situational forces will make or break your chances of true success.

Wisdom 64: Energetic Akido

Imagine that you have the newest Ferrari in your driveway, but you have no fuel; no ENERGY. What does it matter that the Ferrari is a great car? You are going nowhere.

I know from my experiences of dealing with healing and my deep personal mastery workshops like The Phoenix Adventure and Dragon Slayers, that energy is the vital force for all action and health. If you limit or infect a person's energy system, you impede their potential on every level.

Imagine if there was a way that a persons' energy system could be "infected" or contaminated, in a manner that was practically impossible to detect, but it had a profound effect on their potential to perform and take positive SWIFT action.

Imagine that this energy could be "evil" or negative in source and in the way it impacts thinking, feeling and actions.

Imagine that you could get infected by mistake; by being unaware, emotionally recklessness, from blackout, taking drugs, excessive alcohol, sedation for operations, dabbling with negative energies, and experimenting in nasty and unsafe dark energy realms.

Imagine that if this occurs, it's almost impossible for the average person to become aware or prevent this negative influence from having a significant and influential impact in every facet of their lives.

It's like a parasite that can take over your mind. It could certainly limit their possibility of ever harnessing their full potential.

Imagine that the self-sabotage and lack of positive results we experience, could in fact be caused by this negative or dark influence.

Imagine no longer, because, this is what I have been intimately exposed to over the last 22+ years.

The possibility exists for you to be impacted by undesirable influences, if you are unaware, or have been exposed to circumstances that could lead to "energetic infection".

If you are unaware, you cannot do anything about it. You need to become alert, awake, mindful and certain about your sources of

energy and influence. If your unconscious has most control over your actions, get to know it thoroughly.

Don't come to a gunfight with a knife! Make sure your intentions, source energy, thoughts and actions are for the greater good. Make sure you work for, and come from, the "light". Choose Love.

I have discovered that this can be ugly stuff. Don't mess around with it. I got my energetic Akido 12th Dan black belt in this space. Not because I chose to, but because I had to. But that's a story that I'll share if we ever meet or you decide to get clear in our Dragon Slayer workshops.

Wisdom 65: The Alchemist's Secret

You don't have to be awesome to begin your journey towards success. But you must begin your journey to BEcome even more awesome. Tony Dovale

Let's confront a sensitive situation. Because if you truly desire to be successful and achieve your dreams, you are going to need to do specific and serious housekeeping.

In the old days Alchemists were different to the average joe's running around the marketplaces. Alchemists studied, shared, explored and experimented incessantly. They had a MISSION that inspired them to ever increasing levels of exploration and action.

Many of the Kings and leaders were scared of the Alchemists "powers" and did their best to destroy all of their knowledge, and them as well.

Many people scoffed, that Alchemists were fiddling in stupid, useless, subjects that were a waste of time, even though their focus

was for the greater good and upliftment of themselves and mankind.

They were scorned, burnt and rebuked for dabbling in their work of developing the SELF; Of endeavoring to turn something of low value, into something of greater value.

1 Minute Wisdom: Beware of telling everyone about your plans and goals, unless you are very sure they will support, rather than undermine you. Many people aren't happy when you succeed, because it shows them up.

Even close family can become a block and a subtle limitation that will prevent you from taking SWIFT action.

Are You a Turkey too?

The moment you begin to shift your mindset to winner, with action-minded focus, a few challenges are going to arise. Your old buddies, family and associates are going to find it easier to pull you down, rather than to lift themselves up. It's not you. It's them.

When you are with friends, or leave friends, do you leave feeling more inspired, energised and ready to go and take massive actions to move yourself towards your dream?

Or...do you leave them, tired, distracted and pissed off or lazy -to take any intelligent action? Who influences and leads whom? It might become necessary to change your FRIENDS!

Birds of a feather flock together. If you have been running with turkeys and now you've decide to be an Action EAGLE, some hard choices have to be made if you are to stay the course.

Take stock of your closest 5 friends and associates. They are a mirror for you to see you. You are vibrational match for their level in life. If none of them are where you are intending to grow to, it **MUST** be on your agenda to upgrade your circle of association and friends.

Positivity and Success Resonance

If you sincerely desire to be successful, you are going to have to up your game. You are going to have to up your standards, and up your values to the level required to be truly successful.

This could mean a change of friends or at the very least a rebalancing of your time spent with people who will energise, inspire, and encourage you to achieve better results than they have.

What this really means is if you want to fly like an eagle, you'd better stop scratching around, with the turkeys, who may never be more than yappers and dream stealers! It's not that they can't, they just CAN-NOT. It their whiner mindset and unconscious choice.

Wherever the Light Shines, Dark Surrounds it.

I have experience from my personal transformation (LifeShift) work that the moment I make a decision for something of great value, that I will be tested by some dark energy.

Someone will try to dissuade me, distract me and get me to shift course and stop my "bringing more light".

Become aware. Become clear. Be resilient, honest, loving – but firm! Become a Gladiator of love, light, and true success with integrity. Bear no malice, but deal with any "dark" or negative stuff with extreme determination.

Take no prisoners. Leave no misunderstanding of your commitment to your greater success and positive intentions to bring more love, light, freedom, peace, joy and abundance to yourself, those around you, and the planet. Be Strong! BE a True Success Gladiator.

Wisdom 66: Learned Helplessness or Simply Lazy

“Make now, your day of freedom, power and action. Unhook your past, unleash your future, and focus on the outcome with Love. Dark emotions bring dark days, thus a negative past’s vibrations can steal your dreams. unless you decide differently and spark your soul into action..” – Tony Dovale

When I explore all possibilities of why most people don’t take actions to achieve their dreams, it boils down to this:

They have been taught by life’s experiences and challenges to become “helpless” in their mindset.

Read that again because it could be the reason you might be struggling to climb up beyond just-making-it.

There’s a story about a fish, an American Pike. Scientists placed the pike in a water tank with a glass divide. In the one side was the Pike, and the other was the Pike’s favorite food; small fishes.

Naturally, the Pike will get hungry and make a bee-line for its favorite food swimming close by. But the Pike doesn’t see the invisible glass blocking its path to the food. It ends up banging its snout against the invisible barrier.

It does this a few times without success. Quickly it learns that it is “impossible”, and of no use to continue, to try to get its food. So it GIVES UP TRYING. It has, very quickly, been taught to be helpless. It now has a validated belief and mindset that it’s impossible.

When the scientists remove the glass barrier, the Pike swims about the fishes, and never attempts to catch its prey, even though they swim close by. The Pike will starve to death, by taking no action, because it has been taught to be “helpless”, even though its favorite food is close by and fully accessible.

The real question is not, have you been taught to be helpless? The real question is: to what level you have been taught to be helpless! And what are you doing to reverse it?

Yes, you read that correctly. You have been programmed to some level of helplessness in your youth, by parents, church, school, friends, enemies and life’s experiences . Often your failures are the biggest effect in creating a learned helplessness mindset..

The best question is: So how do I completely remove and reverse the Learned Helplessness programming? Glad you asked.

1 Minute Wisdom: This is one of the most important aspects of understanding what is holding you back from creating the level of success you desire. It’s invisible, and almost undetectable. But look around and you might see the results of learned helplessness’ mindsets in your life. With love, your brain has done this to you. Crazy isn’t it?

Wisdom 67: Survival or Success

Okay, I believe you’re possibly ready to hear this truth now.

Your brain is not designed to enable your EGO to naturally succeed. Specifically in the dimensions that you might have been chasing. like flashy cars, jewelry, big house and the bling that many people appear to be erroneously chasing.

Your brain, and more precisely the Amygdala (approximately the size of an Almond nut, located at the base of your brain), has a different focus from the bright lights and stardom that attracts your EGO.

The Amygdala's primary job is for protection, defense and survival. So the focus is a fear-based focus, far from stardom. Your Amygdala, which is a part of your Limbic system, is at the centre of your emotions, emotional behavior and motivation.

Your Amygdala is always on guard 24, 7, 365. It filters and records all your senses. Its typical emotions that it most often creates or induces are; fear, anxiety, uncertainty or aggression. So much for fun!

The majority of your emotional feelings are activated by the Amygdala. The core challenge that the Amygdala creates is one called "fear conditioning". This is where the emotion of fear, and the physiology or the feelings, are linked or anchored to sounds, thoughts and situations. This creates a fear based mindset.

Forming Associations to Fear

The Amygdala evaluates through a filter, of risk and danger. In simple terms. it links dangerous situations to feelings and emotions in order to directly have a library to refer to when evaluating further threats. It creates fear-threat based feelings and messages throughout your body in order to ensure your continued survival.

It cares nothing about your dream Ferrari, or the Gucci handbag, or any other bling-thing that your EGO aspires to.

The Amygdala is so strong in your brain that its influence relating to fear and negativity is, on average, around 3 to 5 times stronger than positivity in your brain.

When it comes to phobia's, the brains unconscious, automatic reaction and power is 1,000,000,000% stronger than conscious thought. It usually totally over-rides any rational thinking and mechanically puts you into reactive, protective, panic; Fight, flight or freeze.

The automatic reactive behavior of your Amygdala's protection system is to avoid any form of danger, risk, pain or loss of any kind.

What this means is that your automatic and exceedingly reactive mental process, on the deeply unconscious level, is always going to be fear-based, physically unsettling, make-sure-we-will-survive-and-have-no-pain style thinking.

This simple automatic and unconscious process will practically guarantee that you will never take enough action to achieve your dreams, unless you awaken to the fact that you have been mainly living your life unconsciously, and allowing old outdated, ineffectual mental habits, to run your life.

Unless you become a Neuro-Leader; to become more aware, manage, and intentionally direct your brains' default activities, it will revert to protection, projection and survival.

Wisdom 68: Neuro-Self Management

Managing your brain effectively and balancing mindset with heartset, is vital for ensuring sustained positive SWIFT action and success. – Tony Dovale

Here is the No#1 reason of why people struggle to be as successful as they desire. They don't know how to operate, run and interpret their brains signals, messages and programs. Their mindset is formed by default not by design.

The great work by David Rock in Neuro Science reveals the issues when managing our mental resources. If you are unaware of how and why your brain behaves, you will not be able to optimize thinking, feeling, moods, and actions.

Effective leadership is about influence, mindset and action. Effective team work is about trust, connection, competence, communications and collaboration. All are impacted by the brains' reactions and default mindset.

The newest Social Neuro Science reveals the primary areas that individuals and leaders must focus on to ensure optimum influence, empowerment and performance.

Dr David Rock has codified how your MIND AUTOMATICALLY REACTS to situations. These are the most basic core reactions your brain to any situation.

It comes down to 2 perspectives. Is this a THREAT or is it a reward? These are 100% automatic and uncontrollable. The brains priority to scan for threats is 3x-5x bigger than the scan for rewards. The unconscious, and usually uncontrollable, aspect of this is vital to understand if you are to gain optimum operating impact and

effectiveness in an organisational and management/ leadership situation.

Whenever we are presented with an experience your brain robotically reacts and evaluates whether it is a threat or a reward. Eat or be eaten!

SCARF or no Scarf

Researchers identified 5 key qualities which enable people to minimize the automatic THREAT reaction, and activate the REWARD response. You can use this to manage your own brain more deliberately and effectively and shape your mindeset.

Status: Our social status is important to your ego and brain. If a change lowers or threatens your social status, it triggers a fear-based threat response in the brain, which causes a negative reaction, that impacts every aspect of a persons' being; mood, state and potential actions.

Certainty: Our brain likes familiar situations, as they allow it to conserve energy. This allows the brain to run on autopilot. It uses lots of energy to fuse any new neural pathways it has to create. But when a situation changes it requires the brain to focus on that immediate issue and forces a change in processing priorities.

Autonomy –The degree to which you can adapt or control your situation, and/or responses to a situation. When we can make our own choices, the feeling of certainty increases, stress is reduced and our Resilience and Psychological Capital increases.

Relatedness – Healthy relationships are initiated by trust and empathy. Our brain groups “others” as either a safe friend or a dangerous foe. When a person or situation is considered different

(foe/Uncertainty) the brain automatically causes feelings of being uncomfortable, which automatically triggers a “threat” reaction in the brain and body. This makes us highly unlikely to accept the person or change. This creates the RESISTANCE that stops everything. This is why resistance in change management is so powerful.

Fairness – The perception of UNFAIRNESS automatically generates hostility, and undermines credibility and trust. The important issue is, a **perception of fairness**. Unfairness in an environment prevents collaboration, connection and trust, which are integral to successful self-management, leadership, team working and effective change.

Keep Success Warm with Your SCARF

It’s time to wake up! – start being smarter and use the SCARF in your life, and at your office, to create happy, healthy, harmonious and productive workplace mindsets, relationships and culture.

A positive culture is vital for any strategic or tactical execution to be successful. *SCARF is critically important to the success of communication during change-management because before the human brain can accept rational plans, it needs to accept the change emotionally first.*

Remember to keep your success adventure warm with a SCARF to keep your winners mindset in a high-performance state.

Wisdom 69: Time to Become a Dragon Slayer

To become truly successful we have to do several courageous

things. We need to become gutsy Success Gladiators in order to tame the dragons and tigers that block our progress.

Firstly, you must make the biggest decision of your life, which is, the decision to be totally 100% honest and direct, with love and tact, with yourself.

The goal here is not to beat yourself up, or undermine yourself, or activate and feed your negative black-wolf-internal-voice. The goal is to engage in “radical honesty”, which will allow you to make an honest assessment of where you are, and where you are likely to end up if you continue on your present path.

Because, if you don't do this there is a strong probability that you will wake up one day, when it's too late. For many people it's easier to avoid, blame and ignore, when they should be handling reality. But it takes guts. It takes radical honesty, which not many of us have.

Do you actually believe the lies you tell yourself? They will sell you down the road of reckoning, and one day you'll wake-up just meters from the feet of some life-dragon with insufficient resources to survive. Be SWIFT, BE honest and authentic.

The gift and the benefits of holding yourself up to the light and truly checking what your values are, as opposed to your espoused values, is that you have a chance to awaken now, and check yourself. And in this way, you can begin to take action to ensure you have a far brighter, more successful, future for you and your family.

If you are to ensure success you must tame your own internal dragons and tigers that work in your brain. In their high-speed-good- intention, they will attempt to block you from taking SWIFT action towards your dreams and goals.

Courage is the state of mind where, even though you feel the fear, you act proactively, in spite of the fear-based brains' signals and messages sent to protect you, and limit your next step into the unknown.

Be SWIFT. Think SMART. Courage is conscious and calculated. Always explore the most effective avenue for smartest, simplest action. Just don't allow learned helplessness to steal your dreams. Time to awaken your Success Gladiator spirit now. Jump from Spark to Flame! Move your mojo from whiner to winner.

Wisdom 70: Meaning Reframe

“Relax, release and let go now! Life is an experiment in action. Yesterdays' lessons are the learnings to fuel and guide tomorrows more successful mindsets and achievements. Take Action Now!

We are masters, if we choose to be. You can choose right now to master your mental meaning-machine to ensure greater success.

From Anthony Robbins NLP work, he shares this statement that opens up more empowering POSSIBILITIES: “Nothing has any meaning, other than the meaning you give to it”. Which you typically do UNCONSCIOUSLY!

Context reframing creates a different, more empowered, MEANING on an OLD EXPERIENCE, by placing this old experience in a new light or frame of reference. The intention is to change the impact the past has on us. Turn it into a resource as opposed to a stumbling block and energetic drain.

In a meaning reframe, the context remains static and the meaning is changed. This in turn impacts, our memory, reactions or

responses. As well as the wisdom we can harvest from the experience. You may have heard of some reframes like:

- Problems reframed, become challenges or opportunities for action, or opportunities for learning and developing new skills.
- Laziness reframed, becomes our ability to relax, to enjoy comfort, and to calmly focus our energy precisely on the things which most deserve our attention.
- Fear reframed, becomes protection and a positive signal to activate awareness, alerting us to danger.

To assist you in developing a meaning-reframe which will have maximum impact on meaning you can ask yourself SWIFT questions:-

- What else could this XYZ mean that will reduce negative and expand positive?
- What meaning can I intentionally give to this that will empower and energise me?
- What small shift in meaning will transform my experience for the better?

With practice you can build a mindset of increased awareness and greater conscious CHOICE, when generating meaning you're your life experiences.

For now, just be CRAZY and give EVERYTHING A POSITIVE AND SUPPORTIVE MEANING that will energise and empower you to be resilient, mindful , proactive and a winner.

Wisdom 71: Mindfulness

Mindfulness is the art of staying in the moment and just being with the experience, paying attention in a certain way: on purpose, in the moment, and non-judgmentally. Easy to say, harder to do.

Mindfulness is increasingly recognised as a one of the most effective approaches to diminish stress, grow self-awareness, enhance emotional intelligence, and successfully handle mental static; negative or “painful” thoughts and feelings.

*"I had no idea that there was so much sh*t going on in my mind. Thanks for wakening me up." – Mindfulness Student*

Many spend much of their time focused on past, or on future ,issues. Paying little attention to what is essentially happening now. This means that we are mostly unaware of our present experience.

Mindfulness is the practise of staying in the moment. Consciously spending more time in the present with ourselves, and our surroundings, in a calm, peaceful and non-judgemental manner.

Calmly accepting the way that things are, and not trying to change things at all. Embrace the moment. This calms your brain and enables you to adjust its encoding, priorities, reactions and focus.

It enables you to stop the rehashing most of yesterday’s garbage, and move your consciousness to the present, right here and now.

There are 9 core activities that the brain needs to do. We have to become response-able, instead of reactive, if we are to ever create lasting happiness and co-create success of any kind.

9 Brain / mind functions of healthy, successful, happy people are:

- Regulate the Body functions
- Awake & Aware for Attuned Communications
- Create emotional balance
- Modulate and control FEAR

- RESPONSE – Flexibility
- Insights “Me”
- Empathy “You”
- Morality “WE”
- Intuition – gut / heart thinking

The challenge is few people have had training or experience in optimizing these default programs that operate autonomously.

Why is Mindfulness Vital?

The numerous benefits of regular Mindfulness enable the Successfully Activated student to go straight for SWIFT ENDS goals and opposed to the detour of MEANS goals. Fast-track success.

Practicing Mindfulness helps you:

- to be fully present, here and now
- to experience unpleasant thoughts and feelings safely
- to become aware of what you’re avoiding
- to become more connected to yourself, to others and to the world around you
- to increase self-awareness
- to become less disturbed by and less reactive to unpleasant experiences
- to learn the distinction between you and your thoughts
- to have more direct contact with the world, rather than living through your thoughts or mindset
- to learn that everything changes; that thoughts and feelings come and go comparable to the weather
 - to have more balance, less emotional volatility
 - to experience more calm and peacefulness
 - to develop self-acceptance and self-compassion

Practicing Mindfulness helps cultivate greater life satisfaction, and develop conscious leadership skills that will enable you to focus on what is really important in your life, beyond the Bling.

Wisdom 72: Shame, Is Bling your Thing?

A friend of mine recently lost her father. We chatted about how we spend our lives acquiring “stuff”, which comes to mean nothing when we die. She remarked that over four days they donated and threw away his whole life’s collection. And then she remarked...So what was it all for?

Hopefully you’ll gain wisdom from this experience without having to lose someone near to you. The real question is, what is driving you to want to achieve what you want to achieve?

What’s your real deep WHY? Why do you want to embark on this adventure to create whatever you deem “success”? What will it actually give you that you feel is missing in your life or the world?

It’s a very hollow victory to get to the end of the race and discover you were living other people’s dreams, using other people’s values, and the goals you finally achieved were empty and unfulfilling?

The Real Challenge

Your challenge is to ignore the noise coming from the world around you, and the marketers enticing you to spend more to be worthy, happy and valuable.

Go inside and deeply discover what it is that your Soul seeks to bring. with love, as opposed to what your ego fears, and is trying to

cover up. Your Soul is satisfied with END goals: love, peace, happiness, contribution, joy, wisdom; living gently (treading very lightly on others).

Your ego is looking to protect and pretend it's OK. So shiny things like flashy cars, noticeable money, excessive possessions, big houses, expensive jewelry, recognition and all the other "MEANS" stuff that is meant to prove that you are worthy and good enough, are its focus.

So What's it all for. What's Driving Your needwant?

From near death experiences (NDE), researchers have discovered amazing similarities in thousands of experiences. They even have a medically monitored 100% controlled NDE with a doctor, who shares amazing discoveries around the adventure of life and her journey during the NDE where she was medically dead; No brain activity, no heartbeat, and no breathing.

A SWIFT Successful Life is Quite Simple

At the end of the game we call life, it seems the real prize consists of three simple and profound things:

1. How much LOVE did you bring during your time here?
2. How much WISDOM did you gain whilst you were here?
3. How GENTLY & positively did you impact other Souls' journeys?

Wisdom 73: Soul Meaning Scale – SMS

A life of action for the sake of action leaves an empty shell, that soon becomes hell. Here is a big secret I have discovered with my Activating and mentoring. I have my wealthy friends and clients to thank for this awesome wisdom.

What if you woke up one morning, late in your life, to rudely discover that all the “Success” that you have been chasing was worthless? It was pseudo-success; Shallow, short-lived, fear driven, ego-based and a waste of your LIFE! Would you be unhappy?

Well, many people, who chase financial success, soon discover that they still feel empty. Something is still missing in their lives. It’s not clear but it gnawing at their Soul. What’s missing?

Do you use your SMS’s effectively?

It’s about effective understanding and alignment with your SMS system. Not the kind you send all day on your phone. It’s the deep core part of you, your Soul, linked to that higher life-force, whatever you want to call it; God, Life, Universal Consciousness.

Unconscious Core Needs.

From the excellent work of Tony Robbins, we discover that we all have needs that unconsciously drive our actions and reactions. See the structure listed here in basic SMS order: Soul Meaningfulness Scale from lowest to highest.

1. Certainty & Comfort/Safety - Survival
2. Uncertainty / Varsity - Excitement
3. Connection - Belonging
4. Significance (EGO) & Validation
5. Growth – Wisdom
6. Contribution – Value & Love

These unconscious core drivers make decisions unconsciously up to 7 seconds before, you think you decide consciously. You might think you make conscious decisions, but scientifically validated

experiments prove otherwise. We share this in our Success Ensurance workshops.

The first 4 need drivers satisfy your EGO, whilst the last 2 are Soul food for your SOUL. These last 2 needs, when satisfied, are the ones that bring true significance, validation, sustainable happiness, peace and joy to your life. These are your ENDS goals that really matter.

The top 4 drivers are fun, exciting, enjoyable, but the impact and the power to fuel our SWIFT actions is only truly sustainable and worthwhile when driven by Growth/wisdom and Contribution/Love.

So the reality is to ENSURE sustained drive, resilience and CORE meaning, your dreams, goals and desires must come from the last 2 needs, otherwise you may find it difficult to stay the course, and weather the challenges life brings.

The challenge is most people are driven and distracted by their ego's goals, which, when achieved, the feelings are short-lived and often less satisfying than envisaged. So the next time you explore and prepare to take action, make sure that your goal is high on your SMS and is SWIFT action.

As I tell my students when they choose some ego based goal, that might be fun and exciting, but there is no Soul in that Goal!

Wisdom 74: What No One Talks About Until Now.

I often tire of the nebulous yakking about weather, sport and social gossip. I love conversations that go deep to the core of life, My/Our Soul 's adventure. Your Soul struggles to find its voice and be heard whilst your brain and ego are being manipulated by all of the inner and external distractions.

As stated the brain always chases pseudo-values that have been imbedded there by marketing experts who care more about themselves than you. They create the perfect marketing images and ideal life to strive for, but this marketing-dream is like chasing the horizon... it never arrives.

You may achieve some of the purely materialistic goals your brain has hooked onto, but as you know, within weeks – it's an empty achievement.

Your brain has been cleverly tricked to think, "getting this thing will make you truly happy". Like many, you probably have also been manipulated to struggle for worthwhile "success labels", such as "freedom", "great job = huge salary", "good" mom, "wealthy" person etc.

We all have programs running in our brain to "protect" ourselves by masking our true feelings. Have a look around. We all wear multiple "masks" to hide our inner landscapes. In order to ensure we are accepted, we avoid showing real emotion. We suppress and repress our core emotions. We hide our authenticity to avoid rejection.

So what is your main assignment or opportunity whilst on this earth? Write down your answer to the above question? Why are you really here? What are you going to bring and leave as a legacy?

How do the opinions of others infect and affect you? WHY? We often buy stuff for the opinions of others, and then the stuff ends up owning us! It is time to run the Success Activators Anti-Virus and remove your limiting thought-viruses and limiting beliefs. Clear your brain and start your deprogramming journey TO FREEDOM, LOVE, PEACE and JOY.

Action Item: Whose opinion impacts or influences your thinking, feeling and actions – List them all on the Undue Impact Form in your workbook.

As you decide right now to embark on this journey, what role will you allow your brain to play? Dictator and Tyrant or Dedicated Supporter? It's up to you? What's your decision?

To take back your power and control start with this following:

Success Gladiator Promise Process

- Put your right hand on your heart and imagine breathing through it gently.
- Say out aloud "Even though I have had fears, pain, judgments, grudges, grievances, challenges, self-negation, anger, anxiety, loss, hurt and pain, I completely and fully LOVE AND ACCEPT myself.
- I now choose to feel and be, whole, complete, happy, strong, independent, self-assured, self-directed, confident, fully alive and consciously conscious.
- I fully reclaim control of my brain-mind and body.
- I heal, re-integrate and rebalance my Life Force Energy completely with my mind and body.
- I choose a happy, healthy, peaceful, exciting, joyful, fulfilling and effortlessly successful life for myself.
- I release all my past limitations, judgments, hurts and losses. I store the wisdom and release the negative energies completely, on this plain and all other dimensions and plains, from the beginning of time to the end of time.
- This is my brain-mind, body and life and I AM the owner, director and master of all of it." And so it is.

1 Minute Wisdom for Real Happiness and Joy:

If you want to have pleasures, which typically don't last long, go buy stuff or do stuff for your body and brain – Material pleasures will bring fleeting moments of feeling some level of happiness. But this soon drops back to your typical set point of happy/unhappiness.

If you want to create a state of happiness that lasts longer, then go do things than impact your Soul; Highest values and beliefs.

If you are ready for JOY, then its time now to listen to your heart and Soul. And go do the things your CORE Soul yearns for. These are the Be's, Do's and Have's that will truly fuel, focus and fill your heart sustainably on a long-term basis. This is true success.

We're so busy striving and surviving in a distracted, and driven society, that we seldom are actually are doing what we love. We are the perpetrators of our own human trafficking, willingly placing ourselves into the business game as "disposable batteries" in the commercial toys of greeders, who only care about numbers; power, profits and corporate shareholder benefits.

There is no Soul in most of today's business. Like drug addicts, people flock to the "pay-least-and-expect-most" commercial system that holds no real sense of fulfillment, purpose, meaning or long-term sustainable success.

For business, we need Corporate Soul Surgery to reinvent a better plan for the next 100 years that creates a sustainable, supportive system that brings life, value, joy, benefit and opportunity for all.

For people, we need a process that uncovers, harnesses and unleashes our fullest potential, passion, purpose and Joy. We need people with winners' mindsets.

It's such a shame that after 65 years of striving through the business system, that at least 80% of people will struggle even more on a material, financial and health level.

It's the Human Tsunami that few people ever see or survive. All the signals, signs and warnings are around for everyone to see. But the bright lights and nebulous distractions will prevent most of you from waking up before it's too late.

The problem is with our mindsets. It's all there for the taking – true happiness, joy, peace and love. The big question is, will you?

Wisdom 75: Mindset REALLY Matters.

“Make the decision now that your past is past, and a source of WISDOM. Sometimes the greatest wisdom can come from past wounds. But You must be the Alchemist who changes your mindset. Wake Up NOW – You are Free to take action. Take SWIFT Action Now!” - Tony Dovale

Everyone talks about skillsets and seldom about mindsets. But it's mindsets that control everything; Winner or Whiner. Plus mindsets are contagious. The mindsets of those around you can limit or unleash your potential, up to 3 levels away from you.

Mindset is a fixed or growth, mental attitude or disposition that predetermines a person's responses to, and interpretations of, situations. Your Mindset is similar to your attitude, but more multifaceted. It's expressed in how you create meaning, solve problems, show up, manage internal states, and interrelate with others.

The foundation of a winning mindset contains honesty, trustworthy, commitment, adaptability, accountability, curiosity, flexibility, ability to brainstorm, willingness to connect and collaborate to reach solutions, Resilience, Innovation, integrity and fairness.

Rethink x Mindset x SWIFT Actions = True Success

Research by Professor Stoltz reveals that 96% of employers polled identified mindset as one of the most important deciding factors for business success. Employers recognize the value of people who are able to tackle challenges head on, contribute significantly, and thrive. Here are 3 legs to a winning mindset platform:

Global mindset - Big Picture Focus!

It's the entrepreneurial essence; To thrive in a world that's getting smaller and changing faster, it's about your cognitive capacity to handle greater complexity over longer times and distance. Innovative, collaborative, being curious, open to new ideas, and being connected with an array of people is hugely important. All support your ability to being able to arrive at smarter solutions.

Good Mindset -- Good guys finish Happiest!

It turns out integrity, honesty, and kindness, doing what's right, and being good to others, pays, big time. Goodness is the foundation of a winning mindset. With mounting immorality and ethical collapses, leaders, workers, and entrepreneurs with a good mindset that includes sincerity and loyalty are gold.

Grit Mindset – No stuff too Tuff!

Daily adversity is becoming more commonplace and the challenges of the current environment keep on coming. This is the power pack of your winning mindset. It powers the other 2 legs with Resilience, Agility, Accountability, Commitment, Tenacity, Focus and Flexibility. They enable you to grow and flourish, even in bad worst weather. The Post Event Growth ;process sets you apart. Grit energizes more: pay, promotion, retention, performance, engagement, happiness. etc

Winning Mindset qualities

Here are a few of the top aspects of a Winning mindset that sets winners apart from the whiners.

Open, curious, big-picture, connecting, considerate, agile, adaptable, resilient, growing, focused, tenacious, moral, honest, trustworthy, authentic, kind, compassionate, generous, other-minded, contributing, tenacious, improving, fair, courageous, creative and determined. Develop these to ENSURE true SUCCESS every time. Make sure all 3 G legs are in balance.

Activity: Complete the Winners Mindset Assessment in your workbook.

The great news is that your mindset is flexible and can be enhanced any time you decide. You can learn to use a growth mindset to achieve true success and happiness. So are you ready to shift your mindset to the next level? So do it already!

1 Minute Wisdom: Your daily actions will change what you come to believe about yourself and the person you become. It's about setting a schedule, showing up, and sticking to it. It's about focusing on building the right identity rather than worrying about getting the right result.

4 Steps to Growing a new Mindset

Step 1. Become aware of your inner fixed mindset "voice."

Step 2. Consciously override it and tell it that you have a choice.

Step 3. Talk back to it with a consciously chosen new growth voice.

Step 4. Take the growth mindset SWIFT action steps straight away.

When you are aware enough to hear both voices, and practice acting on the growth mindset, you can begin to build your winners mindset, one conversation at a time, to and make it work for you.

Wisdom 76: Will or Won't Power

A large part of success is based upon focus and discipline, which requires a good load of WILLpower. Often we discover with that many people cite lack of willpower (WP) as one of the main things preventing them from taking the required actions.

To be able to be successful with self-control (SC) you first need to learn how you fail to maintain self-control and lose your willpower.

Plain optimism just can't last in some situations. It's a challenge to acknowledge your own limiting mental thought-viruses or incorrect thinking patterns, or predict times of difficulty.

True self knowledge is the foundation of enhanced and effective self-control. We must become Willpower Alchemists or scientists if we are to manage and maintain a good charge of willpower.

If you think back on your own willpower challenges, you will notice, willpower is like an electric battery. Over a certain amount of time in specific circumstances, it will lose the "charge" and lose the self-control will power as well.

We have discovered that:

- Willpower is a mind-body response. It's a brain function that can be improved through mindfulness, exercise, nutrition and sufficient sleep.

- Willpower is not an unlimited resource. Like a battery...Too much self-control drain can be bad for your health.
- Temptations and stress hijack the brain's systems of willpower and self-control.
- You can train and develop your brain's greater willpower and smarter self-control.
- Guilt and shame over personal challenges, or failures, lead to giving-in again and reducing willpower.
- Self-forgiveness and self-compassion boost self-control and your willpower. So they are good to do regularly.
- Willpower failures or fixes are contagious. Just as you can catch the longing to overspend or overeat from your friends, you can also build and maintain smarter self-control from mentors, positive role models, and your Success Activator!

Wisdom 77: SEAL of Success

It is highly unlikely you will fully activate your maximum potential unless you muster the courage to decide to give your best, by taking on a SEAL to ENSURE YOUR SUCCESS and help mould your winning mindset..

In the navy they assemble a SEAL team of highly trained experts who are loyal, committed, competent and completely driven to ensure success no matter what the challenges.

If you want to fast-track and ENSURE you create massive true success, then find yourself a Success Activator or mentor. Pay them

a whack of cash to make sure you CLARIFY, PLAN and take SWIFT action every day.

I've discovered that I focus and take more focused actions, when I have a substantial investment supporting my commitment.

If you are ready for 100% focus and SWIFT action find a SWIFT SEAL (Success Insurance Activation Leader). They are someone whom you respect or who you see as a leader.

This is the solution to use when you have a big hurdle or obstacle, or are 100% committed to ensuring your success. – You get yourself a SWIFT SEAL partner. You will see the SEAL process in the next chapters. Here is how my SEAL helped me.

Wisdom 78: My Gladiator Activation Win.

Our actual problem is how we view and deal with time.

My story: I had a family feud for 8 years. I hadn't spoken to my parents because of an argument that ensued, over a disastrous bachelor party for my middle brother. I literally avoided all contact with them.

On the one side of my brain fuelled by betrayal, loss and hurt, I vowed, I would never open myself up, or speak to them ever again.

Another part of me, my Soul, was urging me to be the bigger person. I had this constant nagging that I should do something before it's too late. My problem was that I was a prisoner, held captive by the rage and pain in my brain. There was no way I was going to be able to be the bigger person, my brain just refused!

I discovered this Gladiator Activation Process (Consequence Compression Commitment) process during a personal mastery workshop. I was asked to highlight the biggest pain or blockage obstructing my life and my happiness. One that I needed to resolve.

I had that. I then went through the process of identifying my most valuable movable asset; my prized Easy Beat mobile disco, worth R135,000. I then chose a SWIFT SEAL partner to support my action.

I committed to my SEAL that within 7 days from that moment, I would phone my parents to arrange reconciliation. And if I did not keep my word, I contracted with my SEAL partner and committed to GIVE him my entire disco, if I failed to keep my agreement and word.

My brain went loopy! It brought up a 100 reasons of why this was an insane commitment. Every neural network in my brain was on emergency alert and urging me to run! My brain was like a trapped Demon in an impenetrable cement cage. It tried every possible tactic to prevent me from taking action as agreed. But another part of me became still, calm and peaceful.

Almost a week went pasy with no action! As the final minutes, yes last 3 minutes, of my 7 day time limit was running out, a “part” of me began to take greater control and overpower the BS my brain was spewing forth. This was my Soul again.

My heart was in my throat and pounding hard. My hands were sweaty. My body shook and trembled as the internal battle raged on. Literally, with 90 seconds to spare, before my deadline, I dialed the number. My father answered on the other side. I took action!

One part of me, my brain, was in panic, and in fear of total destruction; The other, Soul part of me, was joyous and pleased.

I felt a broad sense of overwhelm. At the same time, a complete sense of peace and calm started to take over my entire body. My Soul had finally overcome my ego/ brain. Whoo YAH!

I felt ecstatic, and light, as if a huge weight was instantly lifted from my shoulders. I was relieved to have kept my WORD, and also keep my cherished mobile disco! I did not realize how big the burden was that I was carrying, when all was said and done, we patched up the domestic quarrel and rebuilt the fabric of our family.

I can tell you now that if I had never made the agreement with my SEAL buddy, along with the Consequence Compression Commitment, I would never have been able to break out of my brains' prison and make that life-saving call.

All I can say is that this method got me to take action, and saved my life from years of unnecessary conflict, anger, pain and loss.

My wish for you is that you clarify your dreams, detail your goals, divide them into tasks and smaller steps, and take SWIFT action starting from today, so that you don't take 30 years to finally focus on achieving your dreams.

So, why are you on this EARTH? What will you be, do, or leave that will make your mark on humanity? The next process can help you to discover and clarify, what will make your Soul sing.

Wisdom 79: Gladiator Activation Process Extrinsic

I also call this the Time-Consequence Compression (TCC).

These are 3 types of Motivation. Needs based or behavioral, driven by a need for food, survival, etc. Then there are Intrinsic and Extrinsic motivators. Here's the secret of successful achievement using extrinsic motivation.

If I had had this process when I first started to write my book, I would have finished in one year and not 30. I didn't have the SWIFT Action Gladiator (Time Compression Consequence) Activation Process to help me make ensure that I took consistent focused SWIFT actions.

Today you have the opportunity of being able to apply the most powerful process I know, that will be a catalyst, and activate your internal CORE drive to ensure you take SWIFT action.

The problem is when we evaluate the down-side of not taking action, it just seems insignificant, so far away, and not such a big deal. Like smoking, it's not good for you and it's not ideal. But the devastating consequences take so long to have any visible impact that we completely ignore them.

This is what I term 'fractional suicide'. We won't die immediately, but we will die sooner, ultimately. In order to get your brain to take notice, I devised a powerful process that will stimulate your brain, support your Soul, and get you to take the required actions, to steadily, move you towards your goals.

This process is only for people who are totally committed to ensuring a happy, lively and successful future. If you are someone who is just *interested* in maybe creating some kind of success, this will blow your brains' fuse.

It will convince you very quickly that this is too much effort, and too much risk. It will try to do this because, in this way, it can keep you safe in your comfort zone... aka your Dream-Death-Zone (DDZ).

If you're totally committed here we go. I trust your integrity is good, and you can be counted on to keep your WORD, which in my opinion, is the most valuable thing you have.

Step One: What is the most important, action you need to take to get you moving on your journey of creating greater true success that you might have been struggling with? Write that on your GAP L1 Form in your workbook.

Step1: _____

Step Two: How will you know you have completed the step? What evidence will be confirmation of success? Note your answer.

Step 2: _____

Step Three: How long is a reasonable time to complete the step? Write that time in below. What's the committed completion date?

Step 3: _____

Step Four: This is an important part of the process. List your most valuable movable material asset, or a large financial sum; \$10,000.

Step 4: _____

Step Five: Choose and contract/promise with the person to be your SWIFT SEAL -**Success Ensurance Activation Leader**.

Your instructions to them are simple; "Under no circumstances will

you allow me to give **any excuse** for not completing my agreed and promised step/s. You will complete our transaction as arranged, no matter what excuses I try to give. I give you my WORD that I will stick to this promise. Barring acts of God or life and death situations hold me accountable to deliver what I have promised. “

Step 5: SEAL Name: SEAL to Sign form. _____

Step Six: This is a vital, ACTIVATION part of the process. You say out aloud, or write, the following to your SEAL. A solemn promise:

“I hereby commit to completing the agreed action (step 1), by the following date (Step 2). Barring acts of God or life and death situations. If I have not completed this agreed task, by the agreed date, I hereby promise that I will give you my asset offered, free and clear, (step 4) which you must give away to a stranger within 48 hours.

You sign commitment and agree on the form. Time for ACTION!

Your heart must also have skipped a few beats. I can just hear your brain going wild and telling you to run. Your brain is going to try to “protect” you.

But there is a part of you that is pleased, because it knows you have finally gotten to the point of making a decision, and actioning that decision, with a full commitment and SWIFT action.

This is the part of your consciousness that will hold you accountable to keep your integrity and your WORD. This is at higher part of you that you might call your Soul. Welcome home.

Do this for each new incremental action step required, and soon you will begin to achieve action momentum and success beyond your dreams.

Wisdom 80: Why Order is Important.

“It is a fool who expects and believes they can achieve any practical level of meaningful success, without concerted, focussed and SWIFT Action. – Tony Dovale

In language, the order or syntax of words in a sentence are important. The bird bit Mary, and Mary bit the bird, have the same words, but the result and experience is different.

The same goes for baking . The order of mixing the ingredients and taking the actions are vital. If you bake the eggs before you mix them in to the flour, your result will be very different from the recipe that works.

Success in life is precisely the same. We usually want to HAVE things, so we can DO things, so we can BE or FEEL happy. This is what most people have as their default success recipe and daily mindset for achievement.

Research into the Science of Happiness reveals that this is wrong! It's completely the incorrect formula for building and ensuring sustainable success. The best recipe for enduring and sustained success in life goes like this. We need to make sure we have the correct ingredients first.

Step 1. BE HAPPY. Remember the happy money chapter. Choose happiness consciously; create the Winner mindset/heartset, contexts and thought focus. Focus on Appreciating and being grateful now. Do small random acts of kindness for others who might have less than you. Build a state of gratefulness and appreciation for what you presently have as your foundation.

This is the secret to the law of Attraction and ensuring happiness. This shift requires that you begin to become fully conscious and aware of your mindset, beliefs, thinking patterns and habits.

It also requires that you shift your focus and what your brain constantly focuses on, because, where your attention goes, your energy flows. BECOME a DELIBERATE thinker. Stop your robotic automated, run-old-programmes behaviours. Wake Up!

In our LifeShift SWIFT Success System we have specific activities that accelerate this shift on much deeper levels. But here are things you can begin to focus on and do now.

Step 2: DO. Do the things wealthy and successful people do to achieve their success from the foundation of happiness, gratitude, appreciation and positive resilient energy and a winners mindset.

This is not, go and happily spend money. It means you begin to explore, discover and apply the principles, processes and practical actions these people incorporate into their lives to add more value.

Success leaves clues. Become a success detective, and you will discover that these people have definite actions with their time, focus, resources and energy.

- They add value where it's VALUED highest.
- They leverage their time, knowledge, skills, networks and resources.
- They typically work ON, more than IN, their own business.
- They use mentors, Activators and coaches to accelerate, clarify, focus and action their efforts.
- They use business-vehicles that can deliver massive value, to a target market, that has a real need, that is willing and able to pay for what they want or need.

- They have a direction, a destination and an action plan
- They invest their time into actions that deliver optimum value, impact and leverage.
- In spite of the “circumstances” they persist and persevere against the odds – Winners Mindset
- They spend time with people of greater character, competence, and achievements. Eagles seldom fly with Turkeys!
- Time is precious. They use it for their core passion and purpose. TV is not one of them.

Step 3: If you come from a foundation of happiness, gratitude and appreciation, and you clarify, plan, focus and take SWIFT actions, you will soon begin to enjoy the incremental success you dreamed of, coming into your life.

So the most effective recipe for success is... Be happy, get a mentor/Activator to teach you the things successful people do, do those things, and you will, sooner than later, have what successful people have. Then you can plan to leave a real legacy that is worthy of your time on this planet.

Wisdom 81: Your 5 Step ACTIVATOR PURPOSE System

“True Happiness will only be found when you free yourself from past problems and distractions, and learn to love yourself fully in this moment for what it is.. Your gift of now.” – Tony Dovale

When talking to people you may discover that almost 80% are not happy with their lives. They are always chasing the next thing to bring them some sense of satisfaction, or short-lived happiness. Striving but never arriving.

Why is it so hard to experience true lasting happiness? Because you are chasing your brain's goals and not your Souls goals!

Purpose Clarification System (PCS)

Use this process to align your brain to your inner TRUE NORTH.

ACTIVATOR - Purpose Discovery & Clarification Process

1. Write... Who are you? – What does your name mean?
2. What would you would you LOVE...?
3. What is the one thing you feel supremely qualified and inspired to teach and share with others?
4. Who will you do it for? Get a clear picture of the people you'd love to serve?
5. What do those people badly want and need that you can offer?
6. How will their lives be different? How will they change, as a result of what you do for them?

So what do you DO? I help XYZ... what? Here is mine. I support and inspire entrepreneurs to grow a winners mindset, so they can clarify, focus, take decisive and massive SWIFT actions, that ENSURES they bring their dreams and greatest works into reality in the world, so we can have more freedom, Love, abundance, Peace and Joy. Fill in your Purpose Sheet in the workbook.

Wisdom 82: Goal Getter Scientist

Many people never start because everything is not perfect yet. Perfection is a waste of time, excellence has more value in your life. Here are simple steps to take to experiment and become the Imperfect Action Taker.

Step 1. Write your idea, goal or outcome down in clear observable terms.

Step 2. Find out who else is doing or has achieved what you want to create. Chat to them in your area of focus. Ask them for their wisdom; highs, lows, insights and short-cuts. Decide if they have value for you. Leverage this learning into your SWIFT action plan and wisdom.

Step 3. Research, explore and ascertain the next best step/s that you can take right now, today or tomorrow to move you towards the results you want to create. Then take MASSIVE ACTION.

Step 4. Test your plan first. The secret is to get feedback fast to reduce your learning and risk curves. Use the feedback from your actions to make adjustments and improvements.

Step 5. Keep on stepping up one action at a time. Aim for excellence, enjoy action, embrace imperfect. Get things done faster, even if they are not 100% right. Enjoy the adventure, discovery, learning, experimenting and growing your wisdom. Well done you are now true success scientist.

Wisdom 83: Up Your Game or Live in Shame

Credibility and satisfaction comes from consistent competent and successful actions. – Tony Dovale

I would hate for you to do the exact same as I did, knowing that a solution was so close at hand. I can save you 20-50 years of heart-ache, defeat, fear, frustration, and wasted effort. I'm able to share wisdom gained from my hard experience. If you will listen and act.

The only way is for you to use this it to up your game! Decision, commitment and follow through with massive, life-changing SWIFT action.

I read that around 80% of heart attack surgery patients, who were warned by their doctors, that they must to change their lifestyle or die, still went back to their old death-inducing habits! Total craziness.

Your brain will do this to you to, unless you create a system to support you really upping your game for once and for all. This means getting clear on the consequences and cost of non-action. Clear on the rewards. Clear on the process, and clear on how you will ENSURE continuous focused SWIFT action.

I can share with you now, that the costs of non-action, that you might imagine or project, are not 10x close enough to truly understanding the pain, shame, blame and regret you will incessantly have in your life, if you continue to play a second rate game. You have been cautioned. It's 100% in your hands now.

You pay either way. Rather pay attention that pay with regret.

Wisdom 84: Activation Energy

Lazy people call us obsessive. Poor people call us lucky. Successful people call us inspiring. – Tony Dovale

Activation Energy is defined as the minimum energy that must be input to a (chemical) system, containing potential reactants, in order for a reaction (Activity) to occur.

Activation energy can be thought of as the energy required to overcome the height of the barrier-to-action. Sometimes called the

energy barrier, that separates you from where you are, to where you want to be.

Getting what you want is SIMPLE, just not easy. It requires a sufficient level of Activation Energy to get and keep you moving.

Anything that is a break from your usual routine will require increased energy to force a change in your brain's auto-pilot control. It's got to get you past the safe comfortable feeling.

Get out of your head, get past your feelings, because you will never FEEL LIKE IT. You need to get outside of your comfort-zone; go beyond your energetic prison. That's where the magic of creating your success happens.

When you get a positive impulse, you need to take physical action within 5-10 seconds, before your brain pulls the "emergency brake" to keep you safe from danger and "protecting" you.

As ACTIVATORS, we work as the catalyst, to activate and ensure an increase the rate of focused SWIFT activity, in moving yourself towards your dreams, ambitions and goals. If you've not achieved success by now, it's unlikely you will do it on your own.

I was interested in success for 30+ years. I dabbled and delayed. If I was smart, I would've engaged a mentor to make me focus and take action. But the truth is, I wasted a huge part of my life, playing a middle-to-mediocre game, when I could have played at the highest levels, only if I had decided and committed to and take the consistent actions. How about you? What 3 things can you shift that will ENSURE your true success?

Wisdom 85: Decisions Require Action

Never confuse motion with action. [Benjamin Franklin](#)

The truth is that all that actually matters is NOW, and what could be possible tomorrow. Make the irrevocable decision right now that your past is past. It's now a source of WISDOM. Stop rehashing and re-living pointless stuff. Put your past far behind you. Drop the energy charge and explore ways to make your past experiences a source of WISDOM.

If you decide, you can generate your greatest wisdom from your past experiences. But you must be the smart, awake Alchemist, who makes that shift in thinking, that changes and reframes it into something that prepares you for greater things.

Diamonds, valuable, strong, bright and appealing come from coal; dirty dark, smelly stuff deep in the earth. Take coal, put it under immense pressure & heat. And voila! You have a diamond. It has no choice; it naturally develops enhanced quality, greater character, increased strength and becomes more valuable. You can achieve this too now. It's called Psychological Growth Experience.

Take control of your biological, fear-focused brain and intentionally REFRAKE your past as something VITAL, VALUABLE and profoundly powerful in developing your Soul and its story; Ready to bring enormous value and make massive impact in the world?

You are so worthy, vital, valuable and powerful. It's time you awaken and discovered your true core source of power, love and light within you. Always there, always on, always connected to Source Energy.

You have never been alone. You just believed you were until now. You have huge power residing within you, you always have. It's time we ACTIVATED your full potential and power – NOW.

Wisdom 86: Gladiator Activation Process Intrinsic

Here is the GAP Level 2 process to begin to get focus and aligned SWIFT action using your internal or intrinsic motivation or CORE inspiration.

Put your hand gently over your heart area. Imagine slowly and fully breathing a potent, warm loving colour healing energy through your heart. Close your eyes and do this for about a minute.

Say this out aloud. "By the life-love-force residing deep within my Soul, I activate fully my consciousness, my power, my heart, my light, my Love and my winning mindset."

"I release and revoke all agreements and codicils with any, and all, negative energies, to limit my power, my love and my light, on this plain, and all other plains and dimensions."

"I call all parts of my Soul to come back from the farthest corners of the universes, to be cleansed, healed, re-aligned and re-energised with Love and light, now."

"I now release all limiting beliefs, perspectives, judgments, fears and losses. And I now replace them with forgiveness, self-acceptance, self-love, courage, confidence, care, wisdom, truth, integrity, strength, and love for all of life." I build my Winners Mindset every day.

"I AM A GLADIATOR OF LOVE and SWIFT ACTION."

"I release my deepest self-judgments, worries and uncertainties. And I now replace them with Self Love, courageous, focused, SWIFT incremental powerful action!"

"I am now fully activated with Love. I choose Love. I bring Love. I am Love. And SO IT IS, from the beginning of time, until the end of time, on all plains and dimensions."

"My entire past has prepared me perfectly for this moment. I am ready to step up and take SWIFT action."

"I am ready, prepared and committed to exploring, expanding and growing my positive impact, service and support of love and light in the world." "I AM A GLADIATOR OF LOVE and SWIFT ACTION."

And so it is from this moment forth.

*** End of GAP L2 process.***

Wake Up! Become conscious NOW. You are free, if you choose to take action. What is the SWIFTEST Action you can take Now?" - Tony Dovale

Wisdom 87: Change is Changing The Way Change Changes.

This is such an important aspect for ensuring a successful life. The biggest problem when leading any change-management process is the issue of RESISTANCE to the change.

Whilst there may be a ton of logic and good reasons for why the change must happen, people still get together and ruminate, cogitate and stagnate over this new proposed change.

Change is the new norm. In the past 50 years or so, long term planning was vital and a stable predictor of a business's or personal trajectory. With the shift in technology, internet communications,

information, research and development, change now happens in hours and minutes, rather than months or years.

This requires a new more robust, flexible, agile, innovative and resilient mindset. Today the most valuable people are the ones who can unlearn old stuff and learn and apply the newest stuff, the fastest. Flexible, Agile and Resilient; Winners Mindset.

Today Speed Of Implementation (SOI) – beats size, age, and all those other old outdated qualities. Change has changed forever. It's no longer about change management. To thrive today we must become change-drivers and change-innovators, and not change resisters.

We can no longer allow old cultures to drive personal attitudes, and team or workplace cultures. It's about becoming world-class fast, or be outclassed and overtaken the next day by some other group across the globe. Swift, innovative, energised and resilient!

Already I'm using multiple service providers and people, in multiple countries across the globe, who are way ahead of our local skills, attitudes and value proposition.

We must rethink change. Accelerated change is the new norm. Slow is certain death. Swift and responsive enhances your chance of success dramatically. We do, in seconds, for relatively little cost, what would have taken months and thousands of dollars, just a few years ago.

A long time ago, life, and change, was slow enough for a life-time of trial and error to see what worked best. That was handed down the family line. Today you have hours and days to discover the best solution. We are in an always-connected-always-on, always

shifting, always-changing space, and it's only going to get FASTER and more disruptive and challenging.

Are you silly enough to still try to use outdated strategies, in a time when change challenges every choice, belief and behavior you hold near and dear?

Time is compressing; Competition is increasing; Choices are complex; the world is flatter and smaller. Like a hi-tech "village". Awareness, Activation, Adoption, Action; adapt or become irrelevant and die? Winners win, whiners are left on the wayside.

Choice is yours. C h a n g e has changed forever. If you are going to ENSURE true Soul success, you need to decide right now, that you are a Change Champion and start SWIFT Actions now.

Wisdom 88: Attention Activates Attraction

Where do you invest most of your daily energy? Everything around us is energy. Energy is required to take action. The problem is we place our attention on any 2-bit bling-thing moving in our locality. We are unconscious in our use of resources, awareness or attention.

We place our attention and energy into the things we don't want, not knowing or understanding, that we are actually attracting the things we want the least, in to our life even more. What you focus on, you attract and get more of.

If you want to see a reflection of your dominant thoughts, focus and energy quality, look around you on the outside. It's a good correlation with what's going on with you on the inside.

Like vibrational attracts like. When you focus on something with your energy and attention, it's like filling and empty balloon with

your vibration and energy. The more you focus, think and talk about what you don't want, the bigger the balloon becomes and the more attractive it becomes to drawing-in the stuff you have been focusing most on. It all depends upon what you VALUE.

What gets your attention and why? What's valuable in your life, What do you value? What's really valuable that you can share with others? Winners create greater value.

If you are to succeed, you need a winners' mindset and then the requisite plans, focus and actions to create meaning, mastery and value. A job is never going to ensure your brightest future.

Wisdom 89: Vision Values and Value

The reason you are not where you want to be, is you are living to the inappropriate values, in spite of what you claim.

Your values are deeply held views of what you find VALUE-ABLE and worthwhile. They come from a variety of sources: parents, religions, schools, peers, people we respect, and our core cultures. They will also come from your inner spirit.

Many of your CORE values and beliefs go back to childhood times. We change, adjust and adopt others' values as we pass through life. But they don't change often, they are fairly fixed, which can be a problem, if you grow up with skewed values..

There is a big difference between talking-your-values and walking-your-values. Values are not what you say they are. You reveal your true values by what you do on a regular basis. Actions speak loudest.

We rarely bring our values to top of mind consciousness to question or check them regularly. Discovering your true values will help you understand your core drivers, wants and needs more clearly.

Values can be empowering or limiting. Supportive values like honesty, integrity, truth, trust and accountability are positive values. Values like suspicion, blame, vengeance and manipulation are usually limiting.

Supportive and positive values are called often virtues. These values originate from your inner truth and Soul. Limiting values stem from the ego-conscious or subconscious fear-based beliefs.

Your brain and ego will do its best to pretend that your negative values, will support you (EGO) meeting vital needs (Protection).

The ego uses blame as a way of avoiding humiliation and ensuring safety. It uses revenge as a way of getting even. And it uses manipulation and deception as a way of maneuvering to get fear-based needs met.

Our longer LifeShift SWIFT Success experience involves process to enable you to become conscious, aware and neutralizing your ego's limiting values, and replacing them with the values (virtues) of your Soul. But we'll give you a simple insight here

Activity: Values Sort Form in your workbook.

You can see a persons' true values by what they do on a regular basis, and not what they say. To be able to release your limiting values you need to be able to manage, master or eradicate your fear-based belief structures.

1 Minute Wisdom: What would a person have to believe to be behaving like you do on a daily basis? What would a person have to value to create what you have created so far in your life?

Activity: Values Elicitation form in your LifeShift workbook.

Eg: Imagine I claim one of my top values is my health, but you only have a look at what I'm not doing by way of exercise to support that claim. You will see that my values hierarchy has some other superior value that controls my regular behavior. Health may be on my values hierarchy, but is not my top one. Is that smart?

Once you can achieve clarity on your driving values, and begin to consciously choose your dominant driving core values, you are free to become more authentic, honest, connected and valuable to yourself and those around you.

You can live from a base of love and not from a base of fear. You now have a wealth of possibility to become an Alchemist, and create more meaning, value and contribution in your life and world.

Just beware, because values are supported by habits, and those are sometimes a real challenge to shift permanently!

Wisdom: 90 Wealth Alchemy

Everything you want is out there just waiting for you to decide, and show it through your actions, that you want it as much as it wants you – Tony Dovale

We have already mentioned the focus of the Alchemists before. Their endeavors went beyond wanting to make gold. The same should be said of your focus to build wealth and true success.

Wealth is about time, rich is about amount of money. More money for monies sake is a waste of life. I have met wealthy people, who when asked, "How much is enough"? Their answer was

I will never have enough. Ag shame! How sad is that? Greedy, driven, unsatisfied, stressed out scrooges!

It's amazing to see how our global billionaires are giving back mega amounts of money for the greater good of humanity. Their impact and legacy will spread wide and far. I wonder why?

So what's your plan for impact and legacy for mankind? Are you going to wait until you are a billionaire before you create your positive impact on the planet, or could you do some lesser things along the way each day, or week?

Many of the people whom I have coached or Activated, who have made it part of their journey to be of greater service to others, enjoy longer lasting, peace, joy and deeper satisfaction.

They are healthier on the inside and the outside! They are true Wealth Alchemist, as opposed to GREEDERS. The world needs more of these people. Will you be one of them that reap the benefits of living a life of SWIFT value?

List 3 Random Act of Kindness (RAK) that you could do right now? So what are you waiting for? You are ACTIVATED – Action it now!

Wisdom 91: What Would You Love?

This is probably the reason I never sustained writing my book. I kept on procrastinating and my beliefs and mindset were wrong. It's probably your biggest issue too. You have ideas and plans, but somehow, life keeps you busy with other stuff so you can avoid taking action. So you never get started or remain focused to completion.

Have you ever procrastinated something you really love? Like sex, fun, excitement or something actually enjoyable or satisfying? Why

do we happily take action on those energizing things and then avoid our other goals with such fervor?

It's quite simple. What would you LOVE to do? What makes your Soul sing? What ignites your passion and gets you ENERGISED?

- What is it you love?
- What do people compliment or admire?
- What makes you feel energized and competent?
- When do you feel most valuable and in service of others?
- What advice do others ask of you?
- What is the message you would really love to share?
- What's your legacy?

Activity: List all the things you'd love on the I'd Love to Do form in your workbook.

Now, the goal setting, planning, etc, are good activities. Once you understand what's really important to you, and aligns with your core values. Not before!

People talk about being inspired. But there are different kinds of INSPIRATION, with differing levels of drive, focus and energy.

These are the 4 levels of INSPIRATION

IN-Spiration- Doing what you love, inner reward. No mega wealth.

WIN-Spiration – Doing what you love and earning well.

FIN-\$piration: Moved by money and physical assets.

MIN-Spiration – Motivational, Manipulation. No passion & no \$.

Is your inner champion inspired – or has your brain choked it?

Wisdom 92: Stop Choking Your Champion!

Happiness, peace, joy and meaning come from embracing and building upon, “what-is”, as opposed to struggling with judgements and beliefs of “what-it-should be. –Tony Dovale

You were given this opportunity to come to this earth, to live, to dream, to explore, expand, discover, and do amazing things. You have a Champion Spirit, being confined within your consciousness and the self-limiting incessant, self-talk that dampens and dulls the sparks of possibility that keeps on being birthed in your energy each day.

It's time to protect and nurture that spark of possibility into a flame of potential. Once you begin to be conscious and aware of your internal weather system, you can continue to build your flame of potential, into a fire-of-probability. With probability you have greater prospect: wider latitude of choice, thoughts, behaviors, feelings, moods and actions.

From this positive, potent space of fire, you can unleash your inner champion to finally leap across the chasm of fear and uncertainty to build your furnace of freedom, fulfillment, impact, Win-spiration and satisfaction.

Your champion is ready, willing and waiting. Will you take the first step to move from Stuck to Spark? Will you make an irrevocable agreement to only allow positive, constructive, supportive internal self-talk? Build and maintain the SWIFT winners mindset?

You need to be the one who maintains a positive, proactive focus on what are looking to be, do and achieve. Time to unleash your inner Champion; Soul. Time to set yourself free, from the inside out.

1 Minute Wisdom: Start each day with purpose, focus, intention and clarity. Be conscious, be awake, be aware that you have huge power to focus, choose and act, with conscious response-ability.

Do a 5 minute meditation; relax, centering, breathe deeply and ask yourself the following focus and value questions. Listen to your internal responses.

Q: What am I, or could I, be truly grateful for?

Q: Who can I appreciate and love today?

Q: What am I committed to today?

Q: How committed am I to this outcome?

Q: How does this move me towards my ends goals?

Q: What is my actual wish for today?

Q: What would I love?

Q: Why am I here?

Q: How can I amplify my experience and contribution?

Awesome! Time to go and create an amazing experience for us all!

Wisdom 93: The TAPA System

Not all actions are equal. Some actions change your life and the world for the better. Others are a total waste of energy, effort and resources and bring nothing more than regret and remorse.

– Tony Dovale

We all have the same amount of time available to live life and achieve our dreams. The difference in results each person produces comes directly from our heart-mindset and actions; how we allocate our focus, energy and activities with the time available.

The 4 dimensions of the Life Masters TAPA system are:

1. **Time Available**
2. **Attitude and Energy to Action - Mindset**
3. **Priority of Efforts**
4. **Activate your SWIFT Actions aligned to your values.**

Successful wealthy, healthy and happy people do things with their time that incrementally grows, protects or improves their health, wealth, and happiness, whilst you do what? Dabble in petty things that distract you from moving irrevocably towards your dreams and goals?

Successful people are clear and focussed on how to best use their time, energy and actions. Successful achievement is up to you. Just the same as your attitude and mind-set is fully in your control, if you decide to take that decision of being the leader, and fully response-able for managing your winning mind-set.

You can use the sample TAPA form in your workbook to laminate and stick up on your pc or wall, to help you stay focussed each day.

If you have not achieved your desired level of success yet, look in the mirror and negotiate with that person for a shift in your attitude, energy and how you use your time and focus.

1. **Clarify** – Get clear on what you want to achieve right now
2. **Chunk** it down to smallest possible step you can take now.
3. **Clarify** the benefits of doing it and the pain of not doing it.
4. **Design** a focussed action plan in the time you have allocated for that project activity.
5. **Activate** your energy, attitude, focus and take SWIFT action - consistently.

You must keep on asking, “Is this mindset, attitude, action, focus, use of my time, going to get me to my goal fastest?” If not, ask

yourself “What can I shift right now?” Then make that shift and adjust what, where, when or how you are doing it. You are running out of time!

Wisdom 94 : Final Wisdom

“All human actions have one or more of these seven causes: chance, nature, compulsion, habit, reason, passion, and desire.”
— [Aristotle, *Selected Works*](#)

It is time for you to discover yourself to be a greater person by far than you ever dreamed yourself to be. Namaste’ ” I acknowledge that part within you, that when you are in that part, and I am in mine, there is only one of us! We are the ONE!

What mindset would person have to have, to produce your CURRENT lifestyle results? What shift is required to create the lifestyle of your dreams?

Your brain is the “Great Defender”. Your habits and beliefs are your restrictive and obstructive “Bureaucracy”. They have lied to you before and will continue to lie to you again. They are holding you back from your greatness, true joy and success.

Isn’t it about time, you make a change and commitment to leading with your heart right and winners mindset now? A small shift to balance your head and your heart, will make sure you manage and ensure the 3 M’s.

Manage your mindset. Make more difference. Manage your Money. Ensure that what you are doing with your time, efforts and energy, have real meaning for you and value for us.

Why? Because a change of heart changes everything! You can have success fast; just with the decision and SWIFT action to have a change of HEART! It's that simple to begin to grow your winners' mindset.

If you want to understand this philosophy, check out Oprah Winfreys' value that she constantly adds to the world. We need more messengers and visionaries, like her, to transform consciousness, spirituality and love. Here is her best Wisdom for me... "**I was once afraid of people saying, Who does she think she is? Now I have the courage to stand and say, This is who I am...**"

Focus on mastery, long-term ends-goals and high performance service that makes your Soul sing, builds true wealth and transforms the planet with SWIFT Action. Surround yourself and connect with winners and supporters of winners. Drive yourself with passion and meaningful WHY's. You have but 1 life. Are you living it fully? Are you loving from a base of appreciation and gratitude for what you do actually have?

And so you will ensure you live a joyous and prosperous life of happiness, joy and true success. Welcome to the Success Gladiator's Tribe. Remember the Alchemists from the beginning? I forgot to tell you... you are also your own Alchemist.

So know this above all else... You are worthy, valuable and loved. Time to share them and create a better life for all.

Namaste' –I look forward to seeing you playing on the field of life. Ps You are ready to take massive SWIFT action, to bring more freedom, love, abundance, peace and joy...go register on www.resultsbeyondreasons.com to join our tribe, and claim your free level 1 Success Ensurance Activation Pack.

ABOUT THE AUTHOR

Tony Dovale – Bio

Like many, leadership expert and business author Tony Dovale has seen the words leadership and success defined numerous ways over the years. Is it all about the situation or being a leader or Greeder? Is REAL Leadership meant only for a “chosen few” who are allowed to rise, like cream, to the top? Or, could you make it a different story that transforms and transmutes?

With over 3 decades of executive/business facilitation & coaching, speaking, and more importantly, real-life-hands-on-in-the-trenches business experience, Tony Dovale’s view is radically different from the fossil descriptions of leadership, performance and success.

Tony appreciates, and shares with participants, that leadership is a moment-to-moment deep consciousness, mindfulness and choice. Leadership is definitely not about titles, occupations or position. SWIFT Leadership is for everyone, everywhere, on every level, every day. It's how we should be living our lives – moment to moment. Heart to heart. Mind to mind and Soul to Soul.

“Corporate Soul Surgery”

Tony, is sometimes referred to as the “Provocateur” or cage-rattler, for his aptitude to stir a and shift perspectives, performance and results. He is also titled the “Soul Surgeon” for his deep personal transformation and Activation skill that brings unleashes and engages the best in people, teams and companies.

Tony’s approach is experiential, Action-learning focused, practical and street-savvy. Tony fuses real-life experiences and stories together with his profoundly impactful techniques to connect and commune with his participants in an intimate, intense and inspiring manner. This takes you to the Next-Level of possibility on your life and team efficacy.

Tony has served as a trainer, coach, consultant and facilitator for numerous local and international public sector / govt and for-profit business organisations across South Africa.



High Performance Organisations & Leadership

In recent years, Tony had firsthand experience of the real impact that engaged, happy, resilient and inspired employees and leadership can have in creating a High Performance Organisation (HPO)

He is a certified coach & facilitator of the Science of Happiness@work™, and continues to work with the best and most powerful tools like the High performance Organisations and effective leadership development field. These include Neuro Science Leadership, Tribal Leadership principles, High Performance Organisational Framework (HPO), Appreciative Inquiry and Blue Ocean Innovation.

Inspiring Author:

Tony is author of SoulShift – Words to Move your Soul and also, The Activator Leadership Success Insurance System. Tony is also the designer and facilitator of the LeaderShift Immersion Ontological Leadership development system.

Prior to his leadership efforts, Tony, a coach and facilitator by study and passion, created and managed and marketed a successful Community Radio Station (CANI 94.7FM), as well as Bop Broadcasting Media Sales for 5 channels. Tony is also a Business Keynote Speaker, Real Team Building Architect and High Performance Organisation Leadership development Facilitator.

Tony has committed the last 36+ years of his life's journey to exploring and discovering the most powerful human potential development and business transformation technologies – enabling him to assist and support people & teams in becoming more of who we truly are capable of BEing.

His focus is guiding people along the pathway to true authentic Freedom, happiness, peace, prosperity, abundance and success.

His unique Emotionetics process that turns issues and stumbling-blocks into stepping-stones, and Action Advantage system that turns decisions into actions and results...so we can make a more positive impact on this world.

His passion is coaching, facilitating and enabling people and teams to move towards discovering true meaning, value and personal worth in a world of constant upheaval, challenge and change.

Namaste' - Tony Dovale' – Soul Surgeon