



## Star Performer Consulting

Presents

### 11 KEY PRINCIPLES FOR CHANGING YOUR LIFE

*The information contained herein is not based upon opinion, philosophy or religious belief but rather on science and has been utilized by the most successful, joyful people on the planet for altering the course of their lives both personally and professionally.*

#### **PRINCIPLE #1 – The underlying key to all change\***

The Learning Capability Index (LCI) is an instrument for calculating the probabilities for change and is calculated by multiplying 2 variables;

1. Ones willingness to be teachable and coachable (i.e. learn)
2. Ones willingness to accept and adopt new perspectives (i.e. alter behavior)

Each is measured on a scale from 1 – 10 with “1” being low and “10” being high and then multiplied by each other (10 x 10) with a total possible score of 100.

With an LCI of 70 or less, an individual will typically have: (1) difficulty acquiring new skills, (2) problems adapting to current circumstances and (3) an inability to learn from their mistakes. Bottom line; they will not sufficiently be able to take advantage of what they learn from being teachable and coachable and will most likely fail.

*\* Your Wish Is Your Command – How To Manifest Your Desires by Kevin Trudeau which is based upon information passed down over the last two centuries through Secret Society's like the Freemasons and Skull and Bones.*

#### **PRINCIPLE #2 – Thoughts vs Actions\***

##### **THOUGHTS (Why)**

Intention  
Motivation  
Attitude  
Desire  
Emotion

##### **ACTIONS (How)**

Technique  
Method  
Process  
Strategy  
System

Belief

Plan

In comparing Thoughts and Actions, thoughts represent “Why” someone does something and “actions” represent “How” they do it.

In theory, you need equal parts of both, but in reality, thoughts far outweigh actions. Someone may know a great deal about “how” to sell a product or service, but if their “why” is weak it won’t matter as they will typically not be successful. Conversely, someone may know very little about sales, but if their “why” is strong enough they’ll figure it out and achieve results. By focusing on the “why” as opposed to the “how,” your results will come faster and easier than imagined.

*\*The Intention Experiment – Using your thoughts to change your life by Lynn McTaggart*

### **PRINCIPLE #3 – The 4 Stages of Learning\***

**STAGE 1 - Unconscious Incompetence** (don’t know what you don’t know). In Stage 1, you don’t understand or know how to do something and don’t necessarily recognize this as being a problem. You might even deny the usefulness of the skill. Until you recognize your own incompetence, and the value of the new skill, you cannot move beyond Stage 1. The length of time you spend at Stage 1 depends on the strength of the stimulus to learn. Stage 1 is the most important step in the learning process. If you’re not willing to “not know,” you’re not teachable and coachable, have a low LCI and consequently will not learn new skills. By having an attitude of “never knowing,” you’re always in learning mode and will continue to learn, grow and evolve.

**STAGE 2 - Conscious Incompetence** (know what you don’t know). In stage 2, you begin to understand what you don’t know and see the value in acquiring the new skill or knowledge.

**STAGE 3 - Conscious Competence** (know what you know). In stage 3, you begin to learn and understand, but it is a very conscious endeavor that takes focus and concentration.

**STAGE 4 – Unconscious Competence** (auto pilot). Stage 4 is attained through rigorous practice to the extent that what you have learned becomes internalized and can be performed without consciously thinking about it, like a karate master. A famous quote by a Shaolin monk states, *“I’M NOT AFRAID OF THE 10,000 STRIKES YOU’VE PRACTICED ONCE. I’M AFRAID OF THE ONE STRIKE YOU’VE PRACTICED 10,000 TIMES”*

*\*Initially described as “Four Stages for Learning Any New Skill”, the theory was developed at the Gordon Training International by its employee Noel Burch in the 1970s.<sup>[1]</sup> It has since been frequently attributed to Abraham Maslow, although the model does not appear in his major works.<sup>[2]</sup>*

*The Four Stages of Learning provides a model for learning. It suggests that individuals are initially unaware of how little they know, or unconscious of their incompetence. As they recognize their incompetence, they consciously acquire a skill, then consciously use it. Eventually, the skill can be utilized without it being consciously thought through: the individual is said to have then acquired unconscious competence. Several elements, including helping someone 'know what they don't know' or recognize a blind spot, can be compared to some elements of a Johari window, although Johari deals with self-awareness, while the four stages of competence deals with learning stages.*

## PRINCIPLE #4 – Love vs Fear\*

**Fear** is the energy which shrinks, closes down, hides, hoards and harms. **Love** is the energy which expands, opens up, sends out, stays, reveals, shares and heals.

### LOVE

Peace  
Defend  
Submission  
Give away  
Share  
Unite

### FEAR

War  
Attack  
Aggression  
Take  
Save  
Divide

Everything you do is motivated by either Love or Fear; these are the only two choices. However, you have free will to choose either one. By acknowledging the basis (Love or Fear) of your **thoughts, emotions, words and actions**, you can transcend Fear and evolve into Love.

\*Conversations with God – An Uncommon Dialog, by Neale Donald Walsch

## PRINCIPLE #5 – The 3 States of Being\*

1. **Pleasure:** Is a "physiological" sensation rooted in the body. Examples of this state include:  
Sex  
Relationships based upon fear or need (as opposed to love)  
Obsessions with food, drugs or alcohol  
The need for money or power  
Any unquenchable desire

Anything that stimulates the senses is Pleasure oriented. Those who are in this state of being are at the mercy of all kinds of things "outside of themselves" of which they have no control. Anyone dependent upon outside stimulation is a prisoner of existence and is experiencing the lowest state of being.

2. **Happiness:** Is "psychological" in nature and is a step up the ladder from Pleasure. It is more refined, more cultured. You can say that Pleasure is a lower form of Happiness and Happiness is a higher form of Pleasure, however, they are two sides of the same coin.
3. **Joy:** Is Spiritual and is totally different from Pleasure or Happiness. It has nothing to do with outside circumstances or the stimulation of mental or physical influences - it is an inner experience of peace and serenity produced by "ones choice" to be here and now and grateful for the opportunity to experience life to its fullest irrespective of one's current circumstances.

NOTE: **Bliss** is actually the fourth and highest state of being. Once you've reached this pinnacle, you have reached to the very inner core of your being where the ego ceases to exist, however, it is way too esoteric for the purposes of our discussion.

**\*Joy: The Happiness That Comes From Within, by Osho**

**PRINCIPLE #6 – Personal Reality vs Universal Reality**

**Personal Reality**

Personal  
Microscopic  
"Now"  
What is

**Universal Reality**

Objective  
Gigantic  
"Now" + tomorrow  
What could be

Personal Reality is what you are physically experiencing RIGHT HERE AND NOW. It represents our microscopic view of the Universe commonly referred to as the "facts."

Universal Reality consists of millions of potential variables that conform to our *thoughts* and *feelings* including people, circumstances and events that are not necessarily perceived by your Personal Reality.

The vast majority of us only focus on our Personal Reality (the facts), which serves as the primary control center for our **mood, attitude** and **emotions**.

**HOWEVER...**

**When Your Mind Is Right, The "Facts" Don't Matter**

This is illustrated by the following story:

At the end of WWII, the shipping business was at a standstill. Due to the war, countries weren't trading with each other and there was a glut of ships on the market. In some instances shipping companies actually paid to get their ships dismantled and wrecked. The "facts" were blatantly obvious; the worst business you could be in at the end of WWII was shipping.

However, there was a gentleman in Greece, who, in a coffee shop on napkin calculated that if the shipping business just went back to the way it was before the war, shipping could be on the upswing, especially since the war caused the world to become more internationalized and countries were motivated to purchase goods from each other like technology, cars, etc. So while everyone else was getting rid of their ships he began buying them for pennies on the dollar and in 3 years Aristotle Onassis became the richest man in the world.

Mr. Onassis's perspective also mirrors the phenomenon that more people became millionaires during the great depression than at any other time in our country's history.

So... if the facts don't matter when your mind is right, how do you get your mind right?

**PRINCIPLE #7 – GETTING YOUR MIND RIGHT\***

In addition to its cognitive functions, the brain is superb at doing two things; *transmitting* and *receiving*. At the turn of the century, with the advent of Quantum Physics by Max Planck, both Thomas Edison and Albert Einstein proved that our brain waves effect physical matter.

Meaning, that our thoughts can transmit *frequencies* which are capable of manipulating *circumstances, people* and *events* that are outside of our Personal Reality (off our radar screen).

Frequencies gain strength and power through *intensity* and *duration*. Intensity is governed by the power of our emotions and strength of our belief. Duration is the length of time a frequency is being transmitted.

Disbelief and negative emotions like *fear* or *lack of confidence* work as “*counter intentions*” converting positive frequencies into negative ones which attract the exact opposite of our intended thoughts.

Focusing on our Personal Reality also acts as a counter intention and cancels out any positive transmission attracting exactly what we don’t want. This is how the Law of Attraction works.

In his book, *The Strangest Secret*, Earl Nightingale states that the Law of Success is based upon “getting what you think about most of the time.” Quantum Physics has scientifically validated this concept which was beautifully demonstrated in the movie; *What the Bleep Do We Know* filmed right here in Portland.

Whether you are aware of it or not, this “law” has been working in your own life and you’re the proof, as your life and circumstances are a derivative of what you have thought about, felt and transmitted in the past.

True reality is based upon the principle that “it’s not what something is,” but rather “what we think it is” that controls our feelings and emotions.

If you acknowledge what you think (or worry about) most of the day and then acknowledge where you are at this point in your life, you’ll see that they equal each other.

When you take 100% responsibility for everything that has happened in your life, you then have the power to never be a victim of circumstances and have the ability to achieve whatever you want.

*\*Your Wish Is Your Command – How To Manifest Your Desires by Kevin Trudeau*

## **PRINCIPLE #8 – The Law of Gratitude\***

The Law of Gratitude states that “action” and “reaction” are always equal and in opposite directions. The act of being grateful is an expenditure of force which cannot fail to reach the Universe which will respond back in kind.

During times of conflict and challenge, reflect upon all of the things that you are grateful for which in turn will perpetuate more of the same in the future.

Gratitude focuses your mind and keeps you in close harmony with the Universe which will prevent you from falling into the realm of negativity.

Gratitude is self-expansive; the more gratitude you have, the more you will have to be grateful for.

EXERCISE: Each day list 20 things that you are grateful for. Over time, this will add a new dimension to your window on the world.

*\*The Science of Getting Rich by Wallace Wattles*

## **PRINCIPLE #9 – Problem Solving\***

### **Step I Capture your problem**

In order to capture your problem, you must first write it down. By doing so, it takes it out of the realm of emotion and reduces it to something more manageable.

### **Step II Convert it**

Now convert your problem to a project or a task thus making it more objective and less emotional.

Sometimes steps I and II are all you need to do in order to solve a problem. However, when your problem is too challenging to be dealt with on your own, you need to go to step III.

### **Step III Get Help**

Gain leverage on your problem through a coach or consultant (any professional with the background and experience in solving your problem.

The reason an objective third party can be of such great value is that they have no emotional baggage or attachment to your problem. In fact they would typically view your problem in a positive vain with a sense of empowerment towards solving it. You on the other hand are disempowered by virtue of your personal baggage.

To a coach or consultant, your problem is not a problem but rather an intellectual challenge.

### **Step IV Complete Your Project**

This is the most important step in the process. By not solving your entire project, whatever remains unsolved or incomplete will fester and continue to cause problems which could lead to bigger problems.

Lingering problems drain your energy. It takes a lot more energy to carry around unsolved problems than it does to solve them. In fact, solving problems increases your energy. A good example of this is in sports. Two teams are playing a hard fought game of football. At the end of the game the players on both sides have exhausted their energy. Except that the winning team is laughing, giving high fives and this continues in the locker room and partying into the night. The losing team is depressed and wiped out with no energy.

A victory in the preceding example is analogous to solving a problem, being complete and whole. So completion is an energy source and being incomplete equals an energy drain.

*\*The Power of Taking Ownership by Steve Chandler*

### **PRINCIPLE #10 – Altering Your Perspective\***

Without a rudimentary understanding of how the mind works, the pursuit of success, and wealth is either based upon fear, survival or greed (all of which are driven by the same basic fight or flight response). And, in the end does not feed our sense of wellbeing, happiness or inner confidence.

Most people believe that their mood, attitude or the way they feel is based upon circumstances or other people. Ask anyone you know who is in a bad mood or depressed why they feel the way they do and virtually all of them will tell you about a circumstance or an encounter with someone else.

The truth of the matter, however, is that feelings are caused by the thoughts about circumstances and people. People or circumstances in and of themselves cannot directly impact your feelings. Being crystal clear about this concept will give you a great sense of empowerment and freedom. The following story exemplifies this idea.

Two shoe salesmen travel to a distant island to open up a new market for their shoe line. Once they arrive, they canvass the area to evaluate its potential. Shortly thereafter, the first salesman in a very downtrodden mood calls back to the home office and says, “bad news, no one here wears shoes,” and took the next plane home. The other sales person, could hardly contain himself and when he called the home office he said, “great news, no one here where’s shoes and we have no competition, we better have a lot of product on hand.”

*\*MindShift – The Steve Chandler Success Course*

### **PRINCIPLE #11 – Creating a Goal Primary Aim**

The distinctions between a Primary Aim and a goal are as follows:

#### **Goal**

- Based upon something that would be nice to have (typically people have an insufficient reason for action. the pain isn't painful enough so it's a nice-to-have not a must-have.
- Requires a high degree of effort
- Is to be accomplished within a specific period of time
- Assumes happiness once the goal has been achieved

#### **Primary Aim**

- It's an epiphany (a sudden, intuitive perception or insight into reality) that turns a nice-to-have into a must-have which is based upon something your heart desires.
- Requires a high degree of focus
- Has no time constraints

- Concentrates on feeling as good as you can throughout the process as happiness is based upon our thoughts and not our circumstances. Success comes from happiness, as opposed to the “goal model” where happiness comes from success.

A Primary Aim can be developed by doing the following exercise:

- A. Make a list of what you want to achieve if money wasn't an object and you knew you couldn't fail.
- B. Next to each item, on a scale from 1 – 5 with 1 low and 5 high, rate your level of **belief** that you can achieve it.
- C. Next to each item, on a scale from 1 – 5 with 1 low and 5 high, rate the level of **passion** you have for achieving it.
- D. Next to each item, on a scale from 1 – 5 with 1 low and 5 high, rate which item(s) make you **feel the best** when you imagine achieving them.

In order to be considered a Primary Aim, you must have a score of no less than 15. A score of 15 indicates that you have an *obsession* and a *burning desire* to achieve your desired result.

Having a Primary Aim will dramatically add to your life in more ways than one.