BARBARA PATTERSON



SUCCESS REIMAGINED

5 Important Distinctions that will Elevate your Leadership and Business



In my 20+ years of experience working with business leaders and entrepreneurs, I've noticed some common stumbling blocks where most of my clients struggle to reach the next level of success.

It's not about a lack of expertise or drive. They're certainly working hard enough. And on the outside, everything appears to be primed for their success. But there's a critical link that's missing if they want to affect real change: a clear understanding of their mind and its untapped potential. This is the source of true leadership and creative business success.

To help you avoid these pitfalls, and step into the next level of your success, here are the 5 key distinctions I've consistently seen that make the greatest impact to leadership and business success:

WHERE WE COME FROM - vs - WHAT WE DO

> ***There is a profound difference between being someone with a title and someone whom people follow with their whole hearts and minds.***

What differentiates a good leader from a great leader? Look to the leaders you admire and you'll see that there's something else going on other than their position, status, or actions.

Great leaders are those that people want to follow. They're able to connect at a deeper level to the hearts and minds of their teams and their customers. They inspire and rally others behind their vision.

That inspiration does not come from a great strategy or a plan, it comes when you authentically connect with others to influence, drive change, and create meaningful impact.

Where you come from within yourself - genuine connection, speaking from the heart, and being real - matters more than any singular activity you do for our business and ultimately empowers everything you do.

FOLLOWING FLOW
- vs - FOLLOWING FORMULA

Following flow is like finding the "easy" switch within your mind. You'll ride the wave of natural momentum.

The road to success and achievement is not a straight path. In fact, most accomplishments are a series of adjustments made along the way. However, success if often presented as if it's linear or a clear step-by-step formula: set a vision, create your goals, then craft and execute a meticulous plan. It's easy to think this is the key to getting ahead, and understandable how often it leads to frustration and self-doubt when the plan doesn't work. We end up looping between trying to force it or questioning ourselves.

Look closer and you'll see that the feedback needed to adjust our course to success only happens in 'real time.' As you take action, in each moment you get more information. Action creates clarity. You see what works and what doesn't work, and a natural momentum begins to gather and propel you forward.

The source of progress or movement is not the plan itself. To the contrary, the source of progress is your actions and moment-to-moment reactions. Your ability to be in flow, to listen and respond effectively, is more a function of operating with less on your mind than a function of following a formula.

Flow is a natural state. Simply put, the less you have on our mind, the higher your level of performance. This kind of clarity usually shows us what's next, and not much further. This is all you really need.

Know that your business will unfold as it is meant to, not necessarily as you think it should.





BEING PRESENT
- vs - BEING PREPARED

All potential resides in the moment; all you need to respond to life, and to create, is an ability to be present with less on your mind.

There's a common theory out there that to access higher levels of potential and performance you must prepare, practice, and repeat, that if we prepare and practice enough, we are guaranteed to become a master.

But what if being 'in over your head' or being in the 'unknown' is the key to accessing new levels of potential? What if your mind is designed to rise to the occasion and give you creative ideas and solutions to any problem or task? What if when you show up, are more present, with less on your mind, you're able to connect more powerfully to the people you need to influence and every challenge you face?

When you over-prepare, you often come across as rehearsed, inauthentic, or worse, your ideas and thoughts feel stale. When you follow your plan blindly, you can miss the opportunity to connect to what's alive in the moment. You fail to hear what is relevant and meaningful for others.

When you become more comfortable being in the unknown, being less rehearsed, you'll experience an innate ability to connect, have fresh thinking, tap into new ideas and share with others in a way that brings new life. When you show up in real-time, you're able to bring a fresh perspective to your endeavors, listen beyond the limited ideas of who you think you are, and instead, operate at the height of your potential.

FOCUS ON ENGAGEMENT
- vs - FOCUS ON RESULTS

Players don't change the score by staring at the scoreboard.

It sounds reasonable that we should keep our 'eyes on the prize' or focus singularly on our goals to make them happen. However, if you look at sports you see that when players are in the game they are focused on the next move, the next play, and doing what's needed to respond in the moment. They want to win but do not keep their minds or their eyes on the scoreboard.

Clinging to an outcome has an adverse effect on performance. Focusing on the outcome, or the score, leads to overthinking, unnecessary analysis, and slows us down.

When you're grasping for a particular result, your mind is distracted by one possible outcome, and is not fully present to the task at hand. The end result is that you can't see clearly, and it has a debilitating effect on your performance.

When you're not consumed by a fixed outcome, you'll naturally become more creative, react to changing conditions more gracefully, and see more responsive opportunities for success.

When you engage fully in the next step - the activity of creating - you're inspired, informed, and experience more exhilaration and fulfillment. You'll experience higher levels of clarity and performance which ultimately leads to results and outcomes that are consistently better than you anticipated. Your life unfolds in a way that is much more than you could have ever predicted or planned.





BEING DRAWN
- vs - BEING DRIVEN

The Key to Sustained Inspiration: Lose the Drive, and Instead Be Drawn to Something Deeper

Most leaders and entrepreneurs move through life feeling rushed and pressured, striving to 'make it happen.' They assume if they don't push and strive, they won't accomplish their goals. This is what I'm calling 'drive.'

There seems to be a conflict between peace of mind and results. Not only does this pressure take a toll on your health and well-being, but your intelligence is impaired by this pressure and striving. Being driven actually revs up your mental activity. The stress causes your mind and physiology to constrict, and you become more reactive as a result.

When your mind is clear, you engage more fully, make smarter, more proactive decisions and see options and possibilities more clearly. You are more creative, have more moments of insight and out-of-the-blue ideas. This is what it feels like to be 'drawn.'

When you are more oriented toward where you are drawn, to what inspires you and naturally moves you, you are responding to something deeper – something from within. This is a connection to your deeper intelligence and wisdom.

When you are propelled by inspiration, you also experience more joy and fulfillment along the way, independent of the the results. It's a means to an end. And as the results happen with less effort and more peace of mind, you'll experience higher and higher levels of your own potential.

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These distinctions point to the principles behind human potential and performance. They provide simple yet powerful evidence of your own innate ability to thrive and do well in your work and life.

The good news about these important distinctions is that moving in one direction versus the other is a simple shift in orientation. Seeing the distinction will automatically orient you in a better direction and pay off in a real way.

All of the content I produce and all of my work with clients centers around strengthening this orientation, easily translating to improved results and well-being regardless of where you start.

WORK WITH ME

I work with clients from all over the world both virtually and in-person. Engagements take many forms including: leadership intensives, workshops, team retreats, one-on-one coaching, and online initiatives.

Contact me if you'd like to start the conversation.

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