



RICK HOUCEK
SOAR WITH EAGLES

UNLEASH
YOUR FORCE WITHIN



7 GUTSY MOVES TO ACCELERATE YOUR PERSONAL SUCCESS

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YOUR PERSONAL SUCCESS

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INTRODUCTION

I believe we all possess – each of us – forces already inside us that – once unleashed – can be used for advancement and gain – to achieve the outcomes we most passionately want.

Critics will argue with me on this. They'll say: No way. Winners are born with talents and skills and abilities that I'm not. They have it easy, they don't have to try, they're just lucky. I don't have any of that, so I'm behind the 8-ball and I'm stuck with what I've got, which is nothing.

To which I say: Phooey. Believe that if you choose, but you're shooting yourself in the foot, and you'll have no one to blame but yourself for miserable outcomes.

We all have an energy force within us we can tap into, hone it, polish it, and use it every day. All we need is one ingredient: enthusiastic desire. If you've got that, the rest becomes much easier. If you don't, I can't help you. No one can.

Hi, I'm Rick Houcek, president of Soar With Eagles. I help ambitious leaders and teams to be successful self-motivated achievers. And right now, I'm going to reveal to you, in this audio book, 7 gutsy moves the most successful people use every day to unleash their force within... to accelerate their own personal success. You can use all 7 gutsy moves too, and they can help you improve your life, enhance your relationships, boost your self-confidence, grow your business.

I'll break it down into 7 chapters, each discussing one success point. We'll talk about... barriers that hold most people back and how to plow through them... the world's greatest invention and how to use it to your advantage... a critical skill most people scorn and hate... the one thing you never want to give up... a simple way to boost your self-confidence for high-level achievement... and so much more.

And every one of the 7 gutsy moves I'll share... you can put into practice today. Right now. No waiting needed.

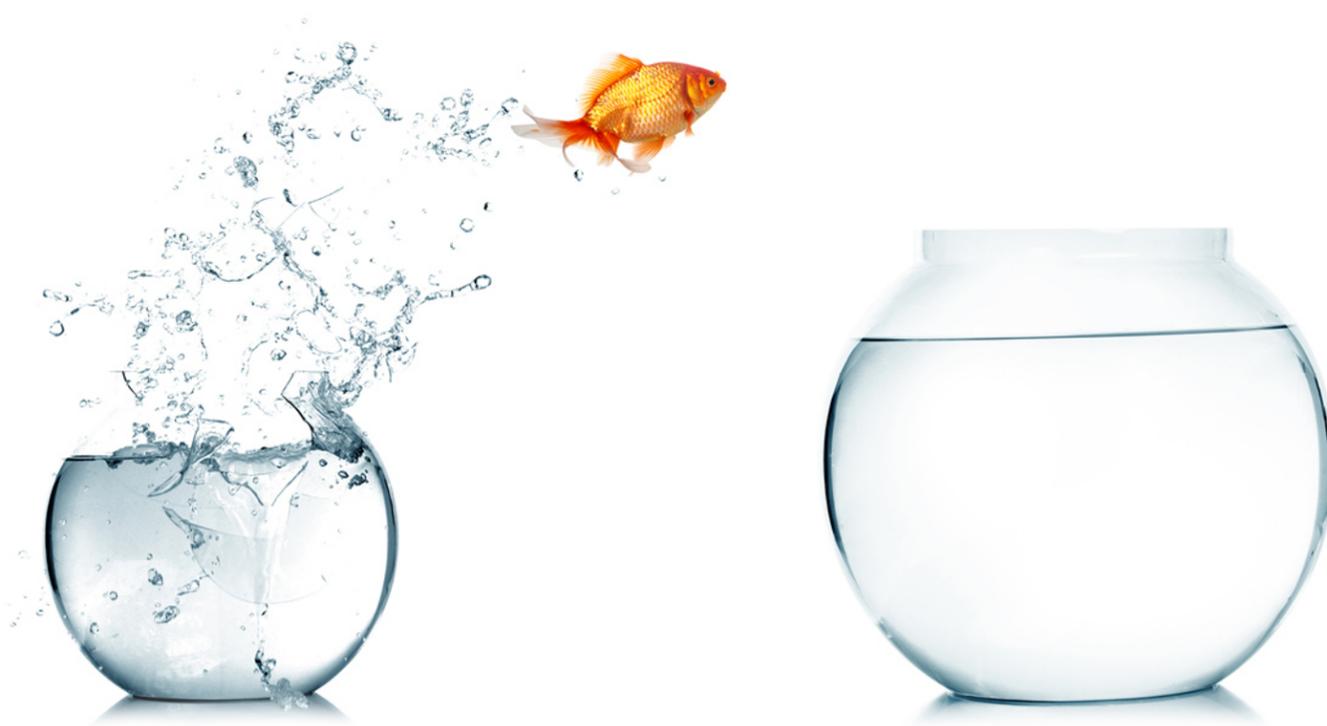
So... if you ready to rock and roll... let's jump in.



CHAPTER 1

GOT A BOLD IDEA?

Don't Be Afraid Of Humble Beginnings.



LET'S BE REAL.

We all want success in life. But most people never achieve the level they'd like.

Reasons why are many, but here's a big one: they're starting from nothing... maybe even less than nothing.

They have only a few cents in their pocket... they're short on talent... they don't know anyone important who can open a door... they have no inside track, no advantages to speak of, no silver linings.

They figure they're dead before they start. So... why start? Why try?

And yet... people who accomplish great things, people who become famous by anyone's measure, people you and I know who make headlines... often start out no better.

They have really only two things: a dream, and a willingness to take a risk. They start small, painfully slow, and trudge on daily. They don't let humble, penniless, or troubled beginnings derail them from launching.

A few examples serve as inspiration to us all...

The late Steve Jobs, co-founder of 3 companies including Apple, is known the world over as creator of the Mac, iPhone, iPad, and other innovative tech products that launched - and continue today to revolutionize - personal computing.

But few know how modestly and disjointed it all started.

Jobs dropped out of college, did a few months at Atari, left to seek spiritual enlightenment in India – then returned to start Apple in the clutter of his family’s small garage... and having no cash, had to sell his Volkswagen bus to fund the start-up.

From these humble beginnings, greatness grew. Slow and painful, but it grew.

Oprah Winfrey, adored by millions, hosted her own internationally popular talk show for 25 years, now owns a TV network, is an actress, philanthropist, publisher and producer, and arguably the most powerful woman in American media.

Yet her life’s rocky and excruciatingly painful start – that she recently revealed – included repeated sexual molestations by relatives and friends of her mother... running away from home... and giving birth at 14 to a son who died in infancy. Wow, THAT’s a heavy load at such a young age. Oprah then went to live with her father, under whose strict guidance she began to flourish and her life slowly turned around.

From these turbulent beginnings, look what she became!

The world knows the now-retired Dr. Robert Schuller as founding pastor of the beautifully-ornate, glass-encased Crystal Cathedral, minister of the weekly internationally-broadcast “Hour of Power” TV program, and author of 37 life-enriching books.

But did you know his inspiration for this spiritual empire came in 1955, when, at age 29, he rented a drive-in theater and preached to 100 people in their cars while standing high atop the tar-papered roof of the snack bar? (Picture that!)

He wasn’t afraid to start small, be unconventional, or look foolish. And from there, his worldwide ministry emerged. Ever-so-slowly... Sunday after Sunday after Sunday.



Do you have a bold idea noodling around in your head that you’re just aching to launch? If you’re starting from nothing, don’t let that stop you.

Hey, if those 3 stories – Steve Jobs, Oprah Winfrey and Robert Schuller – don’t light your fire, what in the world will?

Take the first step today... keep at it tomorrow... expect turbulence... ignore criticism... disregard rejecters... fight to keep it alive... stick with it through thick and thin... inch along daily... never give up... and accept that it will probably be slow going.

Listen to this: “I will never forget my humble beginnings as a Laker Girl (cheerleading). It was probably one of the most fun jobs I ever had.” ... says Paula Abdul, who later blossomed into an acclaimed dancer, choreographer, singer, pop star, and “American Idol” judge. But she, too, started small.

If you're locked in the belief that you can't make your dream a reality because you're starting from nothing... well, a lot of very prominent, successful, and accomplished people would tell you to get off your derriere - ignore what you don't have - and make it happen anyway. You can do it... just like they did.

Here's a closing Power Thought from Dane Cook, who parlayed his meager start into becoming an insanely-popular stand-up comic, actor, screenwriter, movie director, and producer of multiple comedy albums, of which two went platinum. "I had humble beginnings. I was doing comedy in laundromats in 1992, literally where I would bring a little gorilla amp and a lapel mike and just start performing."

(Wow! Good for him.)

GUTSY MOVE #1

If you want big success, if you've got bold ideas, if you dream of the brass ring... BUT you're starting from zero with no money, few contacts, little knowledge, and no leverage... so what?

Be inspired and empowered by many successful icons in all walks of life who had less than you do now... and they made it big! So, hitch up your pants, throw caution to the wind, and go for it!

CHAPTER 2

WHAT'S THE WORLD'S GREATEST INVENTION?

You May Be Surprised.



WHAT DO YOU THINK IT IS? EVERYONE HAS AN OPINION.

Many would say the wheel. Or fire. Or electricity. Others might argue piloted flight. Or great medical cures that ended epidemics and diseases. Or the internet.

All are valid. And there are dozens more – maybe hundreds – to choose from.

But for a moment, I ask you to consider another.

Business consultant John Carlton believes the world's greatest invention is...

...the deadline...

...without which, he says, nothing else of consequence would ever have been invented or accomplished.

At his core, John's a marketing guy. So am I. What we marketers know is this: every ad must include a compelling offer and a deadline for action. Absent those two must-have ingredients, nothing happens and you've wasted your money on the ad. But WITH those two, mountains can be moved.

Why? Because human beings respond to deadlines.

The same holds true for life in general. In his book, "Total Success", Dr. Robert Anthony says when setting goals, a deadline is "the essential activating mechanism". He's right. If there's no deadline, people won't get started.

Watch a sporting event that's played against a clock – football, basketball, hockey. If the score is tight as the clock winds down, the action gets more intense and fascinating. Everyone is on edge – athletes and fans alike. That level of intensity is there for one reason, caused by one thing: the deadline is approaching.

Farmers constantly ply their trade against the clock – seasonal weather changes. Miss the deadline, crops could be ruined.

News reporters have story deadlines, so they can go to final edit, final press, and get the news out on time. Your morning newspaper is on your doorstep, or outside your hotel room door, or on the newsstand, because of a deadline. TV newscasts all start on time, to the second... because of deadlines.

ACTIONS FOR YOU:

In your two roles – manager of yourself and leader of others – see the deadline as your friend. Whenever you begin a task, start a project, or set a goal, set a deadline at the very beginning. It starts the clock ticking. It pushes yourself and others into action.

Break down complex projects into a series of smaller tasks – each with its own deadline. On office days, I set mini-deadlines for myself throughout the day – like what I want to get done by 10:30, then by noon, then by 3:00, then by 6:30.

Oh, and by the way, when you set deadlines... expect resistance. And plenty of it. Not everyone likes to be pinned down to a timeline. Most prefer to squirm and wiggle out of accountability. But that's where you earn your leader stripes.

If you want to accomplish things of great consequence – and lots of them – in your personal life, in your family, in your business, on major projects, and with other people you're counting on to come through – use deadlines to your advantage.

Here's a closing Power Thought from Sam Donaldson, retired 42-year news correspondent for ABC News. He was chief White House correspondent, host of "World News Sunday", "Prime Time Live", "This Week With Sam Donaldson", "The Sam Donaldson Show – Live in America", and anchor of "Politics Live". And known for relentlessly meeting his deadline. "Call me braggart, call me arrogant. People at ABC, and elsewhere, have called me worse. But when you need the job done on deadline, you'll call me."

GUTSY MOVE #2

If you want to stand among the most accomplished people in your profession, in your company, your circle of influence, among your family and friends... then set deadlines for all meaningful endeavors, projects, and tasks. Never start anything of importance without first setting a deadline for completion. It puts positive pressure on you and everyone involved.

CHAPTER 3

THE PATH TO HIGH ACHIEVEMENT

Is Not Rocket Science.



Years ago on his radio program, motivational icon Earl Nightingale told the story of a top salesman named Tom who expected the newly-vacant sales manager position to be awarded to him.

Confident of his upcoming promotion and pay raise, he and his wife had already planned to buy a new house.

Called into the president's office, Tom's jaw hit the floor when told the position would go to Bill Smith. Devastated, Tom protested: "But Bill has been here only 5 years. I've been here 15." It was rude awakening.

In the weeks that followed, Tom came to grips with the decision, and realized he had confused seniority with accomplishment. What he had, really, was 1 year of experience, repeated 15 times, and wasn't ready for management. He hadn't grown big enough to handle it and would have fallen flat on his face...

...while in just 5 years, Bill had far outdistanced Tom in growth, knowledge, and ability.

This episode repeats itself daily in companies the world over. Employees think they are deserving of recognition and advancement... find out they're not... and in many cases, it's their own fault.

Famed psychologist William James put it this way: “Men are anxious to improve their circumstances, but unwilling to improve themselves. They therefore remain bound.”

Pardon his use of the male pronoun – a sign of his times in the 1800s. Truth is, today, this happens to women too.

So, a few questions for you...

Whatever your current station, do you have the credentials to hold it? Is someone else growing at a rate far faster than you, soon to take what you have?

If you have advancement in your sights, are you constantly learning, growing and improving to be considered for your next move? Or is there a ‘Bill Smith’ waiting in the wings?

If you’re already the top leader, do you continually raise the bar on your own performance... leading by example? Or are you coasting... foot off the gas?

The world is full of lazy couch potatoes, doing little to learn more, grow bigger, enhance skills, and polish talents... yet expecting rewards they don’t deserve to magically fall in their laps. They have ‘entitlement mentality’ and it stinks. Don’t be one.

ACTIONS FOR YOU:

Why not sit down today and map out a personal development plan for yourself, with goals, tasks and timelines... to be a superior performer at work... a more loving and supportive spouse... a committed and exemplary parent... to enjoy your hobbies more... to be an admired community servant, volunteer, or civic contributor.

For each role you play, identify skills you must learn and master to be the best you can be, and where to find them. Workshops, seminars, webinars, classes, books, magazines, newsletters, CDs, DVDs, TV learning channels, mentors, mastermind groups.

Ask yourself: Who are the people I should meet? Places I must visit? Groups I should join? (Search engines can locate anything.)

Do you know your biggest weakness? Personal development coach Brian Tracy says: “Your weakest key skill sets the height of your income.” If you’re not sure what yours is, ask your spouse, a close friend, or most trusted colleague who will tell you the truth and not mince words.

And when you gather all this, what should you do with it? In the words of peak performance strategist Tony Robbins: "Take massive action." I love those three words – they're on a big sign in my office to remind me to get moving, stay moving, never rest on my laurels.

This is how high achievers leap higher, accomplish volumes, earn abundantly, and are envied by others. It's no secret. It's about making an aggressive plan and vaulting off the couch to make it happen. Every day.

Here's a closing Power Thought from Archilochus, Greek soldier and poet, circa 650 BC. *"We don't rise to the level of our expectations. We fall to the level of our training."*

GUTSY MOVE #3

*Don't wait for success to come to you.
And never expect it to.*

*Success only shows up for aggressive
champions who go get it, relentlessly,
every day, with new learning, new skill
building, and constant growth.*

*They make it happen.
That's how winners repeatedly win.*

CHAPTER 4

SOMETHING WINNERS

Never Give Up.



LEGENDARY CEO JACK WELCH OF GENERAL ELECTRIC PROFOUNDLY STATED:

“Control your own destiny or someone else will.”

Actor Will Smith said: “Stop letting people who do so little for you control so much of your mind, feelings, and emotions.”

And entrepreneur, author, and success coach Brian Tracy proclaimed this: “You cannot control what happens to you, but you can control your attitude toward what happens to you. And in that, you will be mastering change rather than allowing it to master you.”

Notice a common thread? Ahh yes... control. That thing winners never let go of... never relinquish... never abandon.

And yet, most people do. Willingly.

I’m amazed at the relative ease with which many folks freely hand over control of their health to genetics, to a doctor’s opinion, or to fate. Just accepting bad news or a disturbing diagnosis without so much as a second opinion, or the will to fight it.

I’m befuddled at how many leaders give up control of their company success to a faltering economy, to aggressive competitors, or to underperforming employees... taking no combative action to fight them off.

I'm perplexed at the number of everyday people who resign themselves to a job they hate, to relationships that are toxic, or to a belief they don't deserve any better than they currently have... without taking any aggressive actions to advance or enrich or improve.

Are you kidding me? What are these people thinking?

It's all about control. And you do have a choice: You can believe you control your own life... or you can believe it controls you.

It starts in your head. Thomas Edison said: "What a man's mind can create, man's character can control."

Tennis superstar Maria Sharapova put it this way: "You control your own wins and losses."

Aggressive business leaders believe it. Apple's Steve Jobs said: "I've always wanted to own and control the primary technology in everything we do."

Model and businesswoman Heidi Klum said: "I need to have complete control over how something is going to look if my name is going to be attached to it."

Disney hated that they lost their kids audience around age 10 to 12 because they outgrew Mickey and Goofy. So they took control. They bought Marvel Entertainment - owners

of Spider-Man, Iron Man, and other Avenger characters - that appeal to audiences of all ages. Now they control a much wider age span.

Even the beloved children's book creator Dr. Seuss said: "Only you control your future."



Do you easily give up control... or vigorously guard it?

No, of course, you can't control everything in life, and I don't mean to imply you can. But at minimum, you control your reaction to bad events.

Here's an example...

My wife and I put a lot of time, money, and effort into landscaping our yard, and we're proud of its beauty. But yearly rain shortages in Atlanta lead to frequent watering restrictions on homeowners. We refuse to forfeit our investment or our passion to have a beautiful yard, so we took control. We installed an 1100-gal. tank in our back yard, hidden from view, ran tubing from our roof gutters into the tank to capture rain water - a 1-inch rain fills it up - hooked it up to our sprinkler system, and - presto! - we have water at all times. Even when others don't. There's always a way.

What are you giving up on that you really DO have control over.

I suggest you ignore the naysayers on this 'control' topic. There will always be critics. Chances are, they are among those who willingly relinquish control. Listen to them and they'll bring you down. You'll find yourself caving in to boisterous people, getting run over on important matters. That is not the winner's path.

Instead, listen only to – and take advice only from – front-runners who relentlessly TAKE control.

It's YOUR life... make your control decisions thoughtfully... and choose your role models carefully.

Here's a closing Power Thought from Marcus Aurelius, Roman emperor, scholar, and military leader. *"You have power over your mind – not outside events. Realize this, and you will find strength."*

GUTSY MOVE #4

Be in control of your mind, your attitude, your beliefs, your decisions, and your actions. Relinquish control to no one, and certainly not to outside circumstance. Choose carefully those from whom you take advice, but act on your own, in accordance with your own reason and your own common sense.

CHAPTER 5

A SKILL FEW MASTER — MOST SCORN

That Can Dramatically
Improve Your Life.



I'LL GET RIGHT TO THE POINT.

Most folks detest salespeople, believing them some sinister, money-hungry monster bent on deceiving them out of their hard-earned cash.

Most would rather browse the store alone than be stalked by a clerk.

And legions of people loathe the idea of ever becoming a salesperson themselves. Perish the thought.

Wow, are they missing the bigger picture. And if you happen to feel the same, you're missing it too.

Unless you've lived your whole life in a closet, bound and gagged, you already ARE a salesman. Been one since you first discovered loud crying would bag you a clean diaper and warm bottle... when you were, like, only a few hours old.

Since then, here's an abridged list of things you've finagled: lap time with a distracted game-watching dad, a few extra dessert cookies, staying up past bedtime, ice cream for the team (after losing!), borrowing the car, begging 25 or 50 bucks for a date, shoes and a purse to go with that new dress, a lighter punishment after missing curfew...

And all that when you were a kid... before you left home, ventured out on your own, and had to make many buying decisions for yourself.

And all with no formal sales training. Not bad.

And if you're married or dating... is there any selling in a relationship? Oh, you bet. Daily. If you disagree on where to eat, what TV movie to see, or where to go for next summer's vacation... and you want your idea to prevail... you're selling.

Got a job? Then you're selling multiple times every day... to get your boss's approval, to get your team or co-worker's on board, or just leave early on Friday.

Are you a parent? Well, unless you're a dictator who rules with an iron fist... getting your kids to cooperate, to be on time, to do their homework, to eat their asparagus, to do whatever you want them to do without a fuss... takes selling.

Truth is, you've been selling all your life... so why the distaste?

Here's a disturbing fact: Most adults flatly refuse to grow or develop this essential life skill, thinking selling is evil and beneath them. As a result, the skill slowly stagnates. It atrophies. It never gets better.

Years later, we hear the whine of the midlife crisis...

"I'm not where I thought I'd be at this point in my life... my career hasn't taken off... I haven't accomplished much... too little in savings... don't have a lot to show for my age..."

Many reasons contribute to this. One, for certain, is minimal or inferior selling skills.



There are two:

1. Learn to sell and never stop learning.
2. Teach your kids and never stop teaching.

There's an infinite supply of available learning resources: books, CDs, magazines, newsletters, workshops, seminars, webinars, peer groups, search engines.

The late business icon Paul Meyer, founder of Success Motivation Institute, never introduced himself as a company president, founder or entrepreneur - though he was all. When asked, he proudly answered "I'm a salesman."

He's not alone. The world's most successful people - by any definition of success - have in their toolkits profound selling abilities, honed and sharpened daily. They embrace selling, take pride in it, seldom hide it.

I don't know where your life will go from this day forward, nor where you wish it to go. But this I do know: The likelihood of you achieving all or most of what you desperately want is greatly enhanced if you possess superior selling and persuasion skills.

Why anyone would deny, ignore, or run from this, is beyond me.

You want to be great? Then learn to sell. You'll enjoy benefits, success, and a quality of life others only dream about.

Here's a closing Power Thought from Zig Ziglar, prolific speaker, author, sales trainer, motivational icon, entrepreneur, and long ago a struggling door-to-door pots and pans salesman: "The way to get more of what you want, is by helping enough other people get what they want."

GUTSY MOVE #5

One of the most important life skills to learn is selling. It's both loved and loathed. Winners embrace it, learn it, perfect it, and benefit greatly from it. Losers shun it, abhor it, run from it, and never realize how much better their quality of life could be if they developed it. Become a master salesperson and relish the sweet fruits of greater life success.

CHAPTER 6

DON'T LET THIS ONE THING

Derail Your Success.



I realize I'm dating myself here, but I grew up with The Beatles, loved their music (still do), and as a young teenager, was a card-carrying member of The Beatles Fan Club - thanks to a local radio station promotion.

RECENTLY, THE BEATLES CAPTURED MUCH ATTENTION:

It was the 50th anniversary of their first appearance on U.S. television - on the Ed Sullivan Show.

Many credit the Beatles - the first band of the British invasion of the early '60s - with changing the face of music worldwide, and their impact is still felt today.

Yet did you know, the band almost never got off the ground?

USA Today reports that "...on Jan. 1, 1962, The Beatles flunked an audition at Decca Records in London. Label executive Dick Rowe brushed them off: 'Guitar groups are on the way out.'"

Oh really? The Beatles only went on to now-legendary success and remain music icons over half a century later.

And guitars? Well, after 50 years and counting, they're still the mainstay instrument of rock bands everywhere.

The Beatles are not alone in their near failure to launch...

Dancer Fred Astaire, who mesmerized generations of adoring fans, was told in 1933 after his first MGM screen test: "Can't act. Slightly bald. Can dance a little."

Walt Disney was blasted by a newspaper that said he was lacking ideas.

Gritty Green Bay Packers coach, Super Bowl champ, and NFL Hall of Famer Vince Lombardi was described this way by one 'expert': "He possesses minimal football knowledge and lacks motivation."

World-famous opera singer Enrico Caruso once had a teacher tell him he had no voice at all.

The Wright Brothers were the first to successfully invent pilot-controlled flight. But they endured years of criticism and doubt from a skeptical community when early attempts failed.

Robert Fulton's plan to build the first steam-powered boat was met with much ridicule and laughter from doubters. But the skeptics were silenced, standing dumbfounded on the riverbank, as Fulton's boat steamed by.

So let's review:

The Beatles, Fred Astaire, Walt Disney, Vince Lombardi, Enrico Caruso, The Wright Brothers, and Robert Fulton. What's the one unifying thing – in all those stories I just told – that could have derailed all their successes?

Very simply, it's the negative opinions of so-called experts... the ridicule of observers... the doubting jeers of skeptics...

...if they had listened!



Every day, someone will attempt to dampen your enthusiasm with words of doubt. Maybe even a close friend or loving family member – a person you trust to tell you the truth.

Right now, do you have an idea, a dream, a goal, a wish – something you want passionately – but someone – or several someones – are casting doubt, raining on your parade, calling you nuts, urging you to quit?

If so, it's decision-time. Do you listen? Or do you ignore?

My suggestion: Never let another person – even a loved one – create your destiny, choose your path, or control your life. Or talk you out of the one you've already selected.

They may doubt it can be done... underplay its importance... or have no passion for it.

But they're not you. And they don't have the heart of a champion. You do.

Ignore them... and go for it.

Here's a closing Power Thought from Steve Jobs, visionary entrepreneur, technology pioneer, inventor, and co-founder of Apple. "Your time is limited, don't waste it living someone else's life. Don't be trapped by dogma, which is living with the results of other people's thinking. Don't let the noise of other's opinion drown your own inner voice. And most important, have the courage to follow your heart and intuition; they somehow already know what you truly want to become. Everything else is secondary."

GUTSY MOVE #6

Criticism, doubt, and disapproval will be cast on your biggest ideas, your ambitious goals, your passionate endeavors. This will happen for the rest of your life – it will never end. Mostly it will come from people whose opinions you don't value. But sometimes, it will come from those you trust or respect or love. That's when your determination and resolve will be tested most. Decide your next move wisely.

CHAPTER 7

HOW TO BOOST YOUR SELF-CONFIDENCE

In Just 2 Minutes.



For more than 25 years, I've taught the use and techniques of 'positive affirmations' in my personal improvement workshops.

WHAT'S A POSITIVE AFFIRMATION, YOU ASK?

In the words of Success Motivation Institute founder Paul Meyer (paraphrasing), it is: a positive statement of something you believe to be true, or expect to become true - a truth you believe and desire to live by.

It's also called auto-suggestion. It is, essentially, talking to yourself. And we all do it every day.

I teach that affirmations come in 5 varieties: written, verbal, numerical, physical, and visual. Anytime you 'affirm' a positive outcome - something you yearn for - using one of those 5 methods - you improve the chances you'll attain the end result you want.

This can be true even when you don't believe you have the talent or ability to succeed. No, success is not guaranteed, but positive affirmations can significantly tilt the odds in your favor. For maximum effect, they must be combined with positive actions. Words alone are helpful, but must be accompanied with doing something.

Want proof? Here's some...

In a recent TED event presentation, social psychologist Amy Cuddy spoke about how your body language shapes who you are.

Your body language – your non-verbal posture – is one particular form of ‘physical affirmation’ that either increases your self-confidence (when positive) – or erodes it (when negative) – and she has empirical evidence to support it.

She suggests we use ‘power posing’ – or standing in a posture of confidence – even when we feel doubtful and uncertain – as a means of beating fear, timidity, or low self-esteem.

How does it work?

Her research with test subjects shows that, when they assumed a confident physical position, their body’s testosterone and cortisol levels in the brain were positively affected to improve their confidence, self-esteem, and chances for success.

Here are examples of high-power poses: sitting with feet up on desk and fingers locked behind head... standing with your feet apart and hands on waist (picture the Wonder Woman or Superman pose)... or leaning slightly forward while standing with knuckles on desk or table.

Do one of those – or all – for 2 minutes before a big event in which you need self-confidence and stellar performance... and you’ll improve your odds.

Now, here are examples of low-power poses: shoulders hunched over... arms drawn in... making yourself small. These weaken your self-confidence and show frailty to others.

We’ve long thought our mind controls our body – meaning, if we first believe it, we can then do it.

But Amy Cuddy’s research proves the reverse is also true: that our body can control our mind. In other words, physically pretending to be confident can, in fact, make us mentally confident, even when we don’t feel or believe it.



Identify body positions in which you feel the most confident and powerful. Maybe it’s chest puffed out... or standing erect at attention... or eyes locked on a fixed target as if you ‘own’ it... or pointing aggressively at a specific object. Or use the three Cuddy mentioned: feet up on desk, Wonder Woman hands-on-waist pose, or leaning forward with knuckles on table.

Do it for two minutes several times a day. And especially right before a moment of truth when you need to shine. Like a speech or presentation... a disciplinary conversation with

an underperforming employee or misbehaving child... or a meeting with your boss or customer.

And if it's still available for viewing online, I suggest you watch Amy's 21-minute presentation for yourself. Type in "TED Amy Cuddy" into your favorite search engine, click the video link, and enjoy.

Winners who win consistently are no strangers to repetitive success behaviors. This 'positive posturing' activity... is one of them. Do it every day. Multiple times within the day. Whenever you need it.

Here's a closing Power Thought from Dr. Robert Schuller, televangelist, pastor, motivational speaker, author, and founder of Crystal Cathedral Ministries. "It takes but one positive thought – when given a chance to survive and thrive – to overpower an entire army of negative thoughts."

GUTSY MOVE #7

Practice using 'power poses' for two minutes several times a day, and especially before important events, when you want to be, and need to be, your very best. Your brain's testosterone and cortisol levels will be positively impacted – lifting your self-confidence, self-esteem, and elevating your chances of success.



Well, there they are... 7 gutsy moves to help you unleash the force within.

As a quick, condensed review, let's run through all 7 one more time. Here they are...

Gutsy Move #1

If you want big success, if you've got bold ideas, if you dream of the brass ring... BUT you're starting from zero with no money, few contacts, little knowledge, and no leverage... so what? Be inspired and empowered by many successful icons in all walks of life who had less than you do now... and they made it big! So, hitch up your pants, throw caution to the wind, and go for it!

Gutsy Move #2

If you want to stand among the most accomplished people in your profession, in your company, your circle of influence, among your family and friends... then set deadlines for all meaningful endeavors, projects, and tasks. Never start anything of importance without first setting a deadline for completion. It puts positive pressure on you and everyone involved.

Gutsy Move #3

Don't wait for success to come to you. And never expect it to. Success only shows up for aggressive champions who go get it, relentlessly, every day, with new learning, new skill building, and constant growth. They make it happen. That's how winners repeatedly win.

Gutsy Move #4

Be in control of your mind, your attitude, your beliefs, your decisions, and your actions. Relinquish control to no one, and certainly not to outside circumstance. Choose carefully those from whom you take advice, but act on your own, in accordance with your own reason and your own common sense.

Gutsy Move #5

One of the most important life skills to learn is selling. It's both loved and loathed. Winners embrace it, learn it, perfect it, and benefit greatly from it. Losers shun it, abhor it, run from it, and never realize how much better their quality of life could be if they developed it. Become a master salesperson and relish the sweet fruits of greater life success.

Gutsy Move #6

Criticism, doubt, and disapproval will be cast on your biggest ideas, your ambitious goals, your passionate endeavors. This will happen for the rest of your life - it will never end. Mostly it will come from people whose opinions you don't value. But sometimes, it will come from those you trust or respect or love. That's when your determination and resolve will be tested most. Decide your next move wisely.

Gutsy Move #7

Practice using 'power poses' for two minutes several times a day, and especially before important events, when you want to be, and need to be, your very best. Your brain's testosterone and cortisol levels will be positively impacted - lifting your self-confidence, self-esteem, and elevating your chances of success.

Well, that's all 7.

Here's a suggestion: Read these out loud every morning, in the first few quiet minutes after rising. Before the clamor of noise and distractions and other tasks invade your day.

These are positive affirmations that, over time, become embedded in your mind, and will positively enhance your confidence, your decisions, and your actions. Sort of a personal self-motivational pep talk with yourself.

Employ these gutsy moves every day to accelerate your personal success.

THANKS FOR LISTENING. NOW, GO UNLEASH THE FORCE WITHIN.



WHAT IN THE WORLD IS AUTHOR RICK HOUCEK UP TO?

Here's some of what he's done... and is still doing...

- Has led nearly 300 high-stakes strategic planning retreats for small and mid-size companies with his proprietary Power Planning™ Strategic Retreat process
- Delivered more than 600 live keynote and workshop presentations to audiences of all sizes in the U.S., Canada, England, Scotland, and Northern Ireland on high achievement and peak performance themes
- Led/participated in more than 610 CEO and senior executive peer group meetings over 25 years
- Runs his Leadership Excellence Academy for people in charge
- Served more than 460 advertising clients in an 18-year ad agency career
- Authored 11 audio/ebooks
- Co-authored 7 print books
- Writes an ongoing e-newsletter for growth-driven leaders, change agents, and high achievers
- Was president of Ross Roy Advertising, an Atlanta ad agency and division of the \$700 million Ross Roy Group
- Is member of National Speakers Association
- Recognized in Who's Who Among U.S. Executives
- Recognized in Who's Who in Georgia
- Recognized in Who's Who Among American Student Leaders

Attention CEOs:

Are You Operating Without A Strategic Plan?

You're playing blind archery if you are. Worse, there's debilitating confusion among your staff and it's doubtful anyone's telling you. How can they perform in a fog? How can your desired results be achieved when your leadership team isn't bought into a common vision? Here's how to fix it: Rick Houcek leads strategy retreats for small & mid-size businesses using his dynamic Power Planning™ process. His Escape-Proof Accountability™ system overcomes the crippling effects of lousy execution – the single biggest cause of plan failure. Everyone leaves on the same page. For details, visit www.SoarWithEagles.com. Be sure to read the priceless praise from prestigious CEO clients about value they gained.

Attention Managers:

Looking For An Innovative Way To Grow Your People?

Consider bringing in Rick Houcek's dynamic "Self-Motivation For Winners" personal goal workshop for your employees. This is 'life planning' at its best – not business goal setting – and it assures staff members you care about them, their families, their lives. Invite spouses too. For details, go to www.SoarWithEagles.com.

Attention Meeting Planners:

Need a High-Energy Speaker For Your Next Conference?

Could your team use a jolt of inspiration? How about content-rich, battle-tested ideas on leadership excellence, self-motivation, winner behavior, or personal goal setting? Why not bring in Rick Houcek to speak at your annual meeting, team offsite, or industry conference? For topics and information, go to www.SoarWithEagles.com. Read what clients have said about value they gained – their words are gold!



A LITTLE BIT MORE ABOUT RICK...

Rick Houcek's singular company purpose is: To provide high-octane, world-class strategic planning systems for business and life, helping top gun leaders, teams and individuals to succeed 'on purpose, most of the time,' rather than 'by accident, some of the time.'

A University of Missouri graduate, Rick has 4 fanatical life passions: family, health/fitness, helping others prosper through his business and friendships, and playing competitive baseball.

Rick Houcek

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