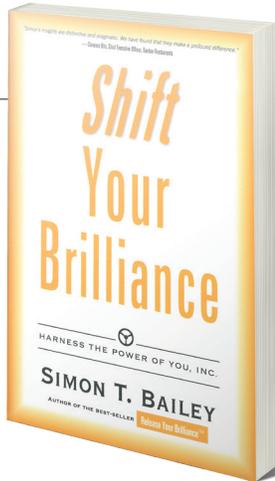


Shift Your Brilliance

Harness the Power of You, Inc.

by Simon T. Bailey



Sound Wisdom

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ISBN: 9780768404579

165 pages, \$14.99

SUCCESS Points

A few things you'll learn from this book:

- Why emotional commitment, not just rational commitment, is important
- How to know when to shift
- What to do to simplify your life
- Why you need to keep your vision clear
- How to keep your life in balance

You Are Creating Your Future

Be intentional about where you're going.

QUICK OVERVIEW

In *Shift Your Brilliance*, Simon T. Bailey explains that the actions and attitudes that get you to Level One won't be enough to keep you there—much less take you higher. Moving beyond where you are today requires both the vision of tomorrow's potential and the willingness to step beyond your comfort zone. As he puts it, you have to shift out of neutral.

How do you know when it's time to shift? Let your fear tell you. "The question is not whether you should shift into following your passion," Bailey writes. "The real question is what do you fear about your future that is causing you to be presently stuck in neutral?" If fear makes you want to stay where you are rather than pushing toward your potential, you know it's time to make a change.

APPLY AND ACHIEVE

Cars with a manual transmission require drivers to pay close attention to the road, and to the car itself. As the driver, even without looking at the RPM gauge, you know when to shift based on the car's vehicle's performance, ability acceleration, and the sound of the engine.

The same is true for your life; if you pay attention, you'll know when it's time for a change. "Shifting is not about speeding up or slowing down; it's about giving yourself permission to change lanes at your own pace," writes Bailey. Are you in automatic mode? Or are you measuring your performance and listening closely to your engine (heart, stress level, engagement, passion)?

This week, carve out at least five minutes each day to make a note in your calendar about how you feel physically and mentally. Also, note whether or not you are really excited about your work that day. Review your notes at the end of the week and consider whether it's time for a shift in your life.

SUMMARY

SHIFT YOUR BRILLIANCE

After seven magical years and four different jobs at Disney and then my own consulting business with three hundred different organizations from *Fortune* 500 companies, educational institutions, and government agencies in less than eight years, I realized I'd learned some valuable lessons and enjoyed some great success.

What I didn't realize at the time, though, was that my work was suddenly becoming mechanical, as if I were running on cruise control. In fact, I realize now that my heart was yearning for something else. It was trying to get me to go in a different direction. But business was good, and my head and my hands kept me doing the same things I'd been doing. They suspended me in a comfort zone; they refused to stretch beyond it.

The truth is that I was holding on to what had worked yesterday, thinking it would carry me into tomorrow. I was driving a Model T in a DeLorean world. But as fate would have it, something intervened—something interrupted my pleasant reverie and shook me to my very core.

It was around the time Barack Obama was elected President of the United States, and our already reeling economy was getting even worse. I looked with horror at my future bookings for speaking engagements and saw that for a solid thirty-day period, there were none. The calendar was empty! And there were only drips of business in the coming months.

How could this be happening? The truth was hard to accept: My business was surviving on life support, holding on by a thread, and for the first time in my career, I felt a surge of panic. Up until that moment, everything I had done had worked for me. Suddenly, I went from confidence—bolstering and cheering on others—to feeling anything but optimistic. I, who had always rebuked and flagrantly dared pessimism to come my way, felt suddenly and severely dejected.

Finding myself in this state, I turned instinctively to prayer and time on the sideline to search for answers. I crossed and uncrossed my fingers a lot. I found myself opening and shutting the refrigerator door even more. Yet it wasn't food I was hungry for. My stomach wasn't what was empty; it was my soul. I was literally stuck in neutral, going nowhere fast. I knew I needed a major shift in my thinking and doing. How could I inspire brilliance in others if I lacked that clarity and passion for myself?

I knew I had to get involved in my work in a deeper way. I had to make a deeper commitment. I knew that when I returned to the States, I needed to pour more into my writing; make it more substantive, direct, crisp. I needed to reveal my truths more honestly. I wanted to forge more profound, authentic connections with my clients and readers.

After several months of staying true to this new goal, I can honestly say it has made a huge difference in my life and my work. While I was already receiving positive responses to my monthly e-newsletter that goes out to thousands of people, it was little compared to now. People used to tell me that my words had inspired them, but nothing like they are telling me now.

My personal shift has taught me to be laser-focused. I'm no longer driving in circles or in many directions all at once.

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By finding my courage and support in others, looking at things in a new way, and crystallizing a vision to take me to new levels of meaning and success, I was able to ignite my passion and shift.

If you are doing things the way you have always done them, then invite disruption in. You do not have the luxury of maintaining a wait-and-see attitude. That is a slow-moving strategy that leads to becoming obsolete.

Follow these seven actions to get moving:

1. See differently
2. Harness the power of You, Inc.
3. Ignite a fresh vision
4. Fuel your mind
5. Take the wheel
6. Engage your gears
7. Restart your engine

Are you ready to *shift*?

SEE DIFFERENTLY

What does it mean to see differently? It means to change your mindset. When you begin to see things differently, the opportunities before you change. To shift, you must be willing to examine everything you do and ask yourself if you are creating the tomorrow you want.

Tips to Streamline and Simplify

- Eliminate that pile of papers on your desk.
- Anything more than six months old is irrelevant—the world has changed.
- If the item doesn't relate to something that drives revenue or reduces expenses, trash it.
- Ask yourself, "What's the worst that can happen if I don't take action on this item?"
- Schedule time to purge your files. This can be done monthly, quarterly, biannually or even annually; just make sure you do it on a regular basis.
- Demystify complex tasks and projects by breaking them down into bite-size chunks and then focusing clearly on each chunk. Doing so allows you to attend to the details that drive exceptional and unexpected results.
- Write things down! Better yet, Yellow Pages taught us years ago to let our fingers do the walking. Leverage the tools on your personal digital assistant, e-tablet, or laptop. This will save time and frustration later. Why take the chance of forgetting an appointment when it only takes seconds to write it down?
- Schedule block times to work on similar tasks.

In order to see correctly when you drive, you need to use all of your mirrors and windows. I'm asking you to do the same to see differently. You must:

- **Look back:** Use your rearview mirror to honor the past.
- **Look sideways:** Use your side view mirrors to alter your perspective and look askance.
- **Look forward:** Use your wide-open windshield to envision the future.

Look Back

There's a reason we have rearview mirrors. They lend an important perspective in our passage to brilliance. They reflect where we've been and what's following us, which influences our decisions moving forward. Who and where we are today are in large part a result of the road taken thus far. A piece of who I am today is due in part to my struggles early in life—specifically when I had to leave college for financial reasons, moved into a drug-inhabited, roach-infested neighborhood, and took a desk clerk job at the local Days Inn for \$5.20 an hour. (I did return to finish my degree. It just took me ten years to complete it.)

Most of the time, to move forward we have to first shift into reverse to back out of our driveways or parking spots. We have to use our rearview mirrors. So, to shift meaningfully, it's also important to spend some time looking back. There are important discoveries to be made from delving into our pasts. Still, we don't want to dwell on what's behind us. After all, if we spend too much time looking in our rearview mirrors, we'll miss what's coming!

Look Sideways

Whether you are looking to shift personally or professionally, the bottom line is this: regardless of your situation, you *can* change the way you look at things. You can shift out of neutral—out of the ordinary and into the extraordinary. And when you shift into your brilliance, it allows those on either side of you to release their own brilliance. And they, too, will begin to see things with a fresh mind. If you aren't where you want to be or find yourself stalled, it may be time to look at things in a sideways or cockeyed way.

Look Forward

Naturally, a car windshield is much larger than either the side mirrors or the rearview mirror. We're meant to focus more on what's in front of us than what is behind us. We're meant to look ahead, to see what's coming, what's around the corner. As important as it is to reflect on how your past experiences have shaped your present and challenge your view every now and then, you must also look beyond today and envision the possibilities.

IGNITE A FRESH VISION: COMMIT EMOTIONALLY

A very important aspect of igniting your passion is making an emotional commitment... on top of a rational one. What is the difference? Rational commitment is the "what" you agree to give an

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organization when you're hired—your time and energy in exchange for financial compensation, professional development, and a chance to fulfill your career ambitions. Emotional commitment is the “why”—the passion and the purpose behind the work. It's what keeps you in the relationship with the organization. When you are emotionally committed, your confidence increases and your heart flutters with complete satisfaction as you enjoy your professional utopia.

According to a study by the Corporate Leadership Council, emotional commitment drives discretionary effort. The authors surveyed fifty thousand employees from fifty-nine different organizations in twenty-seven countries, representing ten industry groups. They revealed that discretionary effort means being willing to take on more work, offering to assist others when they are overloaded, or going the extra mile without anyone's asking.

I vividly remember the day I decided to step up to the plate and committed emotionally to something very important to me. I had just received an unsolicited kiss from my four-year-old daughter, Madison. Man, I lit up like a Christmas tree. That sweet, innocent kiss touched my very soul. At that moment, I ached with love for my beautiful daughter, but realized sadly that I really didn't know how to raise her. I didn't have all the answers and was pretty sure I was never going to have them. Suddenly I felt stunned and totally humbled that she had been entrusted to my care until she became an independent adult. I understood for the first time the powerful truth that I was the person, along with her mother, who would teach her the meaning of being a good woman, a decent person, whether intentionally or not. I was the model, the imprint she would carry around in her heart and mind for the rest of her life.

At that moment I became not just a father, but an *intentional* father. I decided to accept the awesome responsibility of being Madison's parent wholeheartedly, no matter what it brought. I would do my utmost to provide for her. I vowed to spend time with her no matter how busy my schedule. I promised to talk to her, to model the qualities that I felt a noble, moral man (and parent) should have. That's what being committed emotionally has meant for me. And it has made all of the difference.

Tips for Emotional Commitment

- Raise your hand and volunteer to help instead of waiting.
- Know what matters most to you and those closest to you.

- Put your heart and soul into everything you do.
- Be proactive; go the extra mile.

TAKE THE WHEEL

To change what's outside, look inside to see who's at the wheel. You hold the keys to your destiny! You're in control of the car. So, go ahead and accept that awesome responsibility and take the wheel.

As I've said earlier in the book, instead of letting tomorrow come to you, go to it. Own your future! Don't let fear of failure and the changes that are happening at full speed around you keep you in neutral. Go ahead and shift! Believe me, there is no better time to become a shifter than now. With unemployment at about 10% and job layoffs at a record high, this is no time to say, “It's not my job,” or “They didn't hire me to do that.”

How committed are you to keeping your promises, fulfilling your vision, and making the changes that are necessary to shift? Are you taking complete ownership of your destiny?

Ultimately, taking the wheel is about ownership. You are the operator of the vehicle that is your life. In fact, while there may be others along the way who offer encouragement and support, you are the only one who owns your future and the only one who can determine the next step on your journey.

Check Your Balance and Alignment

An important part of taking control of your vehicle is to check your balance. If your wheels are out of balance, you're in for a bumpy ride. It's the same in life, if certain aspects of it are out of balance.

Balance comes in part from living a simplified life. Does that surprise you? Perhaps you thought that taking control to meet demands more effectively would require multitasking. But not so. Research confirms that multitasking actually makes you less efficient, not more.

Multi-taskers, whose full attention is not devoted to the task at hand, often don't take the time to fully understand the breadth and depth of a project. Because of that, they get only mediocre results.

SUMMARY

SHIFT YOUR BRILLIANCE

Creating balance in your life is a continuous process. And it's not an easy task. Demands on your time change as family, interests, and work requirements change. Assess your situation every few months to make sure you're staying on track. And by the way, balance doesn't mean doing everything. Re-examine your priorities and set boundaries. Be honest with yourself in what you can and cannot do. Only you can restore harmony to your lifestyle, and this often requires a shift.

A quick win is streamlining and simplifying. De-clutter your world by employing the OHIO rule as much as possible: Only Handle It Once! A clean desk doesn't necessarily equate to more productive work, but there's no question that a cluttered area that silently asks you, "Where are you going to begin?" will severely dampen your enthusiasm for giving extra effort.

SHIFT YOUR BRILLIANCE TODAY

Shifting your brilliance is, in essence, using a fresh set of eyes to see the same thing everyone else sees, but in a unique way and responding brilliantly as a result. In a marketplace crowded with competition, plagued by challenges, and ruled by change, taking a fresh approach is the only key to survival.

Re-examine your priorities and set boundaries. Be honest with yourself in what you can and cannot do.

Shifts are happening all around us. And it's not just people and companies—it's large populations of people, even countries. It's happening on a global scale from Tunisia to Cairo's Tahrir Square and those who brought down Hosni Mubarak, as well as in Libya with the death of Moammar Gadhafi. You have to scratch your head and say, "What's going on?" Well, it could be summed up in one word—exposure. As a result of the fifteen-year old World Wide Web—the Internet—people are witnessing in a nanosecond what freedom and democracy look like, and they're shaking their heads and saying, "Why not us?" and "Why not now?" They are no longer accepting death, poverty, starvation, and high unemployment as the norm of their society. Thanks to Twitter, the CNN of the twenty-first century, they are connecting and sharing. Shift baby... these young people see the future now!

Don't wait on the future. Realize your possibilities today. Shift into what's waiting for you.

Set Your Own Pace

In the Disney/Pixar movie *Cars*, John Lasseter tells the story of Lightning McQueen, who focuses on being the fastest car in racing instead of realizing the real reward in life is embracing all of the changes that occur along the journey. Michael Wallis, a Pulitzer Prize-nominated historian and consultant to Disney/Pixar on the movie *Cars*, says:

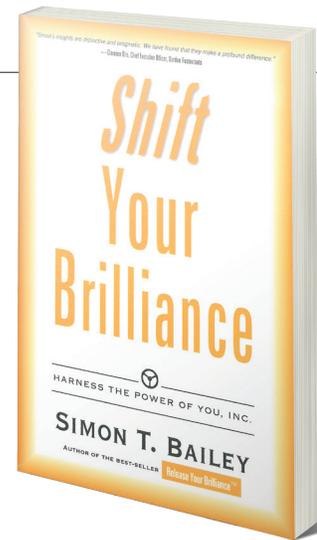
"Route 66 is the most famous highway in the world, and it represents the great American road trip. It's a chance to drive from Chicago, through the heartland and the Southwest, past ribbons of neon, across the great Mojave, to the Pacific shore at Santa Monica. Every road has a look based on where the road goes."

People who decide to make a shift see their life like a road trip along Route 66. They may not know what is around the next corner, but they have given themselves permission to accept and not judge it; to ask "how" instead of "what," and to allow change to move through them instead of accepting "it's just happening to them." Shifting is not about speeding up or slowing down; it's about giving yourself permission to change lanes at your own pace.

It's about believing in your vision of tomorrow, today.

About the Author

Simon T. Bailey is a Leadership Imagineer and author whose expertise equips emerging leaders and organizations with tips, tools and techniques on how to unleash their potential. He is the former sales director of the world-renowned Disney Institute and founder of Brilliance Institute, Inc. He is a weekly columnist for *American City Business Journal* and has spoken to audiences worldwide.



Action Steps

Get more out of this SUCCESS Book Summary by applying what you've learned. Here are a few questions, thoughts and activities to get you started.

1. What could a personal shift do for you?
2. Are you holding on to what worked yesterday?
3. Are you suppressing your inner voice that is telling you to step out of your comfort zone?
4. What mysterious voice or vision are you ignoring?
5. Can you immerse yourself in your work or in your relationships in a more significant way?
6. What is your current level of emotional commitment with friends, at home, at work and in your community?
7. Read the sidebar titled "Tips to Streamline and Simplify." Choose one suggestion to implement (or delegate to an assistant) today.

Recommended Reading

If you enjoyed the summary of **Shift Your Brilliance**, you may also want to check out these titles:

- The People Factor** by Van Moody
- A Year of Miracles** by Marianne Williamson
- Finding Your Voice** by Joel Boggess

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