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A few simple tips for tapping into your hidden potential during challenging times

Once you open our mind to new, more creative ideas and focus on the outcome, you will tap into your inner potential.

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We live in crazy, but exciting, times. With the economic downturn, home prices at an all time low, there's the health care “situation,” and no end in sight - what are we to think? Sales in many businesses are down, and layoffs are up.

The beauty of a chaotic time, however, is that it signifies an upcoming structural shift is on the horizon.

It is the nature of complex systems to reorganize when things become too chaotic.

Life is a series of recurring patterns, and everything happens in cycles, like the state of the economy. I am not saying that we should do nothing and allow things to spiral downward; just the opposite. This is when taking action is most needed! But I am not talking about just any action; we need to take *creative* action.

When things are down, such as home prices, this is the time for keen investors to take advantage of lower prices. The same goes with stock prices; who wants to buy in at the top? The astute investor always wants to buy in on a slump and sell at the top. Now is the time to be thinking outside the box.

You might be thinking, what does all this mean about my hidden potential? Well, just this.

We can either allow change to take place without doing anything, or we can adjust to what is happening around us.

In many ways, the world is changing, that is for certain. For example, big business is becoming more decentralized and that means fewer corporate jobs; the economy is slowing down, that is true. But with the Internet and a worldwide market at the touch of a cell phone, what better way to adjust to a changing market than to get involved in some new business venture? We live in the information age, and the wave of the future is home-based businesses selling information and products via the World Wide Web.

Have you considered writing a short electronic book or some other virtual product that could be sold via the Internet? Have you thought of an Iphone app to make people's lives easier? Network marketing or small joint ventures are powerful ways that small business can support each other. They are inexpensive ways to promote win-win situations.

As a personal mentor, I help others identify what they want to create in their lives, and in their businesses. Together we find unique ways to take advantage of what is happening, and focus our attention on his or her strengths.

The number one reason most people fail is lack of proper planning. Without planning, success is like throwing darts while wearing a blindfold.

For example, two of the most important aspects of succeeding I stress with all my clients are proper planning and knowing the difference between *efficiency* and *effectiveness*. I had one client in particular, Bill, who was the model of efficiency, but his short-term methods were not serving the long-term interests of his business. Simply put, his efficiency model did not allow for serous growth. Once he learned how to be

effective (the big picture) first, and then *efficient* (the little picture), his business soared. Sometimes, being effective means doing things differently, such as developing new sources of income like the ones I mentioned.

Tip number 1: Be accountable and responsible for what is happening in your world, and be willing to adjust!

> ***Most people fail not because they do not see what is going on around them, but because they REFUSE to adjust.***

As human beings we thrive on challenges, yet even when things are obviously not working, we cling to what worked so many years ago. People who adjust will thrive no matter what the market does. Likewise, People who refuse to change are going to find the world will change around them regardless. Which will you be?

Tip number 2: Realize your unique difference.
All too often people fail because they are trying to be like everyone else. We all know the story, one person finds a niche and then everyone wants to follow suit. But we are not alike; we are not supposed to be. Furthermore, businesses, families and economies thrive on diversity, not sameness. You can't tap into your unique potential by trying to be just like everyone else. Develop your uniqueness; that will unlock your potential.

Tip number 3: Waiting till the right time.
Another reason people fall short of their goals is they are too busy waiting until everything feels right. As someone in the public speaking field, I assure you that if you wait till you are fully prepared to jump on the stage, you will never make it. In fact, feeling like you are not fully prepared is a powerful sign that you are on the right path.

> ***This is by no means a suggestion to live with reckless abandon, but it means that any venture that is exciting will demand that you get***

out of your comfort zone and do new things, before you feel fully prepared.

Nothing taps into your inner potential like having to think on your feet. As they say, “necessity is the mother of invention.”

Tip number 4: Learning to say NO!
A huge factor in being successful and a difficult skill to learn is the power of saying NO! Often, we feel that more is better; when in fact, just the opposite is true. In business it serves everyone better to simplify, focus and hone specific skills to maximize performance. It is challenging to learn to say NO! Yes even to some of the things you want to do. Being successful means saying YES to the things you need to do, when you need to do them. Priority is the key to success in any market, and saying NO! to unnecessary distractions is one way to focus your time and energy on what you want.

Tip number 5: Focus on what you want to create and allow your intuitive mind to show you the best way to achieve your goal.
Most people err in one of two ways. Either they focus on what they don't want, (meaning what is wrong) or they are so distracted by what they are doing that they can't even see the bigger picture. In either case, we are missing out on our most important asset, our creative mind. Tip number four and five go hand in hand, the more you say NO! to what you don't want, the more you can focus on what you do want.

Focusing on what we are trying to create opens the creative energies and frees the mind to develop new strategies.

Our hidden potential often lies untapped and dormant. Once you open our mind to new, more creative ideas and focus on the outcome, you will tap into your inner potential. It can be tricky at times to try new things, and question what's working and what's not, but that is how we learn. Do it - you will surprise yourself! And remember, in every crisis there is the seed of opportunity. Where will you choose to focus??

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Author, success-coach, and mentor, **Russell Foster** provides his clients the roadmap to a more empowering mindset. Whether it is one-on-one or in a large group setting, Foster loves guiding others to a more productive way of thinking and acting. Using powerful tools such as self-hypnosis, Neuro-Linguistics and EFT, Foster shares with his live audience and his readers the unlimited power of the human mind and how to tap into it their inner genius. Together he and his clients develop a new way of thinking to adjust to changes in the market and business and create new skills to overcome physical obstacles as well as psychological barriers.

In his upcoming book, *A Clear Slate* he takes his reader on a journey into the power of the mind, and more importantly, he stresses to each and every one of us, what we can do once purged of the limiting beliefs that plague so many of us.