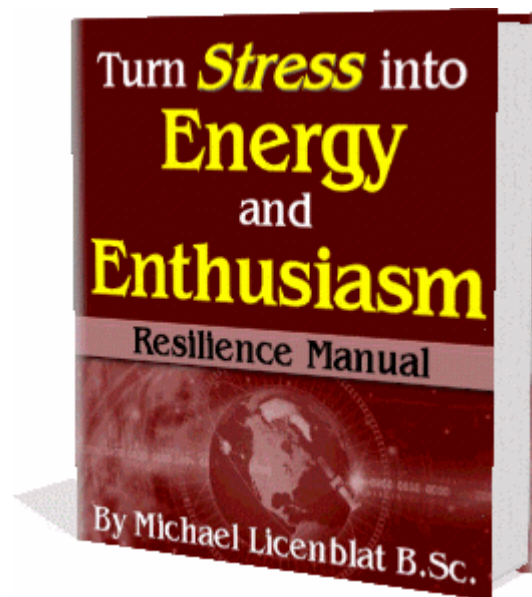


CHAPTER ONE SAMPLE

Resilience Manual

By Michael Licenblat
B.Sc.(Psych)
Dip.(Shiatsu)



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CHAPTER ONE SAMPLE

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“Success is how high you bounce back when you hit rock bottom. Some succeed because they are destined to, most succeed because they are determined to.”

- American General George Patton

Acknowledgements

I want to thank my wife, Robyn, for her unwavering love and support to pursue my passion without compromise. I am eternally grateful for having you in my life.

I want to thank my father, Victor, for consistently encouraging me to be all that I can be.
Thanks Dad.

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About the Author

Michael Licenblat is a **Resilience Expert** who helps people become *resilient to pressure* in both work and life.

Michael believes that motivation and work-life balance is more about becoming *resilient to pressure* and *expanding your capacity*, instead of trying to the reduce your stress.

With a Bachelor of Science in Psychology and a Diploma in Shiatsu Body Therapy, Michael founded the Shiatsu Heath Centre of Melbourne where he worked one-to-one with *over 4000 people*, helping them to recover from stress related ailments, better manage their pressure and ‘*stop working themselves to death*’.



As a **professional trainer** and **speaker**, Michael teaches people in business, step by step, how to become resilient to pressure and stress in today’s business world. Michael has delivered presentations to organizations such as Coles Myer Ltd., Pitcher Partners, SEEK Communications, VECCI, Aspect Computing, Hancock Victorian Plantations, SalesForce, Department of Justice, and Swinburne University.

*“I have seen first hand, the mistakes that people make which end up **CREATING** stress in their personal and professional lives. I feel fortunate that I have been able to help so many people turn their stress into energy and enthusiasm by changing small aspects in the way they think, move, and live.”*

- **Michael Licenblat B.Sc.(Psych), Dip. (Shiatsu)**
Resilience Expert

<http://www.BounceBackFast.com>

Michael has invested more than 17 years of his life studying anatomy, physiology, psychology, natural therapies, shiatsu, martial arts, alternative medicines, principles of traditional Chinese medicine, and the mind-body connection learning the secrets of how to become resilient to stress and pressure in work and life.

On a personal note, in 1995 Michael trained for the 404km Australian Murray River Kayaking Marathon, finishing in the top 15% of over 400 competitors. Although this experience taught him a lot about perseverance, commitment and resilience, it took his body over 4 weeks to forgive him for putting it through such physical strain.

Michael is married to Robyn and they have three children, 2 boys Raphael & Zackary and a daughter Elizabeth. Michael keeps himself fit training in martial arts, and wrestling with his children.

How to use this e-book for maximum results

Please do **NOT** just read this e-book from cover to cover.

Simply knowing the strategies will not help you. You need to *apply* the information in your day-to-day life for the strategies to work for you.

Before you begin, please **print out this document** and put it into a folder.

I have written this e-book so that you can use it as a work booklet to fill in as you read (it also serves as a good backup in case anything happens to your computer).

As ideas come into your mind, make notes along the side of the pages to keep a record your thoughts and responses to the strategies. Use a highlighter to mark the key learning points that you feel you need to pay more attention to.

Having a workbook sitting in front of you allows you to integrate the strategies instead of just reading about them. This way you can begin to use them right away.

Read one new chapter each week and apply the strategies over the following seven days. Write notes on your successes or challenges with using the strategies. Feel free to email me at support@bouncebackfast.com.au with any questions you may have about the strategies.

Above all else, remind yourself to keep reading. It is all too easy to download this e-book, store it on your hard drive and then forget about it because you become busy...or stressed with work (which is sort of the reason why you bought this e-book in the first place ☺).

I wish you every success and look forward to hearing your feedback!

Introduction

Whether you are running a business or working in one, ask yourself...

Is working long hours starting to catch up and wear you out?

Can feeling 'stressed' make you feel tired, irritable or unwell?

Does your 'get up and go' seem to have *got up and gone*?

Do you spend more time working in or thinking about your business than any other aspect of your life?

Whether you run a business or work in one, your capacity to work is what keeps you employed or in business. If your ability to work at your best is compromised, then your productivity, drive, or even your business cash flow may also be compromised.

You get insurance to protect your car, house and boat.

You get insurance to protect your health and income.

You can even get insurance in case of death, disability and trauma.

However, how do you protect your **personal productivity** and **working capacity**?

If you are the driving force behind your business or team, then realize that if you do not have the strategies and knowledge to become resilient to pressure it will end up costing you in time, energy, stress or income.

You need to know how to work at your best without burning yourself out.

You need to know how to prevent clients or customers from draining you.

You need to know how to spring back from a sales rejection.

You need to know how to work under pressure without getting neck, back or eyestrain.

You need to know how to handle negative feedback without getting upset.

Pressure is a part of life, but unless you convert stress into energy and enthusiasm, and become *resilient* to whatever life throws at you, stress will continue to drain your work performance, health, relationships (both professional and personal) and your ability to accomplish what you want in work and life.

Stress is just energy that hasn't been used in a productive way. The big mistake that people make is that they try to 'manage' stress by avoiding or escaping it.

Yet what you probably don't realize is that stress is **self-inflicted**. It is very likely that you are unwittingly **CREATING** stress and tension in your body, simply by the way you sit, stand, think and work.

After working with thousands of people in my health care practice, I have seen how people's posture, attitude and working patterns create stress because they have fallen into bad habits.

You probably don't realize it, but the way that you hold your body at the computer, on the phone, in a meeting, or in the car, can force your body to feel lethargic, achy, tired, or even make you feel irritable. In this state, you'll feel impatient with your clients, your working stamina reduces and you become unmotivated with your work and business.

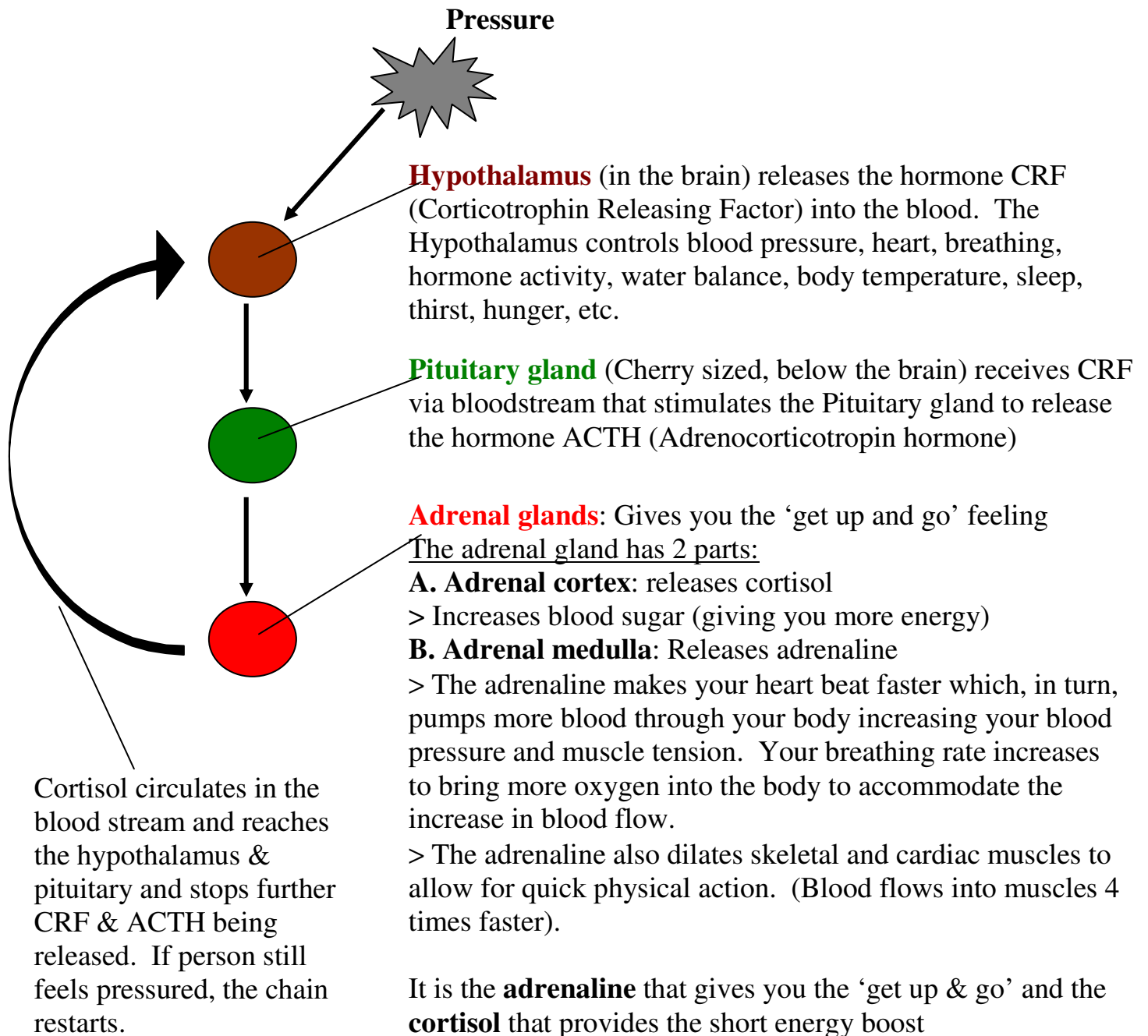
Also, certain attitudes and thinking habits actually **create stress** in your body, making you feel frustrated, depressed or overwhelmed. A resilient mental attitude helps you to stay cool, calm, clear thinking and in control of your emotions – no matter who or what you have to deal with.

By becoming aware of your working habits and replacing them with resilient mental attitudes, resilient body structures and resilient working practices, you will be able to:

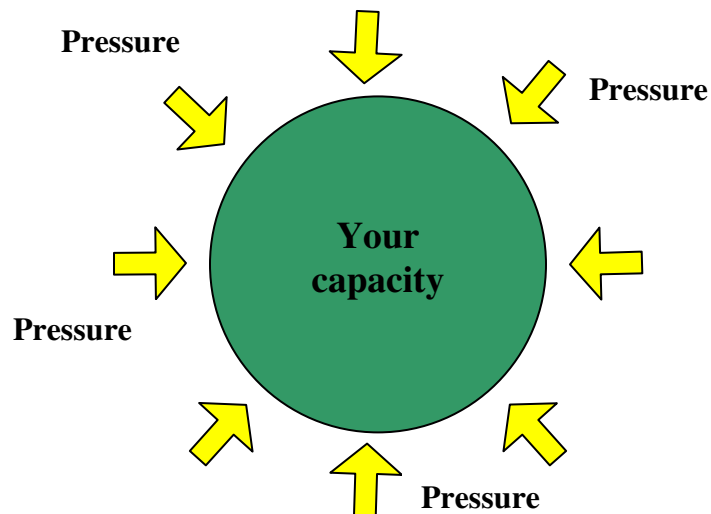
- Work at your best without burning yourself out.
- Increase your mental and physical working stamina, even if you are sitting behind a desk for hours at a time – without getting neck, back or eye strain
- Prevent difficult clients or complaining customers from draining you.
- Spring back from a sales rejection.
- Handle negative feedback without getting upset.

What happens when you are under pressure?

When you are under pressure, this is what is happening to your body....

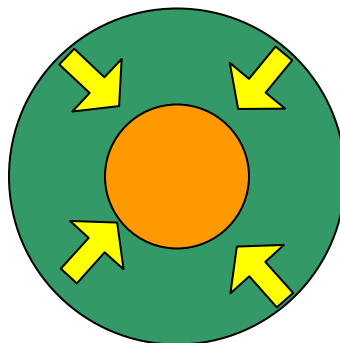


When you are feeling under pressure, it affects your working capacity



Becoming Stressed

For some, working under pressure *reduces* their working capacity. Like a hard-boiled egg, when placed under pressure, these people crack in some way.



Your working capacity **shrinks** when you feel 'stressed'

Have you ever experienced?

- A headache or felt your neck and shoulders tense up from a stressful day?
- Feeling drained after an emotionally heavy experience?
- Becoming frustrated and irritable when stressed?

When pressure reduces your working capacity it makes you feel ‘stressed’, which can make you feel tired, anxious, unfocused, withdrawn, irritable, or may give you headaches and reduce your self-confidence. Feeling stressed makes your body become tense or strained which significantly *reduces* your working stamina, patience, concentration and mental capacity.

During stress, cortisol is released. In the right amounts, cortisol helps the body recharge, enhances disease resistance, fights inflammation and improves memory. Too much cortisol promotes the accumulation of abdominal fat, suppresses immunity, shrinks brain cells and impairs memory.ⁱ Excess cortisol in your body suppresses Macrophages (protect the body by eating invading bacteria), and inhibits your body’s inflammatory response. This is why ‘stress’ makes you more vulnerable to getting sick.

In a state of stress the adrenaline causes an increase in blood pressure and constricts vessels to skin and digestive system – making you feel physically tense, uptight or tired.

Stress inhibits dopamine secretion. When dopamine levels are low in your body, you may feel ‘devoid’ of pleasure and become more sensitive to pain giving you a sense that your body aches, you feel low and you cry easily.

Cortisol is one of the hormones associated with waking and sleeping. Levels of cortisol naturally fluctuate during the day. Cortisol levels are highest in the morning and lowest at night. Higher levels of cortisol in the morning help us wake up. When you experience a lot of stress it stimulates cortisol production. This may create high levels of cortisol at night resulting in insomnia.

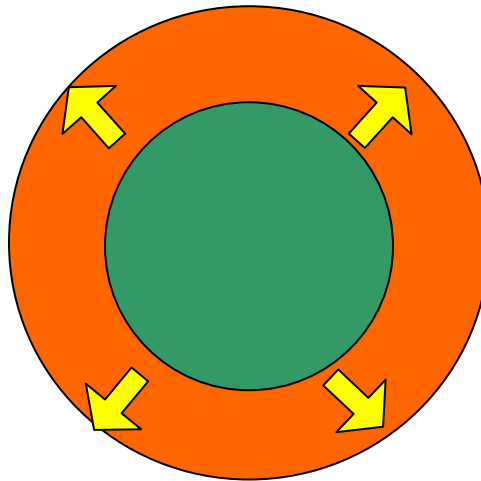
Studies have found that people in office type work are twice as likely to develop and die from coronary heart disease if they had poor stress and anger management strategies.ⁱⁱ

Becoming Resilient and Empowered

For others, however, being under pressure energizes them, focuses their mind and expands their working capacity and stamina.

Like a rubber ball, when dropped or placed under pressure, these people bounce back.

Your working capacity **expands** when you feel empowered



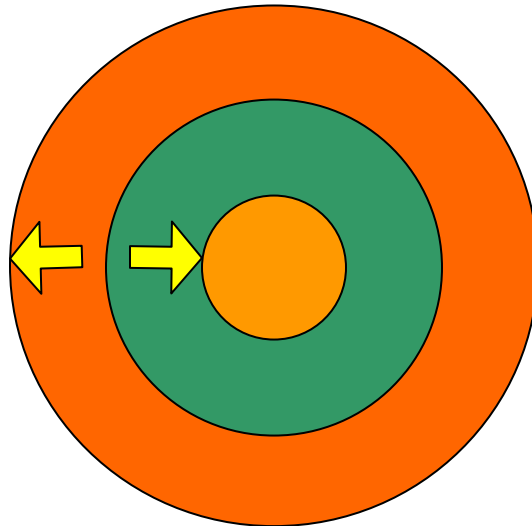
Have you ever...

- Felt a rush when a performance, deal, sale, phone call goes right?
- Produced great results when you were under a lot of pressure?
- Exercised and felt really energized and more alive?

This happens when you react to pressure in a way that makes you feel empowered and brings out your best and enhances your mental & physical capacity. You feel energized, mentally alert, confident, 'can do' attitude, in control of your emotions, motivated, and very productive at work.

Becoming resilient to pressure means that you are able to bounce back quickly from challenges by sustaining or even expanding your capacity when under pressure – instead of becoming 'stressed'

How do you Turn Stress into Empowerment?



A big misconception about resilience is that you have to be 'tough' and be able to endure whatever life throws at you. This is only half true.

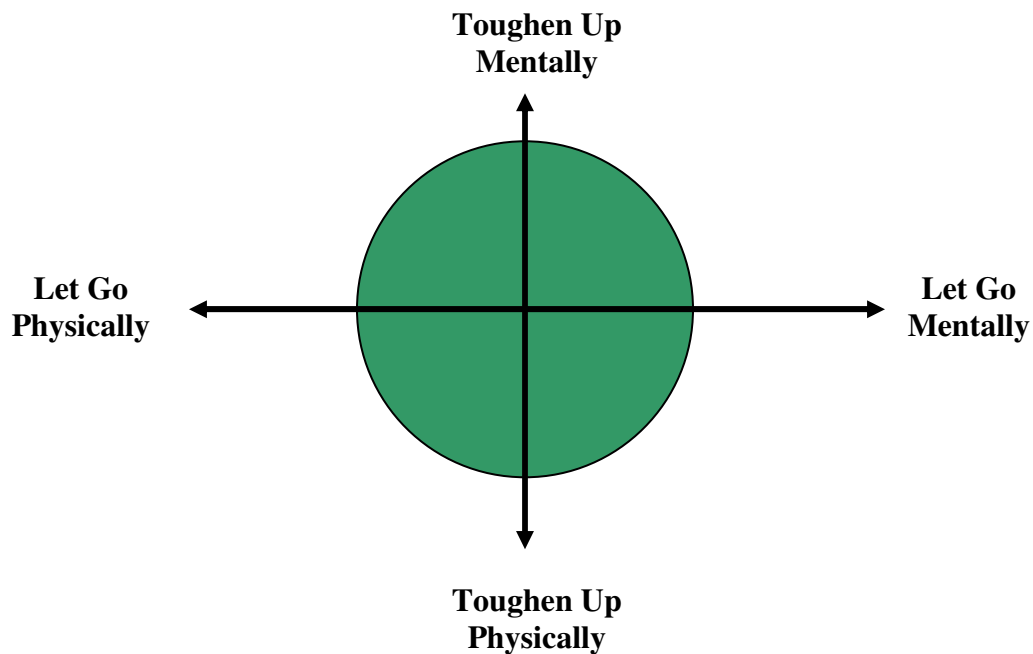
Yes, resilient people are mentally headstrong and have a sustainable energy source – just like how a strong tree that can endure the weather and still remain standing. However a strong tree is resilient, not only because of its toughness and strength, but also because of its ability to let go and adapt to the weather by bending and twisting.

Being able to let go of tension and pressure both physically and mentally makes a person stronger and more durable.

Your working capacity and 'bounce back' is determined by your ability to mentally and physically toughen up and your ability to mentally and physically let go...at the appropriate times.

Some people are better at toughening up and ignore the need to 'let go' and release of pressure. Other people are very good at letting go of tension but tend to crumble when they need to be strong and tough.

Resilience Model



You willingness and ability to toughen up under pressure and let go of pressure at the appropriate moments determines whether you feel stressed and drained or empowered and resilient when working under pressure.

If your working habits are not resilient, you will end up **CREATING** stress in your personal and professional lives.

Why Stress Management Doesn't Work

People advocate eliminating, eradicating or even reducing stress from your life. You are not at war with stress. You are in relationship stress. You create stress through non-resilient work habits.

Each year, people spend thousands upon thousands of dollars in pills, products and therapies trying to reduce stress that *they* created.

According to the National Safety Council (1995) 'Job stress costs employers more than \$200 billion each year in absenteeism, tardiness, burnout, lower productivity, high turnover, worker 's compensation and medical insurance costs.' An estimated 60%of all absenteeism from work is caused by stress.ⁱⁱⁱ

It's madness!

Since you create it, there is no need to learn how to 'cope' or 'manage' stress. **You need to learn how to stop getting yourself stressed in the first place!**

Stress management is a 'survival skill' that focuses on reducing the damage caused by stress. It affirms that stress happens **TO** you and therefore must be managed. It puts you into a victim mentality as if stress is being done *to* you. Stress is a symptom of low resilience.

Resilience is a 'thrival skill' that focuses on how to expand your capacity when under pressure. It affirms that stress happens **BECAUSE** of you and the way in which you live your life. Resilience makes you aware that you create your experience of life and that you have a choice of how you react to pressure and how it makes you feel. It puts you into the seat of control to decide whether you want to become stressed or empowered when under pressure.

The main thing to keep in mind when learning how to become resilient to pressure is to try and change what you can. I know this may sound obvious, but realize that the one thing you do have control over is yourself.

**If you can change the situation - then do it.
If you can't change the situation - then change yourself.**

Remember...

To change what happens to me - I MUST CHANGE

From this point on I will discuss several key strategies to help expand your working capacity by mentally or physically toughing up, mentally or physically letting go, or both, when you are working under pressure.

Enjoy!

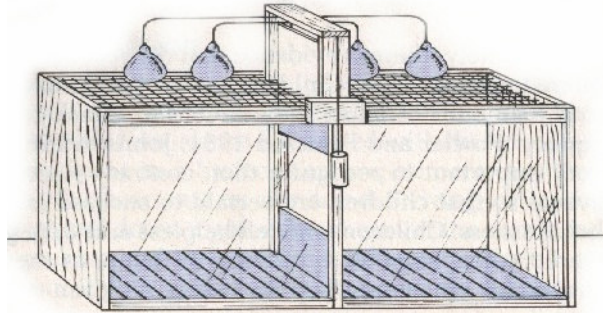
Chapter I: Developing a Motivational Mindset

Mental toughness creates perseverance

*“People are like stained glass windows.
They sparkle and shine when the sun is out, but when
the darkness set in, their true beauty is revealed
only if there is a light from within”*

Elizabeth Kubler-Ross

In 1976, Psychologists Maier & Seligman conducted experiments involving 3 groups of dogs. The dogs were placed in an enclosed transparent box that was joined to another identical box. Separating the two boxes was a small divider. The dogs were given an electric shock and were able to escape the pain of the shock by jumping over the divider into the other box.



Before this test, the 3 groups of dogs received 3 different treatments. The 1st group received no shocks at all. The 2nd group was strapped into a harness and was given shocks but they were able to turn off the shock by turning their head or pressing a pedal. The 3rd group were also strapped into a harness and given an electric shock - but they were *unable* to control the shock by pressing a pedal or moving their head. The only way their shock stopped was when a dog from the second group pressed a pedal or moved its head. So, the 3rd group could not control how long they endured the pain of the electric shock.

When the dogs from each group were placed in the container, *without* any restraint, and given an electric shock, the dogs from the first 2 groups jumped over the barrier to escape the pain. However, when the dogs in the 3rd group were given an electric shock, they would walk around for 30 seconds then sit on the floor and cry - even after the shock was turned off they still did not move, as if their efforts could not influence their destiny.

This state is known as **learnt helplessness**.

Although this experiment was very cruel, this state of 'learnt helplessness' has also been identified *in people*. When a person believes that their efforts cannot change or influence their destiny they develop a sense of helplessness where they feel powerless to be able to change their destiny. Feeling helpless reduces the amount of effort and perseverance one puts into pursuing their goals, which reduces their working capacity and **creates stress**.

Studies have found that feeling a lack of control over your future can make you sick, shorten your life^{iv} and increase your chances of disease.^v

Your body feels the strain of mental helplessness. Men, who suffered from feelings of high hopelessness over the course of the four-year study, were three times more likely to develop hypertension (a stress related ailment) than men who did not suffer from feelings of hopelessness as much, or if at all.^{vi}

In my Shiatsu healthcare practice I found that when people felt 'stuck' in some aspect of their lives, their bodies also felt 'stuck'. Their bodies became physically tense which would make them feel tired, achy or like they had a 'weight on their shoulders'

A 'helplessness' or overwhelmed state of mind is poison to your body. Like venom, it will make your body feel sluggish, tense, and prone to feeling 'stressed out' by situations and events that may otherwise not bother you.

You create you own helplessness

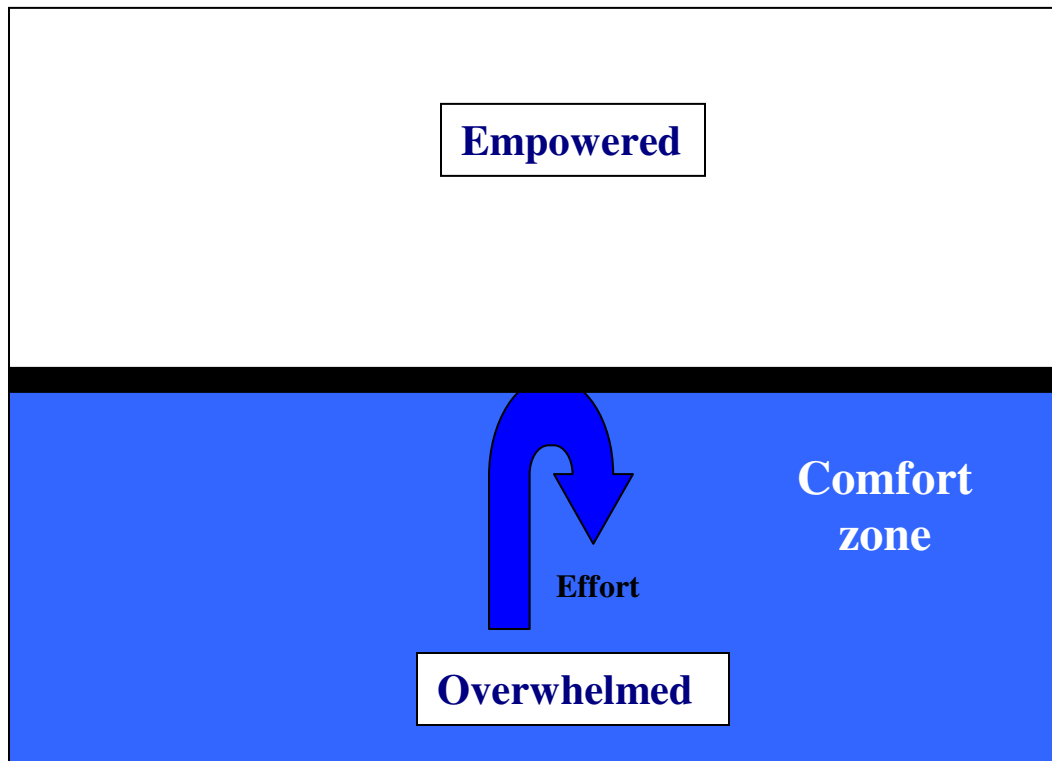
Years ago, when baby elephants were taken to be trained for the circus, they had to go through a conditioning process so that could live in captivity. From a very early age, the baby elephant has a heavy chain attached to its leg, which is also bolted to a wall. If the baby elephant tried to escape, it would soon learn that no matter hard it pulled on the chain, it was not able to get away. As the elephant grew, the heavy chain is replaced with a lighter chain and then, eventually, replaced with a light rope.

In many circuses you could see fully grown elephants, many times the power and strength of a human, be lead around by a light piece of rope that is loosely attached to flimsy stand and the elephant does not move or try to pull away. Why? Because, mentally, the elephant believes that, no matter how hard it tries to pull away, it won't be able to break the rope – so it gives up.

Each of us has our own 'imaginary' rope holding us back called limiting beliefs, self-doubt, low confidence or low self-esteem. This 'imaginary ropes' create a comfort zone and stop us from persevering when faced with challenges. Also known as procrastination, distraction or avoidance, our

fears and lack of confidence keep us locked into a reduced working capacity. Leaned helplessness, overwhelm self-doubt, and fear create the boundaries of your comfort zone.

Unfortunately your comfort zone also becomes your prison and limits the degree of effort you put into driving a project, dealing with a challenge or overcoming an adversity.



Working in a comfort zone may lead to:

- Being less proactive and market your business
- Forgetting to nurture your business relationships and build new ones
- Spending less time getting involved with your team to enhance their productivity
- Not push yourself to excel, but put in just enough effort to get the job done.

A comfort zone is a recipe for a rut.

Get mentally tough

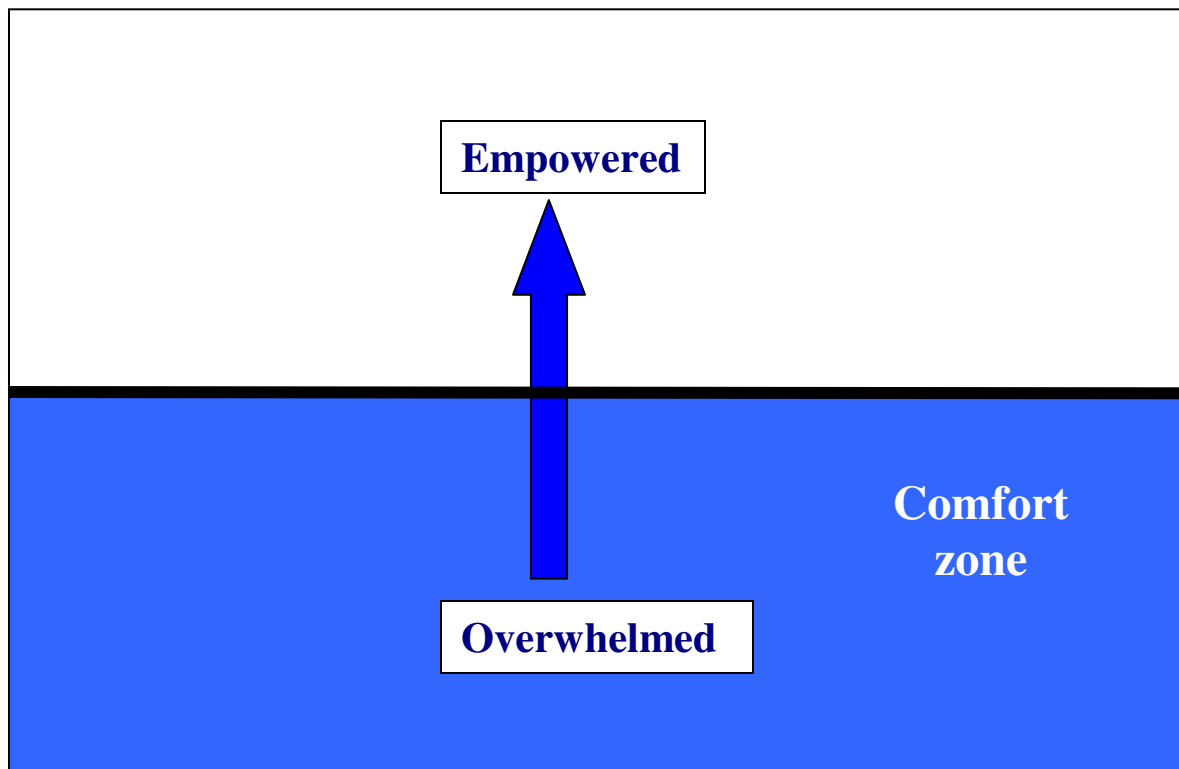
To become resilient to pressure and toughen up mentally, you must deliberately push past your comfort zones and break your inertia.

After a grueling two hour, non-stop karate training session, my Martial Arts instructor turned to us and said, ”In karate, the only way to improve is by getting past your pain barrier. If you only train to the point of comfort, you will never improve. You will stay the same skill level forever – actually you will go backwards because will stop refining and developing sharp techniques. If you never improve then eventually you will become bored and stop training altogether”.

A motivational mindset – becoming mentally tough – helps you to develop the drive to push past your comfort zone and the gain the wisdom to reduce, if not eliminate, the fear that stops you from achieving what you want. Most things that you want sit just outside your comfort zone.

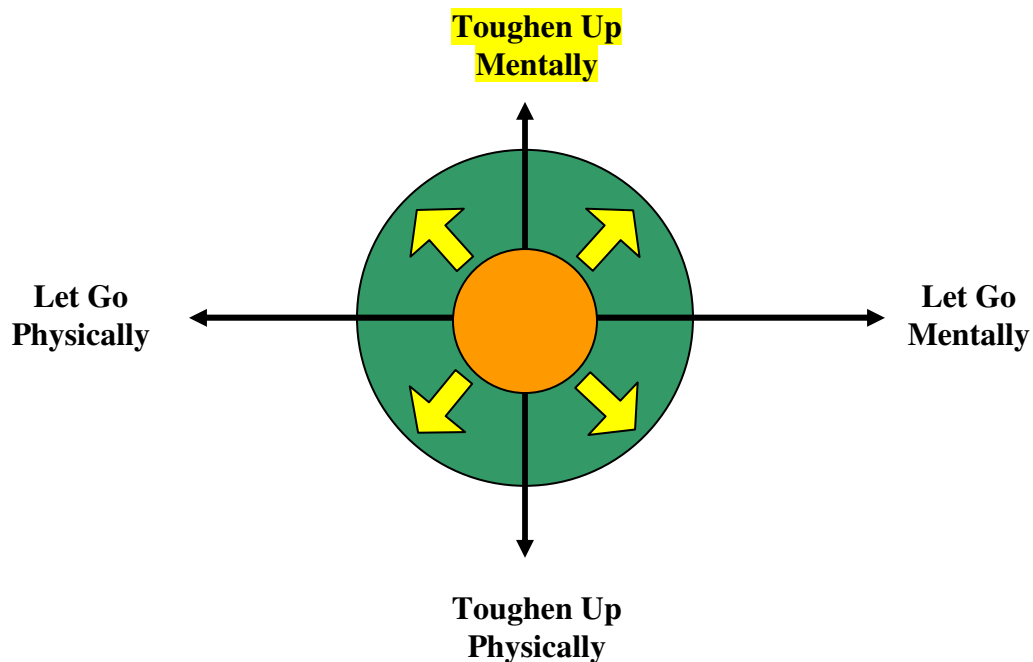
*“It is not because things are difficult that we do not dare;
it is because we do not dare that they are difficult”*

Seneca



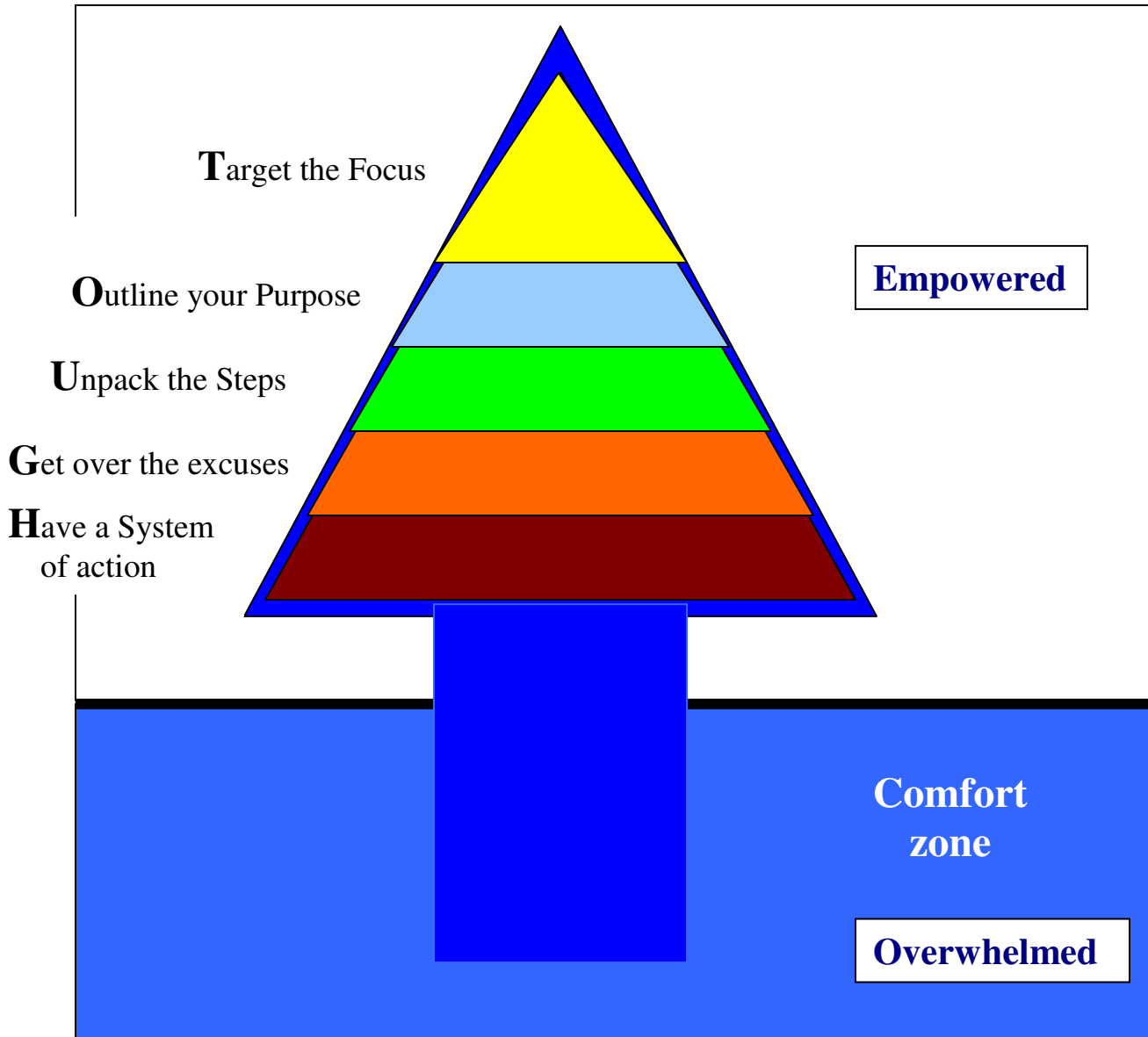
When you break through your comfort zone, you are also expanding your capacity and increasing your resilience. Learnt helplessness is a state of mind that physically *drains* your body. You need to develop a motivational mindset - a tough state of mind - that pushes you and *energizes* your body to move past your comfort zone, expand your resilience capacity and achieve your goals.

This chapter will help you **mentally toughen up**.

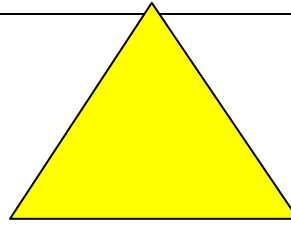


Stress is the result of not knowing how to use your mind to motivate yourself to get past your comfort zone to accomplish what you want.

Here is a 5 steps process to becoming **mentally TOUGH** so that you can push yourself past your comfort zone in business, work and life.



Step One: Target your Focus



From the age of ten I spent most of my weekends growing up on the Victoria Market (Melbourne, Australia) helping my father sell clothing on his stall. It was packed full of people who were happy because business was very good at that time.

However, when Sunday trading began, the markets were unable to compete with the larger stores and the market popularity, along with its business, slowed right down. About twenty years later, I returned to the market and saw that some of the people whom I grew up with were *still there* - in the *same stall* - but without the happy faces.

“The market is hard” they would say, “not like the old days”. When I asked them why don’t they do something different, they just shook their heads and mumbled, “we at least know the market - to learn something new would be too hard - it’s easier to just do this and keep doing what we know”.

The thing that struck me the most was the lack of sparkle in their eyes. They were not headed somewhere in life, they were just getting through their days.

A person without a spark of passion is like a car without ignition - it works if you roll it down a hill, but it can’t take you where you really want to go. Don’t let yourself get into a rut, and live as if you are serving time. Turn that Distress into Eustress.

“He who isn’t being born is busy dying”

Roger Miller

So many people spend their lives doing something they don't like and wonder why their bodies feel stressed.

Is there something that you would like to achieve in your life, but you hold yourself back because you don't believe that you can do it? Are there targets you wish to achieve, but you are not exactly sure how to go about it?

For example, in your personal life do you have difficulty?

- * Talking about sensitive issues with your partner
- * Standing up for yourself & saying what you mean
- * Losing weight
- * Improving your financial position
- * Developing confidence
- * Meeting new people

In your professional/work life, do you have difficulty?

- * Making new sales calls
- * Finding a better job - changing career
- * Staying motivated
- * Being organized
- * Expanding your business
- * Speaking in public

You may be CREATING stress and pressure for yourself if you don't set goals. Let me explain...

A study from Harvard Business School found that
=> 70% of the population does not have goals
=> 25% do have goals but don't write them down
=> Only 5% of the population has written goals.

Yet...

According to Stephen Covey, 42% of people feel that 'life is a treadmill and they can't get off'^{vii}. Another study found that 66% of people are dissatisfied with some aspect of their career^{viii}

...however, only 5% of the population has written goals to change their situation.

You have to take your goals out of your head and place them on paper.

When is most people's goals set? Midnight December 31st.

When are most goals forgotten about? January 2nd.

Why? Because they are rarely written down and remembered past the next day. It is easy to give up on a goal that you aren't really committed to.

Action step: Set three goals in your professional life. Do more than just get through your workload each day and float from one day into the next – become driven by a desire.

How to set a goal

1. Put it in the Present Tense. Make it feel real, instead of off in the distance that 'one-day' hopefully you might get there.

2. Be Specific. Spell out exactly what you want. Be very specific. For example, don't just put 'I want to be happier' – that is too vague. Write down specifically what will make you happier – what will you need to have achieved, experienced or owned to help make you happier? Make sure that your goal is measurable, meaning that you are able to clearly determine whether you have or haven't achieved it. Think in terms of:

- What do you want to achieve/accomplish?
- What do you want to experience?
- What do you want to have/own?

3. Speak in Positives. Your goal should be something that you want, rather than what you don't want. For example, 'I want a trim and toned body' versus 'I don't want to be fat'

4. Have a specific Time Frame. Write down when you want to have achieved the goal by. If it is left for 'whenever I can get to it' or 'I'm not really sure', then it will never get done. Hold yourself to a time frame so you can be crystal clear on what it is you want to achieve.

5. Make your goals more than you are right now. If you died today, would you have any regrets about the way you lived your life? What would have wished that you achieved? Contributed? Said? Didn't say? Experienced? What would you really want to do, have or experience before you die? If you had to write your own eulogy, what would you say? Would you be happy with what you have done with your life? What do you want people to be able to say about you when you're gone?

If you only had 10 years left to live, what would you get busy trying to achieve or experience this week? What about if you only had 5 years to live, what would you want to achieve or experience? How about, if you only had 1 year? 6 months? 2 weeks? One day?

Most people spend their life as if they had all the time in the world to do what they want.

Set your goals as if your life depended on it.

Go to Page 46 (of your printed copy) and write in your three goals and their time frames.

Step Two: Outline Your Purpose



A key reason why you might start a new project, marketing idea, exercise program or business, but give up along the way is that you haven't identified a compelling reason to stick at it. Having a strong sense of purpose breaks the inertia of staying in your comfort zone.

In the 1940's, Viktor Frankl was one of many prisoners in the Nazi concentration camps of World War II. He was one of the 'lucky' few who wasn't sent to the gas chambers, instead he was put into a labor camp where he endured physical pain, exhaustion, starvation, beatings and the strategic stripping of human dignity.

In 1945 he found freedom and, he compiled a book called 'Man's search for meaning'. In this book he analyzed how he, and others, coped with such atrocious conditions for years on end. One of the strategies he attributes to his survival was to have something to look forward to. During the days of working in freezing conditions where he could no longer feel his feet or hands, he would take his mind to a time years ahead where he would imagine himself standing on a stage and speaking about how he coped and sharing his story of survival.

In his book he writes, "He who has a 'why' can bear almost any 'how'. To survive anything requires a sense of meaning. If we can identify what brings us meaning then we can identify a motivation that can lead or take us through anything."

Viktor Frankl tells of a story that took place in the prison camp in February 1945. One night one of the prisoners had a dream that the war would be over by the 13th of March 1945. That person became full of hope that this nightmare would soon be over. But that date came and went. On March 29th the man suddenly became ill and ran a high temperature, and by the 30th of March he was dead. It appeared that he had died of typhus, however what really killed him, according to Viktor, was losing his dream and purpose to live.

Having a sense of purpose or something to look forward to in your life creates a driving force, like a magnet, that keeps you moving forward and pushing on when you may otherwise feel like giving up. Lasting motivation and perseverance comes when you are constantly mindful of a purpose/goal you want to achieve.

Purpose Creates Passion

You will have greater perseverance to stick to your goals when you have a strong reason 'why' to achieve it.

For example:

- A restaurant owner becomes self motivated to work long hours because he knows that if his business is not profitable, he can't pay his bills. He has a strong reason 'why' he will work hard.
- A mother with a newborn baby gets up every 3-4 hours to feed her child because she knows that the survival of her child depends on her. She has a strong reason 'why' she will endure sleep deprivation for months on end.
- An Olympic swimmer in training who gets up each morning at 5am to train for hours in the pool and is disciplined to eat a strict nutritional diet knows that their success depends on the strength and wellbeing of their body and mind. That is a strong reason 'why' they are committed to consistently training hard.

It is their 'purpose' that powers their motivation to achieve their objective of having a profitable business, a healthy baby, or winning a gold medal.

I was coaching a successful business owner who has comfortable income and lifestyle from his retail business. He wanted to set up a new business, but knew that he didn't have the discipline to do the actual work, so he asked me to coach him on how to stay focused. The challenge he faced was not intelligence, money or time – it was having a strong reason 'why'. He didn't need the money, he was doing it out of leisure. So when the new business required him to commit his time and energy away from leisure activities, he simply didn't do it. He didn't have a strong enough 'why' as a driving force. I told him the tale about the fish stall...

A fish stall on the market was having trouble selling a new line of frozen fish because it tasted 'flat'. The company tried everything to keep the fish fresh, including holding them in tanks just before processing, feeding them different food and even playing music – but it didn't make any difference. Then one of the fisherman had a good idea, he said 'in the ocean they are moving because otherwise they will be eaten by a shark or bigger fish. Why don't you put a predator fish in the tank with them so the fish keep moving and retain their vitality.' The idea worked perfectly.

Having something at stake keeps you alert, and prepared to take action whenever needed. My client had very little at stake, and he didn't have a strong enough 'why' to motivate him to extend his working stamina and hence wasn't resilient to pressure.

What is your reason 'why' that will keep you committed to your goals?

A. To avoid feeling worse

Many people came to see me in my clinic because they had a strain, spasm or muscular pain that they wanted to be relieved - right now! They were in strong pain and became very motivated to find the time to get in to see me as soon as possible.

In the same sense, you can create an expedient motivator, like a consequence, to push you to stick to your goal.

Remember the fish story I shared with the person I was coaching who had trouble motivating himself? Let me ask you, what are you prepared to put at stake to help motivate you past procrastination?

When Spanish explorer Cortez landed at Vera Cruz, the first thing he did was burn his ships. He then told his men "You can either fight or you can die". Burning the ships removed the third alternative of giving up and returning to Spain. Sometimes you have to create a consequence for not reaching your goals to motivate you to stay on track.

You procrastinate when you don't have a strong enough reason to push yourself to do it. Put something at stake that can serve as a self-inflicted consequence for not following through on your promises.

For example, 'if I don't reach my goal by the allotted time frame, I will....

- Drink a raw egg
- Sacrifice watching television for a week
- Take out 10 friends to dinner and pay for everyone

...what consequence would motivate you to keep to your word?

Make the consequence something that is uncomfortable and immediate.

Go to Page 46 (of your printed copy) and fill in three compelling consequences, for each of your goals, for not taking action or reaching your goals

B. To feel better

In the movie ‘The Last Samurai’, Tom Cruise was captured by a group of samurai warriors after killing one of their leaders in a battle. In the village where he was kept, Tom befriended a ten-year-old boy who showed him how to how to fight using a ‘bow’ (stick). When one of the Samurai sees his this boy befriending the man who killed his comrade in battle, he became enraged and decided to see if Tom could use the ‘bow’ to defend himself against the Samurai. The Samurai hated Tom with a passion (he must have seen him in the movie ‘Cocktail’), and with every swing of the bow, the Samurai beats Tom’s body like it was a rag doll. Each time Tom hits the ground, everyone watching was sure that he wouldn’t get up, since the Samurai was striking with full force. Most men would not have the strength to get up after such a beating, but with every ounce of his strength, Tom kept crawling back to his feet to keep on fighting until he was no longer physically able to do so.

He was focused on survival and *winning*, and he wasn’t prepared to give up until he gave his best effort to win. It was as if his burning desire to overcome his captures was greater than the pain he endured from the Samurai.

*“Your own resolution to succeed is more important
than any other one thing”*

Abraham Lincoln

Please do not read another page until you complete this process...

Have a look at your list of goals.

For each goal, take three minutes to imagine:

- How will you feel when you *actually achieved this goal*?
- How would you feel about yourself? Would you be **proud, happy, energized...or all three**?
- How would *others* see you if you achieved this goal? Picture some of the positive things they might be saying about you and even to you. Imagine someone important to you in your life congratulating you (regardless of whether they are alive or not). What would they say? What expression would they have on their face? Are they proud of you?
- What would be the first thing you would *say to yourself* when you achieve this goal? Say it to yourself right now.
- What feeling would you get in your body when you achieve this goal? Imagine that feeling right now.

You don't need to close your eyes, perhaps read each line and then let your thoughts and feelings wander until you get those positive feelings in your body. Then move to the next point and repeat the process.

Visualize these images and feeling now for 3 minutes.

...So, how did that feel?

It can be very energizing to emotionally pre-celebrate your victory. That's because your body experiences whatever your mind focuses on – whether you are actually experiencing it or just vividly imagining it.

You have probably experienced that connection before when you got a fright whilst watching a movie, or woke up with your heart pounding after a bad dream. Your body is directly affected by the thoughts in your mind.

To sustain your motivation and drive, each day awaken those positive feelings of having already achieved your goal. Go through that same process of asking yourself these questions and then visualize the images and feelings from them. The best place to do this process is in the shower or as you travel to work – in a place where you have a few minutes to yourself before starting your day.

Make a note in your diary right now to do the 'morning motivation process' every day.

Go to Page 46 (of your printed copy) and fill in three compelling images or feelings that will drive you to achieve your goals.

Step Three: Unpack your Steps



What action do you need to take?

Imagine that this e-book is full of notes from another person who is setting their goals, and they are asking for *your* help. They want to know what *you* think are the necessary steps they need to take to overcome their barrier and achieve their goals. You, as an outsider, have been asked to be brutally honest.

Look at your 3 goals. Just for a few minutes pretend that these goals belong to someone else who has come to you for advice. Write down the *necessary* steps one would need to take to achieve their aspirations. Remember, I didn't ask you what do you *think* you are able to do - I'm asking you what steps are *necessary* to take?

For example, if the **goal** is to 'speak in public in front of 1000 people'
The **action steps** could be:

- Get as much practice speaking in front of people. Every day try to arrange to speak in front of people – even if it is only an audience of one.
- Prepare your speeches and learn them well. Revise part of your speech every day.
- Affirm that 'what people think of you is none of your business'
- When you make mistakes, don't dwell on them, just get on with the job and find the learning in the experience
- Make silly mistakes in public and practice laughing at yourself

If the goal is to 'lose 5 kilograms of weight in 2 months'

The **action steps** could be:

- Get a structured program from a fitness expert
- Commit, both physically and financially to an exercise program
- Get to bed earlier and get up earlier to exercise (I have been doing this for the past 3 years and it makes a big difference to my productivity)
- Each day, ask yourself 'Am I prepared to sacrifice a bit of sleep/social time in order to lose this weight once and for all?'

What action do you need to *stop* taking?

Reaching your goal(s) may also require you to *stop* taking action, give something up or make some sort of **sacrifice**.

For example, if the **goal** is to 'speak in public in front of 1000 people' The **sacrifice** could be:

- Giving up an evening or two each week and attend public speaking courses
- Investing less money on your leisure activities and more in programs, CD's and mentoring from an expert
- Sacrificing some of your spare time to practice your presentation

If the goal is to 'lose 5 kilograms of weight in 2 months'

The **sacrifice** could be:

- Get up half an hour earlier each morning in order to exercise.
- Not to eat high fat or sugar loaded foods
- Spend time learning how to trim and look after your body
- Give up watching television late at night in order to get better sleep so you can have more energy for exercising
- Saying 'No' to the foods you love but will add weight to your body

Think about what sacrifices you may need to take to reach your goals. You will know them right away - they will be the things that you don't want to give up.

It comes down to discipline.

Sustaining your drive to get past your comfort zone is about making decisions about how you live your life. Discipline is making the choice to make better decisions each day.

Go to Page 46 (of your printed copy) and fill in the necessary steps to take, and stop taking, in order to achieve your goals.

Step Four: Get over the excuses



As a child, I was very shy - but that all changed in the first grade. My grade one teacher recognized that I was using 'shy excuses' to avoid trying new activities and decided to help me get past them by putting me in the lead role in the school play 'Bluebeard'. I said 'no - it's not for me, I don't like acting and all the talking hurts my voice' (what an excuse!). So, she stopped asking me and just had me rehearse the part anyway.

Well, before she knew it, this 7-year-old shy boy was performing the main role in Bluebeard in front of 200 parents. I even added a joke or two of my own!

My mother, in the front row, had tears in her eyes...partly because I was such a bad actor.... but mostly because of the confidence she saw come out of her 'shy' little boy. When I was caught up in my role of Bluebeard, I was distracted from my negative excuses and broke out of my "shy" role.

My teacher recognized that my excuse of 'I'm not confident to play the lead role in a school play at the age of 7' was just an excuse that stopped me from trying new things. Fortunately for me, my teacher ignored my excuse and gave me the role anyway.

Research has found that people with low self- esteem set lower expectations for their performance^{ix}, underestimate their capabilities and set less challenging or mediocre goals^x which leads to putting in less effort than those with high self esteem^{xi}.

Also, people with high self-esteem are more likely to work harder in response to significant negative feedback^{xii}, and less negatively affected by chronic stressors such as role ambiguity and conflict^{xiii}.

EXCUSES DESTROY SELF ESTEEM...so destroy them before they destroy your dreams

Have you heard yourself say...?

- *'I could never do that'*
- *'I think I better just stick to what I know'*
- *'I'm just not good/smart/attractive/enough to achieve that'*
- *'I'll never be able to afford that'*
- *'I can't change, that's just who I am'*
- *'I'm too young/old to even consider starting that'*

How does your body feel when you say these things to yourself?

Probably more stressed than empowered.

Excuses are a justification to stay within your comfort zone. Some common excuses are 'I'm not confident enough', 'I don't know enough people', 'I need to wait for the right time to take action', 'I'm too old, too young, not smart enough, etc.'

Yet the real truth, behind the excuse, is that we are afraid of something. Afraid to fail, afraid to look stupid, or afraid to admit our weaknesses or inadequacies. We have made *all* these excuses at some stage of our life and I'm sure you have made some of them too.

The more excuses you make, the smaller your capacity becomes.

According to the physiologists of 1954, a four-minute mile was not only physically impossible to break but dangerous to the health of any athlete who attempted to reach it.

Roger Bannister was a 25-year-old medical student who refused to believe in what had been physiologically proven. Every day, he trained his body to become faster. However, every day, he also trained his mind to believe it was possible to run a mile in under 4 minutes and that he was capable of doing it.

No runner in the world had been able to break a four-minute mile. On May 6, 1954 when Roger Bannister ran the 4 minute mile in 3:59:40 seconds. He not only broke a physical barrier - he broke a mental barrier for runners across the world.

Just 46 days later, John Landy broke the four-minute mile in Finland. Within a year over 37 runners broke it. Within 2 years over 300 runners broke the four-minute mile.

*“Every man takes the limits of his own field of vision,
for the limits of the world”*

Arthur Schopenhauer

a. Identify the excuse

To keep your motivation high, you need to know what the excuses are that will stop you from following through on your goals.

It is easy to look at your environment or the people around you and cast blame there:

- It's because my boss is controlling,
- It's because I just simply don't have any time,
- It's because people haven't given me the opportunity,
- It's because... etc.

Instead, put yourself into the seat of power. For as long as someone or something else is doing this to you, YOU can't do anything about it. However, the moment you look to yourself and ask 'is there something within me that stops me?' *then **you** can be in control.*

Be honest with yourself and find the reason, within you, that is behind this barrier. For example, the true reason for this barrier could be:

- I am just scared of making a mistake in front of others
- I am jealous of those people who have what I want
- I am not prepared to make the sacrifice of time and get up early or change my life
- I don't make a consistent effort to find opportunities - I am always looking in the same place
- I am a 'Yes Person' and do & say things just to please other people.

Go to Page 45 (of your printed copy) and list at least two excuses, within yourself, that will stop you from reaching your goal.

b. Overcome the excuse

'Don't let your search for a great idea blind you to a merely good idea' advises inventor Bob Metcalfe. 'Reject everything except for the very best and you will end up with nothing'. Perfectionism can drive you to higher standards and to achieve more than everyone else. Yet, it can also act as a brake. Have you ever said...?

- 'I don't want to start something unless I can get it right'
- 'If it's worth doing, then it's worth doing right'
- 'I'm not interested in doing this unless we do it properly'

It may sound like a good approach to produce excellent results – but it's not! Not wishing to do something unless it is done right is simply an excuse you use when you are afraid of messing up or getting it wrong! Don't use perfectionism as an excuse when you don't want to face the pressure or stress at hand. Life resilience is about improving yourself to overcome your challenges, and you can't learn or progress if you are not prepared to try something and make mistakes.

If you avoid making sales calls or seeing new clients because you tell yourself that 'I'm not ready yet.... I need more time', then your perfectionism may be stunting your potential. If you hear yourself say, 'I'm better off doing all the research first before I start anything', then your perfectionism may be stopping you from achieving your goals. If you have been in a relationship and have started to notice several things you don't like about your partner, and you feel compelled to 'fix this person', then your perfectionism may be stopping you from truly connecting with other people.

Stop using excuses and act 'as if' you could actually do it.

“Excuses are like armpits – everyone has them and they all stink”

Author Unknown

Go to Page 46 (of your printed copy) and write down what action you will take the next time that excuse pops into your head. Don't put this exercise off – do it right away!

***** WARNING *****

If you have come this far in the program and you have not written anything down then **STOP!!** Do not go any further until you complete these tasks! It is of no benefit to you to 'know' this information – you need to be able to use it and apply it. Insight without action is **USELESS!**

Step Five: Have a System of Action

*“At any moment I could choose to start being a better person
– but which moment shall I choose?”*

- Ashleigh Brilliant

There is no special formula to action except to simply do what needs to be done. However, *don't leave this process to chance.*

You need to look at your steps and now allocate those actions to a specific day/week to be completed. It's not enough to know *what* to do; you need to know *how* it will be done.

For each of your steps:

- Break them down into easy to do actions.
- Prioritize your actions into an order of what needs to be completed first, second, third, etc.
- Allocate a day/week for each step to be acted on and completed.
 - Write it down into a diary (electronic or other).
 - Resist trying to overload yourself with scheduling lots of things into one day.
 - Be aware that there are always going to be disruptions that you can't control, so allow time for them.
- At the end of each day reassess your action plan and plan for the next day or week.

*“The longer I live, the more importance I attach to
a man's ability to manage and discipline himself”*

Ray Kroc

Put this master plan somewhere in clear view that you can refer to every day.

Motivation is often nothing more than the daily practice of staying focused on what you want regardless of what life puts in your way. Becoming resilient to pressure is the successful persistence of that practice

For More Information...

I run a workshop titled 'how to set and achieve your goals'.

By the end of the workshop, you will be able to:

- Set clear goals and objectives that are both challenging and personally satisfying
- Overcome the feeling of overload from having 'too much work and not enough time'
- Use the secret to overcome inertia and procrastination
- Stop putting things off and complete all of your tasks in time.
- Ask the one question you must answer before taking any action
- Generate a natural motivation to get through the various tasks at hand and manage your distractions
- Motivate yourself to persevere until your goals are accomplished
- Create a realistic action plan that you can follow every day and find time to work on your goals - even if you are the 'busiest person on earth'.
- Overcome mental blocks that slow down your success

For more information, visit: <http://www.BounceBackFast.com>

..... these first 46 pages are just a taste.

The complete 'Turn Stress into Energy and Enthusiasm' e-book is over 220 pages and is jam packed with tips, strategies, techniques and ideas on you can become resilient to pressure and turn your stress into a productive energy and natural enthusiasm.

In the other 174 pages of the e-book, you learn how to:

- **Release** physical and emotional tension
- **Alleviate stress induced ailments** like shoulder tightness, headaches, shortness of breath, back soreness, sleeplessness, stomach upsets and RSI
- Use **natural 'pick me ups'** to generate **more energy** in your day – especially if you are stuck behind a desk for hours at a time.
- **Regenerate your energy** faster to start each day feeling refreshed
- **Relax your body and unwind your mind** – to let your stress float away at the end of a long day
- Set up your office or working space to keep you **feeling fresh and alert** instead of making your feel tired and unmotivated
- Manage your wellbeing to **keep your health intact** when working under pressure and **protect yourself from illness**
- Develop a **resilient mental attitude** to have full emotional control
- **Immune** yourself from draining or negative people

...and much more!!

(have a look through the table of contents on page 5 & 6)

For a detailed run down of what the complete e-book contains, visit:

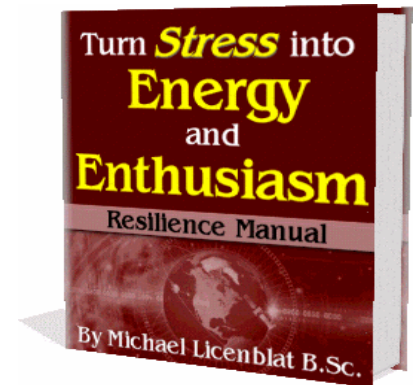
StressManagementSuccess.com

With each section I include:

- **Step-by-step instructions** on how to use each technique
- **Diagrams and pictures** for you to see exactly how the technique is to be done
- Explanation why each technique works and the **research** behind it

I have dedicated most of my life to helping thousands of people become resilient to pressure – and I want you to have these tools as well.

If you are ready to make yourself resilient to the stress, pressure and tension in your life, then visit StressManagementSuccess.com and download your copy.



Just one final note...

When you purchase the complete 'Turn Stress into Energy and Enthusiasm' e-book, you also receive **hundreds of dollars worth of extra bonus products**, including *e-books, special reports, manuals and mp3 downloads*. **Totally FREE.**

For the full list of bonuses, visit: StressManagementSuccess.com

I wish you every success in your life.

A handwritten signature in black ink that reads 'Michael Licenblat'.

Michael Licenblat B.Sc.(Psych), Dip (Shiatsu)
Resilience Expert

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