



The 5 States of Success

Create *meaningful* success
in your career, business & life

Brendan Foley

Author of THE YIN YANG COMPLEX



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For Sarah, Patrick and Finn – All my love

Introduction

Hello and thanks for picking up this book. You might be thinking about buying it – if so, buy it, it will change the way you think for the better! If you have already bought this book then congratulations, you have by your intention and willingness to develop yourself taken a step closer to *meaningful* success.

In this book, I will challenge your notions of success and help you to clarify what *meaningful* success is to you. If you are looking for a book that will give you practical tools and an understanding of the context of when and where to use them, you have come to the right place.

I would like to set my stall out early and tell you exactly what you will get from this book. Over the past twenty years, ever since I first became involved in high-level international sport, I have searched to find the key ingredients that make up success. Over that period there were many times when I was convinced I had found the formula, only to discover another element being revealed. I feel that I have now identified those ingredients, but I will let you be the judge of that.

My approach to working with businesses and people to create success is based on the insights gained from deep personal experience and the wonderful opportunity I have had to connect to thousands of people through my work as a life and business coach, trainer, motivational speaker and facilitator. My journey has brought me into contact with what would be considered some of the most successful

people in many walks of life, from sport, to medicine, to spirituality, to business. The journey has helped me to identify five key 'states' of being that will allow you to create *meaningful* success in your career, business and life. They are:

The State of INSIGHT - creates *CLARITY* to allow logical and creative thinking to unite.

The State of CONNECTION - creates *EMPATHY* to build relationships with others.

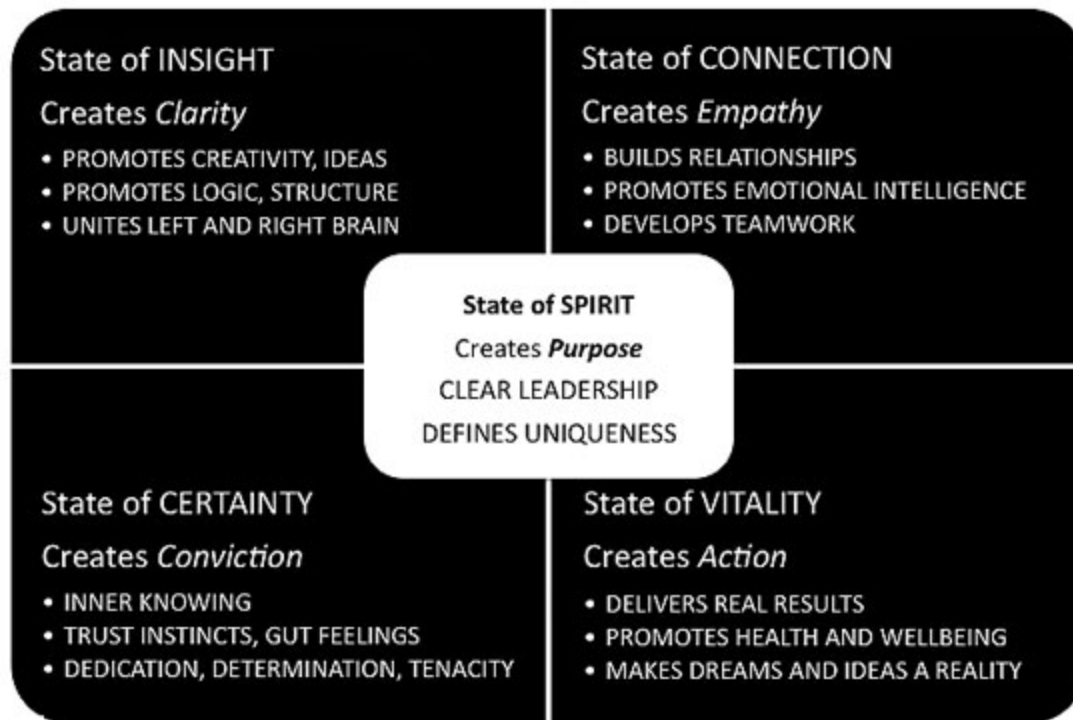
The State of CERTAINTY - creates *CONVICTION* to proceed, based on intuitive wisdom.

The State of VITALITY - creates *ACTION* to create real and *meaningful* success.

The State of SPIRIT - creates *PURPOSE* that builds uniqueness and leadership.

It is in these five states that some of the most remarkable success stories take place. They are found in every person, team and business, but are demonstrated to varying degrees. We will explore each of these states and, using stories, tools, techniques and insights, you will learn how to harness and utilise these innate powers. Each success state produces or brings forth an ability that will result in the team, company or individual displaying *clarity, empathy, certainty, vitality* and *purpose*: a potent cocktail of traits guaranteed to create success.

THE 5 STATES OF SUCCESS



To make them easy to recall and to understand the nature of the **5 States of Success**, each state corresponds with a part of the body. The State of Insight is connected with the head, the place where our ideas are born and intellectual capacities for clarity lie. The State of Connection is like the heart, the symbol of relationships, which are built on empathy. The State of Certainty is like our gut, the place we get our feelings of intuition from and our drive and conviction. The State of Vitality connects with our health and the whole physical body, which provides us with the ability to take action. Finally the State of Spirit, which is represented by the intangible and animating force of life inside us all, provides us with our sense of purpose.

We can also connect each of the **5 States of Success** to one of the ancient elements. The State of Insight is like the element of air: our thoughts move and change like the wind. The State of Connection is like water: emotions flowing and

ebbing. The State of Certainty is like earth: our gut instincts that are sure, strong and reliable. The State of Vitality is like fire: bringing action, excitement and change. The State of Spirit is like ether: intangible and unseen but crucial in providing a business or life purpose.

STATE	ABILITY	CAPACITY	ELEMENT	PHYSIOLOGY
Insight	Clarity	Thinking	Air	Head
Connection	Empathy	Emotion	Water	Heart
Certainty	Conviction	Intuition	Earth	Gut
Vitality	Action	Movement	Fire	Body
Spirit	Purpose	Animation	Ether	Life force

Each state produces an ability or trait that is highly desirable in the quest for *meaningful* success. What business or person would not want to have the attributes of clarity, empathy, conviction, action and purpose? Engaging with the **5 States of Success** brings out these wonderful abilities.

When you start to use and combine the **5 States of Success** – Insight, Connection, Certainty, Vitality and Spirit – on a daily basis, you will create a personal, team or business culture that will accomplish your ultimate goal, *meaningful* success, which brings happiness, health and wealth!

Reading guide

This book is divided not into chapters (as that implies that there is a sequence in which this book must be read), but rather into parts. Each part on its own will help you to master the title concept of that section and so can be read and practised in its own right. That said, reading the parts consecutively will allow you to get a very clear picture of the

landscape of *meaningful* success and help you to clearly identify where you can make changes in your life, team or business to create the success that you desire. Think of this book as a tool kit or companion that you can access to gain inspiration or techniques to better cope with or master the situation that you currently find yourself, your team or your business in.

Opinion will be divided on many of the examples of people and companies used in this book and on whether they can really be considered great or inspirational. In referring to them I will be referring to qualities that they may possess that can lead to *meaningful* success. This does not mean that they are perfect: what is important is to see and understand how they exemplify the 'State' being discussed.

Most of all try to enjoy this read, because *meaningful* success does not mean adhering to every word or having to memorise every technique. The beauty of this book is that *you* will have already experienced the **5 States of Success** in your life. What I will do is show you how to create these states on a consistent basis. All you have to do is to bring them into your consciousness so that profound success flows to you, your team, business or organisation.

OK. Let the journey begin!

What Does Success Mean to You?

Meaningful success is the type of success that creates happiness, health and wealth.

Brendan Foley

So what does success mean to you? This question can lead you to the truth of what you do and how you do it. For most of us the answer is informed by other people's success and our hunger to have what they have (or at least what we perceive they have!). It may also be informed by our parents, schooling, social conditioning and a host of other environmental and cultural factors that create the state of being which we define as 'successful'.

Through the coaching, training and motivation work I have done, and in my own personal and business experience, I have discovered that success is a very relative state that is in constant flux. For example, today my goal may be to complete this section and if I do, I will deem this day a success. Yet some years ago after a car crash, success was getting back to doing the simplest things in life, things that I took for granted. I am sure you have similar stories. What they teach us is: *success is relative to your needs on any given day.*

One of the most common definitions of success I come across in the personal setting concerns what is termed financial freedom, or the ability to do whatever you want because you don't have to earn a living from it. In my view, the notion of financial freedom is a complete fallacy. One

reason is that there is no such thing as ultimate financial freedom. It is a fantasy that we have been sold by pedlars of investment funds and get rich quick schemes. We are told to accumulate resources and wealth to achieve this so-called state of freedom. What actually happens is that we acquire a lovely set of 'golden handcuffs'! I mean that all our possessions actually become traps that deprive us of the very freedom we were meant to be achieving by having them. Every item you collect – property, cars and so on – comes with responsibilities and, of course, running costs. We have to stretch further to pay for these and therefore need to accumulate more. We also get the lovely gift of the fear associated with trying to hang on to these possessions. After a few years of this type of living we become so entrenched in the cycle of accumulation, we completely lose sight of why we ever wanted or needed these things.

This cycle of accumulation is fully supported by the culture and economy that we live in, so that we arrive at a situation where the behaviour of accumulation becomes classed as normal. By asking yourself what success means to you, you can break this cycle by refocusing on what it is YOU want in your life rather than sleepwalking in an infinite loop of ceaseless accumulation. Some of the most free and happy people I have met are those who consider themselves abundant at all times and are without the need for material satisfaction. In case you think these people are hermits living in nature and outside modern society, many of them are considered highly successful business people; they have plenty, but they do not have an attachment to the material items in their lives and do not allow themselves to be identified or given status by their assets. Ask yourself a question: do you associate feelings of well-being with the assets and possessions you are attached to? If so, you are their prisoner and as such are at their whim, because if they are removed from you, you will feel a lesser person.

An ancient Indian legend expresses the attachment we have to our possessions beautifully:

There was a handsome and wealthy Raj who had many farms, a beautiful family with many fine children, a loving wife, many palaces and gardens, wonderful friends, beautiful jewels and treasures and countless works of art. Not only was he rich but he was also wise. He realised that in all he had if he possessed it too tightly it would destroy him with worry and anxiety over protecting this great fortune. So every night when he went to bed he imagined his farms had collapsed under drought, his family and children had abandoned him, his many fine palaces and gardens were destroyed in an earthquake, his friends all died of fever, his jewel and art collection were stolen. So as he went to sleep, he slept as a man with nothing to lose and his sleep was sound.

When he would awake in the morning to see his love lying beside him he would be filled with great joy and wonder; when he embraced his children he did so like a man returned from the dead; when he saw his artwork and treasure he was filled with glee and admiration of their workmanship; when he met his friends he greeted them with the gusto of meeting long lost companions; and when he surveyed all that he owned he was filled with huge gratitude and happiness.

I love this story as it captures the thoughtless attachment that we have to our possessions and shows us how we can become dim and unaware of the great treasures all around us. Now I would not go as far as to recommend visualising losing everything, but the point is well made in the story.

If you are thinking about business or your career in terms of success, this can become another trap, if you let it. I meet many people who do great work but who complain that the only reason they work so hard is to provide for their

family and for their family's happiness. The irony here is that if your family had a choice they would not want more possessions, they would want you and your time. As you can see there is a pattern emerging here with two major themes: lack of awareness of what you really value and an attachment to something that creates fear. To counteract these very powerful forces we really need to understand what success means to each of us.

The garden of life

To help you do this it is very worthwhile to look at your life as being a garden. Each area of your life will be represented in your plot. For example your family may be the fruit bushes and trees, your health may be hedges and borders, your career or business the lawns, your education and hobbies the shed, your spirituality the pond and fountain, and finally your voluntary contribution the rose bushes and shrubs. As in life, you will tend more carefully the areas that you enjoy most or feel are most important. Maybe you are passionate about your lawns (career) and cultivate them with care and attention. If this is the case then you will have immaculate lawns of stunning green (or a very successful career). But what is happening to the rest of your garden? Are the fruit bushes and trees (your family) becoming overgrown and stifled by your lack of attention? Is the garden shed getting dusty and cobweb covered (in other words are your education and learning growing old and stale)? While you are tending your lawns with such care what is happening to the borders and hedges (your health)? Are they top heavy and in risk of collapse?

The analogy of the garden of life helps us to recognise all the areas that make up a fulfilling and happy existence and that they all require attention and care. This is never more important than when we consider what success means to

us. Success in one area of your life only is just an illusion of success, as what is in fact often happening is an imbalance. We are creatures of balance and whether it is a business, a team or a person, balanced success across a range of areas is true success.

Exercise

- Look at the headings below and, using a scale from 1 to 10 where 1 is very poor and 10 is excellent, score the areas of your life in terms of how much attention you give to each.

An overview of where you are investing the time in your life	
Health/Fitness	
Sport/Hobbies	
Wealth/Finance	
Career/Business	
Family/Relationships	
Friends/Social	
Contribution/Voluntary work	
Spirituality/Purpose	
Education/Learning	

How did you score? You may be realising that you have over-invested your energy and time in some areas of your life to the detriment of others. Your score will also be very dependent on your stage of life and the current cycle of activity you are engaged in.

Quite recently this issue arose for one of my clients who wanted to undertake a master's degree in business. He has

a full-time job that was prepared to support him with a half day off every Friday, but he would be required to study every evening during the week and attend classes at the weekend. He has four children and a wife. We quickly realised that if he was to take on the master's study then he would score very highly on the Education and Learning scale, but that this would negatively impact on the time he would have available for Family/Relationships, his Sport/Hobbies and his Friends/Social, and by not having those outlets his Health/Fitness would also suffer. Having received this insight he relooked at his need for learning and decided to do a module-based master's degree over five years rather than two years. By doing this he could achieve a healthy balance in his life and ultimately create more happiness. By recognising the consequences of his decision early, he could tend to the 'garden of life' in a way that would reward him and not create family problems which might lead to him abandoning his studies.

Exercise

- Think about what you want to achieve and how it will affect your garden of life.
- Do you need to adjust your goals?

What makes your heart soar?

This question provides the answer to what creates success and happiness in your life. It is both a challenging and a freeing question as it asks us if we are ready to be happy doing what we love. Or will we keep pedalling along on the hamster wheel of life dreaming about what we could do rather than ever truly engaging with this question?

To ask this question and to be prepared to follow the outcome, or answer, requires bravery. Most people you will