THE 7 SECRETS OF A STAR PERFORMER

SECRET #1 – The underlying key to all goals

The Learning Capability Index (LCI) is the underlying key for the achievement of all goals. It is calculated by multiplying 2 variables;

1. The willingness to be teachable and coachable
2. The willingness to accept change

Each is measured on a scale from 1 – 10 with “1” being low and “10” being high and then multiplied by each other (10 x 10) with a total possible score of 100.

With an LCI of 70 or less, an individual will typically have: (1) difficulty acquiring new skills and learning from their mistakes and (2) will not be able to take advantage of what they learn by being teachable and coachable.

So the predominant goal superseding all other goals is to score 70+ on the LCI.

SECRET #2 – The Thoughts vs Actions Scale
THOUGHTS (WHY)   ACTIONS (How)
Motivation   Techniques
Attitude   Methods
Thinking   Processes
Intention   Strategies
Goals   Tactics
Emotions   Systems
Beliefs   Plans

In the Thoughts verses Actions scale, thoughts represent “why” someone does something and “actions” represent “how” they do it.

In theory, this scale is balanced but in reality, thoughts far outweigh actions. Someone may know a great deal about how to market their coaching services but if their “why” is weak it won’t matter as they will typically not be successful. Conversely, someone may know very little about marketing but if their “why” is strong enough, they’ll figure it out and achieve results.

SECRET #3 – The 4 Stages of Learning

STAGE 1 - Unconscious Incompetence (don’t know what you don’t know). Stage 1 is the most important step in the learning process. If you’re not willing to “not know,” you’re not teachable and coachable, have a low LCI and consequently will not learn new skills. By having an attitude of “never knowing,” you’re always in learning mode and will continue to learn, grow and evolve.

STAGE 2 - Conscious Incompetence (know what you don’t know). In stage 2, you begin to understand what you don’t know.

STAGE 3 - Conscious Competence (know what you know). In stage 3, you begin to learn and understand, but it is a very conscious endeavor that takes focus and concentration.

STAGE 4 – Unconscious Competence (auto pilot). Stage 4 is attained through rigorous practice to the extent that what you have learned becomes internalized and is a part of your being, like a karate master. A famous quote by a Shaolin monk states, “I’M NOT AFRAID OF THE 10,000 STRIKES YOU’VE PRACTICED ONCE. I’M AFRAID OF THE ONE STRIKE YOU’VE PRACTICED 10,000 TIMES”

SECRET #4 - Personal Reality vs Universal Reality

Personal Reality is what you are physically experiencing RIGHT NOW. It represents your microscopic view (radar screen) of the Universe or what you call “the facts.”

Universal Reality consists of hundreds of thousands of variables that conform to our thoughts and feelings including people, circumstances and events that are not perceived by your Personal Reality.

The vast majority of us only focus on our Personal Reality (the facts), which serves as our primary control center for our mood, attitude and how we feel.
HOWEVER...

SECRET #5 – When Your Mind Is Right, The “Facts” Don’t Matter

This is illustrated by the following story.

At the end of WWII, the shipping business was at a standstill. Due to the war, countries weren’t trading with each other and there was a glut of ships on the market. In some instances shipping companies actually had to pay to get rid of their ships due to the high cost of having them dismantled and wrecked. The “facts” were blatantly obvious; the worst business you could be in at the end of WWII was shipping.

However, there was a gentleman in Greece, who, in a coffee shop on napkin calculated that if the shipping business just went back to the way it was before the war, shipping could be on the upswing, especially since the war caused the world to become more internationalized and countries were motivated to purchase goods from each other like technology, cars, etc. So he began buying ships for pennies on the dollar and in 3 years Aristotle Onassis became the richest man in the world.

Mr. Onassis’s perspective also mirrors the phenomenon that more people became millionaires during the great depression than any other time in our country’s history.

So… if the facts don’t matter when your mind is right, how do you get your mind right?

SECRET #6 - GETTING YOUR MIND RIGHT

In addition to its cognitive functions, the brain is superb at doing two things; transmitting and receiving. At the turn of the century, with the advent of Quantum Physics, both Thomas Edison and Albert Einstein proved that our brain waves effect physical matter. Meaning, that our thoughts can transmit frequencies which are capable of manipulating circumstances, people and events that are outside of our Personal Reality (off our radar screen).

Frequencies gain strength and power through intensity and duration. Intensity is governed by the power of our emotions and strength of our belief. Duration is the length of time a frequency is transmitted.

Disbelief and negative emotions like fear or lack of confidence work as “counter intentions” converting a positive frequency to a negative one which attracts the exact opposite of the intended thought.

Only focusing on your Personal Reality also acts as a counter intention and cancels out any positive transmission attracting exactly what we don’t want. This is how the Law of Attraction works.

In his book, The Strangest Secret, Earl Nightingale states that the Law of Success is based upon “getting what you think about most of the time.” Quantum Physics has scientifically validated this concept which was demonstrated in the movie; What The Bleep Do We Know.
Whether you are aware of it or not, this “law” has been working in your own life and you’re the proof, as your life and circumstances are a derivative of what you have thought about and transmitted in the past.

If you acknowledge what you think (or worry about) most of the day and then acknowledge where you are at this point in your life, you’ll see that they equal each other.

When you take 100% responsibility for everything that has happened in your life, you then have the power to never be a victim of circumstances and have the ability to achieve whatever you want.

**SECRET #7 – Creating a Primary Aim**

The distinction between a Primary Aim and a goal is as follows:

**Goal**
- Based upon something you want
- Requires a high degree of effort
- Is to be accomplished within a specific period of time
- Assumes happiness once the goal has been achieved

**Primary Aim**
- Based upon something you need
- Requires a high degree of focus
- Has no time constraints
- Concentrates on feeling as good as you can throughout the process

A Primary Aim can be developed by doing the following exercise:

A. Make a list of what you want to achieve if money wasn’t an object and you knew you couldn’t fail.

B. Next to each item, on a scale from 1 – 5 with 1 low and 5 high, rate your level of **belief** that you can achieve it.

C. Next to each item, on a scale from 1 – 5 with 1 low and 5 high, rate the level of **passion** you have for achieving it.

D. Next to each item, on a scale from 1 – 5 with 1 low and 5 high, rate which item(s) make you **feel the best** when you imagine achieving them.

In order to be considered a Primary Aim, you must have a score of no less than 15. A score of 15 indicates that you have an **obsession** and a **burning desire** to achieve your desired result.

**Note1:** The preceding article outlines some of the introductory concepts associated with StarPerformer. From the standpoint of those that are in the business of helping others lead more fruitful lives, StarPerformer provides the same leverage and opportunities that you provide your clients. But wait, you know all this stuff, why would you need assistance with your life. For one,
YOU ARE NOT OBJECTIVE. Secondly, you have all this baggage (self-imposed limitations), we all do.

You see, once upon a time, when you first came into the world, your instincts were perfect. You knew exactly what you wanted to do, where you wanted to go and how you were going to get there.

Unfortunately, as time went on, many of your natural instincts fell by the wayside through the process of domestication. Aspects of domestication include: culture, religion, parents, friends, spouse, occupation and how you responded to all of these influences.

Over time, you were thrown out of alignment with your innermost desires, values and beliefs (core programming). As this transpired, your ability to perform at the highest level was compromised.

StarPerformer provides a simple, easy way for you to better align with your core programming, utilize a greater degree of your potential and achieve your goals faster - all of which gets passed on to your clients.

Note2: Unlike many who promote goods and services electronically, I do not utilize list building systems nor autoresponders. Unless you choose to contact me, you will not hear from me again.

Note 3: If you would like a free consultation (not a sales call), send me an email with your name, phone number and time zone and I'll contact you with date and time options.

About The Author:

Michael Shenker has been an independent business consultant focusing on personal and organizational development since 1980. In the early nineties, he created the A-TEAMS MasterMind system which has been used in companies like Century 21, REMAX, Coldwell Banker, Pitney Bowes Office Systems and many others.

He has consulted to over a hundred and fifty companies, helped create twelve new business enterprises and assisted hundreds of individuals in reaching their goals faster and easier than they could have accomplished on their own.

Michael has authored numerous articles on sales, motivation and organizational development and has been published in the International Association of Financial Planners magazine, This Week in Laguna, Washington State Bar News, Oregon State Bar News, the Software Association of Oregon, Broker Agent magazine and the Creative Training Newsletter.
Michael’s book, **EMPOWERMENT: Creating Lives, Families and Organizations That ROCK** has been featured in weLead, Inc., the CEO Newsletter, CEO Refresher Internet Magazine and the Complexity and Organization Journal.


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