



VIDEO #4 - PERFECT MOMENTS

A Really Quick Overview

We've already learned that taking a few minutes most mornings to "tune in" your mind, to "come to your senses" will transform your life. You may have already experienced the difference between peace, calm and clarity compared to your normal cluttered, noisy mind.

We're wired for distraction, worry, anxiety and stress. We're wired to only focus on big threats, to not focus on our complex 21st century goals and to resist change. We're wired, by default, to make it through the day. We're wired for survival and your current wiring means that your brain is not fit for purpose... until you do something about it. And that something is awfully simple, isn't it!

You now know that, when you take control of your own state of mind, your perception of everything, including yourself, is altered. This changes how you approach everyday life: your mind becomes fit for purpose, you can ignore distraction, you can rise to each day's challenges and take action, which is a world away from reacting to problems and making them worse.

But making your mind fit for purpose is not enough. You need to know for what purpose you have turned up to the here and now.

You must "set your mind" to achieve your goals, objectives, purposes, whatever name you like to call the experiences in the kind of life you want to have. I call them "Perfect Moments" and the way in which we set our mind to achieve those Perfect Moments is backed up by hard scientific fact.

The Two-Piece Jigsaw

So, there are just two things you need:

- Attention: train your mind to come to your senses - enabling you turn up to where your life is lived in the here and now.
- Intention: set your mind so that it expects your objectives to be achieved. This is done by handwriting what you want as if you already have it.

These two pieces go hand in hand: attention on its own is wonderful but, present in the moment, you might just be happy go 'round in circles; intention on its own amounts to nothing if you don't know how to pay attention. But:

Intention + Attention = The Results that You Really, Really Want

The Immediate Benefits

The “side effects” of taking control of your state of mind, of changing *how* you think, are all positive!

1. In Session#1 you learned that stress is a choice. In Session#2 you learned how to choose differently. This means that, very quickly, you will stop suffering from stress. That doesn't mean the pressures and challenges around you change - your understanding of them and your approach to dealing with them changes.
2. In Session#1 we explored all the bad things that stress does to the body. The mental exercises that you received with each subsequent session have the *exact opposite effect* on the body.
3. You now know how to be present - your mental exercises enable you experience the present. Presence is the hallmark of great leaders - and, for starters, this places you in a much better position to lead your own life.
4. You now know that, through being able to properly pay attention, to being able to properly focus, your presence enables you understand what the right things to do are and what wrong things you should stop or avoid doing. For starters, this enable you work smarter, not harder.
5. You begin to experience Flow - what top performing athletes, sports people and business people call being “in the zone”.

But all this is just the beginning because, when you turn up to the present moment with clear intention, your clarity of mind will enable not just do what you are already supposed to be doing better, it will enable you do just what you need to do to get to where you want to go.

Be Careful What You Wish For!

Remember John from Session#3? The guy whose normal mind present him with a normal goal - in other words a goal that he *thought* he wanted. Normal goals are normally predictable, comparative and relative (to where I am now and where others are).

The “gut instinct” parts of our brain - located in the subcortical brain - have a very different perspective on what we “really, really” want or, if I can put it more precisely, what is best for us. Remember, these are the parts of the brain that knew what was best for us 10,000 - they enabled us achieve our primary objective of survival. They can be put to 21st century use.

In short, don't settle on or for goals that simply get you away from something you don't want - goals should always be about running towards, no running away. Don't let your thinking mind second-guess your goals: most of my clients, when they first consider what they really want, think that their goals are unrealistic or, worse, that they don't deserve to achieve them. But these are just thoughts... and we all now know how useful thinking is.

The Psychology of Success Online Program

We have come to the end of this free training series. In the four sessions, I have covered the key things you need to know to change how you think - how you think about yourself, your job, business, relationships, career... even your health. You now have the “mechanics” to also change how you think about your goals and objectives.

A small number of people who have worked through these four sessions will opt to take things further with The Psychology of Success Online Program. Most will not - we're often afraid of being a success! - many will stay with my weekly free short videos, tips and

articles that I've been sending out every Thursday since December 2008. It's really up to yourself, at this point, as to how you want to move forward.

The Psychology of Success Online Program comprises approximately 60 videos (approximately because I'm constantly adding to it. There are exercises - not just like what you've been doing throughout these free sessions and downloads and there's all the background science. And anyone who opts in to the Program has access to all this for life. There is also a regular live video webinar - it's not a presentation, it's a conversation between myself and those who are working through the Program - for the first time or the umpteenth time (because every time they go through it they learn more about themselves and what they can achieve).

This is a limited offer. I only do this a couple of times each year. That's because, after the offer closes on Saturday night (my time, French time!), I will be organising the first of those live conversations... everyone who joins in will get up and running next week.

Of course, one thing I need to clarify. Whilst I'm online regularly with the community, the Program is designed to be worked through at your own pace. This is your life... your way.

Some Client Feedback

Willie Horton is one of the few people you come across in business life that positively influences, for the long run, what you do from both a professional and personal perspective. Instead of just more leadership training, Willie makes you work on your brain, helping you to focus on the present, being there - mindful. Don't expect traditional training but really an experience that helps you grow and improve over time. After the live sessions not only are teams sharing a common sense of purpose but also, with weekly short videos and reflections, you keep improving focus and mindfulness. A "must have" for every business person that benefits both work and personal life.

Bruno Bert, Director Maternal Nutrition, Nestlé, Vevey, Switzerland

Willie's workshops are stimulating, challenging, unique and always interesting. Stimulating because he presents a view on life and success that is totally different to what you may have heard before. Challenging, because he puts it up to you to take control of your destiny. Unique, because you won't hear this stuff in the vast majority of management programs you go on, and interesting because Willie doesn't just preach his philosophy on life he lives it!

Clodagh Hughes, CEO, Motive8

This is a very different course and without doubt it has the potential to change the way you approach life, in a very positive way. Its attraction is in its simplicity. Willie's style of delivery is excellent and participants very quickly become immersed in the sessions. I'd recommend this course to anyone, I found it fantastic.

John Crowe, CEO, Kestrel Capital

I have just completed your online workshop, and wanted to drop you a note to say how interesting and useful I found it. What you have put together for use over the web is excellent and I am really impressed by the format and scope. Loved your use of humour as well, there is nothing worse than people taking themselves or life too seriously! Great tools which I will continue to use everyday, thank you.

Emma Graham, Image and Lifestyle Consultant

Willie introduces people to a new way of looking at things, which is very different in a positive way. The techniques, insights and discussions with Willie promote an enduring and fresh way of approaching both your career and life balance. Willie's workshops are great for taking time out from a busy schedule in order to reflect on things with like minded people. I highly recommend Willie's work and would encourage others to get involved.

John O'Connor, Project Director, ESB

Allergan Pharmaceuticals Ireland has worked with Willie Horton over the last 11 years. Willie has worked with our leadership team on an individual basis and has also been an excellent facilitator in our team sessions. Willie has excellent experience working with high performance teams and he is very up to date on industry trends and best practice. His unique skill is his ability to get to know teams very quickly, understanding the 'magic' that makes them work and giving them the tools to develop and grow. He is very professional, honest and trustworthy and I would highly recommend him as a business partner.

Shauna Crossan, Executive Director HR, Manufacturing Operations Europe, Allergan Pharmaceuticals

Willie's workshop has enabled me to see all the possibilities that I have in life and to go after those possibilities knowing I will be successful without any doubt in my mind whatsoever. Once this realisation sinks in, everything becomes so easy and totally fulfilling. I couldn't recommend this course strongly enough...you just need an open mind and the world is truly your oyster.

Gabielle Coultrey, Freelance Management Consultant

Willie Horton has been engaged by BDO for over eight years. Myself and a number of the Partners have found Willie's approach to helping our top people to unclutter their lives and de-stress to be most fruitful. Willie has an amazing knack for understanding the stress points in professional services delivery and indeed the stress points in modern existence irrespective of work pressures. While Mindfulness is a word we are hearing more and more, Willie has an introduction, delivery and perspective on mindfulness which brings into real life and practical life. I would highly recommend Willie Horton to help you and your teams to separate the chaff from the wheat and make some sense of our information packed lives.

Derry Gray, Managing Partner, BDO

Willie's workshops (and I have participated on three of them now) are wonderful advertisements for the benefits of sitting still, slowing down and finding some 'space to breathe'. What I find remarkable is the discipline that he demonstrates, with the publication of his weekly Ezines, to back up the words and ideas with his own practice and 'way of being'... and the unselfconscious generosity that he shows by sharing his insights. He's a rare and valuable gem!

Mike Alsop, Principal, Mike Alsop Development

Extraordinary and insightful. If you only ever attend one course in your life.... this is the one! Willie's depth of knowledge and research is unrivalled. He delivers his message in an entertaining yet precise fashion giving everyone who attends the tools to go out and finally live their life to the full.

Warren Fox, Managing Director, Marketing Impressions

I have been a repeat participant in Willie Horton's courses and have found them really useful in giving me a 360 degree view, a very welcome perspective from which to move forward. Knowing your strengths and working from your known strengths has been a key learning; taking time out to consider, a simple and effective transformation tool and the stimulus of contemporary thinking on what makes success, that Willie himself brings, a stimulating insight.

Gina Quin, President, National College of Ireland

I discovered Willie Horton many years ago as I had just taken on the leadership role for the site and was anxious to see if it might help. What started out as a concept of focusing the mind on what you are doing has now become an integral part of how we develop our long-term plans, how we execute those plans and is absolutely a key ingredient for our continued success as an organisation.

Pat O'Donnell, SVP Global Manufacturing, Allergan Pharma

In life we all encounter challenges and speed bumps which can affect our outlook and perspective and it's how we deal with these inconveniences is the differentiator. Willie approaches these challenges differently and asks his participants to do likewise, and to be honest if your mind is open, the outcome can be transformational. We all live in a very structured world and believe the norm is right, well it's not. We don't live in a perfect world and we as individuals are not perfect. Willie helps you understand your inner self and more importantly separate the woods from the trees in our life. I can highly recommend you having your thinking and mind cleansed by spending time at Willies workshops.

Vincent Nolan, Head of Financial Services, Musgrave Group

I attended your Dublin Chamber event on Tuesday & bought your book about a month prior. May I just say that you have changed my life forever, I'm starting to take control and doing 'nothing' is being very productive for me.

Michael Morrisroe, Managing Director, GPX Global Systems

Living in the Here and Now and learning to Act instead of spending time thinking has been the most important learning I have had in my living and working life. Willie Horton helped me to learn how to act and really live in the here and now and it has changed my life.

Donald Williamson, Sales Director, Britvic