



# 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**

