

Formula W O N

SUCCESS ENSURANCE SYSTEM

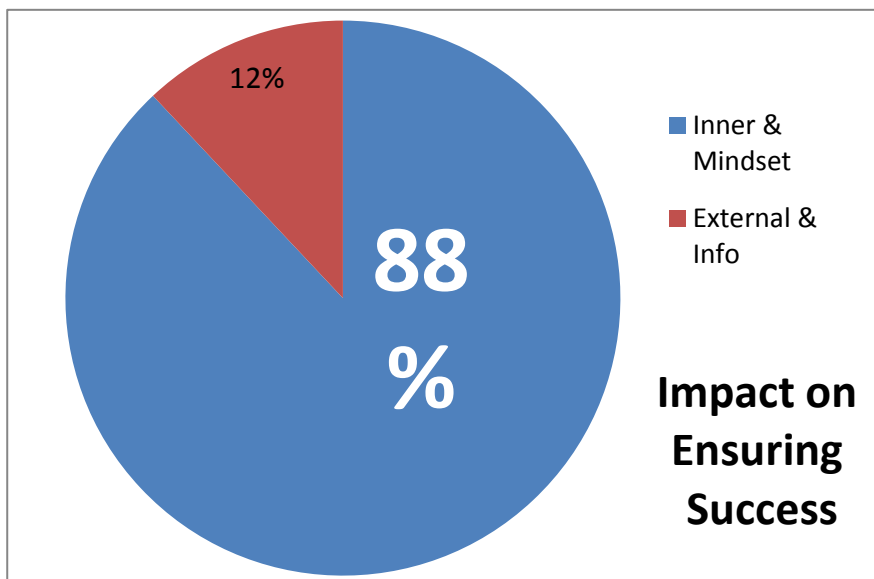
**FAST-TRACK YOUR MINDSET
FROM SLOW TO GO...FAST!**

Success Ensurance Report

Ready? Steady? ...GO!!!

**Do you have a GRIT and GO Mindset with FIERCE
Focus & SWIFT Action that ENSURES True Success?**

My extensive research with my Life Masters Wealth coaching at coachfree.com, reveals the hidden determinants of ALL success. It's not that you necessarily need much more knowledge; you need more ENERGY, FIERCELY Focused and SWIFT ACTION with a Growth-oriented Mindset. For most people, 88% of success is controlled or blocked by our MINDSET. A Growth Oriented MINDSET is the primary thing that will allow and enable you, to grow, act, be resilient & achieve real sustainable TRUE success that gives you fulfilment to your Soul.



Many people read books, go to lectures, and listen to CD's, BUT they never apply what they learn... SELDOM EVER do they take ACTION!

YOU must be different, if you are going to ENSURE greater success in all areas of your life.

It's YOUR TIME... to get going.
Ready, Steady, GO!!!

"Mindsets Matter Most".

This is YOUR journey to awakening the MOST powerful aspects of YOU, to create True lasting success in every area of your life. I'm sure you must be tired of striving and striving constantly.

What it's worth to you to ENSURE that you achieve TRUE and REAL

Life Masters INTERNATIONAL

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lasting success. If you are honest, you would acknowledge... it's priceless. So...Do you spend money on INSURANCE? See next page>

Insurance Vs ENSURANCE

How much do you spend per month on ALL insurances; home, car, medical, life, etc...

Write that number here _____ eg R4000

Now Double it _____ eg R8000

Add 3 zero's onto your number _____ R8000+000

What's Your Big Number? _____ R800,000

Take a good look at this number. This is how much you will spend on protecting, defending, playing NOT-TO-LOSE over 10 years! Yep!

So now in contrast to this amount, write down how much are you INVESTING INTO YOUR PERSONAL / SELF Development, to ENSURE greater success in every area of your life? _____

How do your numbers compare? Are you happy with the balance? Will you ENSURE success or are you still trying to use HOPE as a strategy? How has that worked for you so far? Maybe time for a MindShift?

So the big question is do you value yourself and your family enough to truly make a shift to ENSURE greater success in every area of your life?

Testimonial: Mind blowing! Learnt things that I didn't / wasn't aware that I was caring / feeling. Left a better and bigger person, looking forward to a wonderful future. Nokuthele

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Means Vs Ends Goals?

It is important to have clarity of what you are looking to be, do, or have in life. Because, there are really two aspects of “successful” achievement.

1. The “MEANS” of achievement, and what we believe that will bring us, like significance, certainty, status, power, control, praise and respect.
2. The other aspect is the “ENDS” of achievement, and what that will bring us. This is what we are REALLY looking for. Our real deepest CORE needs hide here; Connection, Love, Meaning, Significance, Growth, Certainty and Contribution. Stuff that makes your Soul sing.

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. Not the piece of metal. You are hoping the material means will give you a better FEELING - The ENDS goal! It's the FEELINGS we really crave. 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 real CORE desires. We explain and facilitate the full CORE SOUL INTENTION process in our Formula Won Success Ensurance workshops.

Most people are unaware of the difference and so they chase the means-goals and material goals, hoping it will bring them the real thing they are seeking? They are seldom happy for long. I know of quite a few wealthy people who are LONELY, unhappy, alone and unfulfilled.

Money is a VERY cold lover and a fickle friend!

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Success is an INSIDE Job.

Here is my 1 Minute Version of my life's wisdom distilled down, to what I would tell my child. I don't think, I don't, hope, I don't believe this. I KNOW this to be TRUE...

"Your quality of life and level of Success is totally dependent upon your internal ecology; You mindset, your self-talk, your values and beliefs, and what's truly important in life. When you die and your Soul goes to the "Light", you will be asked just 3 questions:

1. How much LOVE did you bring?
2. How much WISDOM have you gained?
3. Are you ready to EXPERIENCE what you PERPETRATED on others?

Just these 3 questions should guide your moment-to-moment NOW's of life and your Soul will be deeply satisfied, fulfilled and Joyful If your EGO gets out of control, you will believe, and be driven by the NEEDING of external stuff to be OK, Worthy & valuable.

Neil Donald Walsh has a perspective:
NEED Nothing. Desire Everything.
Love and Appreciate Whatever Shows Up.

Your Subconscious Makes Decisions up to 7 Seconds Before You KNOW it.

Only once you can regain awareness and control on your inner domain, will you be able to be happy, healthy and wealthy in the outer dimension.

I know from first- hand experience that most people are going to workshops, talks and coaching that typically provides them with INFORMATION that you can get on the web, by the TON, free. It's not that WE LACK INFO. We lack much more.

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But few are savvy enough to know that their real challenge that is holding them back is on a deeper unconscious level where the decisions, beliefs and values control reactions up to 7 seconds before you CONSCIOUSLY know about them!

Mindset Insights – There are 2 extremes in the range of Mindset

Changing Our Mindset

Carol Dweck, world-renowned Stanford University psychologist, talks about the power of our mindset or our beliefs (especially around challenge). We can either have a Fixed Mindset where we let failure (or even success) define who we are, or a Growth Mindset where we see setbacks as opportunities to grow and improve ourselves. Just like how we learned how to walk... there are many stumbles along the way, but to reach our potential and live the life we desire, it takes practice and perseverance. We always have a choice about which view we adopt for ourselves... and it's never too late to change. What's your view?

It's up to you!



FIXED MINDSET

Belief that my intelligence, personality and character are carved in stone; my potential is determined at birth



GROWTH MINDSET

Belief that my intelligence, personality and character can be developed! A person's true potential is unknown (and unknowable).

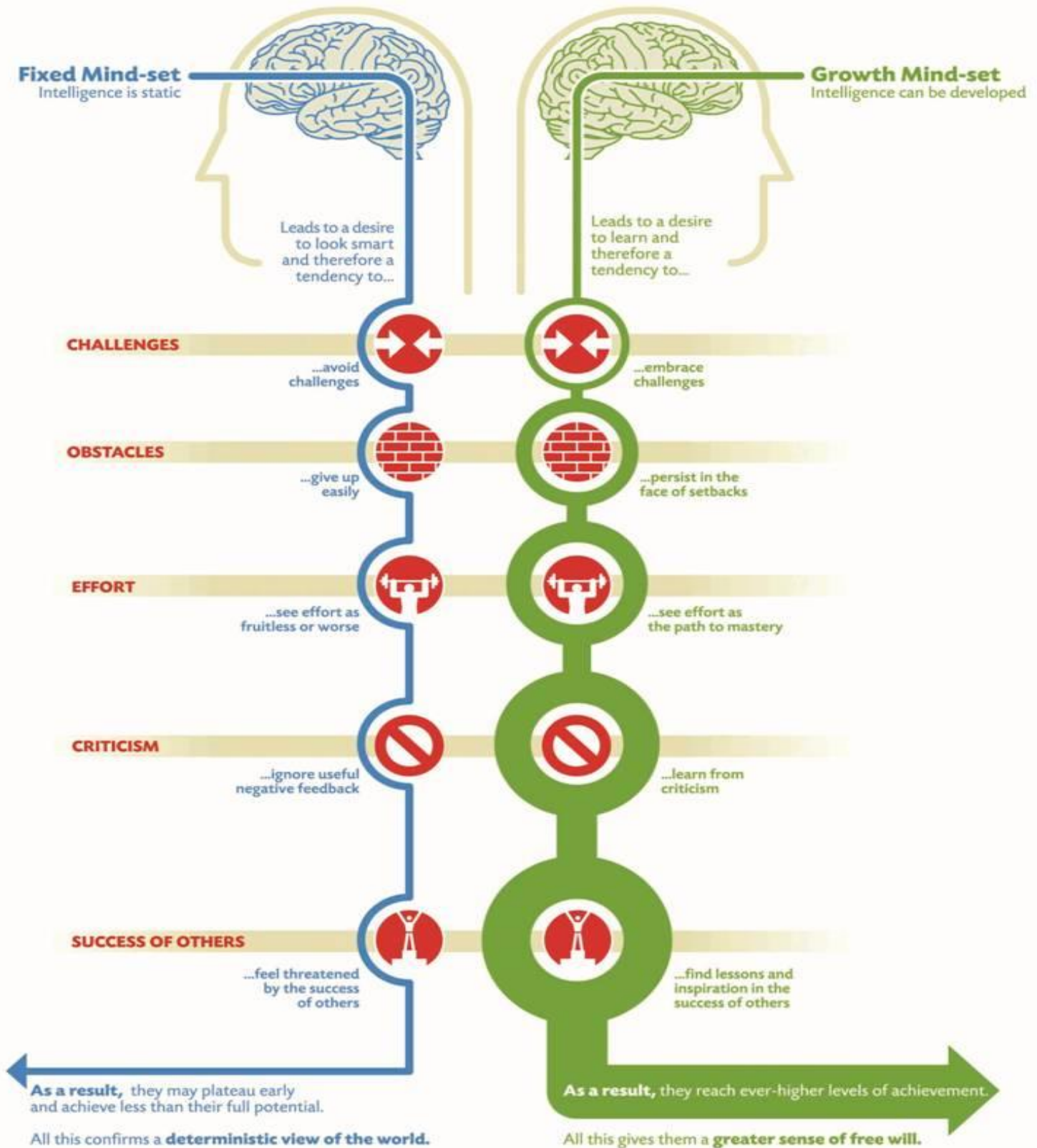
	FIXED MINDSET	GROWTH MINDSET
DESIRE	Look smart in every situation and prove myself over and over again. Never fail!!	Stretch myself, take risks and learn. Bring on the challenges!
EVALUATION OF SITUATIONS	Will I succeed or fail? Will I look smart or dumb?	Will this allow me to grow? Will this help me overcome some of my challenges?
DEALING WITH SETBACKS	"I'm a failure" (identity) "I'm an idiot"	"I failed" (action) "I'll try harder next time"
CHALLENGES	Avoid challenges, get defensive or give up easily.	Embrace challenges, persist in the face of setbacks.
EFFORT	Why bother? It's not going to change anything.	Growth and learning require effort.
CRITICISM	Ignore constructive criticism.	Learn from criticism. How can I improve?
SUCCESS OF OTHERS	Feel threatened by the success of others. If you succeed, then I fail.	Finds lessons & inspiration in other people's success.
RESULT...	Plateau early, achieve less than my full potential.	Reach ever-higher levels of achievement.

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| <ol style="list-style-type: none"> Your intelligence is something very basic about you that you can't change very much. You can learn new things, but you can't really change how intelligent you are. You avoid challenges because you're not sure if you'll succeed and you don't want it to ruin your image When someone gives you feedback, it feels like a criticism of your capabilities and of you Sometimes you wish you could bring down the success of others | <ul style="list-style-type: none"> You can always substantially change how intelligent you are You embrace challenges, because you know they will make you stronger Obstacles and setbacks don't discourage you, failing doesn't scare you, you view it as an opportunity to learn. Criticism and negative feedback isn't always about you, but your current abilities and you see it as a way to improve. You view the success of others as an inspiration |
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GRAPHIC BY NIGEL HOLMES

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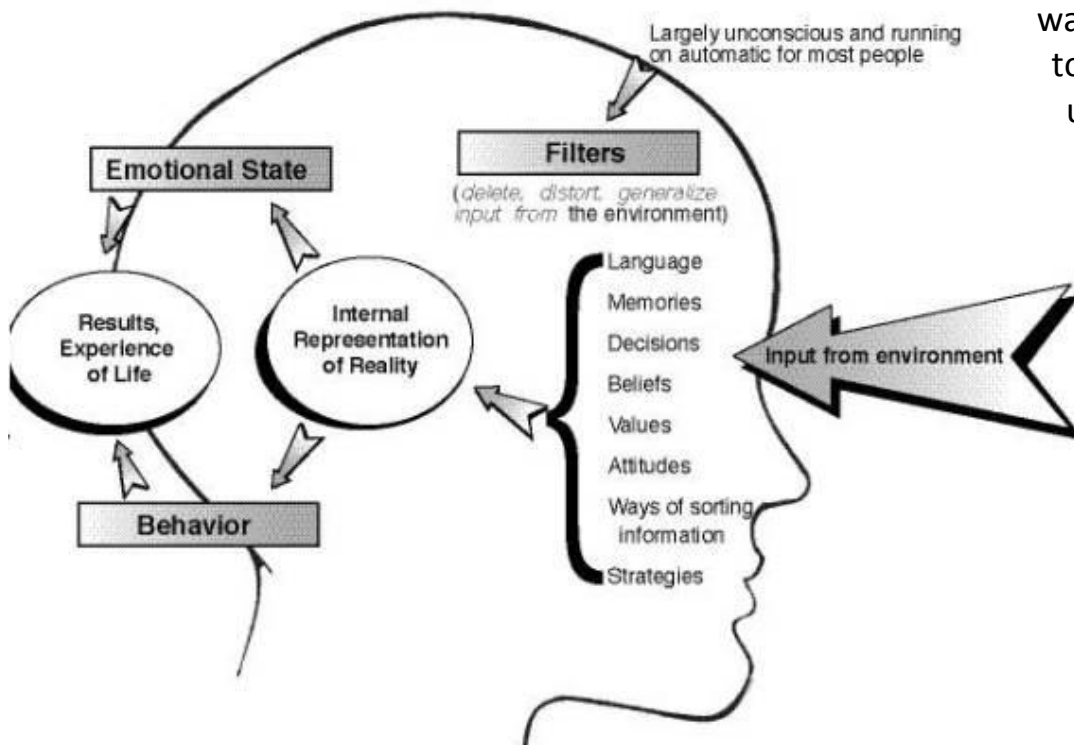
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I know from my own life's work – that the shiny-blingy things are soooo attractive. But their luster seldom lasts, or never delivers lasting happiness, satisfaction or peace.

Everyone runs off to the MILLIONAIRE XYZ training, workshops or talks, not really understanding that you are learning ABOUT something. You are seldom learning HOW to actually get your internal structures (Identity, Beliefs, Values, Energy) built, aligned and energised correctly, to enable you to take FIERCELY Focused, SWIFT action with ENOUGH Energy... Towards a result that WILL bring you sustained fulfilment, joy, happiness and health.

The allure and attraction of the Bling material stuff hides a few lies that can negatively impact your life The inner Landscape and resources must be REWIRED, REALIGNED, RE-programmed internally.. before you will be able to manifest much on the outside.

Your inner landscape is something few people truly understand...how and why it works, the



way it does. But it's vital to have a full understanding, which give you greater control and results.

Why do poor people who win the LOTTERY, typically lose it all, within 3-5 years of winning?

Because their MINDSET and Inner landscape, that was keeping them poor, did not change.

Testimonial: Tony & Debbie delivered way beyond what we were expecting – John Barker Assistant GM Coca Cola (USA) FIFA World Cup Management team

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The Biggest Lies Money Sells to You as You are Chasing Money

Been Betrayed by The Chase for the Big Bucks?

Most people are striving for some kind of “success”. They seem to be running around persistently looking, for ways and means, to get MORE.. More Money, More power, More security, More Importance, MORE... MORE... MORE material “Stuff”.

We so often hear and see the lies, deceit, betrayals, murder and mayhem created by people and greeders on the well-worn path to MORE at whatever cost to their Soul, integrity or character.

Seems many people are programmed to react to the bait of MORE MATERIAL Success. We see adverts promoting more MONEY, MORE POWER, more importance, with an underlying, almost invisible, but powerful message, of deception and trickery to get the goods.

Many of “Gurus” promote and peddle their latest “HOW TO MAKE a MILLION in 30 Seconds” workshops, books and talk to the drooling and mesmerized audience, desperately hoping that THIS will be the one, that will make them RICH beyond their wildest dreams.

The challenge with this system is I have witnessed MILLIONS of rands being paid over to international Guru’s and their local agents, for services and products that just don’t seem to

“In every possible way it touched every point in my life. 10 out of 10. Workshop leader, Tony, was awesome” – Zelda People Placement Co

deliver anything sustainable or effective for the majority of customers.

Is it fair value to PAY R10,000 for a R500-700 COST/VALUE coaching session?

I heard of a recent story with one local coaching service provider who earns a handsome R500-R700 per 30 minute coaching session they deliver to the customer, whilst that client forks out R10,000 for the very same session to the International “Broker”.

The challenge I have with this big drive for MORE for less.... Money, Millionaire MINDSETs, INSTANT SUCCE... add your own baiting slogan from the workshops promising for you to “learn the secret to “attract” Millions effortlessly.

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Is Money a blessing or a Curse?

I have been blessed across my life to have the first hand experiences to have some nice money, and on a few occasions have none, even MINUS money. I have worked with, coached, sold to multi-millionaires from all walks of life. They have had GOBS of money. Some through fair means and other through not so fair. Each one enabled me to discover more money truths.

Here is what I have learnt from my experiences with them, plus some of my own Wisdom....

1. Happiness : More money = More happiness forever – LIE!

We all want to be happy, but research shows that few people are truly happy on a sustainable basis. Through my Science of Happiness at Work™ we know that money can buy happiness up to a point...Extensive research reveals that UP TO A POINT, depending upon which country you live in (CONTEXT) more money will slightly increase your levels of happiness.... Temporarily. But this is a fragile foundation as your brain begins the programmed yearn for MORE.

But always remember... more money may not always buy happiness, but no money buys nothing! Nothing wrong with going for money, but with the right mindset and reasons.

2. Material Stuff Really Matters more – Lie no #2

I see people striving and stressing for most of their day, to make more money to keep up with the “Jones” and be seen hip and trendy. Just look at the new car sales figures. Look at the money spent on new fashion, Jewelry, Alcohol, cosmetic surgery, and material things and stuff that people, mistakenly believe and hope will finally fill that big hole in their Soul.

Chasing after MEANS or material goals... will never bring lasting happiness, self-esteem, satisfaction, Joy contentment and peace.

Maybe about 15%-25% of the, really wealthy people I have worked with, or observed, are truly happy with their lives. The rest are trying to distract or protect themselves from the emptiness they still feel in their unfulfilled, and highly stress-filled, lives.

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I have first-hand experience with a person I know well, having a devastating STROKE that stopped their habitual rush for more, dead in it's tracks. They have material stuff and earn multi-millions per year. BUT... Health Matters.

3. Health: Use Your Health to Make Money; Then use your wealth to buy back your health later– Lie #3

So imagine along with me....here is this person, making millions. On the surface it looks great, but let's look under the hood of their super successful money chasing system.

They have no social life to speak of; Few real friends that they connect with; They have ignored their health totally and they smoke excessively; don't exercise; work very long hours; too busy making money so they eat CRAP fast food; and consequently are now beyond medically obese at almost 135 KG, when their ideal healthy weight is Closer to 80kg's. High Stress, no decompress, too much duress = a BIG MESS!

Consequence: Stroke: 1 week in ICU, 1 Week in Intensive care, 2 weeks in inpatient daily therapy to begin to:

- recover lost use of right side of body.
- Learn to speak again
- Learn to walk again
- Heal the damage to their brain

Scenario : The Doctor says it could take anything up to 5-9 YEARS to heal completely, and they may NEVER recover fully. They may not drive a car at all until re certified. But not for 6 months right now.

I know from a previous encounter of Stroke recovery – It devastates all aspects of confidence, competence and certainty, and takes years to be fully healed. Health matters MORE THAN MONEY. Ask any Stroke, heart attack or Cancer survivor.

No money can help them recover faster or ensure they recover fully... Makes you think about what's really important!

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4. Money matters More than Relationships and LOVE. – Lie #4

I have a new friend who talks about making the decision to chase the big Bucks – That's money for the non-hunting types ☺. That was a while ago when he made this conscious decision to chase the money.

6 years later he has stepped back to see the true COST of chasing after more money and material stuff. And he is shocked at the results. Almost devastated, is a better description.

Many people unconsciously make this same decision, or get moved into the groove, of working longer and longer hours, to the dismay of their relationship contact; family, loved-ones and friends.

My stroke friend is still trying to recover from a nasty divorce with pain and intense emotion that still lingers after 7 years of traumatic and costly squabbling; The moment we value money more than the people-side of business, like accountants or attorneys, sometimes might do, we lose our Soul.

Testimonial: WOW! What a life-changing experience!!! Learnt a lot today and I CHOOSE TO BE... So if it is to be ...it's up to me. I'm responsible for my thoughts, beliefs, behavior, feelings and my life and I choose to live it to the fullest!! SANSA

Quite often very wealthy people are paranoid about who their TRUE friends are, and who are their money friends....so to protect themselves, they end up separating from relationships and being quite lonely. Rich and lonely... such a cruel place to be.

I often ask my coaching executives if their time and effort allocation correlates with who or what is important in their lives. Do they think the family wants more money or more dad or mom? Most of the time they know the answer is more connection, love and relationship, but their life and work commitments to MONEY have such a strong strangle hold on their work-life balance. That they cannot stop their slide away from love and connection.

I heard of a local billionaire, who has time and money freedom, but no real love in his life. To get Love, or be loved, that CORE human NEED, he flies in high-class, R50,000 per night "love-bunnies" to make him feel good! Talk about money being a emotionless lover!

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5. Integrity: Being untrustworthy, breaking your WORD isn't such a big thing. Lie #5

If you truly love yourself and those around you, then giving and keeping your WORD is an act of love. The moment you begin to break your agreements and not keeping your word, you create a few problems for yourself and others.

1 You begin to project that ... because you break your word, all others are also do the same. This is not necessarily true.

2. You know you are breaking your agreement and not keeping your word/ integrity and so you begin to separate from yourself. Who likes to be around LIARS? Few people do... They may talk to you, but they will always be on guard. There will always be corridor whispers that will follow you , no matter how much you try and explain away your actions.

These are just a few of the bigger challenges I see when People chase after MONEY more than more meaningful goals and outcomes.

Maybe have a look at your activities and see what beliefs are driving your most frequent activities and actions. People claim to have xyz beliefs and values, but when you observe their actual behavior, you will discover their true underlying drives.

Ask yourself this: What would a person have to BELIVE to be doing what I am doing? Write those responses down and see if they do truly align with your ESPOUSED values and beliefs.

My primary goal is to bring MORE: Integrity, Freedom, Love, Abundance, Peace and Joy... and along the way by adding mega value to people's lives I will be rewarded well. What's your focus Means and material, Or Ends goal and great feelings? Makes you Rethink success.

Ok so now it's over to you to RETHINK your Success Mindset. Decide to ReThink, Rewire, re-energise your inner landscape. Do whatever it Take to ENSURE TRUE SUCCESS

Namaste' Tony Dovale

The GRIT and GO Mindset Guy and Success Activator - www.successactivators.com

Join us for our Free Workshops to get you going past Ready, Steady!! Time for GO!!

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Tony Dovale – Bio

Like many experts, Tony Dovale, business author of *ReThink Your Success Mindset & SoulShift*, has seen the word Success-full defined in many ways over the years. Is it trusted, driven, charisma or positive thinking, money, power, material possessions, freedom, love peace or Joy? Is it all about the impact in a situation or about being a leader or Greeder? Is REAL Success meant only for a “chosen few” who are allowed to rise, like cream, to the top? Or, could you **ReThink Your Success Mindset** to make it a different story with a more fulfilling, resilient, prosperous and flourishing result?

With almost four 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 “successful” in; leadership, organisational performance and team building, personal happiness/thriving, flourishing and wellbeing.

Tony appreciates, and shares with participants, that TRUE Success is a moment-to-moment consciousness, awareness, mindfulness and choice, that goes beyond MEANS goals, to directly enjoying the satisfaction, power and sustainability of ENDS goals.

True Success is definitely not about titles, occupations or position, possessions or power. It’s about living, connecting and doing POSITIVE business in a way that supports flourishing, thriving and SWIFT Actions that ENSURE TRUE... Soul satisfying “Success”.

Corporate Soul Surgery: Tony, is sometimes referred to as the “Provocateur” or cage-rattler, for his talent to stir a group, team to shift perspectives, ReThink assumptions, transform performance and results. He is also called the “Soul Surgeon” for his deep personal transformation and Mindset ACTIVATION process that unleashes the SOUL and engages the best in people and teams – with Growth-Oriented Mindsets.

Tony’s approach is experiential, action-learning focused, practical and street-savvy. Tony fuses real-life experience and stories together with his profoundly impactful systems to connect and commune with participants in an intimate, intense, edifying and inspiring manner. This takes you to the Next-Level of possibility in your life, team & Business efficacy.

Tony has served as a coach, consultant, facilitator and Success Activator for numerous local and international public sector / Public Service and for-profit business organisations across Africa and the world, where he has created 2x to 4x Results through High Performance Leadership.

High Performance Organisations : In recent years, Tony had firsthand experience of the real impact that engaged, happy, resilient flourishing and inspired employees / leadership can have in creating a High Performance Organisation (HPO).



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He is an internationally certified coach & facilitator for the Science of Happiness@work™, and continues to work with the best and most powerful tools for ENSURING true Success and effective leadership that supports flourishing. These include Neuro Science Leadership, Tribal Leadership principles, High Performance Organisational Framework (HPO), Appreciative Inquiry, the Blue Ocean Innovation, Emotionetics and Success Activation Technologies.

Inspiring Author: Tony is author of SoulShift – Words to Energise your Soul, and also, Rethink Your Success Mindset; How Entrepreneurs, Leaders and Success-Oriented People Move From Stalled and Stuck to Successful...fast! Tony is also the designer and chief facilitator of the SWIFT ACTION & Results Mindset, the Leadership Success Ensurance System and the LeaderShift Immersion Development experience.

Prior to his leadership efforts, Tony, an ACTIVATOR and facilitator by study and passion, created, managed and marketed a successful Community Radio Station (CANI 94.7FM), as well as Bop Broadcasting Media Marketing & Sales for 5 channels. Tony is an enlightening, inspiring, soul-stirring Keynote Speaker, Real Trust Building Architect, and a potent High Performance Organisation Leadership development expert.

Tony has committed the last 39+ 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 Success: Integrity, Freedom, Love, Abundance, Peace, Prosperity and Joy.

Success Ensurance Activator: His unique Emotionetics Energy Alignment process turns issues and stumbling-blocks into stepping-stones, and Action Advantage Mindset system that turns decisions into SWIFT actions and results...so you can ensure you make a more positive impact on this world and enjoy TRUE SUCCESS...faster.

His passion is speaking, coaching, facilitating, Activating and enabling people and teams to move towards discovering real meaning, value and personal worth in a world of constant upheaval, challenge and change.

Tony's experiences cover a broad range of business and people development. He has even been a Radio Talk-Show presenter on his Radio Show "The NOW Factor". Added to this his interests include Neuro Sales and Neuro Leadership, Entrepreneurial Success ENSURANCE, Inspirational & Transformational Coaching.

Tony has typically been the initiator and managing force in all of his business endeavors. Tony's personal experience and focus, plus his ISPI (USA) – International Society for Performance Improvement resources, enables him to continue to research and develop tools, materials and processes to support ongoing and incremental Mindset Mastery for staff, team, management productivity and business performance enhancement.

He delivers potent personal and business development programs that can catapult your organization way ahead of your competition and provide growth beyond normal measures.

Tony is a born entrepreneur and has, since the start of his working career, been the initiator, driver, and creator of a number of successful entrepreneurial ventures. Tony continues to develop his knowledge and skills with a strong focus on high-level transformation, Neuro / Mindset coaching, Appreciative strategic business / leadership development, and the Science of Happiness.



Namaste' - Tony Dovale' - Chief Soull surgeons & Appreciative Action Alchemist

❖ *After only 1 day facilitated by Tony, I could see a marked improvement in the coherence of*

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the 35 people in my TEAM. I'm writing this 3 months after the event, and still this continues – a real lasting impact, Real value for our money. The stop-start-continue list which we drafted in the session gave us concrete stuff to work on, and we keep reminding ourselves of this through regular stock-taking of where we are. I recommend Tony with no hesitation, both for the content of his program and his style. E van Renen, Director: Intl Trade, National Dept Agriculture

- ❖ Sales have doubled in 4 months of Sales Activation and coaching with Tony. GC.
- ❖ Sales grew from R200 Million to R800 Million from working with Tony – Indep Dev trust
- ❖ Business grew from R30 Million to 50 Million after working with Tony - Frank Lovell Packaging

Online Videos

Tony Dovale – Video Reel - <http://www.youtube.com/watch?v=ZzOx9faEKRc>

Research Profile/Assessments Explanation - <http://www.youtube.com/watch?v=jkbJOKCoLSo>

Case Study / Pre & Post Team Building Results - <http://www.youtube.com/watch?v=Zz4P9jOgtJE>

ESKOM Delighted Testimonial - <http://www.youtube.com/watch?v=j3s5sVzDIz4>

❖ **PLEASE NOTE:** No other Speaker, Facilitator, Coaching achieves the profound personal and team shifts that we facilitate, that impacts people in every area of their lives on a profound and long-term basis.

Companies and Associations Tony has founded:-

- ❖ Duff Estates - Property Development/Estate Agency
- ❖ Microness Rissik Computers – PC, Networking Sales & Service
- ❖ Network Interface Consultants (Pty) Ltd – IBM system Center Dealer – IT
- ❖ EASY PC Computers - Voice Processing, Networking & Internet Technologies
- ❖ EASY Beat Music – Mobile Entertainment
- ❖ Integrity Training International – Founder Partner –Leadership Development
- ❖ CANI 98.7FM Community Radio – Radio in Sandton – Founding member
- ❖ Win Media Group (Pty) Ltd - TV /Radio Marketing, Sales and Consultancy
- ❖ Win Broadcasting (Pty) Ltd – Recording Studios & Radio Station Development
- ❖ WinSat (Pty) Ltd – Satellite Data Distribution & TV Broadcast
- ❖ AD Quest cc– Media Brokerage & Marketing
- ❖ The Human Element (Pty) Ltd – Corporate Leadership and Management Coaching
- ❖ CoachBiz - Division of Life Masters - Life and Business Coaching
- ❖ Teambuilding1 – Appreciative Team building Facilitation
- ❖ Life Masters (Pty) Ltd – Culture, Team Effectiveness & Leadership Development

Tony Dovale

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Founder & Member of...

- ❖ Coachville - USA
- ❖ Alpha Mind Power Forum – Personal Development
- ❖ The Human Element
- ❖ Life Masters
- ❖ The Action Advantage Coaching System
- ❖ Swift Action Success Ensurance Framework



Memberships, Achievements & Associates

- ❖ Chief Scout @ 16 years of age
- ❖ Came second in my South African Naval intake (1970's)
- ❖ Patrol and Troop Leader - 1st Berario Boy Scouts
- ❖ Flew light plane Solo @ 5,5 Hrs (National average is 21+ hrs).
- ❖ Member Computer Society - Computer Systems Analysis
- ❖ Provincial Hockey – Southern Tvl, Western Province & SADP (Country Districts & Junior Board)
- ❖ Member of The Institute of Estate Agents of South Africa
- ❖ Toast Masters International - CTM – Competent Toast Master
- ❖ Vice President (Membership)– Toast Masters Sandton
- ❖ Wanderers Club & Inanda Club – (past)
- ❖ Contributing Member of “It’s so simple” Entrepreneurial development programme
- ❖ Technology contributor to British Airways In-flight Magazine - Airtales
- ❖ ISPI - International Society for Performance Improvement – (past)
- ❖ IFPCM -International Federation of Professional Coaches and Mentors
- ❖ Inner Circle – Strategic Business Development Forum
- ❖ Accredited Traditional Healer (Complimentary Health)
- ❖ Professional Speaker Association of South Africa (PSASA)

Sports:

- ❖ Paragliding
- ❖ Hockey (Provincial - Competitive)
- ❖ Snow Skiing & Water Skiing
- ❖ Squash & Tennis
- ❖ Fishing (Competitive Deep Sea Angling)

Through Life Masters, Tony's work in human potential is coming to the fore, as the importance of addressing the Spiritual/Emo-Energetic/Resiliency/Happiness aspects of people in business is being realized and applied to improving the workplace.

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His concept and work in “Emotionetics” and Happiness-at-Work for PEAK performance has gained popularity among companies such as ESKOM, Sasol, Hardware Distributors, Semble-it, SABC, Lafarge Cement, Siemens, Rennies Travel and Impala Platinum Mines, Office of the Public Protector, Department of Agriculture, Department of Statistics, Department of Home affairs, Department of Water Affairs and Coca-Cola South Africa Soccer 2010 Management Team and Endress Hauser, and Department of Home affairs.

With his experience, and extensive hands-on know-how, Tony is able to relate to people with empathy, insight and understanding. He has a wealth of personal experiences and tools that enable people to discover and release their limiting beliefs, perceptions and stumbling blocks, and be able to adopt new perspectives, and principles with powerful MindShifts in attitude, beliefs and behavior.

A large part of Tony’s current work is in the field of Mindset Mastery:

- AQ (Adversity Intelligence) & EQ (Emotional Intelligence)
- Appreciative Inquiry REAL Team/Trust Building
- New Economy Leadership & Engagement
- The Science of Happiness at Work™ (SOHAW)
- The Action Advantage Coaching System
- Human Performance Technologies (HPT)

This includes Consciousness, Awareness and Higher Ground Leadership Development, Action Learning, Experiential Encounters. Through his transformational experiences he is able to assist and guide business owners, entrepreneurs, leaders/managers and teams along a more rewarding path of adding value, building resilience and greater happiness.

Although many people can measure some aspect of IQ, EQ, SQ, or AQ, very few people have the tools, strategies and technologies to enhance, develop or transform your results, sustainably. This is Tony’s’ unique advantage and focus – he delivers RESULTS.

Tony has also developed REAL team and trust building interventions where the full effects have lasted 2 years and more and impacted throughout the organization. Presently Tony is completing his design and authoring of the Action Advantage Coaching System.



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Summarised list of Tony's advanced training courses, studies and research concluded:

Technical Training /Studies

- ❖ Cobol Computer programming -Van Zyl & Pritchard
- ❖ RPG Computer Programming - NEG Insurance Company
- ❖ Computer Society of South Africa (N.I.P.R.)
- ❖ LANS & Connectivity -IBM
- ❖ Novell Basics, Advanced & Tech support - N.I.C "System Center" Education
- ❖ All Microsoft Computer Products - N.I.C
- ❖ Computer Training – Nikuv Computers
- ❖ Advanced Networking strategies – Lattice Technologies
- ❖ Networking / Connectivity / IT Systems - ISM/IBM Education South Africa
- ❖ Voice Processing Technologies – USA
- ❖ All PC and PC to Mini/Mainframe technologies – IBM South Africa
- ❖ PC Operating systems / complete technical services – IBM Education South Africa
- ❖ Telecomm & Voice Processing Strategies – USA
- ❖ Photography / Film Production – Kodak South Africa
- ❖ Photography/Video - SA Defence Force (3 years)
- ❖ Continuing Microsoft Education – All Microsoft Software products
- ❖ Microsoft OEM Computer & Software Dealer accreditation
- ❖ Business Marketing Foundations- IBM
- ❖ TQM - Quality Management Systems – SANS 9001:2000
- ❖ Open Space Technologies & Future Focus
- ❖ Search Engine Optimisation Strategies – SEO Hostworx
- ❖ Social Network Analysis - SNA

Leadership, Management, Coaching, Marketing and Sales

- ❖ NLP - Practical Application - Claude Van Wyk
- ❖ Science of Happiness at Work – Accredited Int Facilitator, Coach & assessments
- ❖ Adversity Intelligence @Work / Personal – Dr Paul Stoltz
- ❖ Appreciative Inquiry – Various Resources
- ❖ Appreciative Inquiry & Applications
- ❖ Appreciative Inquiry for Teams & Strategic Innovation
- ❖ Balanced Score Cards, Strategy Maps & Total Performance Scorecards
- ❖ Behavior And Management Styles – Der Post
- ❖ Board Exams Estate Agent - Institute of Estate Agents
- ❖ Business Management - Institute for Business Analysis
- ❖ Business Management Dip. -Executive Education
- ❖ Bus Psych & Human Behavior – UNISA (Center for Industrial & Orgl Psychology)
- ❖ Business/Customer Development in the 90's Programme - Wendy Evans
- ❖ Coaching for Results – (5 Day)Jenny Des Fontain / Quantum Coaching
- ❖ Communication & Accelerated Learning Methods – Lead the Field (Pty) Ltd
- ❖ Communication & Leadership – TM International

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- ❖ Communications and Body Language – Alan Pease
- ❖ Communications Excellence – Human Resource Development
- ❖ Corporate Coach – B Miller & P Brown
- ❖ Customer Management – Prime Learning International
- ❖ Customer Service – Art of winning and keeping customers – Prime Learning
- ❖ Dynamics of Personal Leadership – SMI programme
- ❖ Enneagram Insights – Various resources
- ❖ Founder Member Coachville – USA
- ❖ From Leader to Trainer – TMI
- ❖ Goal Setting – SMI programme
- ❖ Higher Ground Leadership and Inspiration – L Secretan
- ❖ Human Sigma – Gallup Research
- ❖ Integrated Management – Effective Executives
- ❖ Investment in Excellence - Louis Tice programme
- ❖ Management, Diversity & Conflict resolution - Lead the Field (Pty) Ltd
- ❖ Marketing Dip. - PE Consulting
- ❖ Mega Marketing strategies – Jay Abraham
- ❖ MLM for Success – Darren Fox
- ❖ Neuro Marketing & Sales
- ❖ New Leadership Strategies – Mankind Project
- ❖ NLP - Business Strategies and Ethics - Genie Laborde (USA)
- ❖ NLP & Time Line – Tad James programme
- ❖ NLP Coach – Ian Mc Dermot
- ❖ NLP Communication Excellence - PE HRD
- ❖ NLP for Effective Executive Management - IMS (SA)
- ❖ Organisational & Executive Trends - IBM (USA)
- ❖ Organisational Behavior – M Feldberg
- ❖ Organisational Development – Wiley
- ❖ Personal Power Program I & II – Tony Robbins programme
- ❖ Power Vs Force, Eye of the I, I. – Studies in Consciousness – David Hawkins
- ❖ Product Evaluation Clinic – VW SA
- ❖ Professional Life & Business Coaching – IFPCM
- ❖ Professional Selling Skills I & II - Sales/Marketing - Volkswagen South Africa
- ❖ Property Development Consultant - Seeff Property Training
- ❖ Sales Training - Tom Hopkins programme
- ❖ Small Business Management – Small Business Development Corporation
- ❖ Staff Engagement – Gallup Research
- ❖ Appreciative Inquiry for Leaders of Change – Cooperrider, Whitney, Stavros
- ❖ Blue Eyes – Diversity Sensitivity Training
- ❖ Blue Ocean Strategies coaching
- ❖ Mankind Project USA - Warrior Weekend USA
- ❖ Mankind Project - Diversity Leadership
- ❖ Mankind Project - I-Group Facilitator Training
- ❖ Mankind Project - "Guts" Training

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- ❖ Mankind Project - Leadership II training - USA leaders
- ❖ Strategic Interventions with the Balanced Scorecard & Total Performance Scorecards
- ❖ Strategy Implementation – TIES process / Future Focus
- ❖ ADKAR & GO MINDSET– Change Management Solutions from SLOW to GO!
- ❖ High Performance Organisations – (HPO) 5 threats and 5 Powerful Solutions

Transformation, Personal Development, Counseling and Healing

- ❖ Ethno Psychology –Hypno-Trans Attitude & Life Coaching- IMDHA/Translife
- ❖ Investment in Excellence - Louis Tice Self Development programme
- ❖ ALPHA Mind Power & Development - Peter Heiblom (Australia)
- ❖ Body Alignment Therapy & Healing Level 1 & 2 – Jeff Levine (USA)
- ❖ BSFF – Be Set Free Fast programme – Dr. Larry Nimms (USA) Energy Therapy
- ❖ Calm –Accelerated Learning and Self Healing - Lead the Field
- ❖ Coaching University USA - Practical Coaching for Personal Development programme
- ❖ Conflict Resolution - Lead the Field (Pty) Ltd (Frikkie Van Krayenberg)
- ❖ EMF – Emotional Freedom Technique – Energy Therapy Gary Craig (USA)
- ❖ EMF Balancing Technique - Sue Maclean-Arnot
- ❖ Emotion Development & Management (Ongoing)– P Henderson – Scientific Research
- ❖ Emotionetics Facilitator Development & Training – LMI Research
- ❖ Facilitator & Trainer training (18 months) – Integrity Training International (Cohen)
- ❖ Facilitator Training - Freedom Through Releasing – Dr EE Lindwall
- ❖ Flower of Life – (7 Days) Drunvalo Melchizedek / Ron Holt
- ❖ Freedom Through Releasing – Facilitation Dr EE Lindwall
- ❖ Healing with Holographic Repatterning (6 days) - Clowey Wordsworth MA (USA)
- ❖ Healing with Sound –Simon Heather (USA)
- ❖ Hospice Councilor Training – (12 Weeks) Hospice.
- ❖ Human Behavior And Management – Ven Der Post programme
- ❖ Human Development for the 90's – Academy of Learning
- ❖ Hypnosis for Healing – Life Works
- ❖ Jin Shin Jitsu Healing Level 1 & 2 - Dermot Milligan
- ❖ Life Coaching - Founder Member Coachville – (USA)
- ❖ Life Line Counselor Training (8 weeks)– Life Line Johannesburg
- ❖ Life Style & Goal Setting - ACA
- ❖ Marknosis Hypnosis – Mark Cunningham programme (USA)
- ❖ NLP Fundamentals Essentials Claudius Van Wyk
- ❖ NLP Training – Professor I Katsef and Dr A Lecore
- ❖ Personal Communications and Body Language – Alan Pease
- ❖ Personal Power Programme/Lessons in Mastery – Tony Robbins
- ❖ Personal Transformation – Wayne Dyer programme
- ❖ Process Oriented Shadow Work– Facilitator Certification – Third Nature Dimitre Bilgere (USA)
- ❖ Quantum Consciousness Coaching – Jenny Des Fontain / Quantum Coaching
- ❖ Spiritual Growth & Healing – Lesley Templton Thurston (USA)

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- ❖ The Art of being Human - Bev & Fran Newington
- ❖ The Marriage of Spirit – L Temple-Thurston
- ❖ The Next Evolutionary Step –Natasha Lakaeve MS (Australia)
- ❖ Time Management & Goal and Vision Setting Life Skills – OPR
- ❖ Time-Line Therapy Programme – Tad James (USA)
- ❖ Touch For Health 1, 2, 3, 4 - Kinesiology Practitioner– (8 days) Cally Carty
- ❖ Transformational Facilitator Programme (6 months)– Flemming Funch (USA)
- ❖ Transformational Life & Business Coaching – IFPCM
- ❖ Transformational Training – (24 Months) Why, Paradox, Mastery - ITI (Cohen)

As a Life-Line and Hospice qualified counselor, accredited Traditional Healer, Science of Happiness accredited coach & facilitator, the developer of eMotionetics, and numerous other human performance and life Skills enhancement technologies, Tony continues to research, develop and deliver new and improved processes, tools and strategies for enhancing performance, productivity, profits and passion, happiness and success.

Tony's is particularly suited to bring influential new insights and inspiring possibilities to the coaching and staff/team development process and your workplace. This, in turn, is directed to impact positively and profitably on your Triple-Bottom-Line as well as personal life skills, a Growth Mindset and Psychological Capital.

Tony Dovale Destiny Statement:

As a Man amongst Men, I co-create a world of more... Integrity, Freedom, Love, Abundance, Peace and Joy by providing, workshops, Coaching, Mentoring, training, Talks, Information, activation and support for those who are ready to move up to the next level with SWIFT Actions.

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Some Companies/Professionals Tony has worked with:

- ❖ Sasol – Teachnical Service – Staff Engagement & Leadership
- ❖ Escom Conference Services – Service / Team building
- ❖ Rennies - head Office - Glynn Van Rensburg
- ❖ Semble-it - Brian Eastes (MD) – Team Building / Service
- ❖ Polyfin - John Gillmore (HR)
- ❖ Hi-Tech PC Distributors - David Kid (Mkt Dir) – Killer Company/Team Building
- ❖ Barlows Hardware Distributors - Bruce Cooper (MD) – Team building/Killer Company
- ❖ Mac Med - Trevor Lauf / Rob McGuire (MD) – Team Building
- ❖ Rennies Travel - Midrand – Customer Service
- ❖ Megro Management Education - Phillip Carlisle (MD)
- ❖ Smile Education - Bernise (MD) -Sales focus
- ❖ Times Media Limited - Sales Department
- ❖ Sasol Technologies (HR Department)
- ❖ Growth Holdings - Trevor Nel (MD)
- ❖ Green & Gold Sports Management - Dianne Esterhuizen
- ❖ Tianshi South Africa – (Training and Coaching)
- ❖ Eskom Electrical Department - Peter Griffiths
- ❖ Marcus Evans Seminars – Service Focus
- ❖ PSA – BEyond Motivation
- ❖ World Huna Convention – Energy & Consciousness - Lake Tahoe –USA
- ❖ Hollard Direct/Sowetan Money Club
- ❖ Lafarge Call Center – Stress Management / Team-building
- ❖ It's So Simple – (MLM Presenting, coaching and Training)
- ❖ Lafarge Key Accounts – Team Building/Conflict Resolution
- ❖ Sportron – Energy Management / Personal Motivation presentation
- ❖ Juvio – (MLM Presenter/ Training and Coaching)
- ❖ OPP – Office of the Public Protector
- ❖ Department of Water Affairs – Gov Countrywide
- ❖ Department of Agriculture
- ❖ Coca Cola South Africa 2010 Management Team
- ❖ Ceed Leadership
- ❖ Business Connexion
- ❖ SA Medical Assoc
- ❖ Nestle Purina
- ❖ Endress Hauser
- ❖ Oxfam UK
- ❖ NERSA - Gov
- ❖ SASSETA - Gov
- ❖ BEAULIEU School (deputy Heads)
- ❖ Department of Statistics SA - Gov
- ❖ Vodacom
- ❖ Necsa - Gov
- ❖ SANSA – Gov

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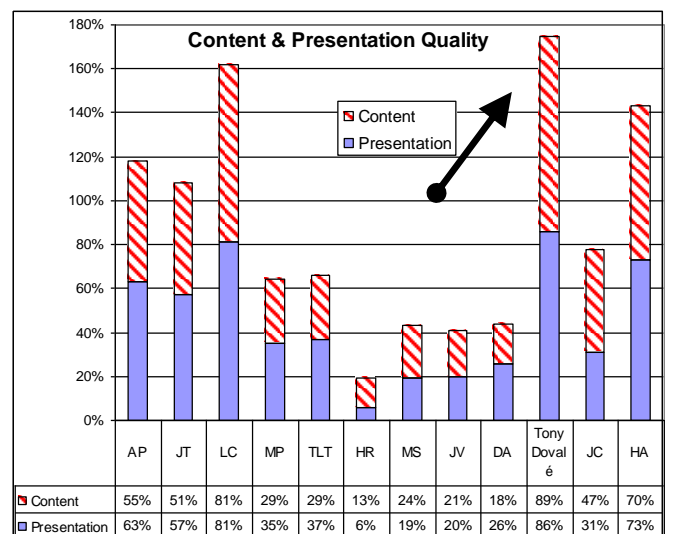
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- ❖ Eskom IT – Gov
- ❖ Eskom Projects – Gov
- ❖ Afrisam Cement
- ❖ Nedbank
- ❖ HR Future
- ❖ Department of Home Affairs – Gov
- ❖ Eskom IT Department
- ❖ Eskom Project Management Dept
- ❖ Eskom Procurement Dept
- ❖ Auditor General – Pta
- ❖ Department Home Affairs Leadership Forum
- ❖ Black Cards Books Publishers / Success Resources Global (UK & USA)

Presentations and Speeches

- ❖ AQ/Resilience – True Success Predictor - BEyond Motivation
- ❖ Ho-Voltage Leaders - Architects of Trust
- ❖ Prisoners in Paradise - Awareness
- ❖ Soul Setting & Goal Getting
- ❖ 21st Century Dragon Slayers
- ❖ Who is driving Your Bus?
- ❖ LifeShift – Zero 2 Hero
- ❖ Inner Journeys for Outer Peace
- ❖ Mindset: Don't park in your "Comfort Zone"
- ❖ Rethink "Customers for Life" challenge
- ❖ Imagin-eering for Unlimited Beliefs
- ❖ Beyond Customer Service & Care
- ❖ Coaching to build real people and teams
- ❖ Mindset: Upgrade Your Mental Firmware
- ❖ Recreating yourself for success – HPT
- ❖ E-motions in Business – The EQ/AQ Factor
- ❖ You want me to work where! - Toxic Workplace
- ❖ Real Corporate Transformation & Diversity– Trust is a

Tony's speaker scores from Marcus Evans seminar feedback



must or bust!

- ❖ Why The New Entrepreneurs are succeeding – Network Marketing Trends - Relationships
- ❖ Corporate Soul Surgery – beyond BSC and Diversity– Coaching with Heart and Consciousness
- ❖ Planning for a Richer Future – Networking
- ❖ Rethink Leadership – Cream Always Rises to the Top
- ❖ Engagement from Effective Leadership
- ❖ SEO secrets to transform your sales
- ❖ Rethink Syccess: FLAP to FLY with your WHY?
- ❖ The Science of Happiness @ Work Process
- ❖ Social Media Marketing & SEO
- ❖ Happiness @work and Effective Teamwork
- ❖ Mindset MindShift – Advanced Lifeskills to Transform Results
- ❖ Rethink Culture: Transforming Teamwork & Trust
- ❖ Leading with your Brain in Mind – Neuro Leadership

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❖ MindShift : Mindset Matters More

Tony will research and develop content that is specific to your problems, challenges or issues on request. As a qualified Toast Master, transformational coach, facilitator, and professional speaker and presenter, Tony has great experience in researching, creating and delivering lively, controversial and transformative topics.

One of Tony's aims is through collaboration with Dr. Lance Secretan center (Higher Ground Leaders) to provide the leading-edge - powerful and effective service and resources (Warmware) for business and personal transformation.

A large part of Tony's time is now committed to Happiness@work / Business Performance / Sales and Leadership Coaching for people who have discovered that they want more from, and for, their lives... More than a J.O.B. ... more than a place to just earn an income.

Tony works with people who have a strong desire to accelerate their growth, and who wish to make a real difference in this world. He also works with people who fully comprehend and embrace the true concept and value of Human Capital and understand the shifts taking place in society and consciousness.

Community Activities

Tony was the founder of CANI Community Radio 98.7FM, where he broadcast a daily 60-minute personal/success development programme ("The Now Factor") for 18 months.

The Future

We are developing and delivering unique, potent, transformative workshops for companies who recognise and understand that their greatest assets are their diverse teams of people and their relationships, mindsets and actions. This is done after extensive research within the company before we decide what will be best for your challenge. we've updated our approach to be inclusive of many of the newer approaches, Like Appreciative Inquiry that have been found to more effective in building engagement and participation. These workshops are action-learning, experiential, challenging, life-changing, paradigm-blowing and transformative.

We primarily work with companies who are serious about developing and coaching their people to greater heights. We enable these companies to design, develop and deliver the "unfair" advantage in a sustainable and measurable High Performance environment. We work with organizations to create a unified focus, supportive, agile and adaptive platform for enabling teams to become fully engaged and to deliver exceptional results in a sustainable and ennergising manner.

Currently Tony is continuing with research and refinement of his eMotionetics Energetic Management, Higher Ground Leadership, Appreciative Inquiry and Profit-Prophet. Tony speaks, consults, facilitates and coaches these technologies and techniques to leaders, therapists, healers, coaches, managers and other interested

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organizations and individuals. Tony will continue to develop and deliver advanced Business Building/Team-Building/Human-Building & Trust-building strategies, as well as Human Performance Technology/coaching /Wellbeing services.

Over the last 29+ years Tony has been refining a unique plan for a business enhancement service called “Profit-Prophet” based upon extensive research in the Services Sector combined with a cross pollination of his Human Performance Technologies (HPT) experiences and Mindset research.

Comments from workshop participants.

I walked out a completely changed person... I'm now happy & confident, and I've let go of all of my anger and fear. I FEEL GOOD ABOUT MYSELF! For the first time in ages. – Christine

“Believe in the strength that is within each of us – the strength to choose to become victors.”

Thank you, on behalf of the team, for an excellent motivational presentation. You truly touched our lives and changed them forever! On a personal note I would like to thank you for accomplishing what 7 years of psychological therapy could not do – Thank you! Z

- One of the most thought provoking speakers I have ever encountered. – Clive stacey.

Our team will never be the same again. Tony has been life giving to our organisation - Zain

Websites : www.lifemasters.co.za, www.tonydovale.com, www.professionalspeaker.za.net

www.teambuilding1.co.za, www.speakersmotivational.co.za, Tonydovalespeaks.com

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Profit - Prophet

Business is now too competitive to continue to use old paradigms for moving forward successfully and profitably. We often discover leaders who are too long in the tooth to let go...of their FIXED mindset and old views of the way business used to be or should be. The old management styles are outdated... outmoded and to be blunt...usually counterproductive in today's times, that require resilience, agility and rapid response via a GO Mindset.

We need to adopt a new model of impacting performance. To increase performance, productivity and profits... we desperately need new ways to identify, view and enhance the areas of potential improvement. From our experience the following layered model could be a replacement paradigm or perspective to adopt as the foundation for on-going continuous improvement (CANI), in a way that builds & enhanced a Growth-Oriented Mindset that ensures Success.

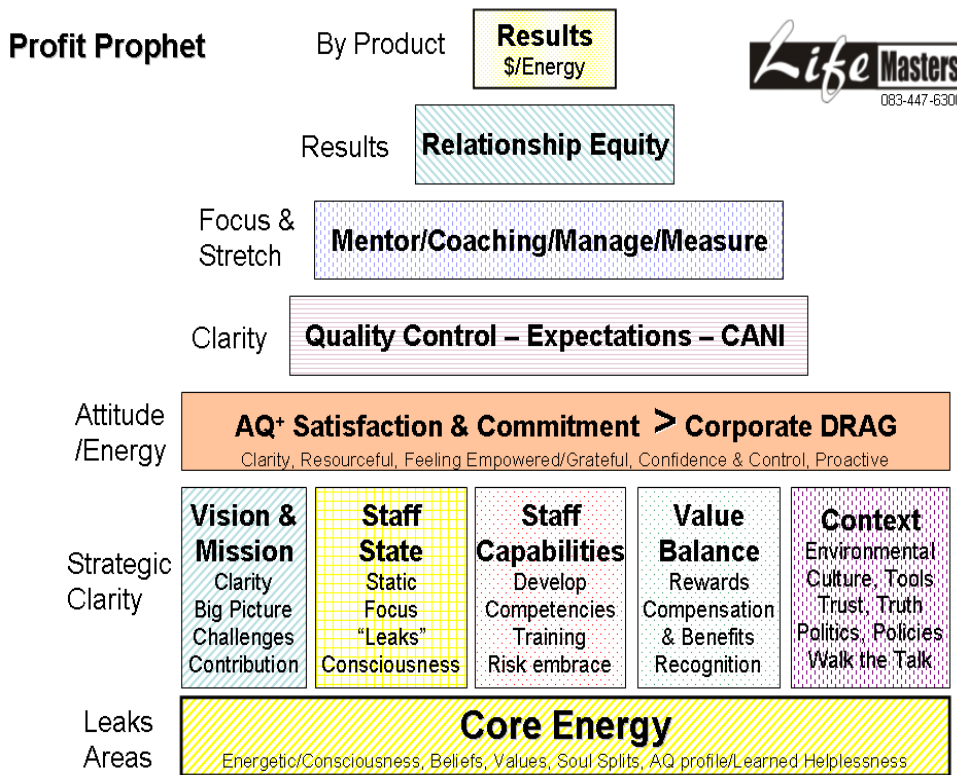
The model below is aimed at offering an approach to addressing the challenges we typically face in business performance. Each level builds on, and supports, the development of the previous level below. Experience shows that a weakness in lower levels can be detrimental to the development and growth of each successive level above.

A weakness in the lower levels is carried all the way through to the higher levels as a flaw/weakness/leak, which can directly impact on performance and profitability and limit results. This impacts the entire team culture.

Before we can fully maximise any level, the levels below must be addressed and bolstered first. Too often leaders are looking to quickly enhance results by just turning up the "heat". This may work for a period of time... the only thing that you can be sure of is that this is not a sustainable process and does more damage in the longer run.

As an consequence, dangerously increased stress levels result, burn-out is inevitable, relationships (Home, work and client) begin to suffer, and eventually something has to snap. It does not help to throw money, time, focus or effort at a higher level, when issues on the lower levels are not correctly addressed and resolved.

Unless this is resolved, medium to long-term damage to a whole host of important areas becomes evident. The real challenge to this whole picture is that many of the underlying issues are almost invisible.



And taking into account that *TRUST* is one of the major facilitators and catalysts of this multi-layered development, Leaders must become cognizant of the fact that *TRUST* takes a lifetime to build and a second to break".

If leaders are to lead effectively, they need to become more aware of the impact of their decisions and actions on the workplace.

The leaders of tomorrow will be ENERGY directors and Alchemists... Not command and conquer controllers ... nor Greeders.

Leaders of tomorrow will create contexts where people can learn, grow, perform prosper and BE Happy and enhance their mindsets and wellbeing.

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Logical Levels of Results

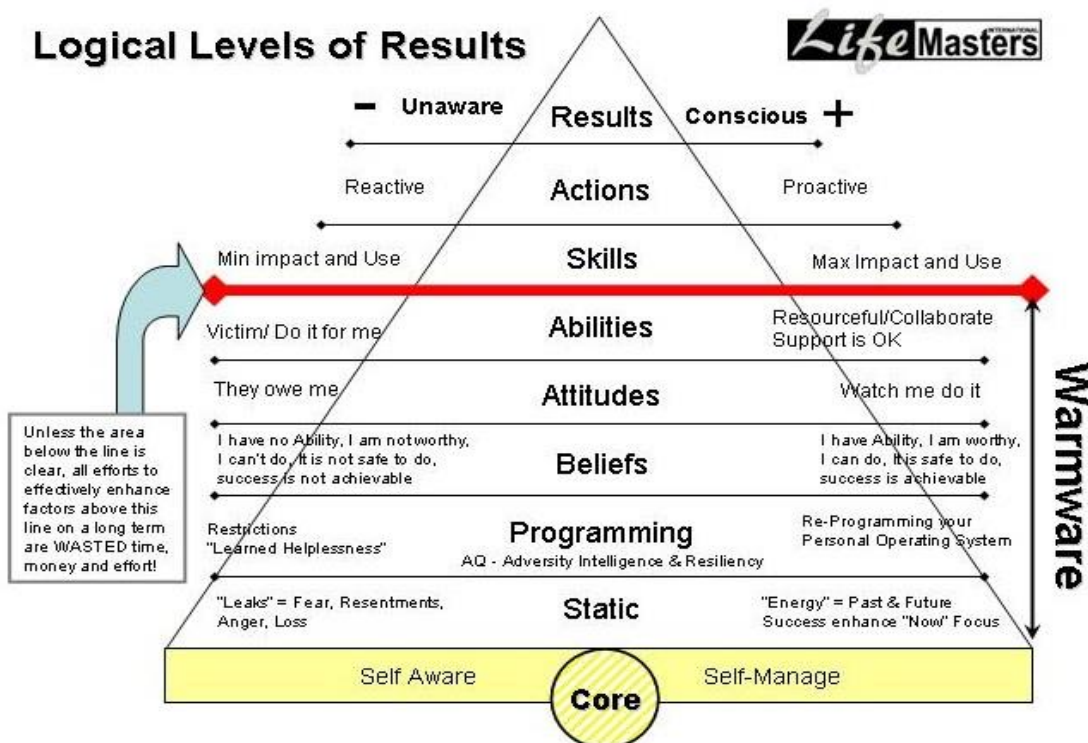
If you speak to employers about their staff's performance, you will typically hear comments about low skills, ineffective training, lack of ownership, no responsibility or low performance, and all the pressures around skills development legislation etc. They have been programmed with the wrong MINDSETS.

If we dig a little deeper into the real challenge that presents its self to us - that of reducing poverty by making our people more productive and competitive, we will quite often see that it's not only a skills issue that must be addressed, but primarily it's an attitudinal / Mindset issue that is our biggest challenge. The Root cause is MINDSET.

Ask anyone what they experience as a quality of service in their day to day encounters. For the most part your feedback will be negative. Is this really because of a lack of skill, or is it a Mindset-Attitude/Personal Beliefs issue? With the right mindset you can achieve almost anything, with or without skills. But a person with skills, and a negative mindset and bad demeanor can scupper any organisation's intention to deliver efficiently and competitively.

The problem that I see with our great haste to train and skill everybody is that we are missing the fundamental issues that control results. Those issues of –Mindset: Attitudes, Beliefs and Socio-experiential programming; Learned Helplessness, Self-Limiting Beliefs, and Low Adversity intelligence (AQ) - which all rest upon a delicate framework of Self-Awareness, Self-Management and Self-Motivation - PsyCap

Research typically proves that less than 12%/15% of training experienced is transferred back into the workplace. Add to this the fact that our memory of training materials deteriorates quite dramatically. People characteristically remember around 20% of the learnt material after a 30 day period. That's like wasting 80c in every rand of your training cost!



If we look at the **Logical Level Of Results pic** (in reverse order from the top down), we will see that every situation has, as output, a specific set of **desired results** or outcomes.

The Results level is dependant upon some previous Actions, which are dependant upon Skillful actions, which are

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dependent upon the person having the Abilities to assimilate and apply the new skills learnt and remembered.

Most training focuses on the skills and action levels, without ever addressing the power of the levels below the Skills/Abilities Level. Like an iceberg, they address the aspects that they can see, whilst missing the hidden fundamental issues that truly impact and control their success and results: Mindset.

We have a massive challenge to rebuild our people's Psychological Capital and Mindset : Adversity Intelligence or Resiliency (AQ) and overcome the Learned Helplessness and Self-Limiting Beliefs that pervade and infect our workplace. By addressing the issues below the Skills/Abilities Level (Warmware levels), we begin to empower people to deliver authentically and effectively, with the right mindset and attitudes from the right points of view, with the right intentions and based upon a strong personal foundation (PsyCap).

In order to optimise our skills development budgets and efforts we must begin by addressing the "Warmware" or deeper levels of people's Mindset: attitude, beliefs, programming and "Static".

We have to Rethink and rebuild their resiliency and adversity handling abilities by upgrading their limiting mental programmes and past experiences. By measuring a person's Adversity Intelligences and then addressing the issues or "Leaks" that negatively impact their personal state; we can achieve results, way in advance of head-based training.

Feedback from the Emotional Intelligence fundi's reveal that we are 90% emo-energy based and 10% logically based. We need our people's heads and hearts to be used in the workplace and in their dealings with each other. The power in our relationships is emo-energetic, and not logically based.

Through the process of Mindset and Resilience Coaching and a range of experiential and specifically customised workshops, Life Masters upgrades people's mental and heart based "Warmware" (software for humans), to assist them in optimising their Mindset: attitudes and beliefs, and to begin to build life-long relationships with internal and external customers.

Only in this way can we build a strong, productive and self-motivated organisation that will deliver world-class results. This will in turn translate back to delivering on the intention of our Skills Development Strategy's Vision.

"Mindset is everything... Hire for Mindset & Attitude and Train for Skills!"

***Hire people who would do the work willingly and happily as a "volunteer" and then
REWARD them greatly for being Action Heroes.***

"A Change of Heart/Mindset(set) Changes Everything"