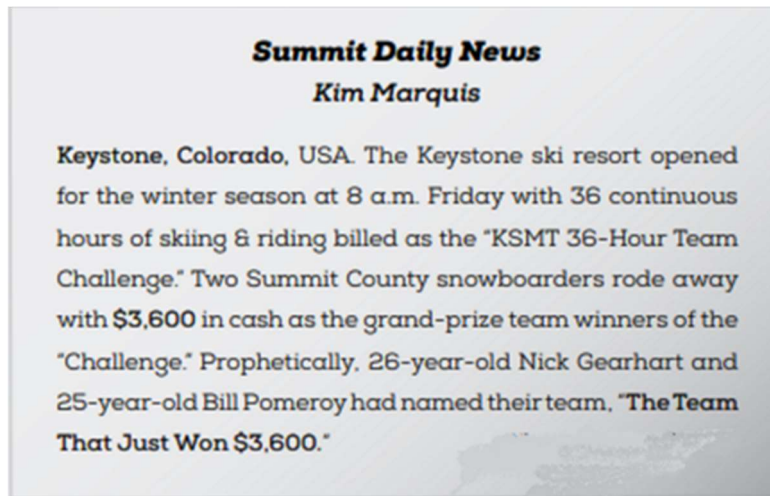


# Inventing Your Future



You may not find this cutout of an article easy to believe, but every word of it is true.

I first saw this article in a homeowner's newsletter and found it so fascinating that I kept it as an example to help my clients understand how the power of words—"their conversations"—determines their outcomes.

Nick and Bill had an outrageous plan to compete for the chance to split \$3,600, and they actually had the courage to declare the outcome of the event many weeks before it would take place. How overconfident is that?

In effect, what Nick and Bill did that day was to put a stake in the ground and declare a future outcome—a conversation they put into their team's name. They decided to forget about playing it safe by looking good in front of their buddies and instead took an extraordinary risk to declare something they were committed to. They were determined to say how it was going to be.

They knew they had work ahead of them, but the die was cast, and the only thing left was to follow through on what they had given their word to do—close the gap between their words and reality.

These two snowboarders had invented the most powerful conversation there is—a **conversation to declare the future**. The key to their success was that audacious declaration of the final outcome.

Can You Do That? Or Are You Satisfied with Just Hoping for the Best Outcomes?

Are you willing to put your neck on the line, so to speak, declare something that isn't, and take a stand for what you want to have?

Bill and Nick, by virtue of their declaration, were already there. There was no outcome to hope for, no place to “get to.” They knew what it was to cross the finish line, and they had already been there in their minds and in their hearts. It was their clarity in speaking that put them there.

If you're anything like I was decades ago, you want what you want and you have been told by everyone—parents, teachers, the media— that if you want to realize your dreams, you have to work your ass off for them. In effect, a “God helps those who help themselves” way of thinking drove me and drove my businesses: If I did really good work consistently, I believed, I could achieve what I was seeking.

Well, it's certainly possible to get through life with the hope of a big win someday. But I've found it doesn't always really work that way.

Then one day I realized . . . Hope is not the same as possibility. It's easy to confuse the two. But hope is not the same as “possibility”. I didn't get this message early on in my career, and it wasn't until I had been struggling in my own business that I realized I'd relied on a concept that was undermining and sabotaging me.

There was no creativity or innovation tied to it. Hope was not a tool I could effectively use to cause anything; it was a concept I was grabbing onto for salvation. In my opinion, people who hope cause nothing. They wait with the expectation that what they want will be delivered (often by someone else). We've all done this without even thinking: What does it mean when you utter a seemingly innocuous statement like, “We hope to get this new client”? For me, it meant there was really nothing else to do, no action to take. It's as if I simply hoped people would read this article. Where Is the Integrity in Hope? I swore off hope because it didn't match what I'm committed to.

This is about using the power of your language—your speaking—to make extraordinarily bold declarations for who you say you are in the matter of your life and your business. It's about taking courageous action and producing the breakthroughs you've been looking for.

Outcomes only become possible when you are willing to declare it to be possible—with absolutely no evidence that it is—and then to take the actions that are missing and that are consistent with your commitment. Your words only gain power the moment you are willing to say how it is going to be and then take the actions to have it be that way.

When I changed my language, the words I chose literally changed my perspective. When I changed my perspective, I changed what was possible in my future. Bill and Nick Didn't Hope—They Declared.

Bill and Nick took the least traveled route, and they staked out their future with a bold declaration, creating a new stand for what might have seemed impossible to achieve at the time. Instead of looking at the \$3,600 prize as a goal to get to, they adopted a breakthrough

perspective where they envisioned that they had already achieved it. Their perspective—or their view of the future—said they didn't have to get anywhere because they were already standing there.

That's an amazing demonstration of ultimate power: to declare a thing to be possible as if it were already achieved and then to take the exact right actions to close that gap. That's a very powerful conversation. *We All Need to Be Willing to Step Up and Say How.*

Bill and Nick declared their win and then took the action that made it possible. To see the impossible, happen, you have to be willing to let go of all the notions that you have about "how it is" or "how it might not work if you take the risk." It's only that way because you say it is. You're that powerful.

Begin to say how: Right now, state your desired outcomes as if those outcomes already exist. Then stand there and ask the question "What's missing?" – that if it wasn't missing, you'd have what you want.

Transformation of anything or anyone does not happen by looking outside ourselves for the answers. Transformation — true transformation — happens internally first and is then reflected externally. What you're looking for is not out there. Instead, your work needs to focus on who you are being for yourself, your employees, your clients, and for your family.