

The best way to
predict your future is
to create it



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Let's say you've had some pretty rough experiences in your past, and those experiences caused you to feel sad, and unworthy, and guilty, and judgmental.

And you've gotten so used to feeling guilty, and unworthy, and judgmental, that that just feels normal to you.

And then because you *feel kind of victimized*. Then you blame people and you complain, and *you make excuses and you feel sorry for yourself*, and **that's your personality**.

All of a sudden you say, "*today, I'm not going to do that any longer, because that's the old self.*"

And then you start off your day and it goes really well for about two hours.



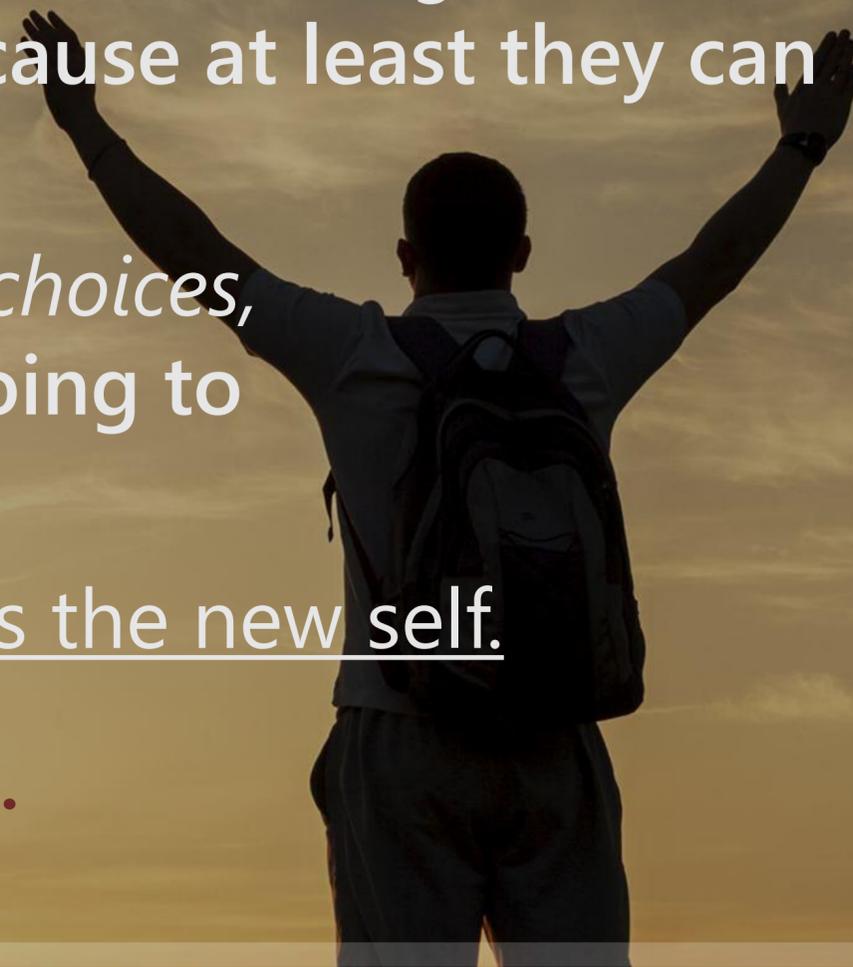
And all of a sudden, the moment you realize that you're no longer making the same choices as the day before. You are going to feel uncomfortable. It's going to feel unfamiliar. It's going to be uncertain. There's going to be some unpredictability.

And we now know that people would rather hold on to their guilt and unworthiness than to step into the unknown, because at least they can feel something.

And so, the moment you stop making the same choices, that you always make, get ready because it's going to be uncomfortable.

And that's the moment you are heading towards the new self.

*And we call it **stepping into the river of change.***



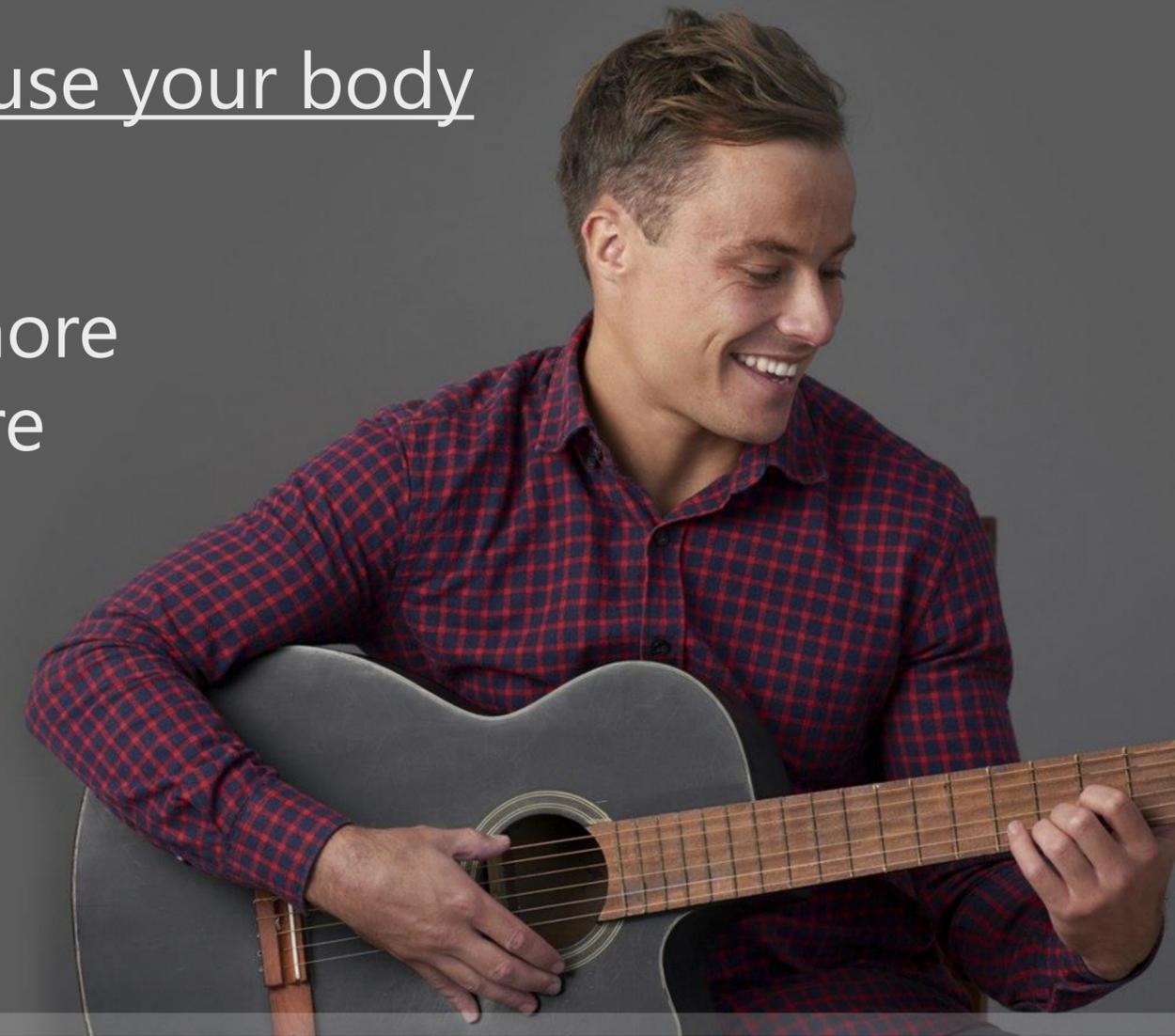
But now remember, **95% of who you are is your body as the mind.**

You know, you've done something enough times that your body does it better than your brain.

So you may actually *complain unconsciously* because your body does it all the time.

And all of a sudden you say *no complaining*, no more blaming, no more feeling sorry for myself, no more talking about other people, I'm going to stop.

*You know what happens, don't you? **The body starts sending signals to the brain,** the body's been conditioned that way.*



And all of a sudden you start hearing the thoughts in your head that say, "Why don't you start tomorrow? Tomorrow is a better day. This is too hard for me I can't change."

"Something's wrong with me. It's my mother's fault. It's my ex-husband's fault. It's my ex-wife's fault. I'm this way because of this event" or the most important one, **"this doesn't feel right."**

And the *moment you respond to that thought*, as if it's true, **that thought leads to the same choice**, which leads to the *same behavior*, that creates the *same experience*, that produces the *same emotion* and the person says, **"this feels right."**

That feels familiar!



Going from the old self to the new self, stepping into that void stepping into that uncertainty, *is the biological*, the neurological, the chemical, the hormonal genetic death of the old self.

And people will say to us "well, in that unknown, I can't predict my life or my future." And we always say the same thing to them...

The best way to predict your future is to create it, not from the known but from the unknown.

And when you and I get comfortable in the place of the unknown. That's where the magic happens, and it never happens in the known.



So then, you are here this week, as entrepreneurs. An entrepreneur in the definition, if you read the definition of entrepreneur. There's one thing that's consistent, in every definition, and that is: *Individuals willing to take a risk.*

Stepping into the unknown being defined by a vision of the future instead of the memories of the past.

So, if you don't have your vision clear in your mind by the end of this week, all of this information is philosophy. Its theory! Its intellectual data that's stored in your thinking brain. But there'll be a certain percentage of people in this room that will apply this information.



That will *personalize it*, that will *demonstrate it*, and those people who *learn the information and store it in their brain* and can *repeat it*. Those people who start thinking about what they're going to do with it, as they begin to think about what they're going to do with it.

They begin to install the neurological hardware in their brain. *Priming them to a new future.* And when you take all of this information and you say, "*how am I going to apply it to my life.*"



And you get your *behaviors to match your intentions*, you get your *actions equal to your thoughts*. You've listened to great leaders. You've *gotten specific information about success*. You understand and what it is. And emotional intelligence is, and how it is to change a culture. And you start **applying it to your life**.

If you're able to do it, **you are going to have a new experience**.

And that new experience is going to enrich the circuits in your **brain**, *because that's what experience does*, and then you are going to feel like a leader. **You are going to feel successful**. You are going to feel clear.



And the moment you feel that feeling, now you are *teaching your body chemically* to understand what your mind has intellectually understood.

We could say that knowledge is for the mind, and experience is for the body. And in that moment, **you're embodying leadership.** You're embodying success. You're embodying clarity.

Why? Because the emotion is the experience in chemical form and the moment you feel that emotion you're teaching your body chemically to understand what your mind has intellectually understood, you are embodying knowledge.



But now here's where the expert comes in. If you've done that experience once, you have to be able to repeat it.

And great people in the world who are uncompromising.
They keep working to reproduce the experience.

And if you can reproduce that experience, over and over again.
Neurologically and chemically, you will condition your body to become the mind of it, *now it'll be innate in you.*

It'll be **second nature**. It'll be **easy**. It'll be **familiar**. It'll be **common**. It'll be **automatic**.

You've done it so many times, that it is now who you are.



So our job is then, *to go from philosopher to initiate to master. From mind to body to soul. From knowledge to experience to wisdom. And from thinking to doing to being. And **you and I have all the biological and neurological machinery to do this.***

But some people will get all of this information and it'll be philosophical. They'll never apply it. Of those people who actually apply it and have the experience once, will think that that's defining them.



But people who really embody and make it innate in them, the true leaders of the world, it becomes who they are.

*They don't have to think about leadership, they are leadership. They don't have to think about success, they are success. **It's become who they are.***



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