

BREAKTHROUGHS

THE 3 ELEMENTS OF A BREAKTHROUGH

What is a breakthrough? It's a moment in time when everything changes—where what seemed to be impossible suddenly becomes possible, and where you no longer settle for anything less than extraordinary. Breakthroughs are the reason people succeed and companies thrive, no matter what's going on around them.



There are literally thousands of triggers, but to create a lasting breakthrough, it requires a change in one—or all—of these three elements:

- 1. A New Strategy:** a better way to do something that suddenly changes the result overnight—a distinction, insight, or shortcut that helps people get more done in less time.

The challenge is that most people think of success as simply a matter of finding the right strategy by itself. If you've ever seriously thought about making a change in your life, from growing your business to shedding a few pounds, you know there are a million strategies out there—some good, some bad, all claiming to be “the answer.” If it's that easy, why aren't we all living perfect lives of mental, physical, and financial wealth?

Strategies are an important part of success, but they're only one-third of a much bigger equation. The real problem is often the second element...

2. Our Story: Our personal narrative, or story, often keeps us from finding the keys that can help us to be most effective and transform the quality of our lives.

When you change your story, you change your life. People who succeed don't develop stories about why they can't do something. Their stories are about how they will achieve their goals, no matter what. With an empowering story, people tend to find effective strategies. In order to get that empowering story, however, we have to deal with the final and most important element of all...

3. Our State: State is always first.

We all develop emotional patterns—or states—that tend to filter how we look at our lives. This influences the stories that we make up about who we are, what we're capable of, or what's achievable or not. The states we go into most often then become the most powerful filter of all that will determine whether we find the strategies necessary to succeed and whether we come up with a story that will empower us.

Only after your **state** and **story** are truly aligned with your desired outcomes can you identify the strategies and make the decisions that will lead you to success. Create your breakthrough now!