



Keeping it R.E.A.L.

The business psychology behind sustainable and significant growth

How to use your head to get ahead

- Imagine making significant progress every day
- Think how far you'll travel when your journey gains more momentum
- Picture how more opportunities come your way when you are able to spot them
- Ask yourself why you haven't progressed as far as you'd have liked to already
- Be tough with yourself and question the excuses you might have made
- Listen to your own story and wonder what possibilities might exist

Good isn't good enough if you want to be great

Enough isn't going to cut it if you want abundance

Being satisfied won't help achieve your true potential

There are things that you CAN do that will push you ahead quickly BUT you've got to be prepared to do them

1. Change your **R**ules
2. Change your **E**nvironment
3. Change your **A**ttitude
4. Change your **L**ife



Change your rules and you change your expectations:

Work rules; *the way we behave around here and the games we play*

Personal rules; *the way I see myself and wish to be seen by others*

Home rules; *the way things need to be that are not negotiable*

Change your environment and you change the way you think:

Work environment; *brain chemistry can make us feel 'outstanding' or 'miserable'*

Personal environment; *you will get what you focus on*

Home environment; *whatever you surround yourself with, you will become*

Change your attitude and you change your understanding of the world:

Work attitude; *finding the balance between responsibility, accountability and authority*

Personal attitude; *defining the person you really want to be*

Home attitude; *recognising and valuing the things that matter to you most*

Change your life to surf the waves of reality rather than swim against a tide of hope:

Work life; *gain clarity over both tactical and strategic goals*

Personal life; *determine control over your wellbeing and physical self*

Home life; *align all your hopes and dreams*

Using psychological and cutting edge research Martin explores the key ingredients necessary for a business owner to achieve sustainable and significant business growth

