



Effect

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Lesson 2: Streamlining Your Direction

Hi, Andy Vellacott here with episode 2 of your 10X training, and this time we're talking about *direction*. So have you ever been looking at a map, and you can't tell whether you should be turning left or right, because you're not sure which way up you're holding it? Or if you're going down, instead of up? What if you had no map? Is having no map better, than having the wrong map. I mean, at least if you don't have any map you know that you're getting lost!

But when you have the right map for where you want to go, everything is easy. So, you gotta make sure you've got a good map. So a successful journey needs a good map, what about a successful person?

Are successful people just luckier than other people? Were they born already being good at whatever it is they're good at? I don't think so. In fact, if you talk to any successful person, they'll always tell you how many wrong turns they took and how many wrong paths they went down before they got successful. But they always know where it is they want to go. There's a story about a guy who used to sleep on a park bench before he made his fortunes. And then later when he was asked when did he become successful, he said I was successful when I was sleeping on the park bench, because I knew where I was going.

So your success depends on knowing where it is you want to go. I mean, how do you even judge whether you're being successful if you don't know where you want to end up?

So you set yourself a direction. Or a goal. Or a vision. And then some interesting things start to happen. The first thing that happens is that you stop feeling like you're drifting. Because before you set a direction, you're just letting yourself be carried by whatever currents are flowing in your life. Setting a goal feels like suddenly there is something in front of you that is pulling you towards it. And when you get off track, it calls to you, and nudges you back towards it.

It also allows you to start seeing the pieces that you're going to need, in order to move towards it. And when you can see the pieces you do need, you can start to filter out the pieces you don't need. And it's often surprising just how few pieces you actually need. The thing that stops most people from doing most things, is overwhelm, because there are so many things that are popping up and vying for our attention. But when you filter all of that out, you start to see the few pieces that can make the difference and that makes it super-easy to move forwards.

But it's always inevitable that there will be some pieces, or some steps that you can't see. And that stops a lot of people from getting started. They're not quite sure HOW they're going to achieve what they want, so they decide it's not possible. The one thing that separates all successful people is they will start making moves, and taking actions, even though they can't see exactly what will need to come afterwards. They just act on what the pieces they can see right now, and then, when you've stepped a little bit closer, you CAN see what the next step is. It will *reveal* itself to you.

So, whatever it is that you want to do, you now know that it is at least safe to get started. You can start taking the actions that you can see, and then you'll be moving in the right direction instead of standing still, and once you've moved a bit closer you'll be able to see what the next steps are.

There was the boss of IBM who was asked how he built such successful companies, and he broke it down into three beautifully simple steps. He said step one is create a vision of what your business will look like when it's successful. Step two is ask how would I have to act when I'm inside that business. Step 3, act that way now.

Your success is a result of the actions you take, not the cause of them. So when you set a goal, or a direction, you are literally setting yourself up for success. You are starting to visualise something for yourself that you don't currently have, starting to take actions towards that, and starting to filter out all of the other noise that is trying to keep you where you are now.

So my final thought on streamlining your direction is that your direction is going to be unique. And that's because you are not starting from the same exact place as anyone else, and you're not trying to get to the same place as anyone else, so doing exactly what someone else has done, and expecting to get the same results as them, is not going to work for you.

So there will be some things that you need to figure out, or barriers that you need to overcome. But these barriers are just like signs that are pointing you to where you need to grow, or where you need to develop. And most people come up against a barrier and either get scared, or daunted, or overwhelmed, when really, if you can see the barrier for what it really is, as something that is inviting you in so that it can teach you something new, then really you don't face any barriers at all, only opportunities, and that's what we're going to go deeper into in the next episode.

Thanks so much for listening, and I'll see you there.