

“The Secrets of Success & Performance Enhancement”

By Mark Oborn MBA



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Mark Oborn MBA - Certified Master NLP Coach & Master Practitioner of NLP, Hypnosis & Time Line Therapy™

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Hi there, and thanks so much for downloading my guide to living a successful and high performance life.

Why should you listen to me?

I've run my own business since 1997 & I know the problems that small business owners face, combining this experience with my Master's Degree in Business (MBA) gives me unique and unparalleled insights into the world in which small business owners live. From 1997 – 2012 that business was in dentistry, since then I've worked exclusively in marketing within healthcare.

My MBA is a unique tool that allows me to probe in to the depths of any business and use analytical tools to work out what's wrong and help you develop a solution – when you add in the wondrous power of NLP to do the same thing with your mind you end up with a truly winning formula.

I also ran my own business with 20 staff, did an MBA in the evenings and weekends for 4 years plus I have 4 kids so I know all about busy lives and communicating with the people around you in order to get the results that are beneficial to all.

So, chose now to listen to the words of wisdom in this guide, consume the contents with a passion for change that allows you to see things in a new and brighter light. Grab hold of the tools I present for you and chose to utilise them in your own life, and finally use my concept to work out what needs to be done in your life to achieve what you want.

Enjoy, and please stay in touch.

Mark

- Master's Degree in Business Administration – MBA (Major in Marketing)
- Certified Master Practitioner of Neuro Linguistic Programming (NLP)
- Master Practitioner of Hypnosis
- Certified Master Practitioner of Time Line Therapy™
- Master NLP Coach Husband and Dad to 4 kids

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What is Neuro-Linguistic Programming?

Neuro-Linguistic Programming is a way of thinking that challenges your thought & communication patterns – to do this NLP uses a series of techniques that are derived from eminent thinkers and academics such as:

- Karl Yung
- Fritz Perlz
- Virginia Satir
- Milton Ericcson
- George Miller
- Robert Dilts
- Richard Bandler
- John Grinder
- Anthony Robbins
- Tad James

NLP provides a road map and instruction booklet for the mind and is in one of the most powerful tools available to coaches, therapists and educators today.

It's an incredibly powerful tool which doesn't need to be used overtly, using the principles that you will discover in this guide you can begin to make changes to both your own performance as well as those around you, neat, huh?

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There is no reality

This might sound as though you are living inside the matrix film, but the world around you does not exist the way you thought.

We construct this world around us by encoding sensory inputs of site, sound, smell, taste and touch. Those sensory inputs get encoded and we call those codes memories. But those memories are distorted, generalised and have extensive deletions to them.

The sensory inputs we get all the time are so in massive that we have to delete, distort and generalise them in order to make sense of the world around us.

Here are a couple of examples. When you were a baby you would have crawled up to an item of furniture which had a flat top and legs, you would have said “what's this?” The person looking after you would have said “it's a table.”

You would then have crawled up to another smaller piece of furniture which had a flat top, a back and legs, you would have said “table?”, The person looking after you would have said, “no, it's a chair”. You would then begin to generalise that everything with legs, a flat area and the back is a chair.

You would start to encode all of the features of a chair so that you can easily recognise every time. If you didn't do this, each time you saw a different chair that you have never seen before, you wouldn't be able to recognise it. This is classic generalisation.

Let's look at another example.

Just stop reading for 30 seconds and notice the world around you.

Breathe slowly, close your eyes and just be present in the now.

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Was there anything you noticed?

Did you feel yourself breathing?

Did you notice some sound in the background?

If you noticed something new then chances are it was always there, but you had deleted it. If our brains notice EVERY sensory input it would be overloaded and we couldn't cope.

If that little experiment above didn't work for you, just notice now the sensation of your feet on the floor or your bottom touching the chair... Where you aware of either of those things before I mentioned them?

That too, is a deletion.

The question now becomes, what have you deleted, generalised or distorted throughout your life, which you have encoded as a memory and believe to be true?

The answer, my friend, is unfortunately everything!

When we truly strip back the sensory encoded inputs we realise they are but a fraction of the truth.

The truth is, **there is no reality**, there is only our construct, and that construct is flawed.

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The Art of Communicating with Yourself

Realise that 'Success' is a **state of mind**.

Lots of people have a goal in life, I have an idea about what they want to achieve and this is a fabulous start...

But...

So many people have happiness or joy, or something similar as their goal... And that is their first mistake!

There are many things we can achieve in life... money, houses, jobs etc. yet some of those 'things' are intangible. Things like happiness, motivation or joy – and these we call 'states'.

So when we are talking about setting goals, in other words deciding what we want to achieve in life, career, family, health or relationships we only ever talk about the tangibles and **NEVER** states. Why?

Try this picture in your mind something you **REALLY** love doing, make that picture really big, make it bright, make it so you are looking through your own eyes, what sounds are important? Any feelings that you can add to make it more compelling?

Good, now when that picture is really powerful and you are totally immersed in it and enjoying it, make it small, black and white and screw it up and put it in the corner of the room.

Feels crap doesn't it?

So you see, we can control our state by manipulating pictures in our mind... so if we can do this we can have any state we want at will, all we need to do is understand how to control those images.

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Before we move on, have your bright picture back, make it colour again, make it big again and make it so that it is even more compelling and enjoyable than it was before....

And the great news is that SUCCESS is a state!

And we've just proved that states can be accessed at will. So you *are already a success* all you need to do today is to choose!

So the best thing to do now is read this, absorb the information and decide to accept that *you can access the state of feeling a success today*, and forever... got it!

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Run Toward Success

Do you know people who never seem to quite reach the success they want?

Perhaps you know of others that make money, then lose money, then make more then lose it all again?
Or what about people that don't have great business because they fear the failure so much?

The problem in life and business is that we get what we focus on. Our unconscious minds find it supremely difficult to process negatives... don't think of purple trees... see what I mean!

The result of this, and indeed the practical application is that people often *think* they are focusing on success, or wealth or good relationships... but in fact they are actually focusing on not *being poor*, or not *being a failure* or not *being in a bad relationship*.

If the focus is on what you do NOT want to be then that is where the motivation is, right at that end of the spectrum, then as you walk through life backwards towards the goal, all the while focusing on what you don't want and moving away from it, there comes a point where you are so far away from the motivation that you bounce right back again to poverty, or failure... right back to the motivation so you can be motivated NOT to be poor all over again... starting to see a pattern in your life now huh?

So do you feel like you are walking through life backwards, focusing on moving away from what you don't want as fast as possible?

Often this is down to a limiting decision, perhaps you decided at some point that failure was not for you, or perhaps you decided that everything in life was unfair and doomed to failure. These are rarely conscious decisions, but they are decisions none the less, that are often made very early in life – typically under 7 years old so getting to the root cause of the problem is the only way that it will be sorted and resolved.

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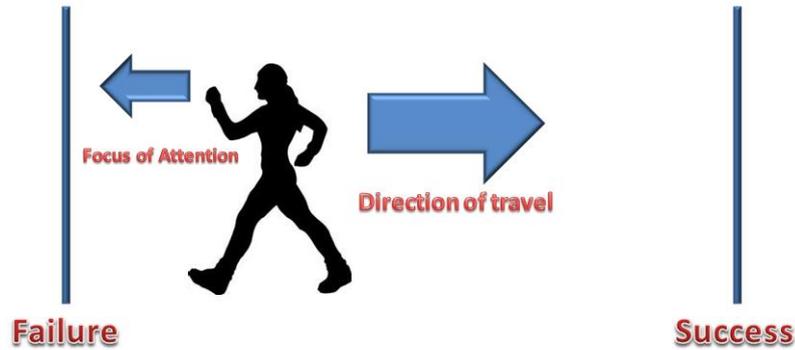
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MySuccessfulLife

Your Catalyst For Change

**Is Your Direction of travel and
focus of attention on the same thing?**



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Be **passionate**.

It's amazing what you can achieve if you are totally passionate about your subject, people will follow that passion and so will success.

Anthony Robbins said “*Passion is the genesis of genius*” – what a great quote huh?

Passion is infectious, yet passion (like success) is a state, and so that state can be accessed at any time – all you need to do is find a way to access it.

There's a great technique called 'stacking anchors'. An anchor is something that triggers a reaction. Have you ever smelt something, perhaps a perfume that reminded you of someone... or heard a song played that took you back to a specific event in the past? Yes... well those are auditory (music) and olfactory (smell) anchors... and anchors are really powerful.

The best way to experience this is to do it for yourself, so think about a specific context where you want to feel more passionate, perhaps in business (you may have a presentation to do) or health (you may need to motivate yourself or others) then please follow this link, replacing 'motivation' for '**passion**' and hit the play button on my audio file “Stacking Anchors For Increased Motivation”

[Listen Now](#)

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Believe in yourself.

Are you a person that needs external approval in order to know you've done the job right?

Do you believe that:

You aren't worth it?

You don't deserve it?

You will never make it?

You are a failure?

You are a loser?

You are not a success?

What you want will never happen?

You are unloveable?

You are fat?

You are a smoker?

None of these things describes you, none of them is what you actually ARE (you are more than that aren't you!)...

...all they do is describe **behaviours or beliefs**... and the totally brilliant news is that behaviours & beliefs can be changed.

The problem with these limiting beliefs is that they often have 'secondary gain' so if you believe 'I am a failure' then it's a great excuse to not have to do anything and sit around watching television, isn't it!

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So, we need to ensure there is no secondary gain from having this belief, or if there is, then the gain from changing must be more.

Try this little exercise, think of something that you used to believe was true, but no longer is. Hmm, that's challenging isn't it.

Do it again, think of something that you used to believe was true, but no longer is.



If you find this hard, how about this – when you were 16 did you believe you were 16? Do you still believe that? – OK, so now you got it.

When you **think of no longer believing you are 16** do you have a picture right now? Is it big or small, bright or dim, near or far, focused or defocused, with or without sound, moving or still? Just write down what you experience of the picture.

Now do the same with your limiting belief, perhaps you smoke... so, when you **think of believing you are a smoker** do you have a picture right now? Is it big or small, bright or dim, near or far, focused or defocused, with or without sound, moving or still? Just write down what you experience of the picture.

Notice the differences in these 2 pictures – you see the differences are often quite marked, when you picture these 2 different beliefs you will store them in your mind differently.

Just go back to your notes of the 1st picture, the one where you think of no longer believing you are 16. Have those notes in front of you now.

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Now, go to the 2nd picture of when you **think of believing you are a smoker** do you have a picture right now? Is it big or small, bright or dim, near or far, focused or defocused, with or without sound, moving or still?

Make the picture the same size as the 1st picture.

Make the picture the same brightness as the 1st picture.

Make the picture the same focus or defocus as the 1st picture.

Make the picture with or without sound, the same as the 1st picture.

Make the picture moving or still, the same as the 1st picture.

Make sure you are seeing this 2nd picture with your own eyes.

Now come back to now and continue Reading.

Remember what I was saying at the beginning of this document, where we encode memories and beliefs, all that happened here is that your encoding is flawed.

This this is why I asked you to do this – there are ways to change those beliefs in to positive ones and to allow the new behaviours to develop by modifying how we picture those beliefs.

It is possible to change the way you feel about things by changing the encoding in our brain, I'm not saying you can stop being a smoker by following the procedure above, but I am saying you can change your belief... And that is a brilliant place to start.

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3 short ones now...

Burn your bridges.

This might be controversial but I say, on your journey to success, burn 'em all...then there's no going back and only one way forwards, and that is to success. This does not mean leaving you without options and the flexibility to the choose alternate routes forwards!

Scrap Plan B.

I believe that there is only plan A and Plan A will work – put all your energy in to making Plan A a success, rather than wasting energy on 'what if I fail' plan Bs!

By having a Plan B you are already contemplating failure and your unconscious mind is a powerful tool in getting for you what you focus on. So focusing on failing at Plan A increases the chances of it happening – similarly focusing on the success of Plan A alone increases the chances of that happening.



There is a caveat here, in business we often have 3 or 4 tactics dependant on different scenarios – all can be beneficial and all are viable, so all are contributing to the one Master Plan A... there is still no plan B.

Be a door pusher.

So, we have a plan, we've burnt out bridges and there is no way back to failure, the only way forwards is to success. There is no failure, plan B, there is only plan A. On that journey, push as many doors as you can to open up a multitude of possibilities. If that door of possibility opens easily then take it, if it's a struggle, then close it and move on. Remain infinitely flexible, open as many doors of possibility as you can on your route to total success.

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Remain **Flexible**.

In NLP we call this '**The Law of Requisite Variety**' and it states that the most flexible element in any system will dominate that system. This can be seen in life with evolution, any animal that learns to dominate its environment by being flexible to its changes (like insects) will dominate that environment (or system).

The practical application of this is that while other companies put in place policies and protocols, to dominate you need to ensure yours are flexible so when you need to change tactics (like in a recession) you can do it instantly.

The first thing to do is identify 'the system', typical examples could be:

1. The Education System
2. The Government
3. A Local Council Office
4. A Place of Work
5. A Network of Colleagues
6. An Industry

To dominate any of these systems the element with the most flexibility will win... and that will always be YOU!

To be clear, by 'dominate' I mean to *ensure an ethical, congruent and ecological outcome for all parties concerned*

Sometimes when you are battling against such systems it can seem like you are up against a wall with nowhere to run, yet you have everywhere to run as you will have the flexibility, so the best thing always

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is to choose now to adopt a mentality of flexibility, practice that flexibility and realise that *you have control now* and in the future... how cool is that!

Here's what others say about Mark

after experiencing his training

"Mark - I think you are a genius"



Jane

"You changed my life forever, thank you"



Emma

"...thanks you're so proactive, you inspired me..."



Priya

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Set a **definite chief aim**

This is your aim or goal in business, life, family, relationships and health. In it you need to define what you want to Be, Do and Have (in that order) then place this in your time line in the future and understand the changes you need to make today to make this happen.

Without goals it's pretty hard to focus on what you want, actually scrub that... it's impossible to focus on what you want, which means it's impossible to get what you want.

Many of us in business have heard of SMART goals, Specific, Measurable, Achievable, Realistic, Timed... but now it's time for a change and to look at goals and outcomes in a whole new light.



I recommend we use a wholly different approach to working out if your goal is achievable which goes way, WAY beyond the SMART concept – the principle to use looks at your goal from 13 different aspects:

1. What specifically do you want? And I mean SPECIFICALLY!
2. Where are you now?
3. What will you see, hear and feel when you have it? This makes it oh, so very real and attractive.
4. How will you know when you have it?
5. What will your goal/outcome get for you or allow you to do?
6. Is it only for you?
7. Where, when, how and with whom do you want it?
8. What do you have now and what do you need to get your goal/outcome?
9. For what purpose do you want it?
10. What will happen if you get it
11. What won't happen if you get it?
12. What will happen if you don't get it
13. What won't happen if you don't get it?

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Points 10 – 13 are what is known as Cartesian Logic, they are written in a way specifically to challenge you to think out of the box!

You'll be amazed at how using this formula to define your goal will change your focus on that goal.

So, take a few moments now to find a notepad, write out what you want to achieve then compare it against the list above to ensure your goal is well formed, then *take specific action to start the process rolling...* the clock's ticking is it not!



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Communicating with Others

Put together a team of experts around you.

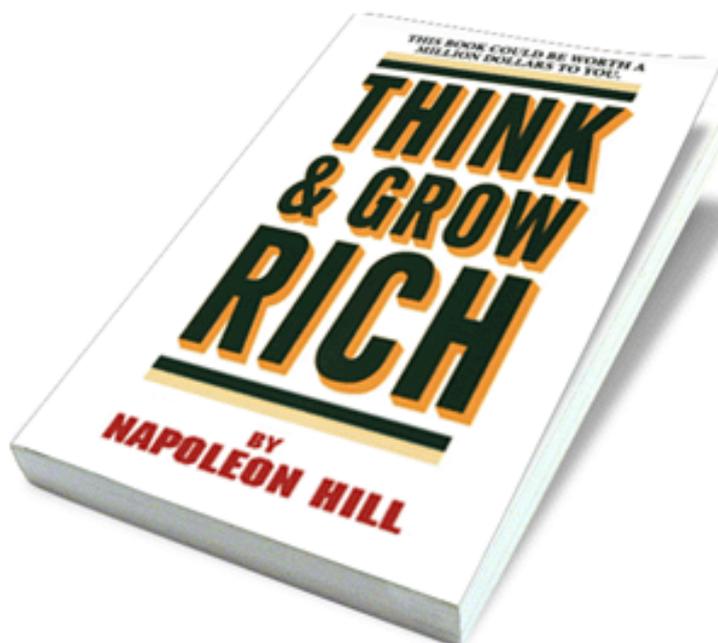
This could be work colleagues or your personal executive board of specialist advisors. **DO NOT** use friends for friends' sake, use people that can do the role well. Look for advisory board members for finance, marketing, branding, coaching, operations and creativity – pick people that will push you and meet once every 4-6 months.

Ask each board member to hold you accountable in each area and to push you to achieve what you want.

Of course before you do this you'll have to set your chief definite aim as listed above

This way you use the collective mind of all people, each of them with a different skill to bring to the table. History is littered with people that have done this really well, including Henry Ford and Andrew Carnegie – so take heed of their example and follow suit.

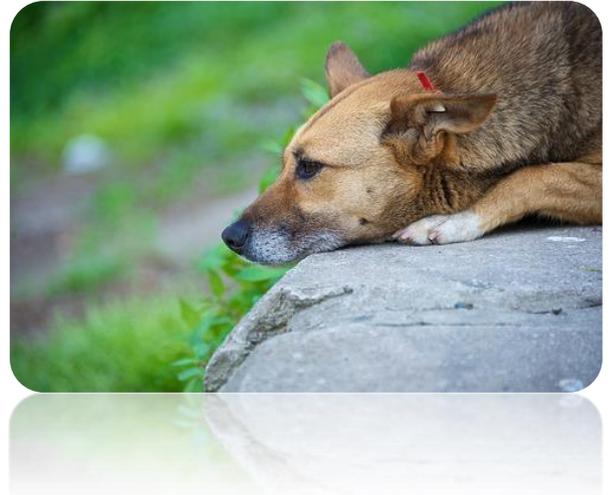
Suggested Reading – “Think and Grow Rich” by Napoleon Hill



Enjoy the NOW. **Right now, that's all that matters.**

To learn to live in the now is a great gift. Think of a dog, does he worry where his next meal is coming from? Does he worry where he will sleep tonight? Does he worry about anything at all?

Now picture that same dog lying in a garden in the summer, with his head resting gently on the warm grass as the sun beats down on his head as he totally relaxes into the moment. A lawnmower, a few houses down, starts up in the distance as the dog's ear gives a slight twitch to turn towards the sound.



A small fly then whisks past the dog's face, his eye brow twitches up as he fixes totally on that fly – not a muscle moving save for that single eyebrow and his eyes as he follows the fly going about its daily business.

THIS is living in the moment, one is able to pick up on the tiniest of stimuli and focus totally on them. Imagine that stimuli were an opportunity to open the door of opportunity on your journey to success!

In amongst the daily melee of inputs that we all need to delete in order to make sense of life we end up missing these golden opportunities – by living in the now, just like the dog, we are able to spot otherwise missed opportunity.

Suggested Reading – “The Power of Now” Erkhart Tolley

So, it's right to begin to slow down now, notice the world around you in all its variety then *give yourself permission to notice the opportunities* that are around you every day – you see...

Thank you so much for taking the time to read through this guide, your patience will be greatly rewarded as you start to integrate the learning you've taken.

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Over the next few days I know you'll remember little bits of this guide, and that means you are indeed learning new things and beginning to incorporate them in to your life – be glad about that and just allow it to happen either now or when you have that memory.

If there's anything else you'd like help with, please just fire me a quick email or give me a call – I'm always ready to help.

Remember, I offer a full 1-2-1 coaching program and a 'Break Through' session for clients wishing to totally break through their barriers and experience something new.

These Break Through days book up really fast, so please do contact me ASAP when you'd like to go ahead.

Take care, stay connected and above all, decide today to take action to achieve....

Kindest regards,



Mark

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The Performance Academy

Do you:

Work in the health or wellness sector? Perhaps a doctor, dentist, nurse, chiropractor, physiotherapist, aromatherapist, reflexologist or anyone else working in health and wellness.

Want to grow your business?

Want to improve communication with your clients/patients?

Want to improve your own performance?

Want to achieve more?

Did you know...

Having a successful business is down to a combination of 3 skills:

1. Technical
2. Business
3. Mind

Even though there are lots of courses to improve technical/clinical skills, very often, the most **skilled practitioners*** are **not** the ones that have the greatest business success!

Even though there are lots of courses to improve business skills, very often practitioners which have **excellent business skills*** still don't perform well.

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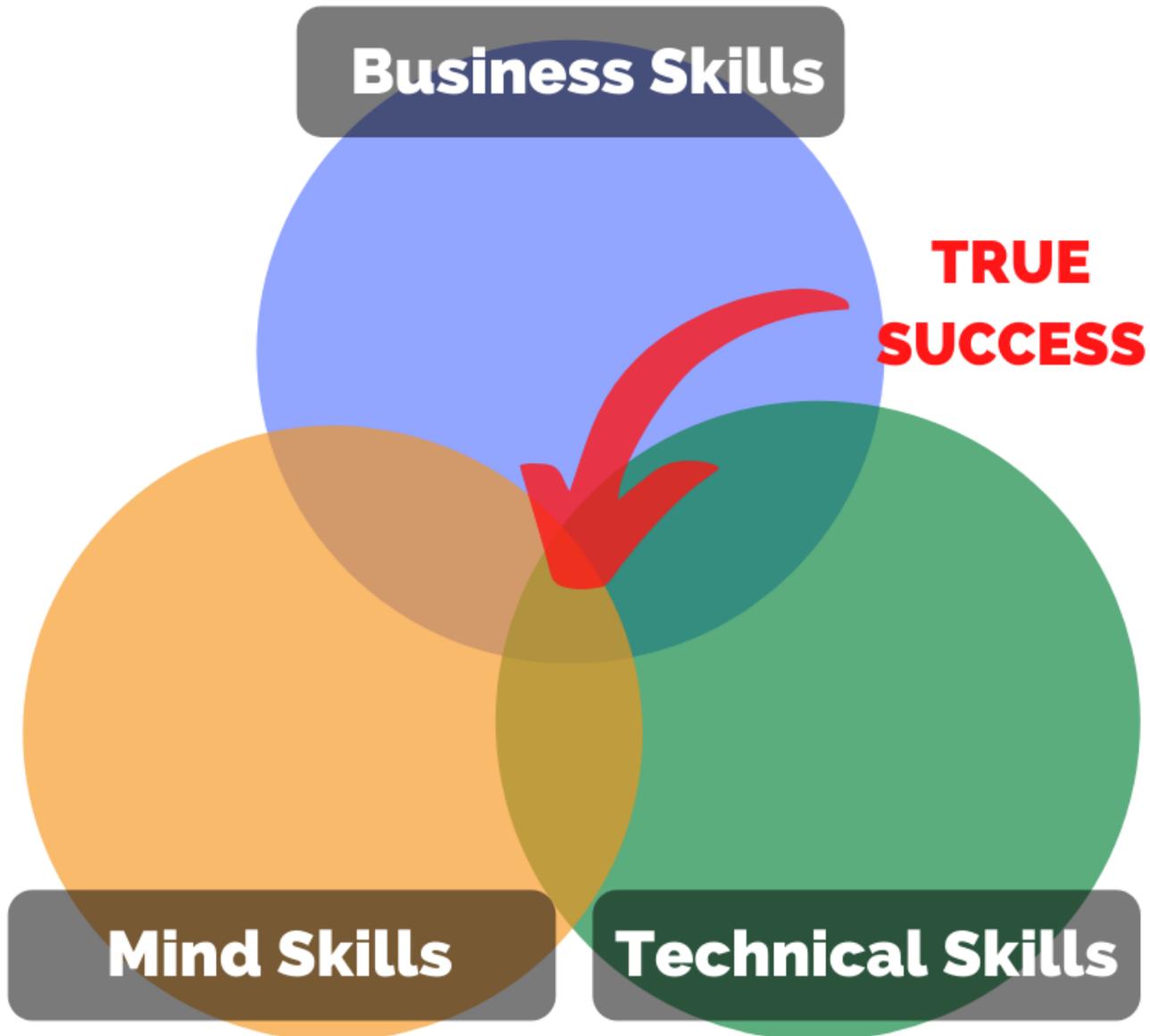


MySuccessfulLife

Your Catalyst For Change



The 3 elements of success



This program is designed to augment your **business and technical skills** with a range of **mind skills** which will help you avoid:

Failing to recognise self sabotage. Some people (bizarrely) love the challenge of building a business, feeling like they have something to achieve and so when they get to a certain plateau, usually not where they want to be, they accidentally (unconsciously on purpose) sabotage that business. Sales

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fall, clients/patients leave, success dwindles and things start to fall apart. They then get their motivation back to build a business... And so the cycle continues, never really getting anywhere, the classic yo-yo effect. Recognising that this happens and understanding what we can do about it can help a business continue to move forwards and achieve success.

Not knowing how to motivate themselves or others. Having a good grip of the psychology of motivation is key to achieving business success. How does motivation work? How can we motivate ourselves? How can we motivate others?

Problem-solving skills. Every business and business owner experiences problems. Understanding how to deal with problems is key to achieving business success and improving performance.

An inability to communicate with others. When we recognise that other people communicate in different ways then we can be an elegant communicator and communicate with them in a way that is right for them. This includes working with colleagues and helping clients/patients understand the benefits of your treatments and therefore to listen to your advice and be more compliant. Beneficial to everyone.

An inability to communicate with ourselves. Yes, we all have that internal voice which nags at us! Sometimes that nagging is positive but very often it is negative and will affect how we put together all of our successful business systems.

Limiting beliefs. This is a tough one to face, but many people have a belief that they are 'not good enough' or will 'never achieve anything', this is often instilled in us as a child, particularly if we were a little naughty! These beliefs can often be unconscious and so difficult to recognise ourselves. Facing our limiting beliefs, understanding them and resolving them removes these barriers to success.

If only there was a system, a program, a logical way of dealing with all of this... If that system existed then we could achieve more in our businesses, be more successful and help more of our clients and patients.

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The news today is good, my friends... That system exists...

I'm interested, tell me more

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Join the success, performance and communication Academy

For an affordable monthly subscription you will enjoy a series of interactive courses and webinars (all permanently stored in your course library to be watched at any time) designed to lead you on a **journey to business success**.

All courses are:

- **Suitable for verified Continuing Professional Development (CPD).**
- **Certificated**, upon completion of each course you will receive a CPD certificate detailing the learning outcomes, objectives and how many hours of CPD you have obtained.
- **Minimum 4 hours in length**, delivered in your own time at your own pace.
- **Delivered in bite sized chunks** with a maximum of 10 minutes in any chunk, this makes them convenient and easy to digest in modern life.
- Accompanied by a **monthly live webinar** with your performance coach, Mark; each month we look at a different topic of performance or communication with facilities to ask Mark questions and get direct feedback. These webinars will remain permanently in your course library for future reference, even if you didn't attend live.
- **Modular** – each module contains a series of videos, documents and questions and answer tests.
- **Flexible** – move between modules freely and easily to study at a time suitable for you.
- Stored in your **Personal Development Plan (PDP)**. Within the academy platform you can store your own plan, see what courses you have already taken and revisit them if necessary, plan future courses and learning plus print certificates already obtained.

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What courses are available?

FREE COURSE

Introduction to success, performance and communication management – Part 1

Course includes:

- Guidance video with 2 key principles for success
- Which techniques can work best for creating change in ourselves?
- Understanding the stumbling blocks which prevent us taking control of our business.
- How do our brains make sense of the world around us and how does this relate to the way other people go through this same process? Then how can we utilise this knowledge to communicate better?
- How do we communicate and once we know how people communicate, how can we enhance our communication skills?
- How is our behaviour affected by things that happen around us, and what can we do to make the right changes?
- How can we begin to create rapport with our clients and patients in order to improve the practitioner/client relationship?
- How do we use our new communication skills and understanding of the world around us to make a practical difference in our business performance?

I'm interested, tell me more

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The following courses will be accessible once your monthly subscription has begun

Introduction to success, performance and communication management – Part 2

- How do you relate to the world? Are we a visual, auditory, kinaesthetic or practical thinker? Take the 'preference test' to find out.
- How can you use this information to communicate better with people that think differently?
- How you can use your new communication skills to provide better treatment plans and help motivate patients/clients to take action for improved health and wellness.
- What strategies do people use when they make a purchase, or decide to do something? And how can we utilise these strategies to improve performance of our businesses and to help our clients or patients?

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The principles of success

- What are the basic guiding principles of successful people, what do they do and how can we utilise these skills ourselves?
- If we know what outcomes we want, we can work to achieve them, right? So, what is a well formed outcome that helps us achieve it?
- How to feel what ever you want to feel at any given point, and how to help your clients do the same. Excellent for managing your own personal response to difficult situations at work.
- What are Cartesian coordinates? And how can we use this mathematical principle to improve business success and performance?
- How do we solve problems? Understanding how we solve problems helps us achieve greater performance and helps us explain things better to our clients and patients, thereby increasing compliance to our health and wellness advice.
- What prevents your clients or patients from taking action on your excellent advice? Many people suffer from 'secondary gain', this prevents them from taking your excellent advice and implementing it, but what is secondary gain, how can we understand it, and how can we help overcome it?

Understanding the keys to an achievable outcome, having this knowledge ensures we can stick to our business plan and strategy.

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Communicating with clients

- Understanding the language we use, particularly predicates. This helps us communicate elegantly with the people around us.
- What are intonation patterns? How can we understand and utilise our own intonation patterns to ensure our message is clearly understood?
- What language do we use unconsciously and how can we bring it into the conscious so that we can make an improvement?
- What linguistic assumptions do we make which confuse our clients and patients?
- Common mistakes we make when we put language into a hierarchy, and how we can deconstruct this hierarchy to communicate clearly.
- The secrets to negotiation and how to negotiate in a friendly, calm and relaxed way.
- Did you know that you often accidentally embed commands in your language? Sometimes we accidentally tell people to do the opposite of what we want, in this module we'll find out all about those accidents we make with our language.
- Some people do things out of necessity, others do it out of possibility, these are known as *modal operators*... In this module will look at these different *modal operators* to help us understand how our clients and patients think, when we do this we can help them take action and overcome their health and wellness problems (which is why they are seeing you in the first place).
- Making sense of the modern world and the lens through which we view it, this based upon the work of Dr Clare Graves, Professor of Psychology At Union College Schenectady, USA. With this newfound knowledge you will have a deeper understanding of how differences occur between yourself, your team and your clients.
- Understanding how to present a plan to a client or patients, this could be a treatment plan or an explanation of treatment. How to structure it in a way that encourages the patient to take action for their own benefit.

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Changing behaviours

- How to have a physiology and psychology of excellence.
- Understanding motivational strategies and how they can hinder or help in personal achievement.
- Understanding our own strategies which prevented achieving or create damaging habits.
- Modifying the way we construct problems in order to reframe, refresh and understand things differently.
- Understanding negative emotions and learning how, when and why to take action.
- 12 steps to creating a goal. This is way beyond the usual SMART goals!
- How to achieve that goal!
- How to embed new behaviours in ourselves in order to be more successful. What new behaviours would you like to adopt? This module will help you do exactly that.
- Aligning different parts of ourselves that have conflicting beliefs. Many people want to have the freedom to do what they want and yet have the security of a job... It's not always possible to have both, or is it?
- Experience a Time Line Therapy Test Flight which will help you relax and stay in control, you will discover how to take yourself on your own test flight. This is a fabulous technique to take stock at the end of the day, put things into perspective, reset, recharge ready to begin again the next day.

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What will happen when you join the Academy?

When you *join the Academy*, follow my instructions and implement the techniques, skills and ideas given to you, you will...

- Be happier in life
- Be happier at work so that you REALLY enjoy going
- Make more money, if you want to
- Have more holiday, if you want to
- Enjoy happier relationships, if you want to
- Make even more money, yep it really flows when you want it to!

I'm interested, tell me more

**High quality technical and business skills are integral to total business success. This academy should not be taken in isolation and genuine business performance increases will only likely be seen when accompanied with quality technical and business skills.*

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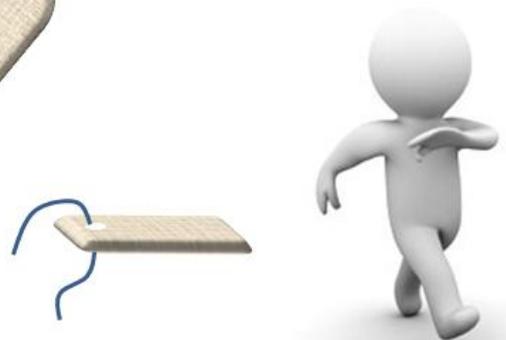
MySuccessfulLife

Your Catalyst For Change

Have you given yourself an unhelpful
label that's weighing you down?



Then make today
the day you cut
yourself free



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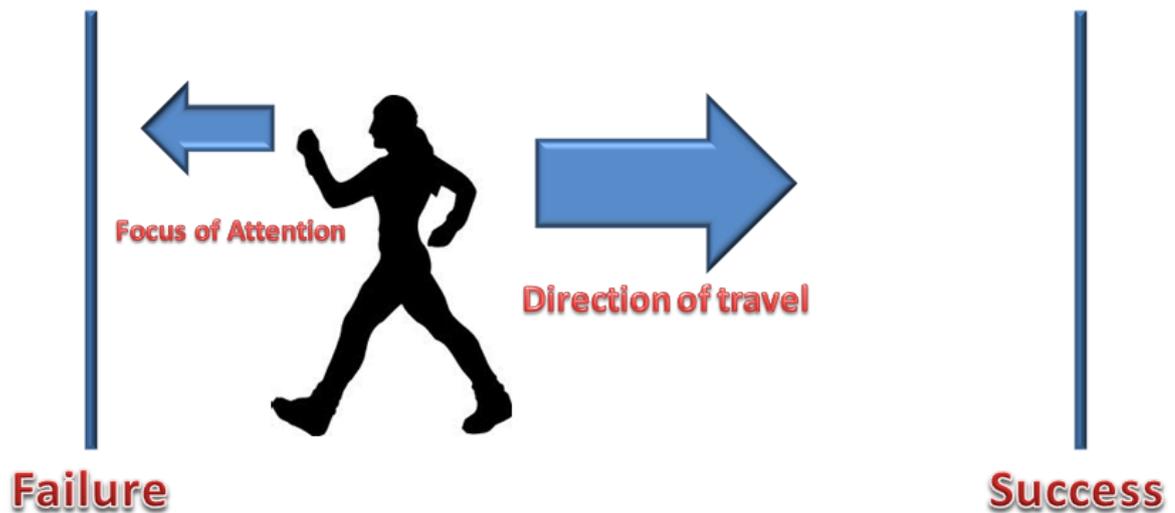
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MySuccessfulLife
Your Catalyst For Change

Is Your Direction of travel and focus of attention on the same thing?



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Your Catalyst For Change

THE MEANING OF THE COMMUNICATION

...is the response you get

BAD RESPONSE?
BAD COMMUNICATION!

Remember to share!

A

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Your Catalyst For Change

REMEMBER...

YOUR CONSCIOUS MIND IS YOUR

GOAL SETTER

YOUR UNCONSCIOUS MIND IS YOUR

GOAL GETTER

KEEP THEM COMMUNICATING WITH EACH OTHER...



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Your Catalyst For Change

Remember to share

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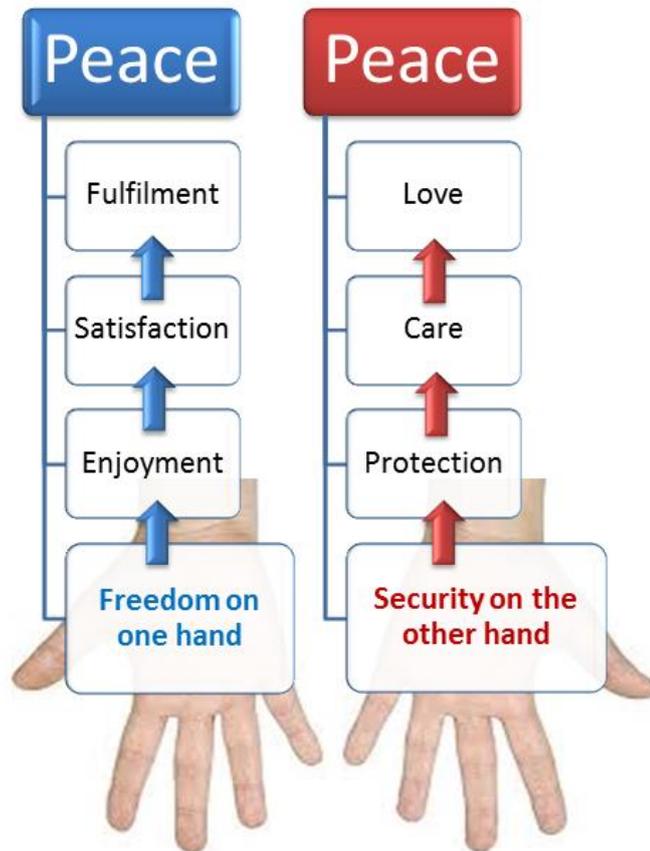
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**Integration at the level of
highest positive intention**



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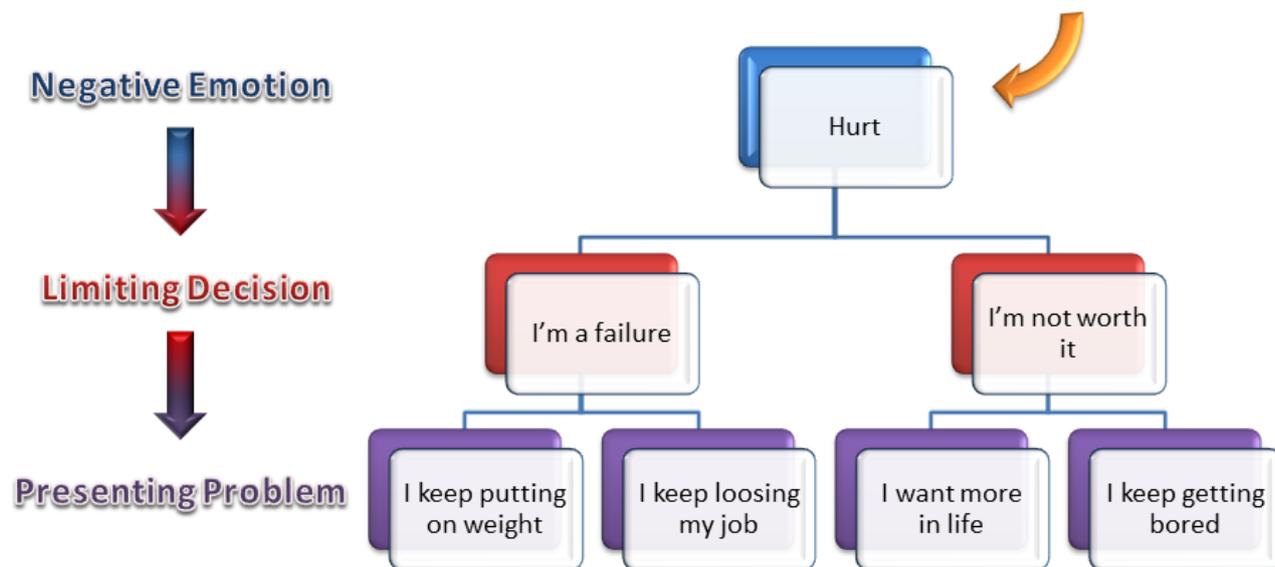
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Your Catalyst For Change

Take this out and the rest will follow



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Not the Problem



Guess where the solutions to your problems lie? Push Past Your Boundaries...



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