

A silhouette of a person climbing a mountain peak, using a pickaxe. The climber is positioned on the right side of the frame, leaning forward and using the pickaxe to ascend. The background consists of layered mountain ranges under a clear blue sky, creating a sense of depth and scale. The overall color palette is dominated by various shades of blue, from light sky blue to deep navy blue in the shadows and foreground.

Success Mindset For Peak Performance

With
Gavin Ingham

Success Mindset For Consistent Peak Performance - Gavin Ingham



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**Mindset
Matters**



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What Got Gavin Ingham Through His Early Sales Slump

- Gavin persisted through an early slump in his sales performance because he had no option. He had no choice so he had to keep trying.
- His lowest point in his slump period was when a prospect he had worked very hard with went with another supplier.
- He sees his slump as part of the journey towards peak performance. He had a reason to keep going and was determined to pay his own way, even when it looked like it wasn't working. It was Away Motivation.
- Later on he learnt more elegant ways to move to higher levels of performance.
- He put a lot of his early approach down to his early upbringing. He was positive most days and just lacked the strategies that would give him the edge in sales.
- When your mindset is not quite right, then it will affect your behaviour. At the time his mental state was in a place where he couldn't or wouldn't ask the important questions in his sales process.

Sitting in an environment of success is important in sales. But without the right support, it can be a disadvantage.

The Single Most Important Success Distinction To Make

- Gavin's Aha-Awakening moment came from a Tony Robbins book - **You're completely responsible for your results**. Up to that time he had spent much of the time moaning about the circumstances he couldn't necessarily control.
- He realised he had not done enough and so shifted from "below the line" to "above the line".
- Gavin had read self development material before his aha moment, but up to then had not resonated with him.
- A schoolboy sports experience changed his attitude towards success. After failing miserably at cross country in one year, later that year he excelled at sprinting and then became a champion schoolboy runner. He believes it was just a mental shift and not a physical shift. That was his early experience of mindset.

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The Three Components Of A Success Oriented Mindset

- Gavin's #IAM10 philosophy centres around conviction, clarity and consistency.
- Once Gavin took responsibility his sales success turned round very quickly. He did a lot of research and studied Tony Robbins and then NLP.
- After gathering a huge amount of information on what works, he sifted through it to find out the nuggets that made the most difference. That is how his philosophy developed.

The #IAM10 Philosophy In A Nutshell

- The scale of 1- 10 is a powerful way of understanding where you are in any area of life. Changing your mindset from "I can't" to "I can", makes a huge difference. IAM10 evolved out of that and proved to be one of the most popular and effective of his strategies.
- A 1 is someone who is negative, lack of belief, does not care and probably is doing nothing. A 10 is a motivated, confident, determined, enthusiastic, tenacious, persistent person.
- Your attitude enables you to access your skills more effectively. Some would say there is an 80/20 split but it does vary depending on the context. So if you are not in the right mindset, you are not going to access the right skills. Negative thoughts and emotions around something you are going to do will impact how you do it (or whether you do it at all!)
- The impact can be subtle - even down to slowing down your speech.

How Your Attitude Impacts Your Results

- The attitude drives the behaviour which drives the result and that will affect your attitude even further. So if your attitude about something is bad, then that will affect how you apply yourself which will probably result in poor results.... Which will impact your attitude.
- Being a 10 means being in the most resourceful state for the moment. Think about the important moments in your life and identify when you need to be a 10 and understand what 10 looks like. What are those winning attitudes?
- How do you get there? Gavin believes there are three core building blocks:
 - Conviction - this is the mindset
 - Clarity - what you do and what you don't do - when you do it and when you don't do it.
 - Consistency - turning up and delivering over and over again.

High performance is turning up and doing the right things consistently. The enemy of high performance is chronic inconsistency.

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What Stops People From Taking The Steps Towards Peak Performance

- There are many reasons and depending on the context and the most recent work he has been doing Gavin's answers may vary.
- Most people can't be bothered. Many want it but there are too many secondary gains for not doing it. Many like the idea but when faced with the effort required they defer to easier and more attractive alternative behaviours.
- Many people don't have a why. In the corporate world many don't have a why.
- Most don't have a systemic approach to their behaviours and ultimately their performance.

How Developing Conviction, Clarity & Consistency Affects Performance

- Conviction is the starting place - this is inside. Then you need to have clarity - what you do. Consistency is about the system you create and the environment you are in. Create the perfect environment for peak performance. It is about how to make it work.
- Just because you are motivated doesn't mean you will be successful. Just because you know what to do doesn't mean you'll be successful. Even being motivated AND knowing what to do won't work unless you consistently apply yourself. It is about having a system.
- Many good performers are just about "there" most of the time but peak performance is about being "there" ALL of the time.

Why Having A System Will Give You Consistency & Improve Your Performance

- Having a system and working through a process means you bypass any emotional desire to do anything else.
- This idea came from Seb Coe's autobiography where he described running on Christmas day to get that 1/365th of an edge over a competitor who might not do that. Gavin ran daily for exactly the same reason. The decision to not go for a run was harder than going for a run.
- Another experience of having a system came from when he was a police officer handing out tickets for traffic violations. Having a system meant he was consistent in giving tickets.
- "To beat the environment not giving what you want, the best thing you can have is a system."
- Peak performers don't let the environment (and what happens to them) affect their attitude. How do you develop the ability to get to a 10 and stay at a 10 despite what is happening.

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How To Develop The Emotional Resilience Necessary For Peak Performance

- You have to give yourself permission to have awareness. That requires humility and courage and you need the discipline to keep looking at it.
- You need strategies to work out how to get out of a poor mental state.
- You need some form of accountability. Reflecting on your day and doing some form of Win/Learn/Change to assess times when you let the environment control how you are feeling. Have a set of criteria to assess yourself against.
- Ultimately when you have a bad day, let it go and move on.

A Powerful Emotional Resilience Question To Ask Yourself When Things Are Tough

- “What do you need to learn from this so you can let this go now?” He has slight variations on this depending on the context of his situation.
- This only needs to take a minute. Gavin thinks about his day and where he needs to be a 10 for about 60 seconds in the shower. Then at the end of the day he reviews to see whether he was or not. How did I perform? What would I do differently?
- You can write it down. You can do it in your head. The bottom line is you need to make sure it happens.

The One Thing Gavin Recommends You Do To Be More Productive

- Gavin recommends Gary Keller’s One Thing and asking his focusing question. But to do that you need conviction, clarity and consistency.
- Make a list of your 90 day projects and decide which will move you forward the most. Then work out what stuff needs to get done to make it happen and put those things in your diary.
- The hardest thing is to work out what this is. And that usually is because they have a lack of conviction.
- Sometimes you just have to take action and steer afterwards.
- Decide what you need to do to be a 10 today. Book it in your diary. See yourself doing it when you’re having a shower. Go and do it and then in the evening ask if you did it. If you did do it, see what was good about it and what you would do differently next time.
- Make the calls every day.
- Most people already know what they should be doing...but they don’t do it because other things get in the way.

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The World's Most Powerful Self Reflection Question

- What is it that is so important that I didn't do what I said was most important for me to do?
- Where do you want to be in 90 days and what is the number one thing you can do to get you there and factor that in your diary.
- A lot of sales teams work because the environment is set up for them to do what they have to do.
- Help your teams prioritise the important things they need to be doing.
- "It's not who you are underneath it is what you do that defines you" (Batman)

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