

## #1 Factor for Success: Mindset

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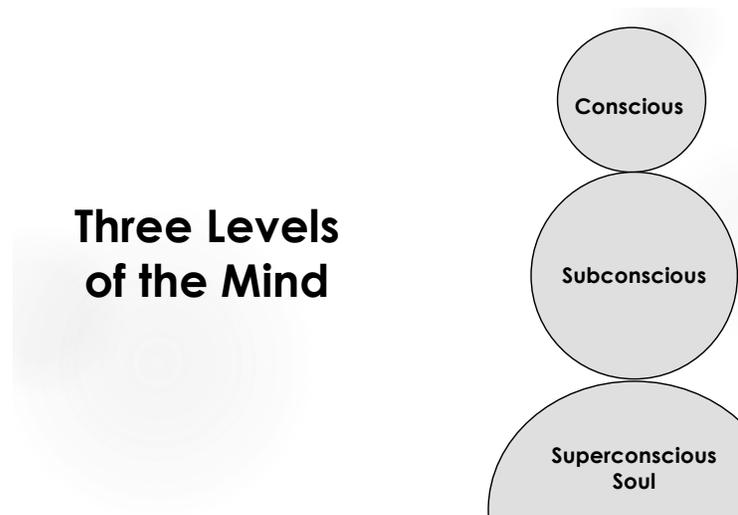
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Article by Karima Mariama-Arthur

*"The single most important factor influencing a person's success -- whether personal or professional -- is mindset. What you think about consistently has a direct impact on your behavior, and not the other way around. So, it's important to get this fundamental ingredient right."*

1. Mindset perhaps is the most important distinction between those who succeed and those who do not.

- a. If you are serious about achieving success in any area of your life, you must learn to master your mind. Understand this is about conscious and subconscious thinking.
- b. Below is a diagram...reflecting the conscious, subconscious and superconscious.



2. In order to develop a healthy self-esteem you must control your mindset

- a. Our belief in ourselves is critical in order to accomplish almost anything.  
"If you believe you can or believe you can't, you are always right."

- b. To successfully accomplish any worthwhile feat, a person must first feel capable of achieving it. It doesn't matter what anyone else thinks. Self-esteem is born of an internal dialogue that informs how we perceive and evaluate our worth, positively or negatively. It also frames our view of our self.
- c. What we feed our mind and others feed it that we accept either because we are too young to take issue with it or we just don't realize the impact, determines whether we have a strong and positive mindset, or "lack" mentality. Our self-image is created inside us and then we reflect it in everything we say and do.
- d. Examine your self-talk/self-dialogue. All of that "small talk" is really HUGE talk as it affects our daily self-dialogue and reinforces our most intimate beliefs, attitudes and feelings about ourselves. Become the gatekeeper So, become the gatekeeper of your mind and plant seeds of positivity and inspiration rather than criticism and doubt.

## 2. Formulating a winning perspective

- a. When it comes to success, there are few things more valuable than perspective. We have things that happen to us/around us, events, circumstances, and we choose to store them. Problem: we choose to attach meanings to these difference events and circumstances, especially when they trigger an emotional response. *"Nothing in life has any meaning except the meaning [we] give it."* Tony Robbins
- b. The truth is that mindset has everything to do with perspective. Our foundational beliefs, attitudes and biases naturally affect the way we process every bit of information and our experience of the world around us.
- c. Having an optimistic mindset increases the likelihood of formulating a winning perspective and achieving long-term success. When we learn how to live life "by choice" (choosing how we respond instead of giving control to other people, other things), we will forever live by how we get programmed.

## 3. Harnessing drive

- a. Drive is the determination we have to achieve an objective typically based on the importance of that objective to our plan. It includes the process of developing a vision for success and engaging in sustained effort over time. Without "drive," achieving our goals would be suspect at best.
- b. How is it tied to mindset? Intricately. Mindset is essential to create the drive you have towards a desired result. Drive starts with the ability to have steely focus and a firm commitment to higher purpose, a higher result. Without drive, we most assuredly will find it hard to challenge the status

quo and push past what we know as "comfort zones." People with drive are self-motivated and strive to accomplish more. They don't waste time complaining about their circumstances, but instead work with conviction to improve them.

#### 4. Overcoming adversity

a. No matter what goal you seek to achieve, the path to virtually any of our success will include some level of adversity. In order to get through the adversity, one must have a deep belief (convicted mindset) or "giving up" becomes the more likely result. We truly need to learn to face each challenge head on.

b. Adversity tests one's mettle to the core. After facing an extreme hardship, a person may feel justified in surrendering to defeat. "No matter what" is not that state of mind rather "settling." For them, it can feel like an easy road. The power of a resilient mindset is seen where "knocked down 6 times get up seven."

#### 5. Achieving the underlying goal

a. Goal setting is a crucial factor for those who desire to have success. Goals give us all a roadmap on which to run as step by step process. However, without the proper mindset, you most probably will never achieve your goals. Even those most well-intentioned individuals will typically never achieve their goals because only a lukewarm desire to reach the goal (achieving success) will not be enough to "cross the finish line."

b. Mental toughness is what determines whether someone will dig deep and work through hardships to succeed, or simply claim defeat. It includes exercising courage, sustaining effort over long periods and leveraging self-talk to move through each pivotal phase, before ultimately accomplishing the underlying goal.

***Are you ready to command your results? If so, make a conscious decision to master your mindset and reach for greater success in the new year and beyond.***