

# Power for Success

## **HOW TO ACHIEVE YOUR INNER GREATNESS**

Focused  
Growth For The  
High Performer  
Within You

Author: Lisa Clifford

# Power for Success

## The P.O.W.E.R Philosophy

The POWER of 'Power for Success' is all about harnessing our own power; to be aligned with our strengths, our vision, our skills, our dreams. Working with that flow of thinking, and therefore being.

It's about not weakening ourselves with limited self-talk, playing small, shrinking or illusions. It's not about 'controlling' other people or situations or making the world fit around you.

It's purely about raising our own goal in alignment with what and who we truly want to be, without false limitations.

***When we have aligned our internal 'power', our greatest self-asset with High Performance whether this is in our career, business success, family, friendship or health or all combined.***

What does P.O.W.E.R stand for?

P – Plot your outcome in tiny detail

O – Own it – why is this outcome important to you

W – Will, make a personal commitment to your outcome

E – Entrust yourself, really believe in yourself

R – Results, you WILL succeed at your plotted outcome

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“Our deepest fear is not that we are inadequate,  
our deepest fear is that we are powerful beyond measure”

*Nelson Mandela's inaugural speech written by Marianne Williamson*

Whatever role in life or your career you have right now - this book can help you take your motivation, drive and ambition up a level. I want to give you a success formula that will get you results. This book barely scrapes the surface of the High Performance training days and coaching sessions I host but it is enough to get you thinking with a high performance mindset straight away ....

Can you relate to any of the following statements?

You are ready for a challenge but its all in your head

You feel more is expected of you but .....

You feel stuck & everything's ok

You just don't know where to start

Others see your potential but you can't

You often feel you are 'playing safe'

Others seem to be doing better than you

Does any of this sound familiar?

People have an inherent fear of rejection, that's a fact and in a recent survey we discovered that over 95% of those surveyed not only identified fear of rejection, but also loss of popularity, fear of being 'found out' that they weren't good enough, and of course there's always the 'imposter syndrome' that rears its head more often than not. The most common deterrent for people aiming high is the fear of being disappointed.

- ✓ How can you change this?
- ✓ How can you achieve your inner greatness for you and your team to be working to the very best of their ability.

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At this point I just want to say that if you are experiencing any of these challenges, it is not anyone's fault. It is our human conditioning and therefore our experiences. Our mind wants to keep us safe.....and you are incredibly brave, you constantly put yourself on the front line. From my research people frequently feel that they have so much to lose and that others hold all the power. It is human instinct to protect rather than risk, so you could be feeling that you don't want to rock the boat, risk failing, letting anyone down or looking stupid.

My role, and the purpose of this workbook is to bring out your true inner greatness, your own hopes, dreams and goals for your life and career, getting clear on any internal thought patterns that surface and break through those thoughts that create self-doubt. By strengthening your true self-confidence, you will be able to work at the level of a "high performer" with ease and grace. No bravado, beating of chests or pushing and shoving your way to being at your best. This is simply stepping up and backing yourself.

My intention with this workbook is to be the voice in your head, demanding more from you than you would ask of yourself alone.

My only interest is in your greatness, so I will push for more. If the answers comes to you easily then it's not one. There is more inside than you are currently aware of, dig deeper and you'll find it's more likely to be the answer after that, or even the one after that!

Finally, this book is for you to work on .....to listen to what you really want to be, do and have, not what others say you should be doing...it's designed for your dynamic success.

Ready to dive in? Let's do this then!

Lisa.

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This is where it all starts, and I encourage you to work through this workbook staying true to yourself and no playing small.

There are 5 sections, each of which will take you on a journey of discovery. Included in each section are exercises that you complete.

Whatever your personal drive....this is a no-nonsense workbook which will support you to heighten your inner greatness, sooner rather than later.

Believe in your own incredible potential

Potential: The space that stands before you ...It is there for your performance to rise higher - your personal GROWTH.....from where you are now and all that is possible for you to become without any self-limitation. I believe we are capable of so much more than our minds dare to show us all at once. I believe our mind shows us chapters so as not to overwhelm us....so just know, that what your mind reveals to you today will soon become your reality when you work through this formula you will not be able to hold yourself back. Once you know - You Know! and you will not be able to stand anything less for yourself.

I am sure you want to get started and fulfil your appetite for growth...forgive the food metaphors I must be peckish - but I do believe Growth is a vital need for our human existence and needs to be fed in the same way we feed our bodies with food. Growth is our minds and soul's nourishment.

I would like to state a disclaimer: - Simply reading this book WITHOUT following the exercises or taking action will achieve absolutely NOTHING. SHOCK HORROR, now I know you know this already but it's worth mentioning .....You see, your life requires you to trust, do the work, set dynamic goals and take powerful brave action.

In this moment, I would like to acknowledge you and the stage you are at with your desire and need to grow.

Personal declaration - I agree to invest and commit to myself, because I know my life is depending on me and is totally my responsibility.

Name.....

Signature..... Date.....

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## *P.O.W.E.R*

*“Where focus goes, energy flows”*

Plot your desired outcome...your powerful goal...the experience you dare to enjoy even if it may scare you.....and yes, I do mean desire and scare. They are both feelings...and everything we do is to create a feeling knowingly or unknowingly. When we know that, we can precisely align our goals with the feelings we want to achieve. Therefore, living and fulfilling our potential and with defined purpose.

I encourage you to dare to dream MASSIVE .....just imagine for a moment that you could achieve it - just “what if” it was entirely possible and the only thing stopping you is you.....this is true. So, come on, think of something that when you achieve it, you will think “Whoohoo, that’s a game changer or even a life changer right there”, “People will think I’ve gone mad if I tell them”.

Let go of spending so much time on the “How”- (which by the way, is not the most motivating part of any goal preparation, but it is where we leap to and feel comfortable with) and spend less time on being specific on “plotting the entire powerful goal”. The value of the goal, it’s purpose, is completely diminished and drowned out with the monkey mind, because there’s not been enough clarity and purpose setup early on.

If you find yourself starting a to-do list, STOP! There’s plenty of time for that in the rest of the workbook!

I would say most people will spend 5% of the time deciding the goal (and actually most people do not know what they want) and prefer spending the rest of the time in deciding action AND that’s where and why goal setting DOES NOT WORK. So stick with me here and follow this workbook through this proven high performance P.O.W.E.R process.

Being brilliant at whatever you do (which you are) requires great courage and there’s a part of you that enjoys the thrill of the sport of high performance.

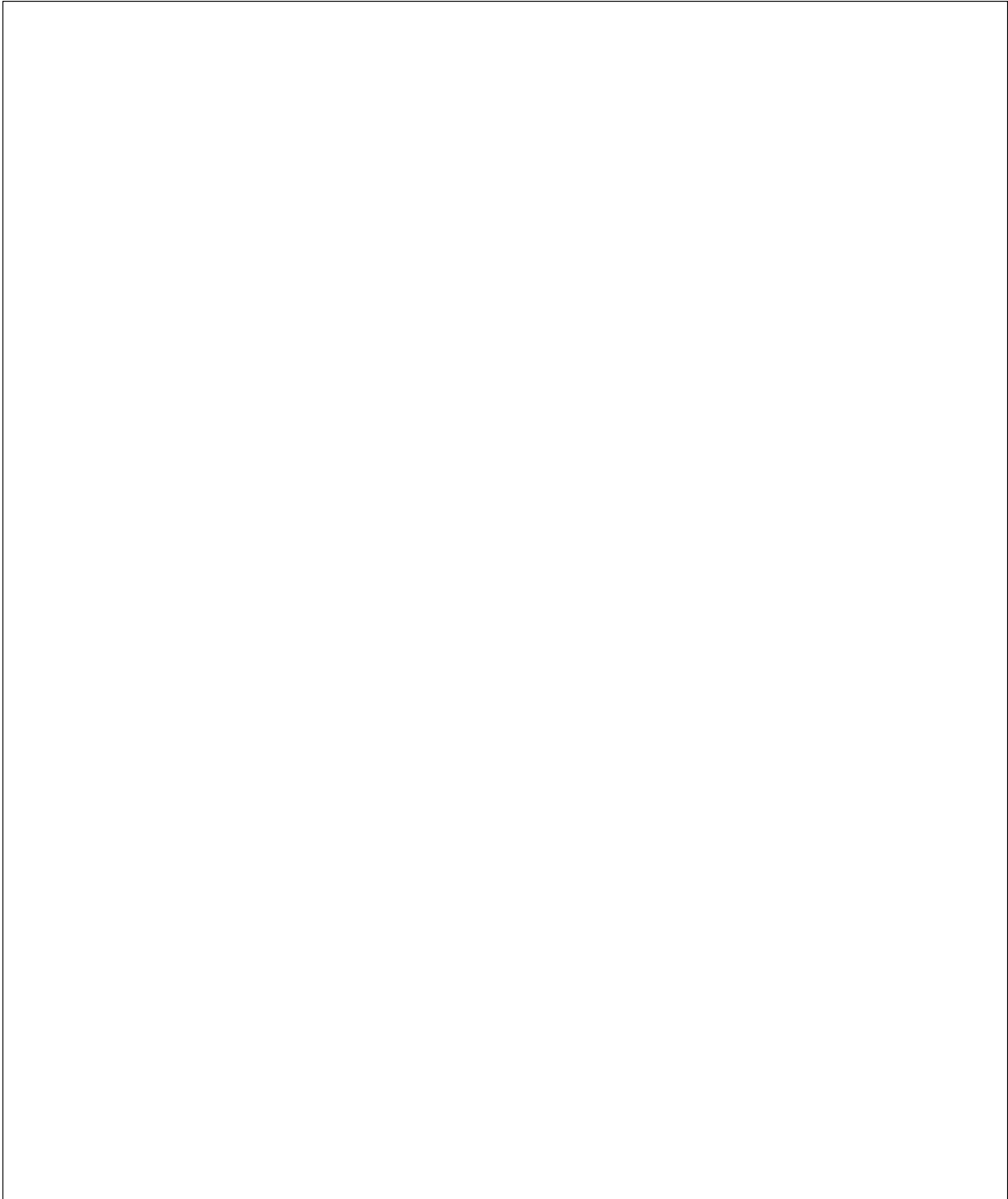
Exercise

For now, let's get started. Here is my quick guide on plotting powerful desirable goals:

1.- What if you could achieve something off the scale BIG, HUGE, MASSIVE? What would be possible? Let go of your "if's, but's and how's" for now and just sit back close your eyes and let your mind show you your potential. Ask yourself "If I couldn't fail what would I do?"

(This question changed my life and my life is unrecognisable not barely but completely).

Write the key points here;

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2.- Be really clear on exactly it is - describe what the success of it looks like in detail. You can visualise it so clearly in your imagination, you can see where you are when you become aware that you have yes indeed succeeded at your goal, you can see the clock and you know the time, you can see what you are wearing, the date, you can hear people around you, maybe they're congratulating you, asking you how the devil did you pull that one off....and so it goes.

Describe the picture in detail here;

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3.- Now be clear on the feeling you have created within yourself.

Describe your feelings;

4. It's got to matter to YOU, it's got to be big enough that you take a sharp intake of breath when you think about it, that you can hardly dare tell anyone because you think they'll shout it's IMPOSSIBLE at you.

When you think about it being that big, what additional thoughts and feelings come to the surface? What do you really want to achieve? If no one else knew, what would you dare to dream?

5 – On a scale of 1 – 10 how much does your goal scare you? (10 being scared witless!)

5A) Your score out of 10

If you score over 5/10 you're about to embark on an exciting journey that will lead you to levels of success that you've previously held yourself back from.

If you have scored under 5 – what's stopping you from dreaming so big it scares you? It is really powerful to bring these thoughts and feelings into awareness. Complete the following exercise.

5B) Describe the fears & thoughts that are stopping you from dreaming BIG.

5C) Where have you heard these thoughts before?

Now come on.....REALLY.....what are you holding back on me for? Here's the thing, it's not me you're holding back on - it's someone way more important than me....IT'S YOU. You've come this far, which is further than 95% of the population - you can achieve the same distance you've covered so far in your life, setting goals in the way you've done before. But this is what I do know for a fact, you didn't ask for this book to do more of the same - there is more inside you that you think you want. SO, what is it that you are destined for, once you set your mind to it?

Now what do you really want? Think deeply. If you scored under 5/10 for question 5A this question is for you.

What's the wildest ambition you've ever had for yourself?

CONGRATULATIONS..... Keep breathing

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## P.O.W.E.R

“Our truest self is when we are in dreams awake”

Henry David Thoreau

Own your potential, own your powerful goal and your commitment to a high performance mindset. You have just begun to plot into your inner greatness.

This is THE most important step in the process. Without this, you WILL NOT create the power you need to truly own your goal, potential and indeed your purpose.

Think of it as an umbilical cord (stick with me, it's going somewhere!) You really need to make that connection between heart and head, to stop being a Human Doing and start living as a Human Being!

You really need to dig deep and explore WHY this powerful goal is important to you. Why does it matter? Once you understand the WHY, you are then in a position to OWN it. This powerful goal needs to have great purpose to you and for you. This will be the fuel that will serve you in times of resistance, distraction and challenge.

It has to excite you – for example if you're a runner, and you're recovering from an injury, running is important, but why did you decide on running? The WHY is not only your motivator - IT'S YOUR DRIVER! I think “motivation” internally encourages ... “drivers” INSIST!

So those rainy mornings need a good reason for you to bother....is it perhaps “a means to an end” or is it to strengthen your knee so you can play football with your child in the garden.....because they love that time with you so much - and their joy reminds you of what really matters in life. Suddenly there's no resistance to going for that jog in the rain, which it's purpose is to strengthen your knee, so there's no pain when you're chasing your 3-year-old around the garden.

Exercise

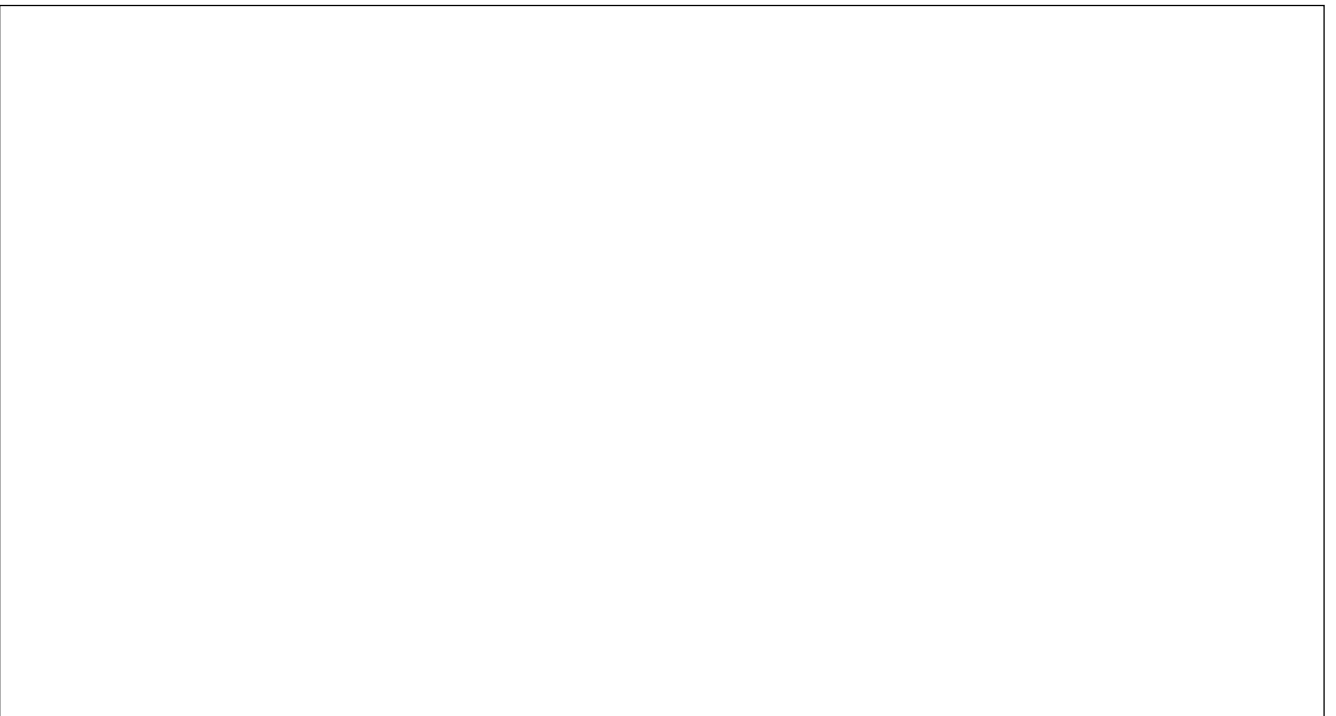
Imagine you have already achieved this powerful goal!

Ask yourself, and answer the following questions in as much detail as you can.

1 – What does it prove to you about you?

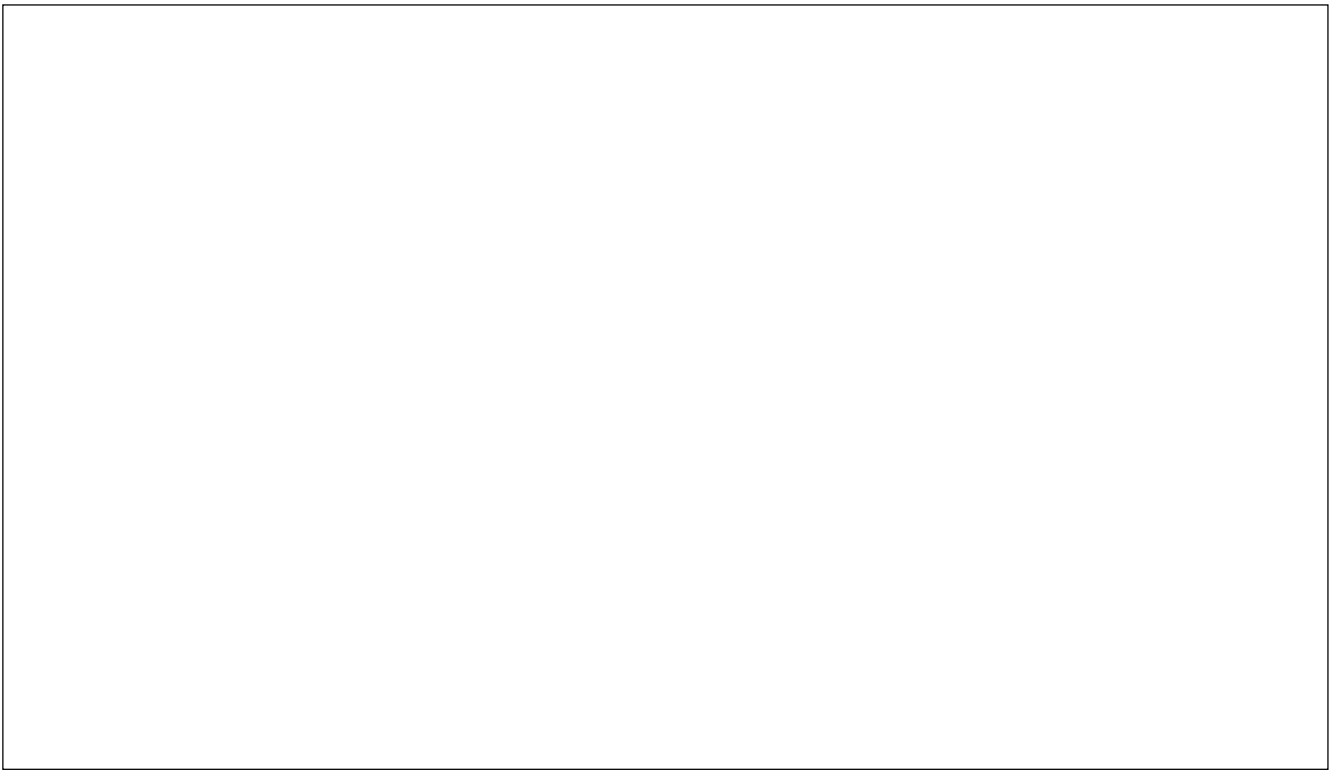


2 – What does it DISprove to you about you?

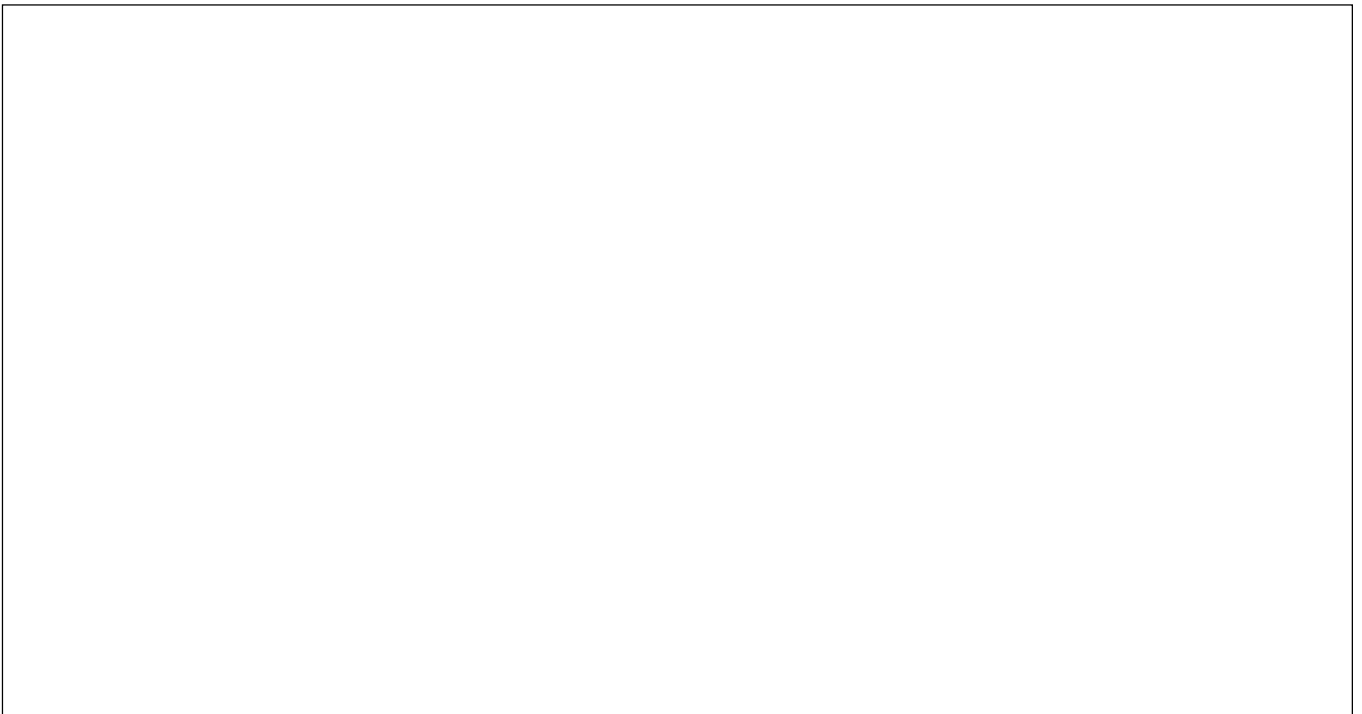


3.– What part of you now needs to be reignited?

i.e courage, visualisation, belief, confidence, learning, motivation ...accepting support

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4.– What other doors will open for you?

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5 – What doors would you love to open for you?

Out of 10 how motivated / driven do you feel towards your powerful goal? (10 being unstoppable)

Out of 10 how connected do you feel towards your powerful goal? (10 being unstoppable)

I know I talk about feelings a lot and it may seem a bit “fluffy” however it is the most powerful and essential question and here’s a very simple reason WHY:

We have thoughts (conscious and mostly unconscious) which ALWAYS, 100% of the time create FEELINGS which then DETERMINE how and if we take ACTION!

**Always, always, always: Thoughts = Feelings = Action**



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## P.O.W.E.R

“Living life with risk is like jumping off a cliff and growing wings on the way down”

Will .....what is the strength of your will, your commitment?

Your non-negotiable commitment to your powerful goal will align your mind and therefore your unstoppable drive will enable you to find it easy to resist any distractions or should I call them goal destroyers.

If you do not decide that prioritising this powerful goal is non-negotiable then you will find yourself in the nomad's land of COMPROMISE, and if I am to be frank, I am not really sure what, if any value is ever achieved in the land of compromise.

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So, here's the big question - what are you willing to sacrifice, i.e define great boundaries so that this dream will live within your powerful human potential and become a reality? If you really want extraordinary results and an extraordinary life then making sacrifices and setting strong boundaries will free you to make powerful decisions all the way. Therefore, being non-negotiable for your path and your life. So, here's the thing, you need to know right now what will you sacrifice, be willing to let go of for your greatness? These things will test you.

For example, if you decide a sacrifice could be "no impromptu nights out" because you know you need 8 hours of sleep for your peak performance zone the next day. So when your great pal invites you for drinks tonight you can easily say "no thanks - lets do Friday" because you know what's at risk .....

But if you had not committed to yourself that impromptu nights out are on your "list of sacrifices", then you just fell into the soup of compromise ...nomads land to somewhere but not YOURwhere.... YOURwhere is your life path. When this happens, we give ourselves the excuse of moving the goal further into the future. Would you even walk over red-hot coals bare foot for YOURwhere .....if that was what was required to live in your POWER, truly live within your power?

There will be times where life presents a new challenge, I like to think of them as breakthrough days, where you are required by the power of your commitment to your purpose to deepen your connection with your goal. To move powerfully in your heart and mind, through blockages, the bumps on the road and power through collecting all the wisdom this challenge was here to serve you. But lovely, if your commitment is not fully powered up and non-negotiable that challenge will derail you .....rendering your goal "benched". That challenge was there to strengthen you into becoming stronger and wiser from it.

So, we are looking at physical sacrifices and also thought patterns and beliefs that no longer serve you.

So, what are you willing to be for your goal - the glimpse into your potential?

## Exercise

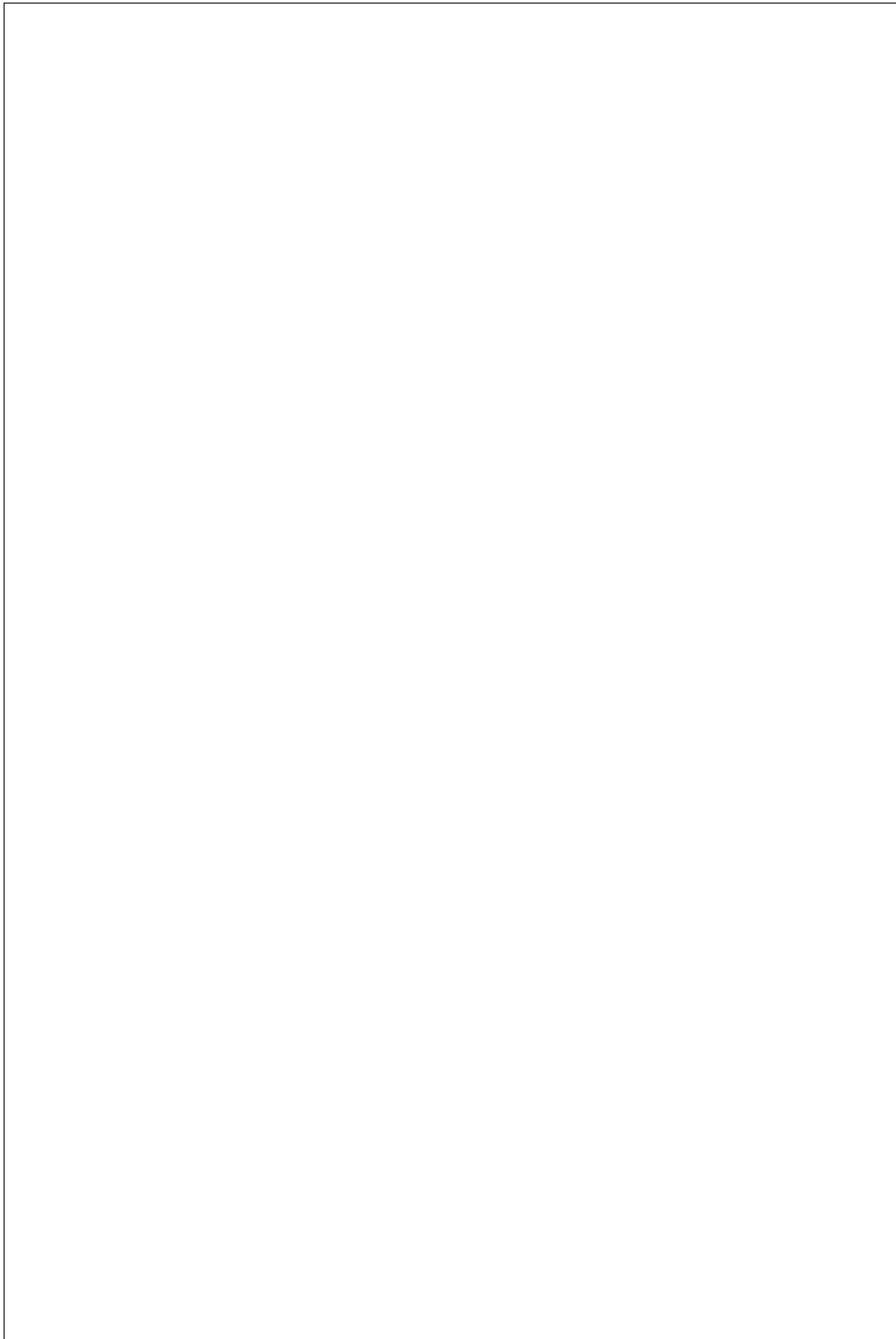
1.- What are you willing to say “no” to for your goal?

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2.– What are you committed to learning for your growth?

A large, empty rectangular box with a thin black border, intended for the user to write their response to the question above.

3.- Who are you brave enough to ask for support from, for your personal success?

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4.- What beliefs, thoughts and patterns are you going to let go of to free you to step into your true POWER?

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List 17 actions you can now take which commits you to your powerful goal

1	
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17	

Now highlight the “no turning back” actions ...those ones that mean business.....you’ve jumped - so you must fly

Exercise

Be specific with your 'no turning back' action – chunk it down into at least 5 individual actions adding start dates and finish dates using the grid below

Start Date	Specific Action	End Date



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## P.O.W.E.R

“Whether your powerful goals thrive or die will be determined by the degree of your self belief”.

Lisa Clifford

Entrust Yourself - “En” translates from the French vocabulary with the word “Trust” is “to cause to be in”.

I choose to interpret this as cause you (personally) to trust yourself .....give yourself cause to trust yourself. Find the reasons to believe you deserve this success, you are equipped or that you have the ability to get equipped to achieve this.....and listen I know you can  
....because if you can dream it in your mind and desire it from your heart then you can absolutely achieve it with your powerful intentions fuelled into your actions.

Give yourself permission to believe you can do this....no more looking over your shoulder to make sure you are going in the same direction and pace of your colleagues. Let go of the thinking “they must know something I don’t, so therefore let’s stick together, that should do the trick...” no more being the same, when you think about it, actually all it really amounts to being average. You’re not on this journey of self-development and greatness to be average. The space of average is well over subscribed. What you will soon discover, if not already, is that there is a place reserved for you in the arena of OUTSTANDING .... All you have to do is STEP into your P.O.W.E.R. and believe in your SUCCESS.

So here’s the thing, we all have reasons not to trust that we can be, do or have things, relationships, success, money that we want .....if we listen to the voices of limitation in our minds .....for most people they are not aware that these voices exist because they’ve gotten so used to hearing them, it’s become white noise....but the problem here is these voices from our thoughts will either make us step back, freeze or power forwards. They have a direct relationship with our unconscious actions and behaviours. So, let’s get clear on what the voices actually say. When they are in your conscious awareness you have more control over them - They no longer live in your “blind spot”. Awareness is so incredibly powerful and empowering.

I’d like to bring these potential thoughts out of the “blind spot” and into “plain sight”.

I’ve completed the first one as an example. We are just bringing the conscious and unconscious thoughts up and out - in the High Performance Programme we dynamically break through these once and for all - rendering you “Unstoppable”.

Complete the grid below. Using the grid vertically, brainstorm column A first , then complete column B and finally complete column C.

Column A Negative Thoughts	Column B Opposite thought of Column A	Column C Proof / Evidence of Column B
I am not good enough	I am good enough	I hit my target for the last quarter

<p style="text-align: center;"><b>A</b></p> <p>If I could achieve this powerful goal - how would I think, feel and act?</p>	<p style="text-align: center;"><b>B</b></p> <p>What do I need to believe to achieve this powerful goal?</p>	<p style="text-align: center;"><b>C</b></p> <p>I know this belief (In column B) is true &amp; therefore a fact because....</p>

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## P.O.W.E.R

“If you think you can do a thing or you think you can’t do a thing, you’re right”

Henry Ford

### Results

Ok you may feel this section does not need an explanation and really, what I should be saying here is.....”Lets’ crack open the champagne and celebrate.” However, if we leave it to the end outcome, you have probably short changed yourself of at least 6 opportunities for opening the fizz.

So, once you know your clear defined powerful goal in absolute detail as though I were with you, so that I could step into your picture and imagine it as clearly as you can.....then, the next stage is to power plot it down into a timeline of predicted signs that prove you are on track to your potential being fulfilled. I like to call these signs “pre-success indicators”

On the next page, you’ll find a chart for you to complete, along with a place to mark when you’ve achieved your goals.

Timeline Date	Your powerful goal milestones – results within the goal	Date Achieved

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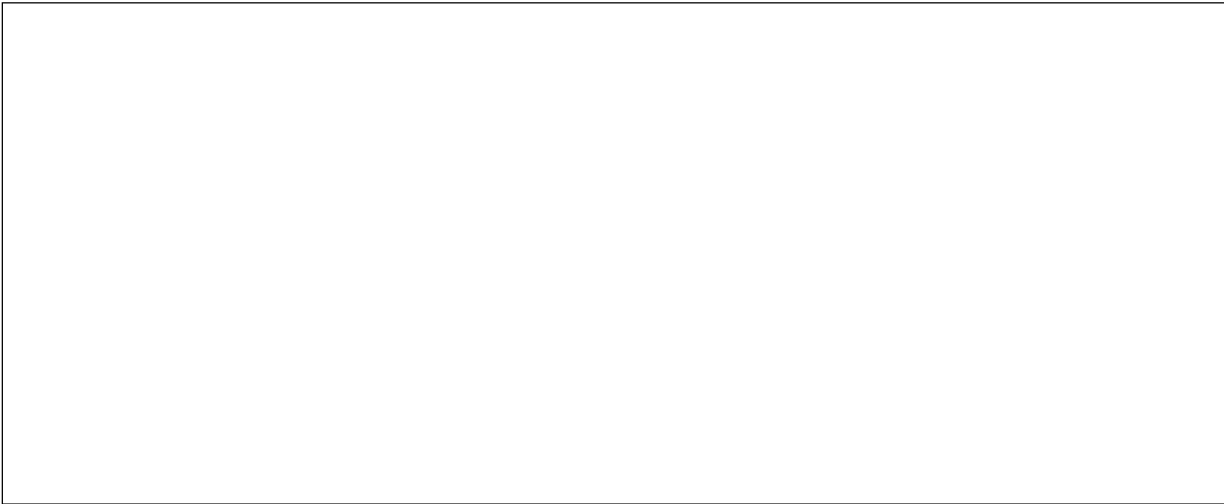
Tell me, when you have achieved this particular powerful goal who have you become? What are you standing for? Who have you inspired? Who have you helped? What do you now know to be true about you? How incredible has this journey been for you. You were born to be, do and have all that you have dreamt for yourself.... This is your path, we all have our own unique gifts .....let's let them play through your work.

I want you to imagine (close your eyes) again you have been exactly who you needed to be, to achieve your powerful goal and that you are 3 months post you being successful at achieving your powerful goal (really imagine in as much detail as possible) ...now answer these questions, BECAUSE where focus goes, energy flows.

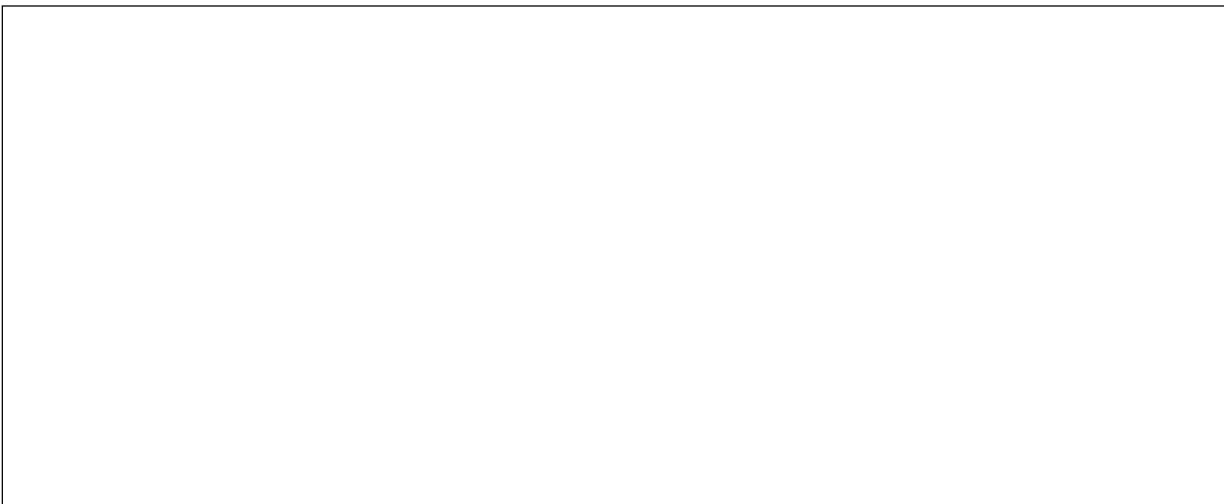
1/ Who have you become? Describe your character and values

2/ What are you standing for?

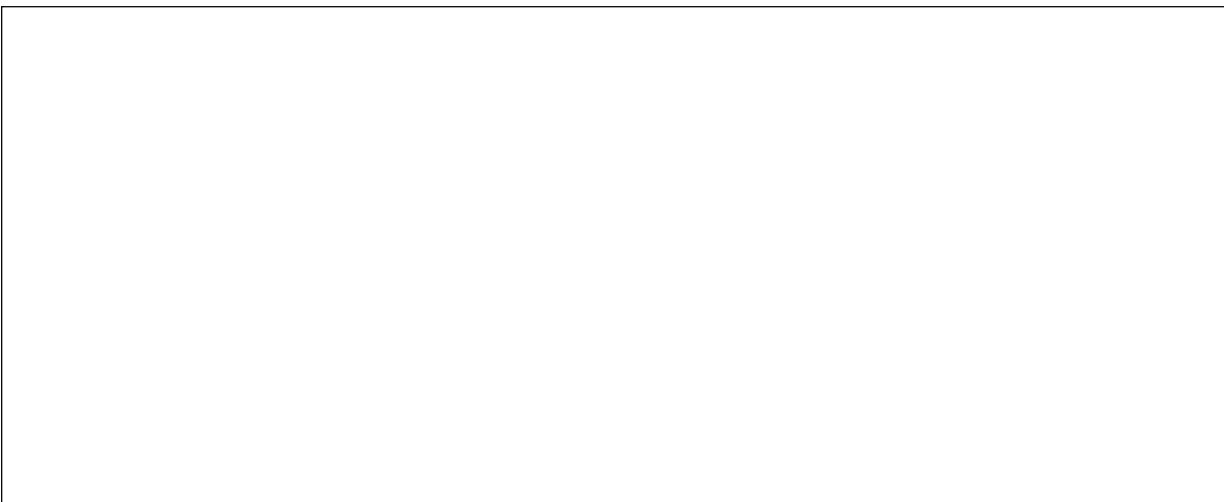
3/ Who have you inspired?



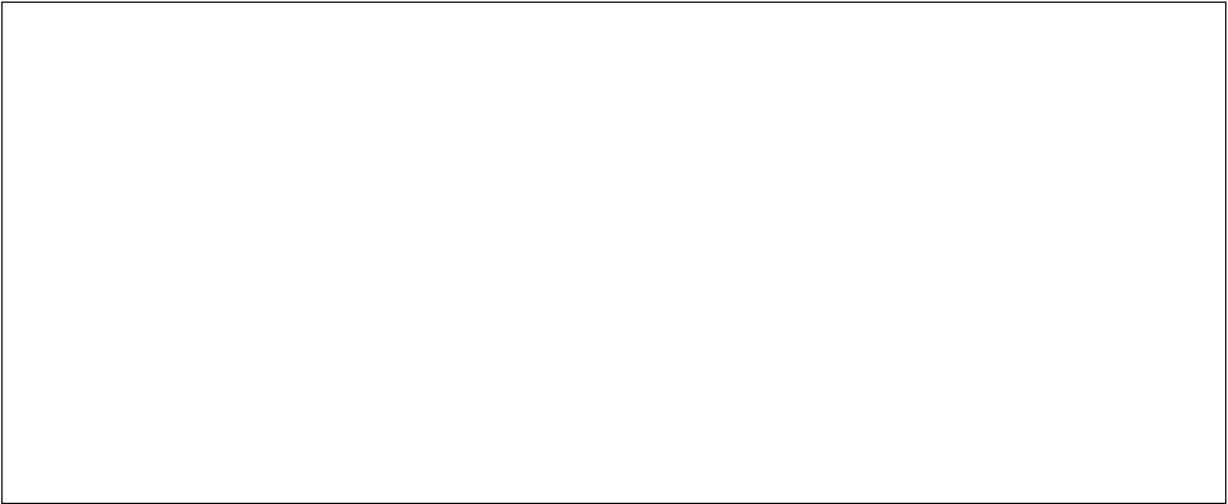
4/ What have you learnt?



5/ Who have you helped?



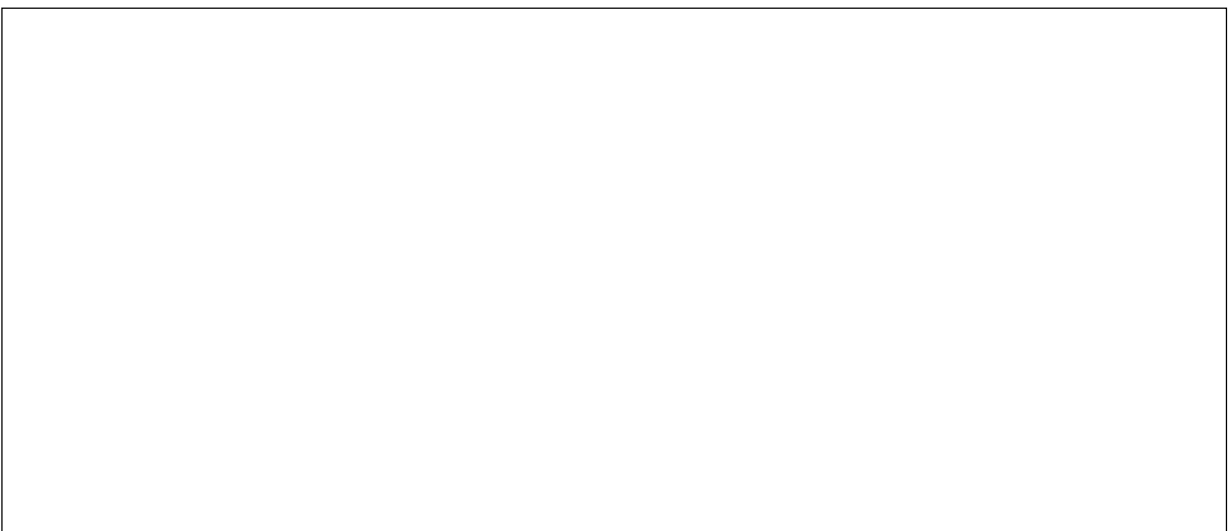
6/ What have you taught, guided and shared?



7/ What extra wisdom do you now have?




8/ How would people describe your leadership style now?

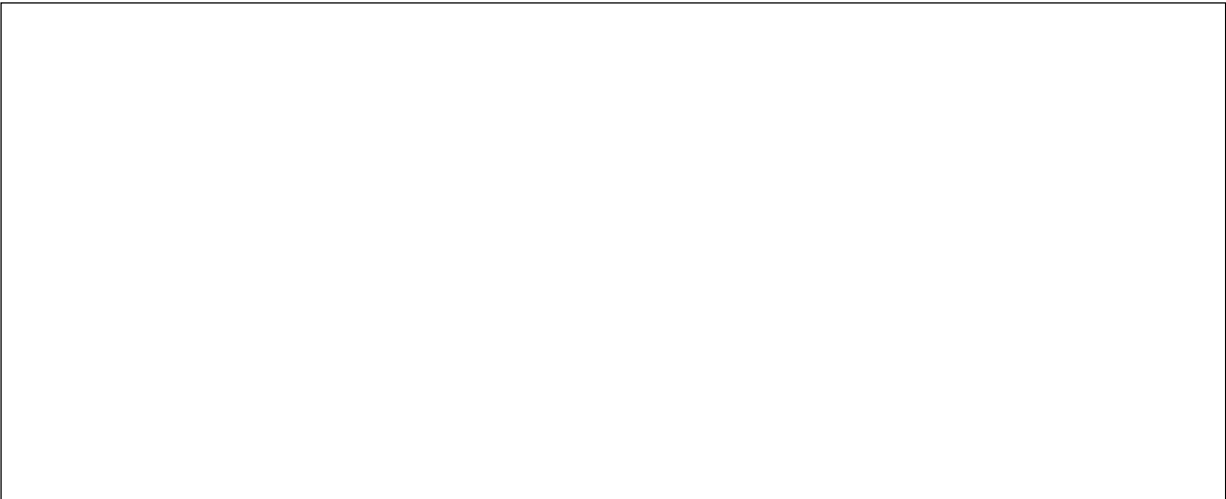




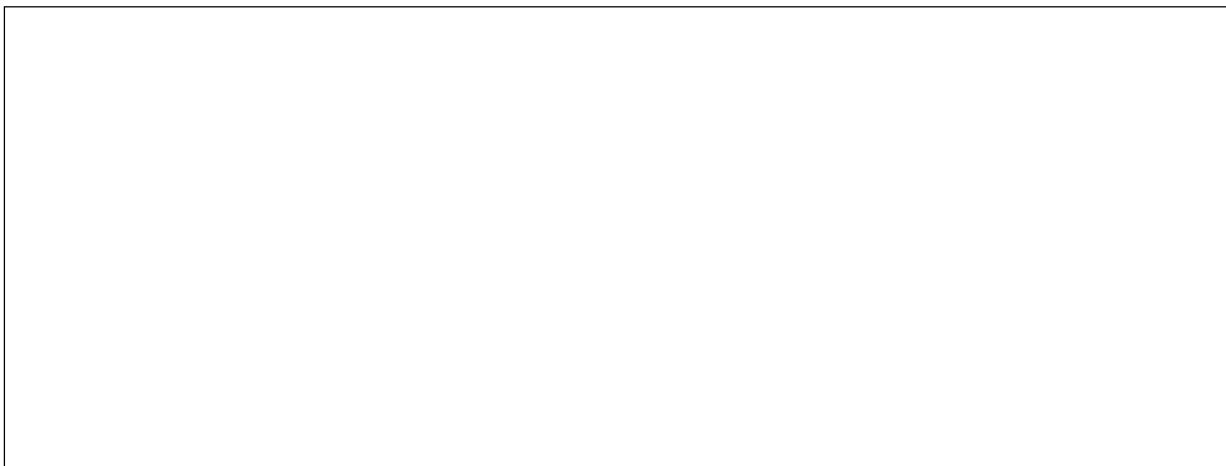
9/ What have you proven to yourself?



10/ What have you proven to others?



11/ What do you now know to be true about yourself



12/ What should you have believed about yourself from the beginning?

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I would simply love to hear from you about your successes and see how we can implement the P.O.W.E.R formula in my High Performance Trainings.

I believe true inner greatness is freedom from any restriction especially the ones we don't even realise we have placed upon ourselves and continually raising the bar on what we expect of ourselves and therefore the quality of our experiences whether it's business success or in our personal lives.

My life purpose is to help people experience powerful dynamic breakthroughs into true high performance thinking and therefore being.

Here are my contact details, I would love to hear from you.



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High Performance Trainer, Speaker & Broadcaster

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