

What's Holding You Back?
Lesson 8: Our Secret Path to Better Results: Context
October 3, 2005

Blitz: How is everyone doing? Any updates on the Jeff Allen “Back” Packs **Glycomics Conference** this weekend...Next Monday we will do a review

Week 8 of: “When Good Intentions Run Smack into Reality” by Brian Klemmer

1. Your environment: Context creates results

A. Everyday you experience results...created, whether positive or negative, from the environment you have created.

Results can not be in conflict with the environment. So if you want different results, you must create a certain environment from which those results can flow.

Do we get the analogy that this draws from our Mannatech health business...to create better health, must create a healthier cell, to create healthier organ to create healthier system, to create healthier body. It is the environment...the context of the body needs to change to avoid disease and chronic issues...same with your life, business, relationships.

B. Unfortunately, most people try to force a result using a direct approach instead of creating the environment where this change will inevitably result. (Again, draw the analogy to our health).

2. Context: What is it?

A. What does it mean? “You’ve taken something out of context”

Taken out of context changes the whole meaning or content.

Context means environment.

B. Examples:

1) Jelly beans in a jar...jelly beans in the garbage can. Change from edible to inedible.

2) You are in a new group and asked to share some personal information first. Response is anxious, nervous, guarded, resistant. Then, two others go first, and share something far more embarrassing than you were going to share. Now the context/environment has changed. Now you lose resistance, in fact might even find joy in sharing.

C. As far as producing results, context has everything to do with it.

3. Set the context to get the results you want!

A. To get the right results you must consciously set the right context.

For: 1) your Mannatech business,

2) your marriage

3) your family life

4) other areas of your life

If you are not intentional, you live life by chance and circumstance.

Setting it by default is deadly because it will be the foundation of other people's actions, attitudes, responses and thus, your results.

This is how the Enron results can be analyzed...look at the context set by the upper echelon management...no integrity, and it permeates the entire corporate management culture.

B. Are mission statements context?

Many leaders of businesses use value statements or mission statements as a mechanism to attempt at changing the context.

These mission statements may be very important...they DECLARE the context, but they do not SET the context. Only the people's actions can set the context. Declaration can be very different than results. (Analogy to setting goals??? without action and intent to support? Like a business plan?)

C. How to set the appropriate context:

1) **Step 1: Identify the Result**

You must clearly identify the result you want.

Define it! Clarity and Focus is required here.

For Mannatech business:

(1) I want 4 new business builders.

(2) I want to be Presidential.

2) **Step 2: Identify the context and the pieces of that context**

To become Presidential what is the context that you need?

Context of prosperity, relational, etc.

Every context is made up of smaller pieces so list those

Example for Presidential:

(1) Giving context (must give to receive)

(2) Contribution context (must want to change lives)

(3) Opportunity versus problem context

(4) Long term versus short term context

- (5) Abundance context (versus scarcity)
- (6) Self control context
- (7) Boldness context
- (8) Risk taking context
- (9) Love context (you need to have a love for people)

(This is just an example of my analysis of some of the pieces necessary for the prosperity in Mannatech to be yours...you may be different but surely take your list to a successful presidential and have them review it with you).

3) Step 3: Now, rate your current contexts

i.e. look at each of these pieces of the context of Presidential, and see where you are

On a Scale of 1-10 (where 1 is the lowest), where are you in building this context in your Mannatech business?

- (1) Giving context (must give to receive) rank: _____
- (2) Contribution context (must want to change lives) rank: _____
- (3) Opportunity versus problem context rank: _____
- (4) Long term versus short term context rank: _____
- (5) Abundance context (versus scarcity) rank: _____
- (6) Self control context (organized?) rank: _____
- (7) Boldness context rank: _____
- (8) Risk taking context (get out of comfort zone) rank: _____
- (9) Love context rank: _____

Your honest evaluation, and only your honest evaluation will truly serve you by revealing to you the areas you need to work on to get your intended results.

4) Step 4: Find another who knows you to rate you independent of your rating.

Many times we are blind to our own shortcomings (because if we saw them we would have already worked on them!)

Get the results and accept them as truthful...how you are perceived, and work on those. Feedback is crucial.

5) Step 5: Take Action!

Once you have clarified the areas of context that are weakest in your life, work on them directly. You now know where you should be directing your action to increase your results.

Setting the context has 4 options:

- (1) Adding to the context
What can this look like in Mannatech?
getting a coach, a mentor; instituting coaching yourself,

etc.

4 stages to Mannatech...have you shifted?

(2) Removing from the context

Are you still using the same marketing materials you did 4 years ago (cause they are cheap and you have a garage full?) Change you context and your results will change...but things you have to remove

(3) Move the entire context

Where is your office today? Is that respecting, or downplaying your business?

(4) Take personal action

Most people just keep doing the same thing hoping for different results. This is the definition of inanity. So take action now, move, but take action in a directed fashion not just action to change for the sake of change! Who are you anyway?

Your context can not stay what it is today!