



Success and the Subconscious

Abstract: The worlds of quantum physics and mind-science have expanded what we know about how both our minds and the universe works to such a degree we can barely deal with it. This provocative and mind-stretching discussion paper explores those discoveries. In particular the dominant role of the subconscious mind in determining how we engage our world and our impact on it is discussed. While there is a scientific foundation to this discussion the practical application to leadership in today's work environment is impossible to miss.

Here it is in a nutshell. If there is a gap between what you consciously want for your organization and where your organization is right now, the difference can be attributed to the mind-set within your organization. Put another way; the performance of an organization always matches perfectly how that organization thinks.

That means you can do anything you want to move the organization ahead – reengineer, slash costs, do a merger or acquisition, change half the executive team, create a new logo and brand – but you will always, over time, revert back to how you currently think.

It is exactly the same dynamic as someone making \$24, 000 winning \$30 million in a lottery. Time after time that money will be thrown away until the 'winner' is back down to \$24,000 a year. That's because they have a \$24,000 mindset. It's like we all have a success thermostat in our heads – actually it's in our subconscious. Likewise no one can build a \$100 million company with a \$10 million mindset.

The whole idea of an Infinite Possibilities Initiative (IPI) is to dramatically change your organization's success thermostat. New science on the role of the subconscious has unlocked the most effective, efficient and almost effortless path to doing exactly that.

It's time to think in a new way.

Science has proven unequivocally that your subconscious mind controls about 95% of how you engage life and the world around you...including how you lead and how you attract your customers. All the thinking and decision-making you do with your conscious mind every day adds up to only about 5%.

What doesn't make sense is that traditional efforts to create positive change and increase profitability are all targeted at the conscious level – at only 5% of your power to change things. That's an important dimension to be sure, but the major difference is that this IPI approach also engages the other critical 95%!

Strategy and the Mind

Here's a scenario you've been through. The executive team holds a retreat to set out key strategic directions. Data is analyzed every which way, great and heated discussions ensue as experienced thinking minds fight to put certain perspectives on the table. Finally to great rejoicing six key strategic directions make it to the whiteboard. The CEO goes carefully around the table to ensure that the entire team is in agreement with this strategy. All concur with enthusiasm.

All of this is happening at the conscious thinking level. Everyone honestly says they support the strategic direction.

But what about on the subconscious level? Remember that subconscious beliefs and feelings have a 95% influence on whether the team will execute on those strategies or not. While your conscious mind enables you to make adjustments in how you get through your day, it is your subconscious that rules.

In the IPI process we apply quantum science-based techniques for identifying any subconscious beliefs and feelings that could sabotage conscious intentions like a strategic plan. In one instance we found that out of seven executives, three of them showed subconscious disbelief toward exactly the same strategy.

First let's be clear. Even those three executives were surprised. It wasn't something they were consciously aware of. So this has nothing to do with their attitude or motivation – it's all the result of the natural subconscious programming we all receive throughout our lifetime.

Nevertheless the fact remained that something in their belief system, if left unchanged, would gradually in almost undetectable ways undermine the execution of that particular strategy. Chances are this very thing is operating within your executive team as well. Maybe this is why the same issues come up for discussion time after time with nothing ever changing. Perhaps unrecognized subconscious disbelief is sabotaging attempts to execute. We'd like to help you find out.

When the subconscious beliefs and feelings of the entire executive team are brought into full alignment and support of their conscious intentions miracles begin to happen.

The chances are good that no other consultants have raised this kind of thinking. But if you want to lead your organization to a new place only new thinking will take you there.

Think of how this applies to sales performance. Every sales person and producer you have self-sabotages their performance – even your very top producers.

You're thrilled at your million dollar producer. But wouldn't it be a shame if at the end of the day you discovered they had the potential to be a \$10 million producer? Even if that were remotely possible wouldn't you see value in exploring that possibility?

The Infinite Possibilities Initiative approach enables you and your organization to include but go far beyond all you've experienced in trying to make significant change happen. We are not content with enabling change; we're after exponential leaps in performance and profitability.

It's only by engaging both the conscious and subconscious minds within your organization that you access this limitless power you already have.

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