

# I DIDN'T HEAR THAT THE FIRST TIME!

Isn't funny how the universe conspires to teach us lessons by putting similar situations or circumstances in front of us in groups or chunks. I have had a number of instances that have reinforced paradigms that I had forgotten over the last little while and I thought it would be a valuable lesson to share with you. In fact, two lessons.

The first is about a part of our brain called the reticular activating system. Sounds pretty funny doesn't it, but what it does is it alerts you to the presence of things that



you are interested in. As an example, can you remember a time when you purchased a new or used motor car. You probably looked around the yards and through the paper or in recent years searched the web to gather information about which would be the best car and why. You probably gathered information or opinions from others who have had that car before, or know someone who has. Then you make your purchase.

Now depending on how long the research part of the process took, you would have noticed something strange happening, you would have noticed a distinct increase of the number of those particular cars on

the road! Is this because people had found out that you were about to purchase this type of vehicle, and because you are very much a trend setter, and people are watching your



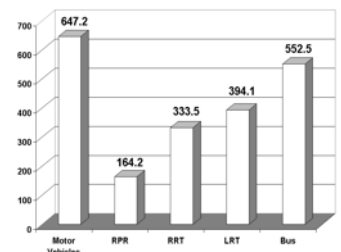
every move (like Madonna) so they can

emulate you. Many people have gone out and purchased the same type of car and are now driving them around in front of you, so you can see they are loyal followers, or... Is it simply because, you have now made your Reticular Activating System aware that you are interested in this type of car so you are now noticing them, and they were there all along. The answer is obviously the second scenario.

So, how can you use this for yourself and your business? Well the answer is simple. If you get into some of the suggestions we have given you in the past such as goal setting and "Vision casting" which are basically both practices of getting clear on an outcome you want to make reality, your RAS will begin to alert you to opportunities that can be of benefit to bringing that outcome into reality.

For example, getting very clear on what benefits you want your business to provide for your team members, (Vision casting) will cause you to notice more opportunities that will help you bring your vision into reality.

Another practical example might be going through our "Best Product Analysis" process, which often alerts business owners to the fact that they previ-



ously thought was there best product or services weren't. What they thought and often reveals products or services that serve the businesses purposes more effectively. This awareness then causes the business owner to notice opportunities to promote or focus customer attention to this area often creating profits for no extra effort, or cost where they didn't seem to even exist before.

The second lesson is to repeat, listening, reading or attending the same seminars multiple times. I find that the majority of people (if they do any personal or profes-

sional development at all) tend to read, listen or attend training just one time and fall into the trap of thinking they have now internalised the information they have been exposed to.



We know that most of the information we are exposed to is not remembered even days later let alone weeks, months or years. In fact, Zig Ziglar promotes a philosophy of reading an important book at least 16 times.

Try to mention that to most people and they will think you have lost the plot. This paradigm is a very limiting paradigm.

In my own experience, many years ago I attended the same time management seminar (a full 8 hour seminar) 14 times in 12 months. I was amazed how much I picked up each time that I had not picked up in previous times. The information I gleaned from this presentation allowed me to transform my life from working 14 hours a day 6-7 days per week to working around 7-14 hours per week, still earning the same income.

It is not unusual for me to listen to the same CD in my car over and over for a week. The repetition is the key to retention and being able to enjoy the benefits of what you have learned by being able to recall and implement the information or technique.

**Repetition**  
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The challenge here is the old "I've heard it before" paradigm. It's not a question of whether you have heard it before, it's more about, are you using it or doing it. When you hear yourself thinking I've heard this before make sure you then ask yourself "What have I done about it?"

Just a couple of weeks ago I was engaged in a coaching session with one of our members and I was explaining a concept for probably the 5th or 6th time over the past 3 months. With this explanation the penny finally dropped and the member

asked me why I hadn't explained months ago. I then explained I had been using the identical words and examples every time I had spoken about this concept. It is simply a matter



of "when the student is ready, the teacher will appear" or in other words, sometimes you need to hear things a number of times until you are in the right space for it to make sense to you.

I remember a long time ago receiving an email from a lady who was asking me what technology I used to make the CD she had been listening to, change some of the information each time she listened. I had a real struggle getting her to believe me that it wasn't changing she was just hearing more of what was being said with each listen!



Don't fall into this trap and develop the habit of repetition with your development, you will get so much more for less money and that has to be a good thing!

