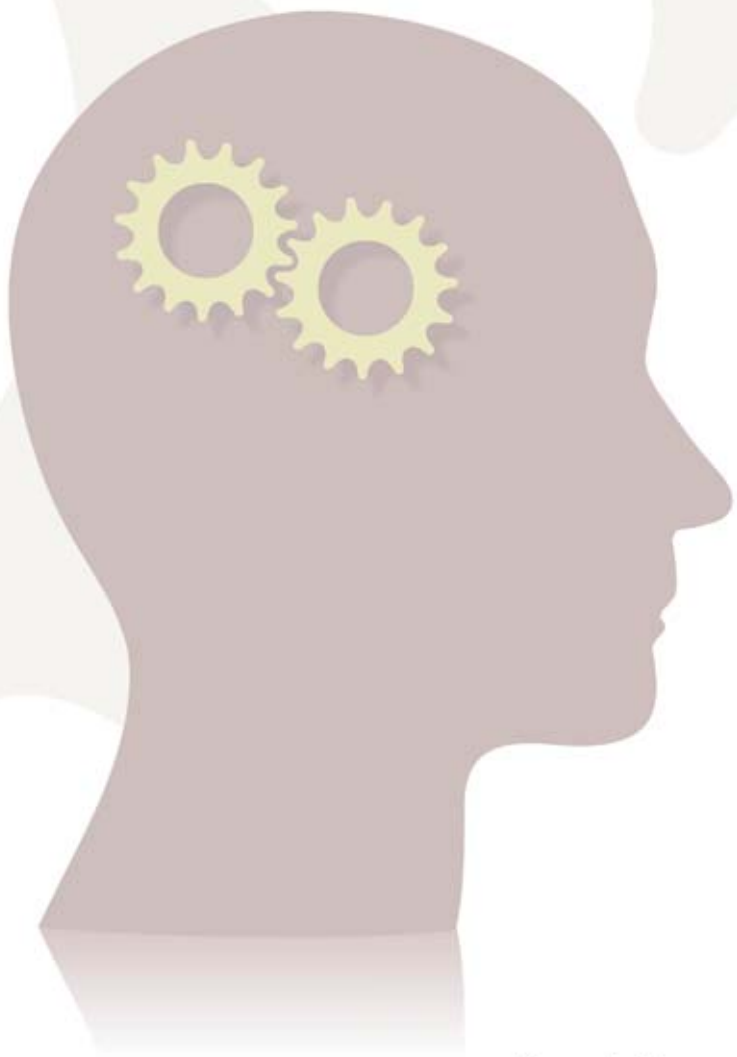


GEAR UP FOR SUCCESS

The only plan you'll ever need



Paul Trew

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Introduction

Imagine, for one moment, a programme that could help you achieve the following:

- Getting a job
- Changing career
- Gaining self confidence
- Reducing your weight
- Freeing yourself from drugs, tobacco or alcohol
- Starting your own business
- Growing an existing business
- Passing exams
- Giving your children a head start in life
- Getting fit
- Overcoming fears and anxieties
- Solving your problems
- Achieving your personal goals and ambitions

How powerful and exciting would that be? And what would it be worth...

Much has been written about success and personal development. I have read literally hundreds of books and articles on the subject. Some have inspired me, others disappointed me, but all had the same message – “We are all capable of achieving success, but knowing where to start

and what process to follow makes the real difference and ultimately determines the outcome”.

This book will share with you 25 years of research, practice, experience and yes, sometimes failure, and will explain and guide you through a process which I believe will deliver the results you want. I will make one promise to you right now, and that is if you adopt the process and consciously **choose** to follow the plan and be totally honest with yourself and others who may want to help you, then the results will amaze you and change your life forever.

I wish to thank a number of people who have inspired me over the years. In particular:

Dr Stephen Covey for his amazing 7 Habits programmes, David Taylor – The Naked Leader, Dale Carnegie – How to Win Friends and Influence People, Dr Richard Bandler – originator of NLP, Anthony Robbins, Andy Gilbert – author and creator of GoMAD Thinking, and Patrick Barbour, a gentleman, self made millionaire, and generous friend.

This book is dedicated to my wife Kate, and my children (James, Jonathan, Helen and Harry) all of whom have had to accept the role of guinea pigs in the development of the programme.

CHAPTER 1

Welcome on board

If you've got this far in the book, I'm guessing that there are one or two possible reasons. One, this is the first self help book you've picked off the shelf (in which case you have made the first step in achieving whatever it is you want from life) or maybe, like me, you have read many books in this category and are curious as to where this one might lead. Either way, welcome to Gear Up For Success. I'm pleased to have you with me on this journey of self discovery, reflection, challenge, and ultimate success.

Gear Up For Success is the culmination of 25 years practice, research, design, and delivery of training and coaching programmes aimed at individuals and organisations alike to encourage changes in behaviour, to challenge existing methods of operation, to communicate dreams and visions to others, and to ultimately set and achieve goals through a deliberate and structured process. A process that once started can only end in success, and one that will not let you off the hook unless of course you make the conscious decision to quit.

In this chapter, I will share with you an overview of the six-stage process which is at the heart of Gear Up For Success. The next six chapters will explore in detail each stage, and finally Chapter 8 will summarise and reflect on what we have learned and developed through the process.

I want to stress early on that this process can be used in order to achieve **anything** you want. Unlike many self help business models we will not purely focus on financial success. It might be a good time to consider definitions of success before moving on. Here are two that are quite different:

"Success is the ability to go from one failure to another with no loss of enthusiasm."

Winston Churchill

Or:

"My formula for success?

Rise early, work late, strike oil."

John Paul Getty, 1892-1976 AMERICAN OIL MAGNATE

So my first piece of advice to you is that success is whatever you decide it is. It can be anything from having a family that respect and love you, to completing a marathon, learning a new language, achieving business goals, or changing a habit that you are unhappy with.

So, why **Gear Up**? Have you ever tried to ride a bicycle with no gears? If you have, you will know how hard it is. So

gears, whether on a bike, car, or other piece of machinery, make the task or the journey so much easier. What I have tried to do in this book is to introduce a programme which employs a number of gears which not only make it easier to achieve your goals, but connects and integrates each stage in the process. Just as when driving, you need to move between gears in order to get the most efficiency from your vehicle. Getting stuck in one gear can lead to either burnout or stalling – either of which will not help you to reach your final destination.

The front cover illustration of the book is also worth a mention at this early stage. I chose to put the gears inside the side profile of the head for a very good reason. I wanted to make the point that success or failure begin and end in the mind. Have you ever met somebody who was beaten before they even started? The pessimists who believe that whatever they try to do won't work? Or how about the person who appears to be able to achieve everything they set out to do. What makes them different, and what keeps them on track and focused? We will return to this important area on numerous occasions throughout the book.

At the time of writing the UK economy is in tatters. Unemployment is rising in all age sectors, especially in young people, and there is uncertainty affecting almost every part of our society. Even one of our most cherished

institutions, The National Health Service, is under threat. However, this is an exciting time for those of us willing to dream big and then turn those dreams into reality. Did you know that there are more millionaires created in times of economic downturn than in boom times? That is because these individuals see the opportunities, dream their dreams, plan their campaigns, get their teams mobilised, and **take action**. It is the SME's (Small to Medium size Enterprises) that always produce the income via taxation and the jobs through growth, that lift us out of recession and on to prosperity. Meanwhile, others insist on seeing the negatives, the reasons not to take action, and consequently they don't. But boy, do they complain and blame everyone but themselves for their misfortune. The truth is that your success (or failure) is in your hands and yours alone.

"Don't go around saying the world owes you a living. The world owes you nothing. It was here first."

Mark Twain

So if the reason you are reading this book is to help you to find alternative employment, or start your own enterprise, or even to focus on your hard earned retirement (early or not) then Gear Up For Success is for you.

But business and enterprise are only a very small part of this programme. Let's look back at the list I gave you right at the start of this book. Is what you are looking for there? If not, add it to the list. There are no limitations to its use and I want you to add to the list and let me know through our website how you have employed it.

Begin to think of Gear Up For Success as a "template" which can be used for anything in your private or business life that you want to change or improve.

An early addition to my list of uses was exam success. All too often we (and educationalists) tell our children that there is one way to learn, one way to revise, and one way to pass examinations. My own experience at school certainly proved one thing to me. The teaching methods at the time and the methods for exam revision suited some but by no means all of the students. I was fortunate enough to pass my 11 plus exam (my apologies to younger readers as you will have no idea what the 11 plus was. Suffice it to say that in those distant days you had to pass an entrance exam to get into what were considered to be "better" schools at the time). My parents were delighted whilst at the same time I am sure horrified at the thought of the cost implications – the uniform alone must have cost a fortune. I was in fact the only one of my circle of friends to be offered a place at The Grammar School.

I am sure that in those early days there were high expectations of exam success and university progression. What a disappointment therefore it must have been when I didn't even make the 6th form. My exam results were pathetic and so it was suggested that perhaps the world of work and employment might be a better option for me. I have to say that looking back I did take a lot from the five years I was at the school and many things learned at the time have been useful since. What is now perfectly clear to me though, is the teaching methods and learner engagement were totally unsuited to me and I am sure to many others as well. The fact is that we all learn differently and good teachers know how to engage all students. The problem it seems to me is finding those good teachers.

So if you are a student looking for a method of achieving great results, or a parent looking for a way to give your child "an edge", then Gear Up for Success is also for you. I have worked with many young people who have successfully used the programme not only to pass exams but also to get them in front of prospective employers. Follow the programme and you will recoup the cost of this book a thousand fold.

It is not enough anymore to have a degree and expect to get a job. The only thing guaranteed is the debt you will eventually inherit. So examine what you *do* have, be

honest, and ask yourself the question– “In achieving this degree has it moved me closer to achieving my goal?” If not, then you have just wasted three years when you could have been doing something you really wanted to do. Harsh isn’t it? Welcome to the real world.

However, the great news is that there is another option which takes the knowledge and experience learned at university, college, or school and gives you another opportunity to achieve the thing you **really want!** At the time of writing the newspapers are full of stories focusing on the negative issues and situations facing the world. Students are leaving university with excellent degrees but with little prospect of employment. How depressing is that?

Employers and employer groups are complaining that school leavers and graduates are not prepared for the workplace. Their education has focused on achieving examination success but omitted to give real chances of actual work experience. It is no wonder then that students are not sufficiently equipped to cope with the dramatic change from education to employment. Gear Up For Success will bridge that gap and give you as a student, or your children if you are a parent, the opportunity to stop, reflect, and put in place a plan which can only serve to impress prospective employers and put you where you should be – at the top of

the pile!

Business, enterprise, education, what next? How about weight loss and dieting? The weight loss industry is worth billions and relies very heavily on one thing – **failure**. Every time you try a new diet, or start a new plan, or join a new club or gym you pay, and pay, and pay...

I am going to show you through Gear Up For Success how to be the weight you want to be, and your only investment will be the cost of this book. It will be the only plan you will need and if you follow the steps in the process you will only need to do it once! And if you choose to, you can throw those scales away. Why not just choose to be the weight you feel comfortable with. If your clothes begin to “get too small or tight for you” it is time to get back on the programme and reduce the excess weight, rather than going shopping for the next size up. You really don’t need scales to know whether or not you feel good do you? I really do believe that you can eat most of what you like eating and maintain a sensible weight. It is more about the amount of what you consume and the number of occasions throughout the day that you choose to eat. Simple rules like not eating late at night, not “snacking” during the day, and if you are a parent not eating what your younger children leave will all contribute to a healthy approach to being the weight you want to be. Now just look back at the number

of times that I have used the word “choose”. I want you just for a moment to think back to a time that you saw an overly large person in the supermarket. If you can’t think of an occasion then make a note to look out for one next time you are there. What sort of things were in their trolley? Yes, you guessed it. All the stuff that when eaten in excess and combined with a “minimal” exercise routine will have a negative effect on their “diet” or “weight loss programme”. So choose to eat sensibly, choose to consume less, do more exercise, and you will achieve the weight you want to be.

All very well I hear you say. Well, stick with me and you will see how Gear Up For Success will help you put all of the above into a workable and lasting format. Oh, and bin all your other diet books. You don’t need them any more. One word of caution though. If you are overweight through a medical condition you need to seek or continue medical help. My programme is only for those of you who have arrived at your current situation through **choice**.

OK, back to our list. How about smoking, alcohol and drug abuse? As a smoker (who has chosen not to smoke for the last four years) I know how difficult it is to break free from nicotine. It is, after all, one of the most addictive drugs you will come across. Our close family has experienced the emotional and financial destruction caused by drug and alcohol abuse. I want to make it quite clear at this

point that Gear Up For Success can definitely help you quit smoking as a stand alone programme, but there are many drug and alcohol related problems that may also require specialist medical and professional help. What the programme will do though, is to provide the framework for getting that specialist help and give you a plan of action as an individual or as a family to face the challenges ahead.

A large number of people I work with have emotional challenges, whether they relate to fears, anxieties, or confidence issues. One of the greatest and most common of those challenges is that of speaking in public. When was the last time you had to give a presentation or speech? How did it go? Does just thinking about it now give you “butterflies” or sweaty palms? Being nervous when asked to speak in front of a group of people is perfectly normal. Unless your job involves regular opportunities to address large numbers of people it is hardly surprising that you feel anything from slightly nervous to panic stricken! Gear Up For Success uses a number of NLP (Neuro Linguistic Programming) techniques which will have an amazing effect on your attitude and performance. I have seen gibbering wrecks transformed into competent performers in a matter of hours. These techniques will not only help with speeches and presentations, but will also address issues of confidence generally, other anxieties, and phobias. In summary then, if what you are looking to achieve is not

on the list at the beginning of this book, just add it now because I can guarantee that whatever it is, if you stick with this programme you **will** achieve it.

So let's take a look at the Gear Up For Success process...