



# UNSTOPPABLE YOU!

*A checklist of qualities for those desiring success*

By Kathy Santini

Wayne Gretzky, Michael Phelps and Venus Williams. Any idea as to what these athletes have in common? In a word, they are unstoppable. Canadian folklore has it that Wayne Gretzky spent almost every waking moment from a very young age in the backyard on a rink that his father Walter built for him. He practiced, practiced, practiced, imitating

his personal hero hockey great Gordie Howe. In a recent interview on *Sixty Minutes*, Olympic swimmer Michael Phelps' coach, Bob Bowman, said that he set targets for Michael that he felt Michael couldn't achieve, and then watched in awe as he surpassed them. And at the age of four, Venus Williams started playing tennis with a racket that

was almost as big as she was, on public tennis courts in Compton, California. And the rest, as they say, is history.

While most of us won't ever reach the physical prowess that these athletes do, there's a lot we can learn from their successes. As a life and business coach and a keen student of success, I've come to see that there are some common traits successful people share, on or off the rink, pool and tennis court.

The good news is that these traits can become yours, if you're determined to be a success. If you find that you haven't honed these strengths to the level that you'd like, you can continue or begin working on them at any moment. While some people believe that they are innate, I don't share that belief, as I've repeatedly seen people achieve success later in life, once they've found their passion. Hay House founder Louise Hay didn't start to hit her stride until her early 50s and today she's the publisher of a huge publishing house. The most important traits of successful people are:

- ❖ First and foremost a strong desire and delight at what they find themselves doing. For many this means not being able to differentiate between their work and their play, because their work seems like play.
- ❖ A strong, tangible personal vision of what they want to achieve that anchors them to action. When the going gets tough and when they face obstacles on their journey towards success, they connect with their vision over and over again, to keep them focused and moving.
- ❖ The ability to implant this vision into their subconscious mind. Why is this important? Because brain scientists tell us that it is what our subconscious mind, rather than our conscious mind believes that really matters. Think of your conscious mind as the tip of the iceberg that sunk the Titanic and your subconscious mind as the more substantial volume of ice below.

- ❖ A proven way of working on the subconscious mind is a three-step process which involves recording affirmations and playing them back a couple of times a day, meditating for at least 20 minutes daily and visualizing what you want to experience, while attaching positive emotion to the scene.
- ❖ A learner's inquisitive mind. Successful people are eternal students, who are always looking for ways to increase their skills and their chances of success. This aptitude translates into greater creativity and greater imagination.
- ❖ A strong belief in themselves and an inner knowing that they will reach their goal, with continual effort. It's not a case of "if," they'll succeed, but "when," they'll succeed. Many successful people believe that they were put on the planet to do what they are doing; that it is their purpose and destiny to do so and that they serve humanity by doing so.
- ❖ A strong work ethic plus discipline, often role modeled by parents, which is the foundation for their persistence, even in difficult times.
- ❖ The ability to surround themselves with a community of like minded people, who are also success driven. This community often includes a coach life myself, who holds them accountable to do what they say they want to do and who believes in them, especially when they can't or won't.
- ❖ Strong organization and planning skills and failing these, the self knowledge to know that they better hire someone to "play," at what they don't do well. This leaves them time for the activities that they excel at.
- ❖ The courage to feel the fear, gulp and do it anyway. Successful people know that fear is NOT a reason to avoid doing something, but actually an indicator that you are living a

- ❖ big, empowered life. Unstoppable people expand their comfort zone on a repeated basis, even if they feel like a fish out of water while doing something new. This means doing what's hard and what others avoid or resist.
- ❖ A knowing that a big job that can seem overwhelming is manageable once it's been "chunked," down into bite sized pieces.
- ❖ An ability to create environments that maximize their productivity. Thomas Leonard, the father of coaching, was a big proponent of optimizing environments and eliminating "tolerations," because they steal energy and joy from our lives.
- ❖ The ability to stand out from the crowd in a busy marketplace. A lawyer I knew in the early '70s wore clogs to court every day, something that didn't go unnoticed because he was six

foot five when he wore them. He was easily identifiable and stood head and shoulders above the crowd, metaphorically and physically.

- ❖ An understanding of the importance of emotional intelligence. Being good at what you do is a wonderful way to reel in new business and referrals, but being intelligent *and* socially intelligent widens your net and increases your catch. People like to do business with people they like know and trust and those who make that easy to do, who set themselves apart and are competent to boot are unstoppable.

If you truly want to be unstoppable, use this list as a check list and keep it front and centre to keep you focused as you move towards your dreams. By taking these actions and visualizing your success, you increase the chances of being "unstoppable you," a hundredfold.