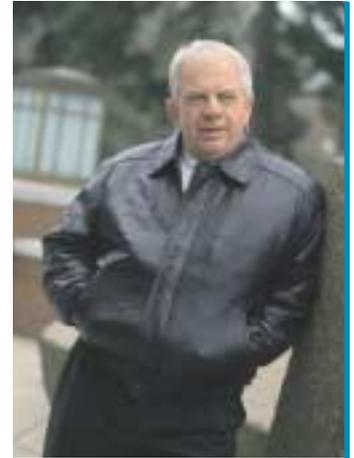


# Enjoy Your Work Again



INCREASING  
YOUR EMOTIONAL  
STRENGTH  
ALLOWS YOU TO  
MAINTAIN  
BALANCE AMID  
TODAY'S DIZZYING  
PACE OF CHANGE.

When we are physically tired and emotionally drained, our bodies and brains become filled with toxins that block the effective processing of new ideas, creative thinking and the ability to recognize opportunities, and the willingness to take the type of prospecting risks that is central to maximizing your performance. More often than not, even if we had a great idea about increasing our productivity, it is unlikely that we could actually motivate ourselves to move it out of the “idea” phase and into the reality phase. When we feel emotionally exhausted, everything seems like too much work.

When we are emotionally tired, we will ignore or even fail to recognize the subtleties of conversation that would normally motivate us to ask for a referral. At the very moment when we need to make a series of conscious choices to talk to our clients about becoming centers of influence and providing us with a stream of referrals, too often we unconsciously choose to sabotage ourselves.

If we are going to close the gap between our performance and our potential, we are going to have to learn how to develop the emotional strength that will allow us to choose to act rather

than to sabotage ourselves. When we feel emotionally strong we make choices that not only improve our incomes, but simultaneously improve our family and personal lives as well.

**Three Decades of Research** It has been 33 years since we began researching and validating psychological techniques to maximize financial advisors’ prospecting and sales performance. Twenty years ago we began studying emotional strength and emotional energy and so many new insights have been built one upon the other. We have learned clearly that there is no ceiling on energy strength. It is not unusual for clients to estimate personal energy gains and increased productivity at four or five times their entry level (and all participants began as top producing financial advisors).

Five years ago, we began a study to increase the emotional strength (which includes, but is not limited to, self-reliance, self-esteem and self-confidence) of 30 top producing financial advisors. Each of those individuals has reported that each year, during the past five years, they have experienced quantum leaps in their emotional strength.

They also reported annual increases in developing centers of influence and referrals. In addition they all reported annual increases in their ability to enjoy their careers, and they said they were having more fun, as they learned how to develop a more balanced life.

The quest for unlimited emotional strength is a never-ending journey. The more we learn, the more skillful and resourceful we become. When we ask those financial advisors who participated in our five-year study what difference their increased emotional strength has created in their lives, they mention the following benefits.

- They have learned how to:
- Enjoy prospecting for referrals and developing centers of influence.
  - Find more time for their spouses and

“WHEN WE FEEL **EMOTIONALLY EXHAUSTED**, EVERYTHING SEEMS LIKE TOO MUCH WORK.”

their families.

- Increase their performance and simultaneously experience less stress, tension and pressure.
- Find more time for community and charity work.
- Increase their self-confidence, self-reliance and self-worth.
- Take more risks.

When we interview family members we hear similar reports of far less pressure, more effective communication, better learning, more celebrations, better listening and effective family and personal relationships.

Increasing emotional strength can only come by learning how to stop sabotaging yourself and learning how to create the structure needed to maximize your performance. Becoming empowered with a new sense of unlimited personal potential is contagious and a clear benefit to all. In essence, bringing balance into one's work and lifestyle makes one more resilient in dealing with the rapid change taking place in the industry.

The pace of change seems to be quickening and the changes keep coming, faster and faster, even in areas we

thought would never change. All around us we hear paradoxical thinking:

- “You must slow down to go faster.”
- “If you want to change others, change yourself first.”
- “To become a more productive worker, make sure you take time regularly to enjoy refreshing play”
- “If you want to increase your success rate, increase your failure rate.”

To maximize our performance we must learn not only to survive in the chaos of rapid change, but to thrive on chaos. Information is doubling, maybe even tripling, every decade. Technology is changing so rapidly that all of us must keep learning monthly just to stay current.

But the rewards of change are tremendous. As we learn to change our mental set — recognizing that the freedom to choose our attitude is one key to discovering new energy — we discover that problems do become opportunities; indeed, none of us would have jobs or perhaps purpose in life without problems to solve. As we learn the secret of making paradigm shifts as ways to see the world anew and to

make what seemed to be impossible possible, we learn the secret of eliminating self-defeating habits and increasing self-confidence.

We discover not only that any problem can be an interesting and exciting challenge but that we can even have lots of fun in the process. We discover an abundant energy and enthusiasm coming as a result of all the fun and satisfaction we get as we make one breakthrough after another. And we learn the spiritual joy of servant leadership as we discover that by quietly listening to, supporting and empowering others, we become more valuable and fulfilled.

As everything continues to change and accelerate around us, technology either bombards us, or it anoints us with multiple opportunities to accomplish everything faster. The question is, “Will your current state of emotional strength allow you to keep up?”

This is an important question that nobody but you can answer. Don't get it wrong!

®

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