

"Simon's insights are distinctive and pragmatic. We have found that they make a profound difference."

—CLARENCE OTIS, FORMER CHIEF EXECUTIVE OFFICER, DARDEN RESTAURANTS

Shift Your Brilliance



HARNESS THE POWER OF YOU, INC.

SIMON T. BAILEY

AUTHOR OF THE BEST-SELLER **RELEASE YOUR BRILLIANCE™**

STEP 1



See *Differently*



THE FIRST STEP IN BECOMING A SHIFTER IS
TO VUJÁ DÉ – TO “SEE DIFFERENTLY.”

What does it mean to see differently? It means to change your mindset. When you begin to see things differently, the opportunities before you change. To shift, you must be willing to examine everything you do and ask yourself if you are creating the tomorrow you want.

“Most companies in most industries have a kind of tunnel vision. They chase the opportunities that everyone else is chasing; they miss the opportunities that everyone else is missing. It’s the companies that see a different game that win big.”

— **BILL TAYLOR,**
FOUNDER OF FAST COMPANY MAGAZINE

It amazes me that as human beings we become conditioned to accept what comes our way without questioning if there is a better way. How often do you wake up to go to work or your place of business and go through the same routine? How often do you do something the same way, at the same time, in the same place, every day?

We have a tendency to behave as creatures of habit, captive to a sameness that causes individuals and businesses alike to be stuck in neutral while the rest of the world is passing by and waving as they drive into a more hopeful future. To shift our perspective, we need to open our eyes and take a few risks.

WE NEED AN INSPIRATIONAL

Vujá dé moment.

I was speaking to the Society of Human Resource Management in Las Vegas and received this e-mail from a lady in attendance:

You were the last speaker I heard, after several non-stop days filled with fantastic speakers. You challenged us to "see differently." Wow!

That really, truly made an impression on me. I went up front to thank you afterward. I sputtered something about returning to Las Vegas in a few months to be a presenter at my own annual company conference and how your presentation made me realize without question that I needed to ditch my carefully crafted, and fully completed, speech and PowerPoint presentation. You graciously asked me to let you know how it all went, and you handed me your business card before I scuttled off.

I'VE GOT TO REPORT MY NEW SPEECH AND
POWERPOINT PRESENTATION WENT
PHENOMENALLY WELL!

I could frankly GUSH at this point. The response to my presentation was simply... staggering. I was awarded a spot on our Executive Team less than two weeks after my presentation. I'm now the ninth person in the company "at the table." Granted, I had been working very hard for some time to get to this level. Nonetheless, I just know it was my ability to see differently, and to successfully present that different viewpoint at our national conference, that gave me the final push.

What will you do to see *differently?*

Most of us have either seen or heard of *Scandal*, the hugely popular and tweet-worthy ABC television drama. The show centers on a PR firm, specializing in risk management, which is made up of a close-knit team of lawyers who take unbelievable risks to “fix” the scandals of their high profile White House clientele. The team is led by the infamous “fixer,” Olivia Pope, who is known for “seeing” seemingly impossible scenarios “differently.” She follows her gut and finds ways to clean up public relations messes no one else would dare touch. Through tackling each problem with an unpredictable perspective, she and her team are able to strategize to survive the real or contrived scandals of the U.S. government.

This world of political conspiracy and espionage may seem worlds apart from your daily office routine. However, it is really no different for those of us who work in the corporate world. The politics and maneuvers may not look the same, but navigation still requires the gut instincts, finesse, and industry knowledge admired in Olivia Pope’s character. It’s an environment that can stretch you, challenge you, and force you out of your comfort zone...if you are an engaged “fixer” and willing to see differently to embrace the full experience.



JUST REMEMBER THAT SEEING
DIFFERENTLY SOMETIMES CALLS FOR
BECOMING UNCOMFORTABLE WITH
BEING COMFORTABLE.

Try *changing* your mindset,
TRY SEEING YOUR ENVIRONMENT
IN A NEW AND DIFFERENT LIGHT.

While the problems that arise in your personal life, business, or workplace can be a mysterious and scary thing, the ability to see them through brilliant eyes and fix them like no one else can is an extraordinary, exciting, and awe-inspiring thing.

No, I won't ask you to go toe to toe with the FBI or CIA. You don't even have to be involved in any scandal whatsoever. Just open your eyes to the possibilities. See the problem in a new light, and your journey as a brilliant fixer will become a thrilling adventure that will positively impact your development...and your life.



SIMON T. SAYS...

You can survive, even thrive, through the problems that arise in your life if you change your perspective and seize opportunities.



Look Back...But Only *Briefly*

In order to see correctly when you drive, you need to use all of your mirrors and windows. I'm asking you to do the same to see differently.

YOU MUST:

- **Look back:** Use your rearview mirror to honor the past.
- **Look sideways:** Use your side view mirrors to alter your perspective and look askance.
- **Look forward:** Use your wide-open windshield to envision the future.

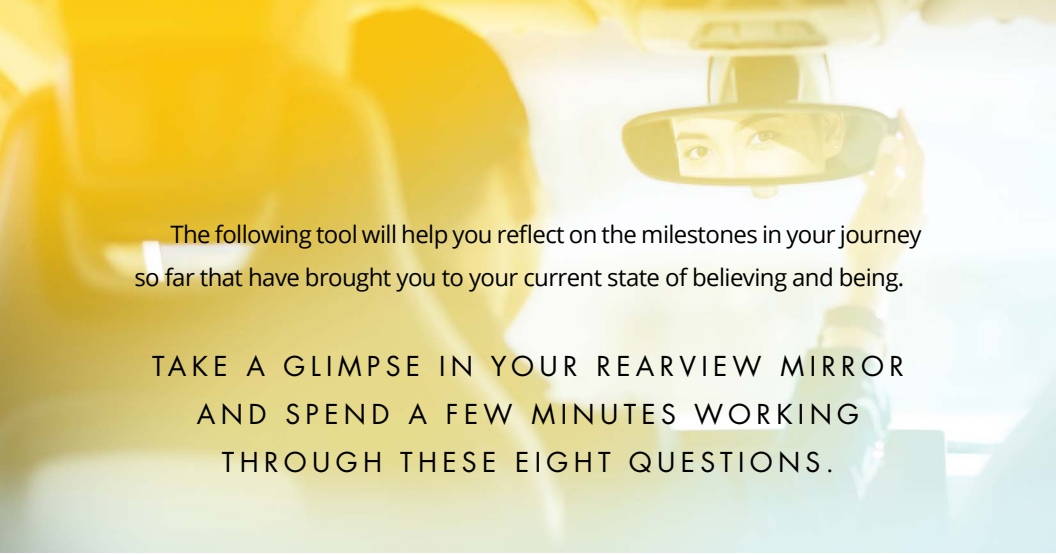
There's a reason we have rearview mirrors. They lend an important perspective in our passage to brilliance. They reflect where we've been and what's following us, which influences our decisions moving forward. Who and where we are today are in large part a result of the road taken thus far. A piece of who I am today is due in part to my struggles early in life—specifically when I had to leave college for financial reasons, moved into a drug-inhabited, roach-infested neighborhood, and took a desk clerk job at the local Days Inn for \$5.20 an hour. (I did return to finish my degree. It just took me ten years to complete it.)

Most of the time, to move forward we have to first shift into reverse to back out of our driveways or parking spots. We have to use our rearview mirrors. So, to shift meaningfully, it's also important to spend some time looking back. There are important discoveries to be made from delving into our pasts. Still, we don't want to dwell on what's behind us. After all, if we spend too much time looking in our rearview mirrors, we'll miss what's coming!

Dr. Barbara Fredrickson, a leading social science and positive psychology scholar based at the University of North Carolina, did a resilience study involving 100 college students. She based her survey on the work of psychology pioneer Jack Block of the University of California, Berkeley, who had gathered data over 50 years on how ordinary people fared through life's ups and downs, twists and turns. Dr. Fredrickson measured the students' psychological strengths, including their optimism, tranquility and life satisfaction. Those who scored high had flexible personality styles and bounced back faster than those who scored low. Her key finding was that these individuals possessed an uncanny resilience. To find out more about Dr. Fredrickson's brilliant insight, I suggest that you pick up a copy of her groundbreaking research, *Positivity!*

RESILIENT PEOPLE HAVE THE ABILITY TO
shift gears and *let go.*

The reason some people don't possess brilliant resilience is they hold on to things long after others have moved on.



The following tool will help you reflect on the milestones in your journey so far that have brought you to your current state of believing and being.

TAKE A GLIMPSE IN YOUR REARVIEW MIRROR
AND SPEND A FEW MINUTES WORKING
THROUGH THESE EIGHT QUESTIONS.

The Rearview *Mirror*

- ① What aspects of your life have been most rewarding to you thus far? What has brought you joy?

- ② What times in your life did you find the most challenging? What has brought you sorrow?

- ③ How did these best and worst of times shape your values and choices?

4 Which people have been most significant in your journey thus far and how so?

5 How did these people influence your choices? Your feeling of self-worth?

6 What have been some major turning points in your life, expected or unexpected?

7 What significant contributions do you feel you have made to date?

8 What have been your major lessons?



Look Sideways

Whether you are looking to shift personally or professionally, the bottom line is this: regardless of your situation, you *can* change the way you look at things. You can shift out of neutral—out of the ordinary and into the extraordinary. And when you shift into your brilliance, it allows those on either side of you to release their own brilliance. Then they, too, will begin to see things with a fresh mind. If you aren't where you want to be or find yourself stalled, it may be time to look at things in a sideways or cockeyed way.

HERE'S AN EXAMPLE.

Did you know that NASA designed a fascinating experiment to test the physiological impact of spatial disorientation, the kind astronauts experience when they have spent an extended period of time in a weightless environment? A group of astronaut candidates was outfitted with convex goggles that flipped everything in their field of vision 180 degrees, so that the world they saw was completely upside down. The subjects wore the glasses 24 hours a day, even when they slept.

At first, the astronaut candidates experienced great stress and anxiety, which lingered for many days. But 26 days after the experiment began, an amazing thing happened to one of the subjects. His world turned right-side up again! His goggles were the same as the others', and he was wearing them all the time just as they were. But what had happened was that his brain, with all of this new input, had "rewired" itself and made new neural connections that enabled him to "right what had been wrong." Within a few days, *all* the other astronauts experienced the same phenomenon!

This experiment of seeing something differently led to breakthrough discoveries and lucid vision. What had been distressing and disorienting became clear and comfortable. I'm not suggesting that you need to hop on the next shuttle to the moon in order to change your perspective.

BUT YOU CAN REWIRE YOUR THOUGHTS
TO SEE OPTIONS, AND TRUST NATURE TO
ADJUST ALONG WITH YOU.

Now, that's *Vujá dé!*



Look *Forward*

Naturally, a car windshield is much larger than either the side mirrors or the rearview mirror. We're meant to focus more on what's in front of us than what is behind us. We're meant to look ahead, to see what's coming, what's around the corner.

As important as it is to reflect on how your past experiences have shaped your present and challenge your view every now and then, you must also look beyond today and envision the possibilities.

People generally know so much about what they know that they are the last to see the future differently.

— EDIE WEINER

HERE ARE TWO IMPORTANT STRATEGIES FOR
ENVISIONING YOUR FUTURE:

- ***Clear Your Vision***
- ***Sharpen Your Focus***



Clear Your *Vision*

Have you ever jumped in your car, started down the road, and discovered your windshield was dirty? Maybe it was smudged with tree sap, bird droppings, or worse—the equivalent of Florida love bugs? Washing fluid and wiper blades in motion just don't cut it. You have to stop, get out of the car, and scrape off those pesky smears that blur your vision.

The same goes for some of the “mess” that gets on your personal window of life—the naysayers, the sticky situations, and other barriers that require an extra effort to clear away so you can see where you are headed.

Your vision represents your expectations for the future. Seeing differently requires opening your eyes *and* your mind to the possibilities that lie before you. You must use your imagination to envision the future YOU.

Our imagination is the most powerful video production facility in the world. In fact, everything that exists on the face of the earth was first a picture in the mind of the creator.

Let's *test* this.

WHAT ARE YOU DAYDREAMING ABOUT RIGHT NOW?

Do you expect joy, abundance, and prosperity? Or disappointment, emptiness, and failure?

Every hope, wish, desire, and dream is birthed in the imagination. When your mother carried you in her womb, she began to imagine what you would look like. When you start planning your vacation—which some of you desperately need—perhaps you imagine yourself hiking through a cool forest, shushing down pristine slopes, or lying on the beach soaking up the sun's rays.

You are the sum total of every image that has been displayed on the movie screen of your mind. You will never rise above the image you have of yourself in your mind. If you want to change where you're going in life, then you have to change what you're seeing in your imagination.

The universe is waiting for you to imagine a life that is so big the hair on the back of your neck will stand up. The trick with personal visions, however, is that they must be both ambitious and realistic.

HERE ARE A FEW SIMPLE STEPS TO HELP YOU CLEAR YOUR VISION AND KEEP IT THAT WAY:

Five Steps to Clear Your *Vision*

SEE IT!

Visualize who you want to be and what you want your life to be like. The picture that resides in your imagination will happen before you know it.

WRITE IT!

Take the picture that's in your mind and put words, expressions, and feelings to it. Then put it down on paper!

READ IT!

When you wake up each morning, read your vision aloud and meditate on it. Before your head hits the pillow at night, read it and meditate on it again.

SAY IT!

When you speak your vision, say it with power, emotion, and conviction.

ACT IT!

Start believing, behaving, and acting as if your vision has already come true...and begin doing it today. Don't wait for tomorrow or sometime in the future. When you arrive in the future, you will reap everything that you've sown in the past.

Write it:

THE THREE C'S OF A CLEAR VISION STATEMENT

I emphasize the need to write down your vision so it can become more than an abstract idea—so it can have life and become an action. And writing it is also a good way to share it with others, which, in turn, will allow them to hold you accountable for fulfilling that vision. When you decide to write your vision statement, follow these steps as a reminder of what is possible in your life.

CLEAR



What do I want?

Where am I going with this goal/dream?

CANDID



Why am I doing this?

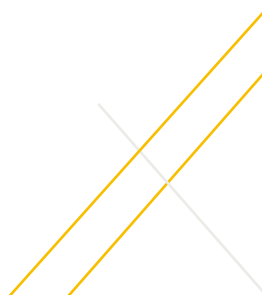
What should I expect to change?

What can I handle on my own, and what help do I need from others?

COMPELLING



What are the possibilities?



What is the personal payoff?

What are the benefits to others?



My Personal *Vision* Statement



SIMON T. SAYS...


Relax and take a deep breath. Create a clear and compelling vision that answers the following questions:


- What is the most important thing you must do daily/weekly to stay intellectually stimulated?
- What outlet do you immerse yourself in to stay connected to the issues of the day?
- Who is challenging you to become the best you can be?
- What is one thing that you would like to accomplish in your business within the next 30 days?


Sharpen Your *Focus*



Shifting your brilliance and seeing differently require a sharp sense of focus. Focus is the ability to identify an important goal or vision and to channel your efforts toward specific actions that support achieving that goal or vision. It's like turning on the high beams when driving in the dark or turning on a spotlight to focus on what really drives performance. David Evans, author of *Dare to Be a Man*, says, "Your goals choose your actions, decisions, relationships, leaders, teachers, and mentors." Without focused thought and energy put toward a well-defined vision, you have little chance of seeing anything of value come to fruition.

 When you set new goals or create a new vision for your life, your focus is typically clear at the onset. But over time, that focus and your energy can become scattered. No matter what role you play, whether in your personal or professional setting, all day you are bombarded with multiple messages, competing priorities, and pressing issues that need your undivided attention. Life has gotten complex, and it takes a clear line of sight to stay on course.

 It may be time to turn up your high beams to increase your capacity to focus. It's easy to lose sight or become distracted thinking about all the things you could or should be doing. Learning to focus on the important items will move you toward your vision.

 Shifting *effectively* requires focusing on the right things at the right time. All too often, we allow people, circumstances, and events to distort our perspective and our vision. What actions do you need to take to get back on track to where you want to go, who you want to become, and what you want to do?

TRY THE FOLLOWING STRATEGIES TO
sharpen your *focus*.

*I don't skate to where the puck is; I skate to
where the puck is going to be.*

— WAYNE GRETSKY

STRATEGIES FOR

Sharpening Your *Focus*

- Work to reduce or eliminate disruptions.
- Use good personal organization and time management skills.
- Commit to directing your energy at key targets.
- Ensure all activities are aligned with desired results.
- Devote the majority of time to the top 20% of the priority list.
- Stay fully alert.
- Eliminate waste.
- Show the power of resistance: learn to say no.
- Anticipate surprises.
- Beware of the dangers of multitasking.
- Hone your discerning skills.
- Improve your self-discipline.
- Become familiar with your personal concentration threshold.
- Know your own derailers.