

# Blue Ocean Coaching Co.

## A SEA of Possibility

### Coaching your “Mental Hygiene”



It's no "Secret". "ACTION" is the key to the "Law of Attraction!" Action often means change. Change often goes against our every instinct – it requires conscious persistence. Recent science has proven that we have more control over our minds and our ability to change than previously thought, through mental imaging, visioning, positive self-talk and other methods that may sound "foo-foo". But the joke is actually on those who shun the "inside work" of successful business planning. "Good Vibration" is quite literally a must-do, for us human bundles of vibrational energy. Our stinking thinking, our "un-questioned thoughts" as author Byron Katie calls them, create most of our barriers. Faith has trumped fear for centuries. "It is done unto you as you believe." Jesus said it long ago. You are what you believe you are – so minding your mental hygiene is a daily discipline. Constant, deliberate adjusting of our self-defeating thoughts and actions is an important though largely ignored discipline that works best, (you guessed it), with *accountability*- to someone who challenges you to stay on course, guides you back when you stray and helps keep a focus on your purpose and goals. It's not what we think that gets results- it's what we *feel* about our thoughts (vision/passion) and what we then DO about them.

In race car driving as in business, when you *feel* like you want to go hard left, you may *need* to go hard right to save your life and your bottom line! My client Mimi knows this well – literally and figuratively. She races her Porsche like she runs her business, passionately, persistently, accountably and fearlessly. When she hits a wall, as she did recently at 130 miles per hour in her race car, she gets up and reflects on the last turn and keeps going. Bill Cosby put it this way when he described the hazards of driving on ice: If you encounter a spin, you must turn INTO it, which is completely against your natural instincts. It's like leaning into a left hook! A few metaphorical "hard-right" ideas for leaning into the left hooks- to keep you on an income generating track:

**Market more and efficiently.** Your marketing may be underwhelming to begin with if your company is like most. Is that why people often wince, roll their eyes and sigh heavily at the topic of marketing? Maybe it should be more of a group-think. Corporations have taken to bringing in a motley mix of characters to address marketing and other challenges in the past few years. What does the receptionist or the book keeper know about marketing and sales? Probably nothing, which gives them a fresh pair of eyes and a unique perspective that at times, can prove genius. Much like in coaching, a collaborative brainstorm can help you discover creative, uniquely "You" marketing and business strategies. But you must then implement, track and measure for results! Ideas are cheap and endless – but precise implementation and review are vital.

**GAME ON! Mind the GAP** (Gratitude Accountability, Persistence): Mentor someone – an assistant, a protégé, a child. (**Gratitude/Service**) Find yourself a great coach or mentor. (**Accountability**), Work it until you win. (**Persistence**). You can't afford NOT to. Sports heroes, icons and business gurus agree. You've heard the Tiger Woods coaching analogy. Many if not most successful professionals credit (stellar) coaching for part of their success and peace of mind! There are many coaching variations, including one that will change *your* life.

#### **Don't abandon your mental hygiene!**

Finding a good coach mentor "match" can be like choosing a dentist- they may look good on paper, but once they are "up in your business" it's very frustrating if it's not a good fit, especially if you paid in full! Ever have a dentist who prattles on asking you questions when your mouth is full of stuff, including his hands! A good coach, like a good dentist should have experience, confidence, great chair-side manner, keen intuition, impeccable listening skills, and superb training. She should know when to push, prod, pull and rinse! So don't let a past experience or fear of accountability keep you from tending to your mental hygiene. If you had a less than stellar coach (or dentist!) by all means find a new one. Check credentials, call referrals and ask for a sample coaching session before you commit. "A boat stands firmer with two anchors." ~ Russian Proverb

Great results require Passion, Persistence, Relationships and Accountability. These create motivation once your plan is mapped out. See it, Sort it, Feel it and Be it with valuable input from your "Dream Team" whoever they may be. Nobody succeeds in a vacuum; and who wants to once they experience their collaborative un-stoppable-ness with life-altering accountability. The building blocks of great business coaching are the building blocks of change: Greater confidence through challenge; better, faster results through accountability, a clearly defined "future picture" through passionate persistence of your purpose! Success begins simply with starting and ending your day in Gratitude. If that's all you can do today, you will still make a positive impact on your view of the world and your place in it. Susan Ross, Certified "Business of Life" Coach.