

**'Reveals the vital
difference between
how we really think
and how we think
we think'**

*Rory Sutherland;
Vice Chairman,
Ogilvy & Mather*

INSTANT MOTIVATION

**The surprising truth
behind what really drives
top performance**

C H A N T A L B U R N S

Praise for *Instant Motivation*

'Instant Motivation is an inspiring read that will change how you see *everything*. Through her clear and warm writing style, Chantal Burns makes a strong and passionate case to live with a different knowledge which she explains succinctly though fantastic insights and practical examples. I can think of many people I would love to read this book, and if they do, I'm sure they too will have a light-bulb moment.'

Linda Swidenbank, Publishing Director, Time Inc (UK)

'This is a thoughtful and deceptively powerful book that will change how you approach relationships, work situations and your own motivation. Understanding state of mind bridges the gap between how we think life works and how it actually works and this is a revelation that could benefit millions.'

Stuart Taylor, CEO, Kinetic Worldwide

'What you'll learn in this book is absolutely fundamental for improving your well-being and performance. I've personally experienced profoundly positive changes in my own ability to lead and to bring out the best in others. If you want to excel in business, feel happier while you do it, and be more confident, read this book. Its principles are genuinely life-changing.'

Sophie Hearsey, Editor, that's life!

'A thoroughly enjoyable and insightful book that produces a powerful and motivational realisation that we are capable of changing anything.'

Chantal uses her vast experience to evidence the power of the mind and how this knowledge can benefit you both in and outside of your work.

The principles explored have the potential to change current thinking and become a catalyst for life-long change.'

David Banfield, Group CEO, Methven, www.methven.net

'Chantal has distilled her observations and experience from years of coaching and mentoring, to help us deal with our own thought processes at work and in our day-to-day lives. I wish I'd read a book like this years ago when I was running my own business. It would have given me insight into why I dealt well with some situations and poorly with others.'

Khalil Ibrahim, Managing Director, Enreach

'Chantal manages to combine her extensive business experience with her innate ability to teach. This is a book that fundamentally deals with matters of the mind, but it's written with real heart. Read it and it will almost certainly help you with your performance at work, whatever your field. More than that, it will allow you to connect with you – the real you, the best you. Playing from that position you

KEY IMPLICATIONS OF SEEING LIFE FROM THE INSIDE-OUT

(When we insightfully realise that 100% of our feeling state is being created by Thought in the moment and nothing other than Thought.)

No control required: When we realise that nothing outside of us has the power to make us feel a particular way, then we don't have to manipulate or manage life in order to regain clarity or feel better.

Self-clearing system: At any moment we can realise that how we feel is not caused by anything other than Thought in the moment. This realisation will automatically remove a whole bunch of (outside-in) thinking, clearing your mind as it returns you back to the present moment.

Operating from a clear mind will always help us to see life with more wisdom and perspective. It cannot help but change how we approach things – whether it's an impending conversation, a problem or a meeting.

Let's take an example of someone who experiences high levels of anxiety when they have to speak to a large group. This is a common issue for many. It's frequently stated that people are more scared of public speaking than death. So imagine you're one of those people and your boss announces that you've got to replace him and speak at a conference tomorrow. You're told that 600 people are attending. The biggest group you've spoken to is 50 and you had a month to prepare for that.

You arrive at the venue. You watch people taking their seats. The room is huge. There's a big stage at the front. You start to feel your hands sweat. You begin to doubt you can pull this off. You've hardly had enough preparation time. People might be disappointed because they were expecting to hear your boss speak. The feelings of anxiety increase. You look at the clock and you've only got 30 minutes until you're on. The anxiety increases. At this point, you want to exit the building but they're putting your mic on. The person next to you is also a speaker. They seem relaxed as they laugh and joke with a colleague. They're obviously more prepared than you or perhaps they are used to the big crowd.

To most people it will seem like their feelings are being determined to some degree, by the situation – the room size, the audience, the lack of experience or preparation.

Whilst we might believe that our state of mind is an indication of the state of the situation, it's only ever an indication of where we think our feelings are coming from.

'The biggest human psychological problem is not that people misunderstand the power of outside circumstances. The biggest human psychological problem is that people think there is the possibility of an Outside-In paradigm.'

KEITH BLEVENS AND VALDA MONROE

As you gain more certainty about how Thought works, you'll find that you stop automatically looking outside yourself to fix how you're feeling because you realise the cause and the solution isn't *out there*.

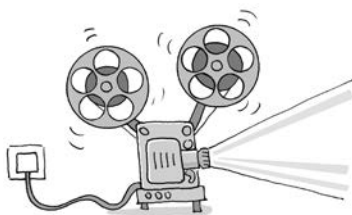
Thought and feeling are one.

They travel together.

We're always in the feeling of Thought taking form in the moment.

The biggest challenge we face is that it doesn't look like our feelings are coming directly from our thinking. A lot of the time, it really does look and feel like it's coming from the job, the spouse, the kids, the weather, the traffic, the bank account, the holiday, the boss, the client. It also doesn't seem like the world is spinning, but it is. On that we can rely.

**Thought is so brilliantly
deceptive and creative
which is why we
benefit so greatly from
understanding how it
really works.**



Remember that your mind is more like a projector than a camera.

Have you ever noticed that when your head is clear, and you're in a lighter feeling, things seem easier, simpler and more manageable? And in this feeling state, life seems more beautiful. People are great, funny, interesting. You appreciate the small things and you feel more at ease.

In contrast, when your head is full and cluttered, or you're in a low mood, things often seem more difficult or more complex. People are annoying, selfish or irritating. Life is less beautiful and feelings of appreciation are replaced with the uncanny ability to notice all that is wrong with your life, with others or the world.

There's only one reason for this.

Life always shows up as a direct reflection of how we are thinking from moment to moment.

But it's not what we think that matters. It's not about the content of our thoughts. It's *how we think* *Thought works* that motivates our behaviours and shapes our performance.

Which direction are you facing?

Which paradigm do you think is true in any given moment?

Are you seeing life from the outside-in or the inside-out?

The key to feeling motivated, happy, successful and fulfilled is to understand and recognise where your moment-to-moment experience is coming from. It's incredibly helpful to know that *we are always* responding to our own thoughts and feelings and never to the situation itself. That's the logic and wisdom of nature's design. It only works one way, whether we see it or not.

In Part 2 of this book, you'll discover how an understanding of the human operating principles is the master key to wellbeing, confidence, influence, achievement, healthy relationships, effectiveness, decision making and resilience.

In the next chapter, I reveal the truth about stress, why coping strategies aren't required and why negative feelings are your friend and not the enemy.

In essence

- Life is an inside-out experience – our feelings can only ever come from Thought in the moment. The outside-in doesn't exist.
- Thought and feeling are inseparable.
- The mind is more like a projector than a camera.
- It's *how we think Thought works* that motivates our behaviours and shapes our performance.

Chapter 4

The Truth About Stress and Pressure Thrive under any circumstances

*'The task is not so much to see what
no one has yet seen; but to think
what nobody has yet thought, about
that which everybody sees.'*

Erwin Schrodinger

In December 2013, Jonathan Trott, a leading cricketer, was big news as he left one of the most prestigious cricket competitions. *The Telegraph* newspaper described him as having a ‘stress related illness’ or possible depression¹. Trott was just another in a spate of high-profile exits over the past few years. Andrew Strauss, England cricket captain, announced his retirement from the sport. The reasons reported were poor performance on the field and increased pressure both professionally and personally.

In the world of business, Antonio Horta-Osorio, ex-CEO of Lloyds and only months into the role, was signed off with extreme fatigue and stress ‘due to overwork’. Early in 2014, Hector Sants, head of compliance at Barclays, quit after reportedly going on leave due to stress and exhaustion.

Important lessons can be learnt from these stories. They help to highlight the importance of mental wellbeing at work and the costs of the prevailing misunderstanding.

Headlines and statistics on the negative impact and cost of stress in the workplace are frequent. Stress is now reported to be the single biggest cause of long-term sickness in the UK.²

Thought is so brilliantly deceptive and creative which is why we benefit so greatly from understanding how it really works.

As you’ll see from the findings I share with you in this chapter, my research provides compelling evidence for just how misunderstood stress is. Let’s start with this one:



The No.1 reason people chose for why they don’t always perform to the best of their ability was ‘If I’m feeling stressed, anxious or worried’.

The lowest rated answer was ‘My own state of mind’.

What this finding indicates is that the link between Thought and feelings of stress is vastly unrecognised. While science and psychology has moved on, attitudes and approaches have stayed locked in an old paradigm.