

The CLIMB



**a personal plan
for making a change**

LIMITS OF LIABILITY / DISCLAIMER OF WARRANTY:

The Authors has strived to be as accurate and complete as possible in the creation of this manual, notwithstanding the fact that he does not warrant or represent at any time that the contents within are accurate due to the rapidly changing nature of the Internet.

While all attempts have been made to verify information provided in this publication, the Authors assume no responsibility for errors, omissions, or contrary interpretation of the subject matter herein. Any perceived slights of specific persons, peoples, or organizations are unintentional.

There are no guarantees of income made. Readers are cautioned to reply on their own judgment about their individual circumstances to act accordingly. This book is not intended for use as a source of legal, business, accounting or financial advice. All readers are advised to seek services of competent professionals in legal, business, accounting, and finance field.

Screen shots seen in this manual are from publicly accessible files and web pages and used as "fair use" for reporting purposes and to illustrate various points mentioned herein. Texts and images available over the Internet may be subject to copyright and other intellectual rights owned by third parties.

Table of contents:

Tables of contents	3
1. The Success Formula	4
2. Committed to What You Want	12
3. Taking 100% Responsibility In Your Life	13
4. The Power of Choice.....	15
5. Next steps	16

1 - The Success Formula

In life, things that we do always have a model for us to follow. In mathematics and sciences, they are known as “formula”. We can apply that formula in questions and challenges that we are given by the teachers.

So, I’ve always been wondering, is there any formula for success? Can I just follow the pattern to achieve success? The answer is you have a much better chance.

After studying and researching successful people, I discovered that these successful individuals, who came from different sectors, have something in common.

It doesn’t matter you want to be a successful sales person, an inspiring teacher, a top speaker, a New York Times Best-Selling author or even a billionaire. It’s still the same.

Follow the steps, take action and you will improve your chances.

Step 1: Have a very specific goal

GOAL

The very first step to improve your chances is to know exactly what you want. Most people seems like they never achieved anything. It’s simply because they are clear of what they want.

Most people know that they want to be successful. But why are they still at the same place after a few years? They never make themselves clear of what they want in life. They never make it specific.

Everyone can say that they want to become successful. But what is the definition of your successful? You can say that you’re successful with an income of \$20,000. You can also say that you’re successful with an income of \$6,000.

You must be specific of what you want. Give it a figure. Instead of saying acing my exam, why don’t you say scoring 90+ for my exam. You see, it’s more specific. Scoring 80 is an A. Scoring 90 is an A too. But they are 2 different A’s.

You can actually see the difference. Being specific doesn't just allow you to know what you want. You actually gain more energy to work towards it. To make it better, add a time span for it.

Let's say your salary now is \$3,500. You want to get pay \$10,000 monthly. So by when you want to achieve it. Give it a time span. Let's make it 6 months. So your goal is to get a pay of \$10,000 in 6 months.

Being specific in what you want can help you to move towards your goal. It can be a kind of motivation.

Very few successful experiences happen by chance. Most of it happens by design. Successful people design what they want. The sad part is most people never design their life.

And that's why, those who actually design theirs can be at the top of there game. They can get what they want. Those who never design their life often end up falling into someone else's plan.

Only when we know what we want specifically, we are then able to focus on our energy and talents. Focus like a laser beam honing on its target. And when we're moving to the target, we develop the resources that we need.

Wherever you are in life right at this moment, you have to start to set specific goals. Without specific goals, you'll never achieve what you want. You find that you can't move far from where you are now.

Step 2: Planning strategy



The second step in the success formula is to plan a strategy. When you have a specific goal, you can plan your strategy more easily.

Just say you're an owner of a local coffee shop. You're making a profit of \$5,000 a month. You're thinking of expanding your business. You

might want to increase your profit to \$7,000 a month in, let's say, a year. What you're going to do? Maybe you'll work for more hours, work harder or maybe increase the variety of food you're selling.

What if you want more? Let's say making a profit of \$2 million monthly from your local coffee shop. Sounds unbelievable? It's not achievable?

True enough. Making \$2million monthly from that local coffee shop is impossible if the owner is using the same strategy. What if the owner invests on R & D to develop a superior brand of coffee, supports reliable new suppliers, builds a franchise system and then license thousands of business owners around the world to sell his coffee.

Would it then be possible for you to make a profit of \$2 million monthly? Of course you can! With flexible strategies, it may be possible.

Step 3: Take consistent action



The third step is getting you to take action consistently. Taking action moves you towards your goal easier. **Taking action is also what separates the dreamers from the doers.**

Many highly educated people often ended up working as professionals or consultants for successful entrepreneurs. Why? They have the knowledge. They know what to do. But they never do what they knew they should.

Do you know some people who are less talented than you actually achieve more than you? It is because they tend to take more action than us. They work harder, that's why they can achieve more.

Why intelligent people fail to take consistent action towards their goals?

Our emotional states are what that drives us to our action. We are always holding back by our emotions like fear, uncertainty, and anxiety. Emotions like motivation and enthusiasm will get us excite and make things happen.

Many people have bright ideas and they also have the intelligence to do it but they lack of personal mastery in emotional control. They can't bring themselves to the state where they need to be in order to make things happen.

Step 4: Failure as Feedback



If you take action, there are 2 possibilities. The first possibility is you achieve success by moving towards your goal.

The other possibility is we might not get what we want when we take action. We might experience what we don't want. This is what everyone calling – failure.

Will every one of us experience failure? Yes. We will! Instead we can say that the more action we take, the more likely we'll experience failure. Successful people tend to achieve more because they take more action. These people also experience more failure than others because the more action they take, the more failure they might experience.

3 patterns for how people deal with failure

What separates people who often get what they want from the majority who miss out is their response to failure. The response to failure makes a huge difference.

Pattern 1: Give excuses, blame & give up.



What will some people do when they experienced failure? They will start to think of excuses. They'll start to blame everything around them. They will say things like "I don't have enough time", "I don't have enough resources", "I'm too old", "it's too difficult".

This group will feel helpless and frustrated. Their emotions will eventually stop them from taking action and give up!

This group of people often says "I've tried it and it didn't work". They stop taking action. They'll resign from moving towards their goals.

Do you know people who are like this? You might as well have experienced this before.

Write down the instances when you gave yourself excuses, blamed everyone around you or gave up on your goals.

Pattern 2: Keep taking the same action again and again. Eventually Give up.



These are people who have a lot more determination than the ones in the first group. They take action and when they experience failure, they'll try again by taking the same action. They'll try again if they fail again.

What will people in this group say when they experience failure? They will be saying "I didn't work hard enough, that's why I fail". This group of people will work harder and harder to achieve their goal if they fail. They'll put more effort, energy in doing it and they will work harder and harder.

Can they achieve their goals? Yes they can, if they set small goals. What if they set big and exceptional goals, like becoming the top of their field? They may experience a better result but are less likely to achieve all their goals.

WHY? Because they keep taking the same action without changing the strategy. If you keep taking the same action, you'll get the same results. Pretty soon, they'll start to get frustrated. Eventually, they'll resign from believing they don't have what it takes and stop taking action.

Do you know people who are like this? You might also have experienced this before.

Write down the instances when you keep trying the same thing again and again and you fail to achieve what you want. Do you feel frustrated and eventually give up taking action?

Pattern 3: Get feedback, change strategy and take action until you succeed. Never give up.



So what's the pattern that successful people exhibit? When they don't achieve their dreams, they don't take this as failure. Instead, they take it as a feedback or a learning experience.

If they don't succeed, they'll get feedback, change their strategy and do it again. They keep repeating these steps until they get what they want. They actually do whatever it takes for them to succeed.

Every time we can't get what we want, we get a learning experience. We can use this feedback to improve on our strategy and take action again. We usually don't lose too much if we take action; we'll may achieve success or learn a lesson from it.

Thinking of succeeding is easy now? Wait! If it's really that easy, I can share this formula to everyone and everyone can succeed. Why are there people that won't get what they want even if they have this formula?

It's our belief and values.

Step 5: Belief System

Our belief system works as the “on” and “off” switch to our brain and inner resources. Without a right belief in place, we can’t take any step in the success formula.

Our belief determines what we want, where we want to be and what action will we take when we don’t get what we want. If you’re limiting your belief like “I’m not good”, “I’m too young”, “I’m lousy in sciences”, “It’s too difficult”, it’s unlikely that you’ll be setting inspiring goals in the first place.

Similarly, limiting beliefs might make you “give up” rather than changing to a new strategy and take action again. Our belief is just like a water tap. When we believe in something, the tap will turn on. Our inner resources, creativity, potential and energy will start to flow.

In the other way, when we don’t believe in something, we’re switching off the tap. Our inner resources will stop flowing. We might experience frustration and eventually, we’ll “give up” and not take any action.



do the work – believe in your goals!!

Step 6: Values

The second key that drives the whole Success Formula is the values, that we hold in life and live by.

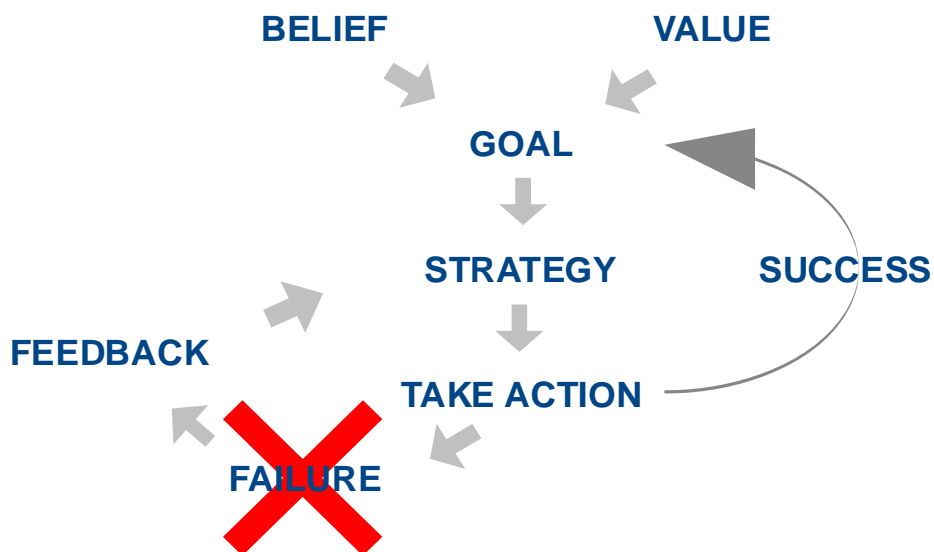
All of us rank values like “freedom”, “success”, “love”, “happiness” differently. The way we rank the values, effects how we decide, what we want, how to get to where we want.

The most important thing no is that our values are aligned with our goal. If people never feel driven towards their goal it is likely because their values and goal is not aligned or there might be conflict between their values and goals.

THE SUCCESS FORMULA

By setting high and a specific goal, then planning a strategy and taking consistent action, we might not only learn but win.

If we can't get what we want, we get to learn and experience. If we accept feedback when we can't get it right; if we improve on the strategy and take action; If we repeat the cycle then we may just get what we finally want.



2 - Committed to What You Want

We know that successful people are those who change failure into feedback. Successful people also use feedback to change their strategy and take action again. They will keep repeating these steps until they achieve what they want.

So, why is it that so few people who are willing to change their strategy and take action? Why do people quit along their way? Why do people procrastinate in initiating action? The reason is only a few people are COMMITTED to their goals while others just desire.

For most people, having more money, more freedom, more security and more success is just a desire. They think that it'll be really great if they can have it. But they can live without it, if they had to. As a result, they never take action as something more important always turns up to fill up their time.

When a goal is nothing more than just a desire, you will find yourself being held back by frustration, setbacks and failures. People with a goal that is nothing more than a desire will only do anything that is in their comfort zone. They will never step out of their comfort zone to get what they want. As a result, they'll rarely achieve what they want.

In this world, only 5% of people are committed to their goals while 95% of them have goals which are nothing more than just desire. Because the 5% of people really committed to their goals, they'll take any action that it takes to achieve what they want. To this 5% of people, they can't live without their goals. They take it as a MUST.

On the other hand, 95% of people have goals that are nothing more than desire, wish, want or hope. They will give up along the way. They won't do whatever it takes to achieve it as they can live without it. To them, their goals are just something that will be great if they can have it.

People who achieve their goals are those who are truly committed to their goals. To them, achieving their goals is a must. When we take our goals as a must, we will stretch ourselves out of our comfort zone. We will think in a different way. We will do whatever it takes to achieve what we want.

You'll never achieve anything... Unless you make it a MUST. –Adam Khoo

3 - Take 100% Responsibility in Your Life

Who is the most important person in your life?

This person is there with you 24/7. This person will be there with you no matter if you're happy, mad, and sad, frustrated, disappointed... This person is sharing every moment in your life with you.

This person is YOU!

If you wanted to be successful, you must be COMMITTED to your goals. More importantly, you must TAKE 100% RESPONSIBILITY for everything that you experience in life. This includes the results you produce, your income, the quality of your relationship, the level of your achievement, the state of your health, your feelings – everything.

In life, we always blame. Blaming at times slowly becomes one of our activities in daily life. We blamed our parents, our teachers, our siblings, our friends, our spouse, the traffic jams, our boss, our colleague, our cousins, the weather or that we don't have money – anything that we can pin it on. We didn't know at the time but the problem was maybe us.

Stop searching for the answer of why you haven't achieved things or the life you want from something that is outside of your life. It's you that needs to create it; to produce it.

The person is YOU.

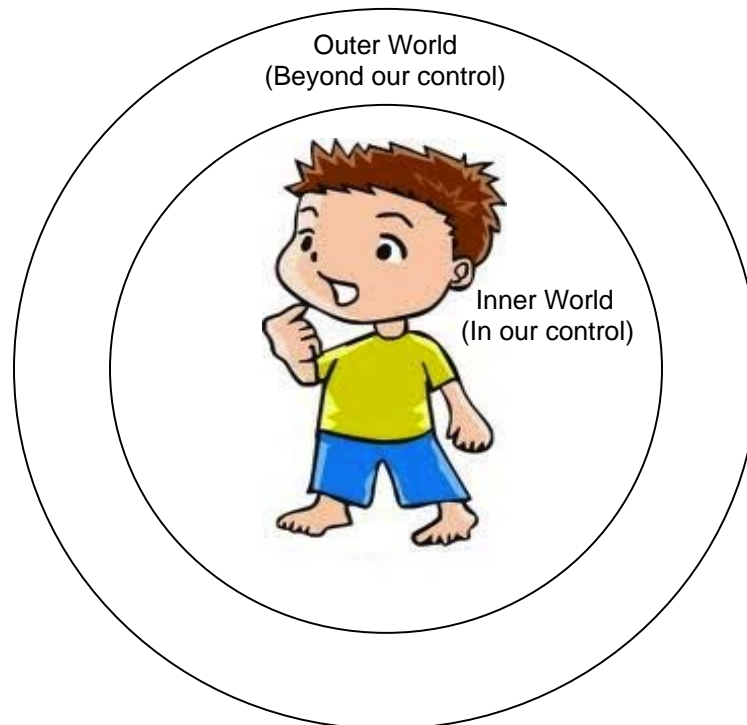
When you take 100% responsibility in everything in life, you can achieve more. No one else can do this for you. It's what you want. It's your life. It's you – no one else – that needs to take charge of your own life.

4 - The Power of CHOICE

In life there are many events that we don't choose. We can't choose our parents. We can't choose how we look. We can't choose our family background. We can't choose who we are born to be.

There are lots that we can't choose. That's what is shown as the "outer world".

Our "inner world", refers our thoughts, feelings and action that we take.



Although we may have no choice over our outer world, we do have 100% choice over our inner world. That means your success and happiness are determined by your thoughts and actions.

When you change your inner world, your outer world will start to change too. When many of today's "successful" people started to apply the success principles in their everyday life, people in their surroundings often discouraged and called them to be more realistic; don't dream too much. Some of their friends even leave them.

These individuals chose to believe in themselves and took positive actions. When they started to change their inner world, their outer world started to change too. Sure enough, they created more confidence and motivation.

With more motivation and confidence, they started to achieve more success in life.

Successful people seem luckier than others. They created their opportunities by taking action.

You have a choice to choose in life...Choose to win.

The “*ECO*” Formula

$$\begin{array}{ccccccc} \mathbf{E} & + & \mathbf{C} & = & \mathbf{O} \\ \mathbf{EVENTS} & + & \mathbf{CHOICE} & = & \mathbf{OUTCOME} \end{array}$$

The basic idea of the *ECO formula* is that the outcome you have today is the result of what you’ve chosen in the past. If we are not happy with the outcomes we get, we can make 2 basic choices.

Choice 1: Place blame on the event (E).

As you know, we can’t control some events in life like our parents, our physical appearance, family background and so on. We blame these events for our lack of outcomes. We believe that the events around us reflected the outcomes we get.

$$\begin{array}{ccc} \mathbf{E} & = & \mathbf{O} \\ \mathbf{EVENTS} & = & \mathbf{OUTCOME} \end{array}$$

If everyone thought so, no one will ever succeed. Bill Gates would have never founded Microsoft; Steve Jobs would have never started Apple Computers, James Cameron would have never filmed Avatar, Usain Bolt would have never have been the fastest man in the world, and Sylvester Stallone would have never had success with Rocky. For every reason why it’s impossible, there are people who faced the same circumstances and succeed.

By thinking $E = O$, you'll feel that you have no choice over your own success and happiness. Instead, your life is controlled by the events that happen to you.

Choice 2: Make a choice (C) on how you respond to the events (E) until you get what you want.

Have you ever worked hard on something and it didn't work out? For example, maybe you've been preparing really hard, organised an upcoming seminar, let's say, for a new product for your company.

During the seminar, you did your best to conduct it and to promote the product, but in the end the amount of people that actually buy it are less than expectation.

How do you feel? What would you do after that? Will you ever get the chance to get more customers in the future? It depends on the CHOICE you choose right now.

Some people make negative beliefs by blaming their teammates, the customers, the venues, giving excuses that it was too difficult and they begin to think that they'll never win, and then they'll give up.

On the other hand, positive choices will more likely lead to positive outcomes. If we can't make the sales we expect, we can choose to think about learning from our mistakes and about the way that we can conduct better seminars and achieve better sales next time.

If he can, why can't you?

In life there are people who are more unfortunate than you but ended up more successful....

We blame our parents for not being understanding, our teachers for giving piles of homework and setting tough questions for the test, our siblings for starting a fight, our friends for betraying us....

What if we are born without arms and legs? Who shall we blame? Our parents? The doctor? God?

Imagine if you're born without arms. No arm to wrap the one you love, no hands to experience touch or hold hands. What about being born without legs? You can't swim, dance, run, walk or even stand. What if I put two scenarios together? Being born without arms and without legs. What would you do?

I want to share to you a story about a guy that I highly respect. His name is Nick Vujicic. Maybe some of you might have heard of him. Yes! It's him. The guy from Australia who was born without arms and legs but only one visible foot with two toes, his "little drumstick".

When Nick was born, his parents were told by the doctor that he would probably not be able to walk. Everyone thought that he would end up living a miserable life.

When Nick was in school, he had to deal with challenges like bullying and self-esteem issues. He also struggled with depression and loneliness because of his strange look. At the age of 7, Nick tried some specially designed electronic arms and hands. He hoped to be more like with other kids.

During the trial period of the electronic arms, he realized that he was still unlike his peers. The electronic arms are too heavy for him to operate them and it affected his general mobility too.

As Nick grew up, he learned to deal with his disability and started to do more things on his own. He realized that he has the power to achieve things he wanted in life. He had the power to achieve success just like any normal people.

He adapted his situation and found ways to complete tasks that most people could only do with their limbs, such as brushing teeth, typing on a computer, swimming, playing sports, brushing hair and so on.

As time went by Nick began to achieve greater things. He was elected as the captain of his school and worked with the student council with various fund-raising events for charities and campaigns.

At the age of 26, Nick has achieved more success than many others. He graduated from university at the age of 21 with a double major in accounting and finance. He made millions of dollars in his career as

motivational speaker, real estate developer and options trader. He has inspired and motivated over two million people from 19 countries.

If someone without limbs like Nick can achieve success why can't you do the same?

You Have to CHOOSE to Give Up Giving Excuses

If you want to achieve whatever you want in life, living a life of your dreams, you must take 100% responsibility for your life. This also means that you need to give up all the excuses, giving up blaming things that are outside of your life that you don't like, the reasons why you can't achieve what you want and how come you haven't achieved what you want. You have to give them all up forever!

You have to focus on what you have to make things all right, to make a difference, to produce what you want. For whatever reason - ignorance, fear, lack of awareness, - you have to choose not to focus on it. Who knows why? The past is the past. All you have to do now is to point to the place you choose now. Yes. It's a choice that only you can make. You choose to act as if, you are 100% responsible for everything that does or doesn't happen to you.

If something doesn't turn out as planned, you will ask yourself, "How did I create this?", "What was I thinking?", "What did I do or not do to create the result I got?", "What did I say or not say?", "What do I need to do next time to get a better result?".

You Have to CHOOSE to Give Up Blaming

You will never become successful if you continue blaming someone or something when you can't achieve what you want. If you want to be a winner, you have to know the truth.

It is YOU!

You are the one who didn't say no!
You are the one who ate the junk food.
You are the one who believed in them.
You are the one who made the decision.

You are the one who took the job.
You are the one who stayed in the job.
You are the one who abandoned your goals.
You are the one who didn't take care of it.
You are the one who bought it.

You thought your thoughts. You created your feelings. You made your choice. You said the words. And after all it's YOU who got you to where you are now.

Past Does Not Equal to Future!

In the past, you might have achieved lousy results.

The good news is the past does not equal to the future. In the past, you may have got lousy results but it doesn't mean that you will get the same results in the future. The result in the future depends on what you choose now.

Past is the past. What you will get tomorrow is what you decide today!

Now you know that, if you want to achieve success, you need to give up all the excuses and blaming. You MUST take 100% responsibility in your life.

Yes. You know that you have the choice to choose the life you want.

Choose to win!

5 – next steps

Don't just read this and put it away. Re-read it and do the exercises. Set some goals, write down a strategy and then take some action steps.

Check out the resources at www.untappedleadership.com