

a quick guide to achieving big goals

THE
LITTLE BOOK
OF
RESULTS

Jamie Smart[®]

Discover your personal *Clarity Quotient* and accelerate your results now

Here's how you can start accelerating your results now: Discover your personal *Clarity Quotient* by answering 20 simple questions (multiple-choice). This quick and easy questionnaire gives you a snapshot of your current state of mind, including a stress score and an engagement score. You can get yours for free at

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“Jamie Smart has a way with words that allow him to speak to your soul – the truth that lies within your core, not by speaking to a mind that has been altered by old broken rules and expired ways of thinking. His writings provide instantaneous growth for anyone that consumes them, and you become a better person for having done so.”

Chris Stoikos, CEO and Founder of The Beard Club

“*The Little Book of Results* shows you how to unlock the potential of all individuals and every type of organization.”

Eva Hamilton MBE, Founder and CEO, Key4Life

“*The Little Book of Results* is a pleasure to read and full of deep insights into preparing ourselves for a more innovative way of thinking and organizing – it provides a guiding philosophy which puts our innate capacities at the heart of everything. It is a book that anyone interested in innovation – both inside and out – should read.”

Paul Sternberg, Associate Dean and Head of Design
Innovation, Ravensbourne University

“There is a magic in this book, offering wisdom to everyone. Blink and you’ll miss it. Blink and you’ll get it.”

Jim Lewcock, CEO, The Specialist Works

“Jamie Smart has cracked the code for creating real results in a way that fits perfectly with who you really are.”

Rich Litvin, Founder, 4PC and co-author of
The Prosperous Coach

“As an owner of a business a key success factor for me has been to focus on discovering and working with authentic people that enable me to continually deliver results. Without doubt the clarity principles and Jamie’s insights have been an exponential multiplier for me in my business and personal life.”

Chris Norton, Director, Mentor Group

'The Little Book of Results provide a refreshing approach to personal and entrepreneurial transformation, and most importantly – to achieving results!'

Vlatka Hlupic, award-winning author of *The Management Shift*

'We all know we can have our best ideas, have a clarity of insight, at unexpected times. In this book, Jamie Smart shows how we can have more moments of lucid clarity and how we can marry that clarity with a propensity to action to achieve results.'

Peter Lake, Managing Director, Aztec Aspire

'Jamie Smart's book connects the dots . . . so often missing . . . between understanding and excellent, creative actions that get results in the real world. A very stimulating book!'

Steve Chandler, author of *Time Warrior*

'If you want to know what it really takes to get results and live your life to the fullest, this book is the answer. The human pursuit of success is never the problem. It's our understanding of how life works that gets in the way of our natural capacity to create, thrive and prosper as individuals and as a society. In a clear, engaging and practical way, Jamie lays out a crucial road map that will show you how getting results is far easier than you realize. Highly recommended.'

Chantal Burns, No. 1 bestselling author of *Instant Motivation*,
www.consciousleadershipschool.com

'The Little Book of Results: a quick guide to achieving big goals is total wisdom power. Understanding what Jamie Smart presents will allow you the insights and realizations that awaken your innate ability to create truly transformative results.'

Mark Howard, PhD, Three Principles Institute

'The Little Book of Results: a quick guide to achieving big goals points you to the blueprint of where success truly comes from. This book will guide you to the source of lifechanging insights. Well-done Jamie!'

Catherine Casey, M.A. Clinical Psychology,
Principle Based Consultant

'The Little Book of Results is an insightful and impactful book that flies in the face of the all too common shallow and ineffective self-help advice. This book has the potential to make a significant positive impact on your life.'

Simon Hazeldine, bestselling author of *Neuro-Sell*

'In this compelling book, Jamie Smart de-mystifies what underlies true transformation and your ability to get results in any aspect of your personal and professional life. Put on your seat belt and be prepared to have your conventional way of seeing the world be rocked, while simultaneously being introduced to an exciting new way of perceiving yourself and your world!'

Dicken Bettinger, Ed.D., retired psychologist, global seminar leader, founder of 3 Principles Mentoring, and co-author of *Coming Home*

'The power of a clear mind is pretty much universally understood when it comes to stillness, tranquility, and happiness. Yet almost never is it linked to achievement, excellence, and consistent results. Until now. In this profound book, Jamie Smart walks us through the extraordinary (and innate) process of experiencing a shift of consciousness or change of heart, first. Then cultivating the outcomes of our dreams becomes as simple as one, two, three.'

Garret Kramer, founder of Inner Sports and author of *Stillpower* and *The Path of No Resistance*

‘The simple, yet profound, principles discussed in this book reveal our true nature and with it the inherent, natural potential to relax, enjoy life, be our authentic self, find clarity and create the results we want in our personal and professional lives.’

Rita Shuford, PhD

‘It’s perfect for those seeking to live out their purpose, looking for motivation and inspiration and those who want to challenge themselves and better understand the interconnectedness of personal and business transformation. This book is an incredible resource allowing you to have the clarity to be the change you want to see in the world!’

Conor Houston, Programme Director, Centre for
Democracy and Peace Building

‘This book is an insightful, powerful and unforgettable gem. Jamie Smart gently guides the reader to experience profound insights which will forever alter their view of reality – and transform their results. A must read!’

Carl Harvey, Founder, Abundance Book Club

‘Simply captivating. Well articulated and to the point. *The Little Book of Results* is without a doubt Jamie’s finest work yet. A must read for any busy business owner who wants to accelerate their results with less effort.’

Dan Bradbury, Entrepreneur and author of *Breeding Gazelles*

‘*The Little Book of Results* is the blueprint for a world of more love, connection and true prosperity. We often live under the misunderstanding that motivation and success should come easy, when actually it takes courage. If you are willing to take that step, this is your book.’

Virginia Salas Kastilio, Snapchat Influencer, Speaker and Strategist;
CEO of Gini.TV

‘I have worked with the CLARITY principles personally and with my leadership team. The results we have achieved are remarkable in terms of the impact across our business, the velocity we are able to achieve these in and the engagement of our people into the leadership direction and vision. Clarity is our guiding principle as a team. Smart’s new book *The Little Book of Results: a quick guide to achieving big goals* shows in a clear, easy-to-understand way what we’ve discovered through our own experience: that clarity plus action equals results!’

Murray Pearce, Managing Director, Infinigate UK

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Jamie Smart[®]



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Jamie Smart

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*To all the people around the world who
have caught a glimpse of the principles
behind clarity and are pointing others in
this direction*

Contents

<i>Preface</i>	xv
Introduction	1
Part One: GROUNDING	
Your Personal Transformation	15
1 You're Built for Reality; You're Optimized for Results	17
2 The One and Only Way Your Mind Always Works	25
3 Eliminating Worry, Anxiety and Fear of Criticism	39
4 The Source of Resourcefulness, Resilience and Results	49
5 Finding Your Place of Meaning, Passion and Purpose	59
6 Leadership: The Inner Key to Confidence and Certainty	71
7 The Liberating Truth About Goals	83
8 Moving from Resistance to Action	95
Part Two: IMPACT	
Your Interpersonal Transformation	103
9 The Principles of Impact	105
10 The Secret of Powerful Connection	115
11 The Source of Superb Performance	125
12 The Catalyst for Transformational Results	135

CONTENTS

13	The Only Two Challenges that Stop People Making Progress	145
14	Finding Your Bearings When You Get Knocked Off-track	157
15	Making Good Decisions: Wisdom, Intuition and Common Sense	169
16	The Source of Impact, Innovation and Disruption	179

Part Three: LEVERAGE

	Your Commercial Transformation	189
17	Ignite Your Entrepreneurial Instincts	191
18	Tribal Marketing: Engaging Your Audience	201
19	The Only Things Anyone Ever Pays For	209
20	Influence, Motivation and Zero-Pressure Persuasion	219
21	Turning Ideas into Reality	229
22	Leveraging Your Results Exponentially	239
23	The Key to Creating Transformational Experiences	247
24	Prospering in the Transformation Economy	257

	<i>Acknowledgements</i>	271
	<i>Further Explorations</i>	275
	<i>CLARITY® for Transformation Professionals</i>	277
	<i>CLARITY® for Personal Results</i>	279
	<i>CLARITY® for Business</i>	281
	<i>Subtractive Psychology</i>	283
	<i>The Clarity Foundation</i>	285
	<i>About Jamie Smart</i>	287

Preface

After *The Little Book of Clarity* was released in 2015, I lost count of the number of people who told me how much they'd enjoyed the book, then confided that they thought it was actually *better* than its big brother, *CLARITY*. My response to these congratulations was strangely polarized; on the one hand, I felt delighted they'd enjoyed the new book. And on the other hand, I felt protective of its predecessor. I anticipate there will be more of this to come with the release of *The Little Book of Results*.

When my book *RESULTS: Think Less, Achieve More* was launched in 2016, it received an excellent response, becoming a Sunday Times bestseller almost immediately. I knew it would make sense to write the concise version, but I also knew it would require me to brutally edit the original book, so I made a decision: I would remove everything except those elements which were utterly crucial to conveying the book's central message. The task was often challenging and sometimes painful, but the results will, I hope, speak for themselves.

So why a *Little Book of Results*?

RESULTS addressed the challenge of how to thrive, have an impact and do the things that matter to you in a rapidly changing

world. We live in times of increasing volatility, uncertainty, complexity and ambiguity. In the 18 months since *RESULTS* was written, the world has continued to transform in ways that are often surprising and sometimes dramatic (facilitated in large part by the acceleration of digital technology).

In *RESULTS*, I referenced a report (*Future Work Skills 2020*) created by *The Institute for the Future* (ITTF) describing the skills workers are going to need in response to the trends sweeping our world. The capabilities range from social intelligence and cross-cultural competency to new media literacy and cognitive load management. Then, as I was writing *The Little Book of Results*, the ITTF released an update to their report explaining that they'd overlooked an essential competency; *resilience*. Your innate capacity for resilience is just one of the deep drivers you're going to be 'igniting' as you read this book, and it is essential if you're going to navigate the challenges—and capitalise on the opportunities—that the future holds.

The message at the heart of this book is more urgent and important than ever. You're capable of more than you think because you *are* more than you think. We are all born results-creators. The purpose of this book is to help you fully realise that birthright so you can live the life you desire and create the results that matter to you and for you.

To your increasing clarity and results!
Jamie Smart, 2018

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Introduction

However beautiful the strategy, you should occasionally look at the results.

Sir Winston Churchill, Former UK Prime Minister,
winner of the Nobel Prize in Literature, 1953

‘What’s the number one result that you believe would have the biggest positive impact in your life?’

Over the years, I’ve asked variations on this ‘number one result’ question to many thousands of people during talks, workshops and one-to-one coaching sessions. And while their backgrounds are incredibly diverse, their initial response is remarkably similar. Invariably, people. . .

Stop. . . Go quiet. . . Get reflective. . .

Your biggest return on investment

As the responses begin to emerge, they reveal something very powerful. Your answer to this question shows what you currently *believe* would give you your biggest ‘return on investment’ (ROI) for the time, energy, effort and other resources it would take to achieve it. When I was first asked the question by my coach (a successful entrepreneur) in 2006, I didn’t know the answer, and I felt foolish. After all, I *should* know, shouldn’t I? I was working 14-hour days growing my business, but if I didn’t know the answer to this, what was I spending all my time, energy and money on? This powerful, unsettling question issued a challenge:

Are you willing to raise your head from the daily routine of tasks, habits and distractions, and focus your energy on what matters most to you, no matter how daunting that may seem? Are you willing to shift your attention from the soothing familiarity of ‘routine’ to the sometimes-uncomfortable adventure of ‘results’?

Results. . .

We all want them, yet many of us struggle to achieve them. Or we get spectacular results in *one* area of life, while failing to attain even modest success in other important areas. There are plenty of examples. . .

- The successful businessman who knows he needs to lose weight and get fit, but never seems to find the time.
- The manager who's passionate about becoming a consultant or executive coach, but fears stepping away from the security of a full-time job.
- The graduate who wants to find work with meaning and purpose, but doesn't know where to start.
- The therapist who has a big impact on her clients, but struggles to make ends meet.
- The CEO who wants to leapfrog the competition, but can't find the right strategy.

You probably know someone who dreams of writing the book/starting the business/clearing the debts/finding the soulmate/creating the lifestyle/getting the six-pack/making that first million, but never quite seems to get there. You may even *be* that person.

Five essential questions

Motivational speakers claim we can achieve whatever we want if we believe in ourselves, set clear goals and work hard. But history is littered with examples where enormous self-belief combined with clear goals and massive action yielded *few or no* satisfying results. Why? As you're going to discover, there

are powerful but little-known factors that have a profound impact on your ability to create results. In fact, this book sets out to answer five essential questions:

- 1 What are the key factors that influence your ability to create the results you desire, and how can you develop those factors?
- 2 What are the obstacles that may have been holding you or your organization back from getting the results you want, and how can you avoid, eliminate or overcome those obstacles?
- 3 How can you increase your impact on other people, engaging them in *your* enterprises and/or empowering them to create the results *they* desire?
- 4 How can you leverage your true nature as a results-creator and a leader to get greater control of your livelihood, whether as a solopreneur, as an entrepreneur or by playing a bigger role in your organization?
- 5 How can you do all of this in a way that's healthy, natural, authentic and enjoyable?

I've spent the past 17 years helping my clients to create results that are often beyond anything they'd previously thought possible. I've worked with. . .

INTRODUCTION

- business leaders and their teams to create inspiring visions that they've proceeded to bring into existence
- coaches, therapists and other transformation professionals to increase their impact, grow their practices and create lifestyles they love
- entrepreneurs to get clarity, transform their personal and professional lives and achieve breakthrough results
- private individuals ranging from maximum-security prison inmates to chart-topping DJs; from alcoholics and drug addicts to surgeons and opera singers.

The fact that they've done it means that you can do it too. The fact that you're even *reading* this means you have an innate capacity to live a life you love and create meaningful results in the process. And I don't want you to take my word for it. Instead, as you read this book, I'll be inviting you to test my claims in your own life and against your personal experience so you can discover the truth of this for yourself. It doesn't even matter if you don't yet know what results you want to create. As you deepen your understanding of the principles we'll be exploring together, you're going to start seeing your world with new eyes, getting clarity about what you want to bring into being, and having it happen in ways you may never have anticipated until now.

Your results may be closer than you think

The first time I was asked the *number one result* question, I eventually managed to identify the thing I believed would give me the most leverage. I wanted to generate income by putting my educational products online so I could stop selling my time, and put my energy into growing my business. ‘How long do you think it will take to do that?’ my coach asked. I told her I thought it would take between 18 months and 3 years. This was the same answer I’d come up with when I’d first had the idea, 18 months previously. In fact, that ‘18 months to 3 years’ timeline always seemed to be floating ahead of me, keeping my goal the same elusive distance away, like a juicy carrot dangling from a pole attached to a donkey’s head. But it turned out that my estimate was wrong by several orders of magnitude; in the end, it only took six weeks. As is so often the case, it turned out that I had a lot of the pieces in place, but hadn’t realized it (it’s very likely that this is the case for you too). In the process, I discovered one of the most important things you can learn about creating results:

There’s a shortest possible time required for you to create a result, but nobody knows how long that shortest possible time is. The only way to discover it is experimentally, by taking action.

Your results may be closer than you think. Of course, we live in a material world, and there are certain universal laws or ‘principles’ that cannot be violated (e.g. the principle of gravity).

But all too often it is not material laws, but rather our *beliefs, concepts and misunderstandings* which place artificial limits on the results we produce, on the impact we have and on our enjoyment of life in general.

The process of transformation

By early 2008, my business was running on autopilot and I was ready to celebrate with my first ‘mini-retirement’, a three-month holiday at a Canadian ski resort. I was delighted with what my team and I had accomplished, and I believed this trip would yield another satisfying result; a big jump in my skiing ability combined with a sense of peace, completeness and success. But I was wrong. After a brief period of euphoria, I found myself distracted and dissatisfied, with a busy mind and feeling like there was something missing. I felt stuck, so I cut my trip short and flew home without realizing I was at the very beginning of a massive transformation; a transformation that would see me. . .

- sell the business I’d spent so much time and energy developing,
- walk away from the field I’d become a leader in, and
- start over, moving in an entirely new direction.

That was ten years ago, and they’ve been some of the most exciting, fulfilling, challenging and joyful years of my life. It’s

been (and continues to be) a process of transformation. And that, in essence, is the purpose of this book: to guide you in the process of more and more fully embracing your *true nature* as a results-creator. For reasons of clarity and simplicity, the process is organized around three distinct transformations:

Part One – GROUNDING

Your Personal Transformation

Imagine you're building a skyscraper; the higher you want the building to go, the deeper the foundation has to be. The purpose of Part One is to help you develop your foundations: the key qualities and internal resources of a powerful results-creator. While grounding is the foundation piece, it's often the last place people look when it comes to creating outstanding results. Your grounding is what governs your ability to move forward in the face of uncertainty, and make a real difference in the world. Grounding also determines the impact you're able to have on others, whether as a business leader, a coach, a parent, a partner or a friend. This is the deep understanding of yourself and the human condition that is the basis for all powerful transformation. You're going to be introduced to *subtractive psychology*, simple but powerful principles that will start clearing your mind and awakening your innate capacities. As you move through your personal transformation, you're going to find yourself experiencing certain *automatic and inevitable results*. You may notice that you're developing greater

confidence, clarity and peace of mind. You're also likely to find yourself experiencing a reduction in stress, worry and anxiety. As you approach the end of Part One, you may start becoming aware of a greater sense of purpose, direction and leadership as you start taking action and moving forward.

Part Two – IMPACT

Your Interpersonal Transformation

As human beings, we have a more highly evolved capacity for connection and relationship than any other species on the planet. It's not only a highly effective survival strategy (it's made us the world's most deadly predators); it's also an extraordinary leverage point when it comes to creating results. The purpose of Part Two is to support you in creating connection and impact in *all* your relationships. Your interpersonal transformation will give you the confidence and ability to have a greater impact on others, secure in the knowledge that you have something of genuine value and relevance to contribute. Whether as a business leader, a transformation professional, a parent or a colleague, impact means the difference between making a difference and wasting your breath. You're going to be introduced to the *Clarity Impact Model*, the tried and tested tool used by some of the world's most impactful coaches, consultants and therapists. In this section you should start to notice certain results emerging easily as the result of your being exposed to the principles in this book. You're going

to be discovering the kind of effortless relationship skills that are the essence of powerful communication, whether you're giving a presentation, selling a prospect, coaching a colleague or connecting with your loved ones. You're also going to discover the secrets to dealing with difficult people, and the unexpected keys for motivating others to make changes and take action.

Part Three – LEVERAGE

Your Commercial Transformation

Your commercial transformation is about amplifying your impact, taking control of your livelihood, and moving into a world of abundance through connection, innovation and service. Whether you're an employee in an organization, running your own business or are looking to transition from one to the other, a service-orientation combined with new-economy savvy are essential for taking control of your commercial transformation and creating the livelihood you desire. You're going to be transforming your relationship to prosperity, and taking charge of your income as you awaken your inner entrepreneur (whether as a solopreneur, business owner or a star player in a larger organization). You'll be learning how to move with the disruptive forces transforming the business world, and learning how to thrive in the increasing complexity of the commercial landscape.