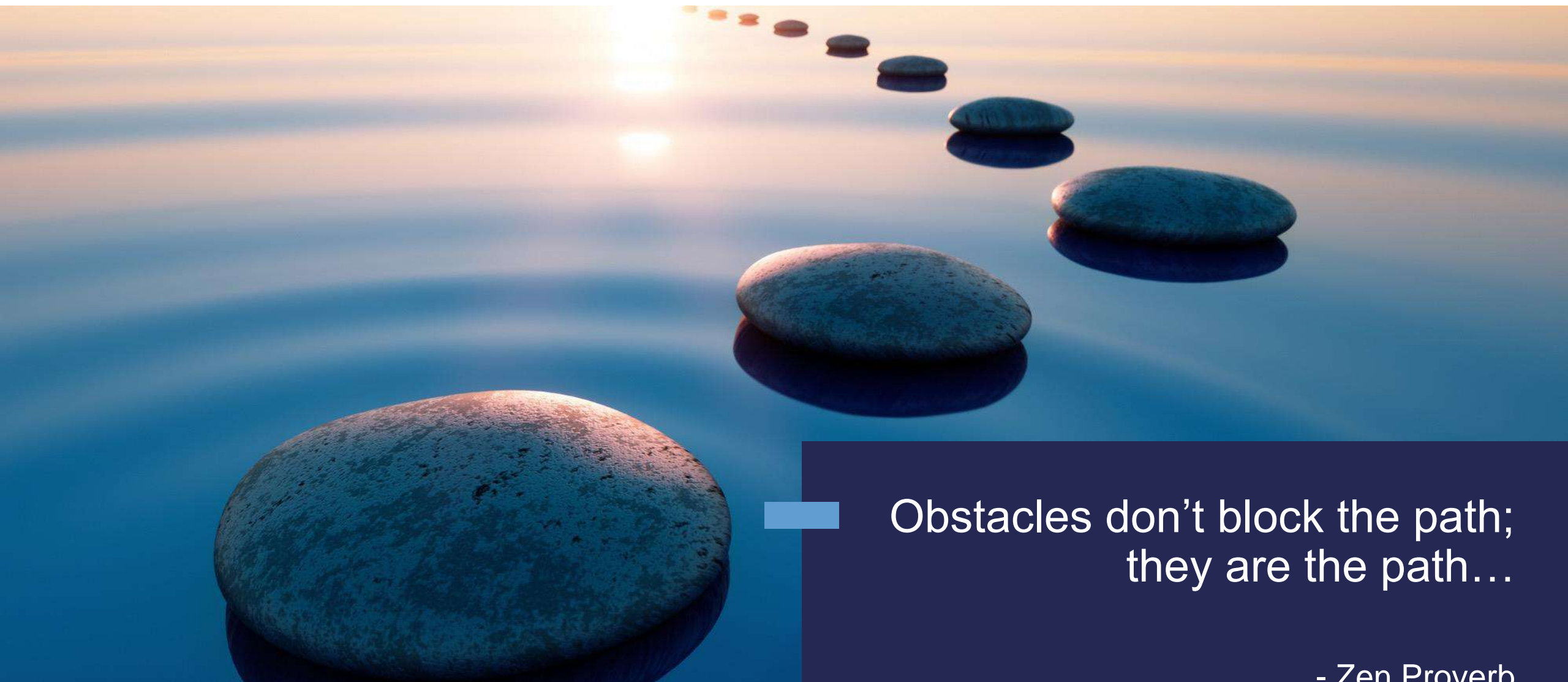




ENVISION  
STRATEGIC PARTNERS

# Be Water...

Evolving Through Life  
and Responding Effectively



Obstacles don't block the path;  
they are the path...

- Zen Proverb

# What does it mean to be successful?

- ✓ The accomplishment of an aim or purpose
- ✓ The achievement of desired visions and planned goals
- ✓ Attaining wealth, prosperity, and/or fame

Is this what success means to you? Think about it.  
What is your end goal? Why are you in this business?  
What brings you your success?



An alternative definition is, any person who knows what they are doing and where they are going is a success. Hmm...

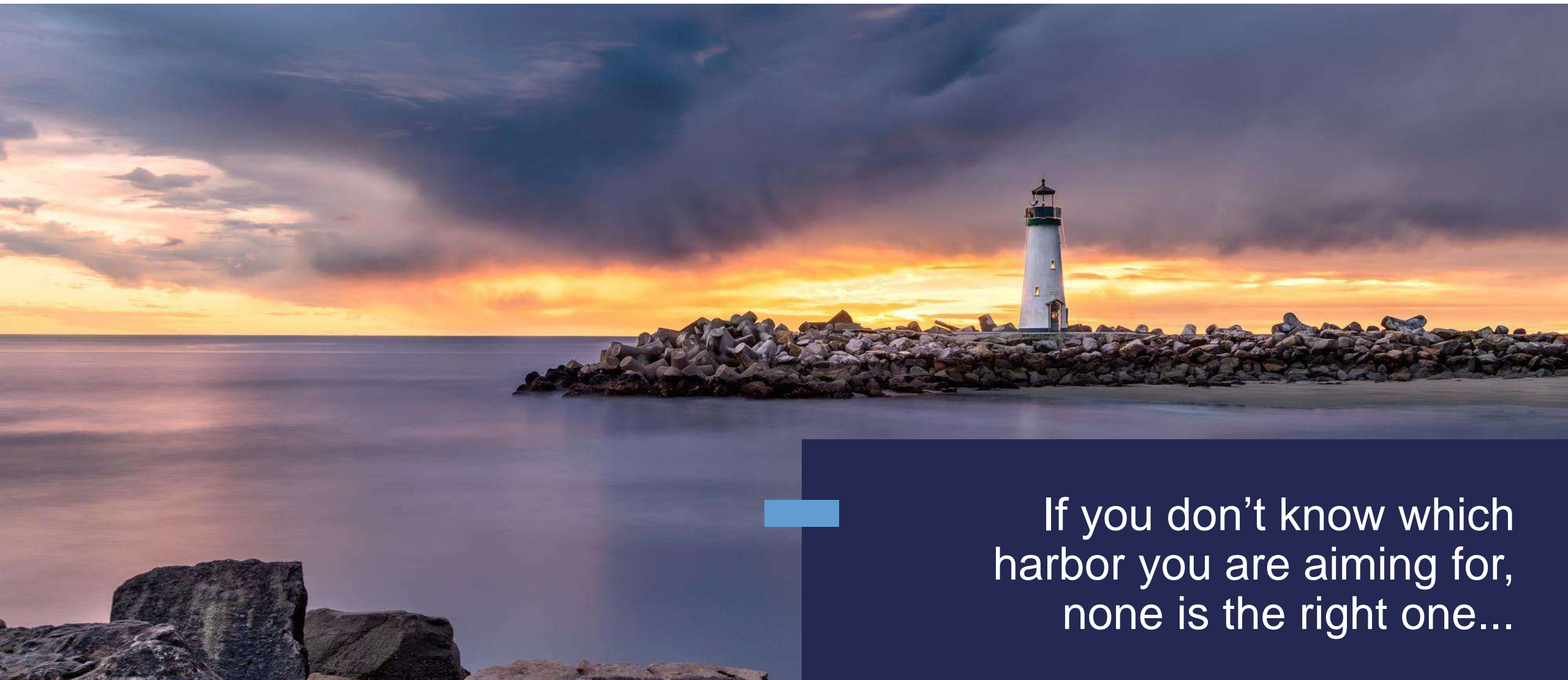
# Personalized Definitions of Success...

- ✓ Feeling happy and fulfilled in all areas of your life (personal, family, financial, physical, spiritual, etc.)
- ✓ Accomplishing whatever goals or objectives you laid out for yourself.
- ✓ A partnership that benefits both parties.
- ✓ Comfort and happiness. It's different for everyone. When I am healthy, all my bills are paid, and I have \$50 in my pocket to do whatever I want. Aiming for a constant target. It's about the journey, not the goal. Taking steps.
- ✓ Having the freedom, ability, and financial means to spend your time with people who bring you joy and allow you to serve your purpose; both personally and professionally.



What is success to you? Ponder this and make sure you have goals to get you there.





If you don't know which harbor you are aiming for, none is the right one...

# Success and Winning

- Imagine accomplishing your greatest goal or winning the greatest sporting event. What words come to mind when you think about **winning**?
- Maybe accomplishment, joy, happiness, pride, the greatest high, etc.
- Many greats when asked this question said, winning is uncivilized, it's hard, it's nasty, it's unpolished, it's dirty, it's rough, it's unforgiving, it's unapologetic...



Winning is everything!

# Sales, Culture and Balance Lead to Winning!

Developing culture takes consistent effort and adjustment.  
It isn't quantifiable, and therefore often gets overlooked.

**Policies tell people what NOT to do; culture tells people what TO do. Policies limit behavior. Culture drives behavior.**

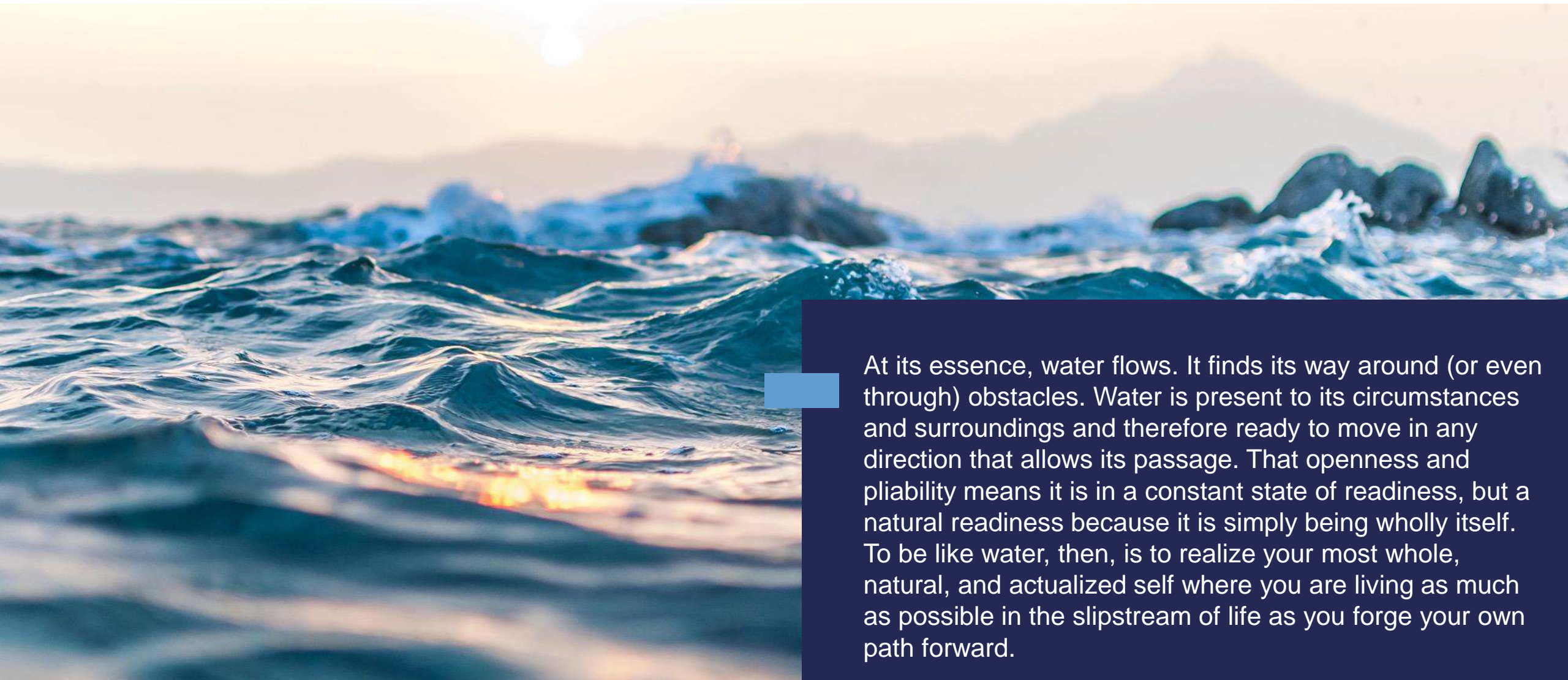
- What personal culture are you creating in your life? How does this affect your growth, creativity, sales, management ability, happiness, love?
- Putting yourself in a toxic culture or environment such as one with stress, poor food, or lack of activity can shorten your life.
- "Fear and self-doubt have always been the greatest enemies of human potential." – Brian Tracy

What can we learn from water?  
How is water an ultimate winner?









At its essence, water flows. It finds its way around (or even through) obstacles. Water is present to its circumstances and surroundings and therefore ready to move in any direction that allows its passage. That openness and pliability means it is in a constant state of readiness, but a natural readiness because it is simply being wholly itself. To be like water, then, is to realize your most whole, natural, and actualized self where you are living as much as possible in the slipstream of life as you forge your own path forward.

- Shannon Lee

# Water

- Water is in a constant state of change and improvement, always flowing to its end goal.
- It does not worry about what is in its path. It is naturally aggressive or soft, calm or flowing when needed. A paradox of truth.
- It does not hesitate; it is wholly itself.
- It does not fear the path, future, or obstacles in its path it just is.



“Small differences in ability can lead to enormous differences in results. The difference between the top performers and the average or mediocre performers is not a huge difference in talent or ability. Often it is just a few small things done consistently and well, over and over again.”

- Brian Tracy

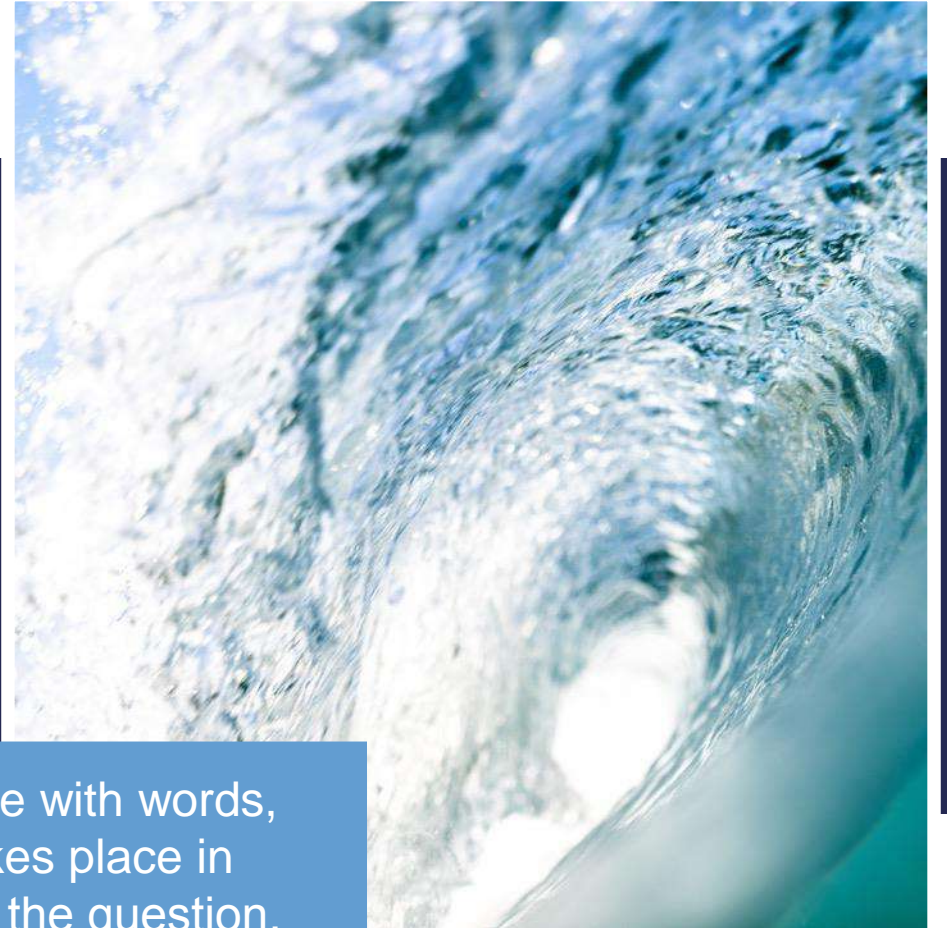
# Courage

Courage is like a habit. Like a muscle, the more you practice courage, the stronger you become.

**The man who has no fear is doing nothing that requires courage.**

- “You get in life what you have the courage to ask for.” – Nancy D. Solomon
- What do you want to ask for and are not? In any aspect of your life.
- Are you asking for the sale?
- Are you asking questions to learn about your client's life, needs, and desires?

Selling takes place with words,  
but the buying takes place in  
the silence... Ask the question.



# Openness

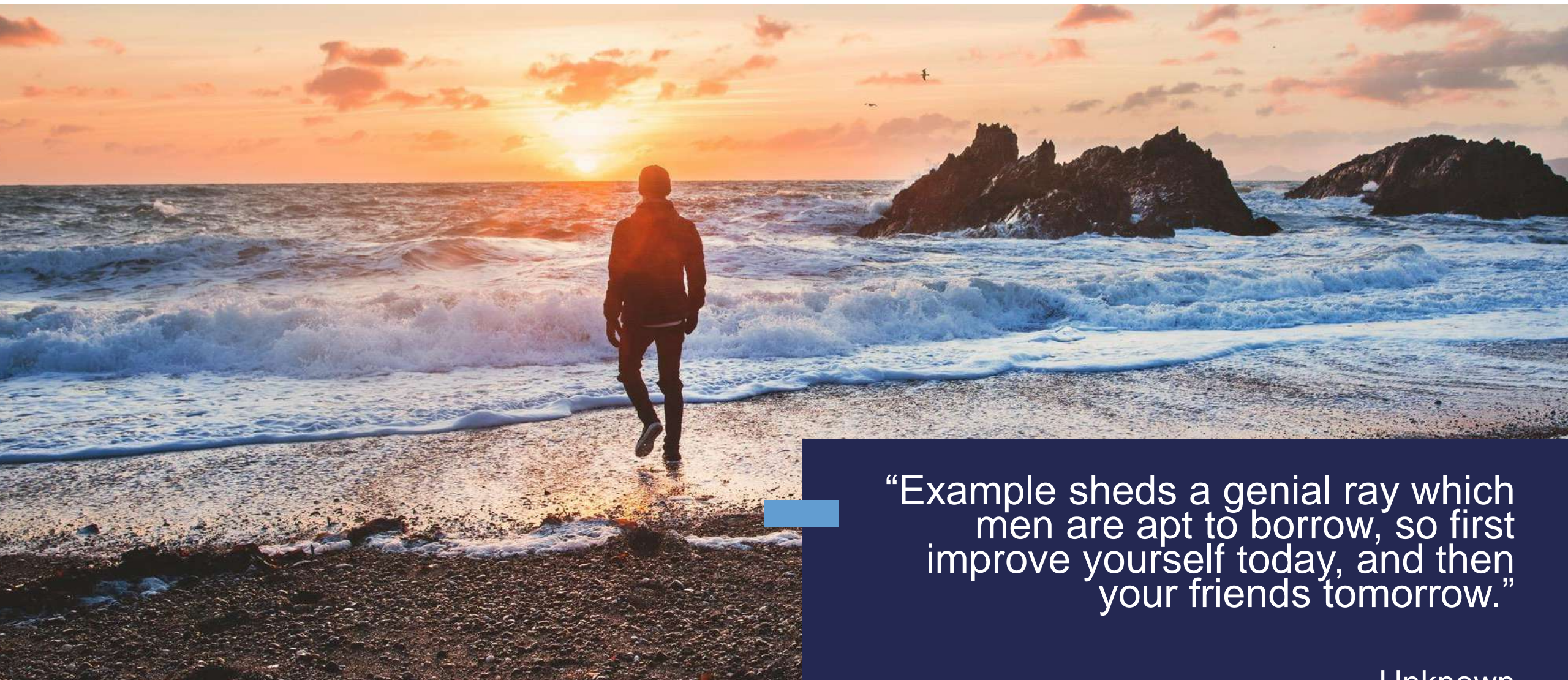
A learned man once went to a Zen master to inquire about Zen. As the master talked, the learned man would frequently interrupt him with remarks like, “oh yes, we have that too,” and so forth. Finally, the Zen master stopped talking and began to serve tea to the learned man; however, he kept pouring, and the tea cup overflowed. “Enough! No more can go into the cup!” the learned man interrupted. “Indeed, I see,” answered the Zen master. “If you do not first empty your cup, how can you taste my cup of tea?”

- Is your mind too full? How much experience do you really have?
- Do you have 15 years of experience or 1 year of experience repeated 15 times?



Water is continually improving... Are you?





“Example sheds a genial ray which men are apt to borrow, so first improve yourself today, and then your friends tomorrow.”

- Unknown



# Focus

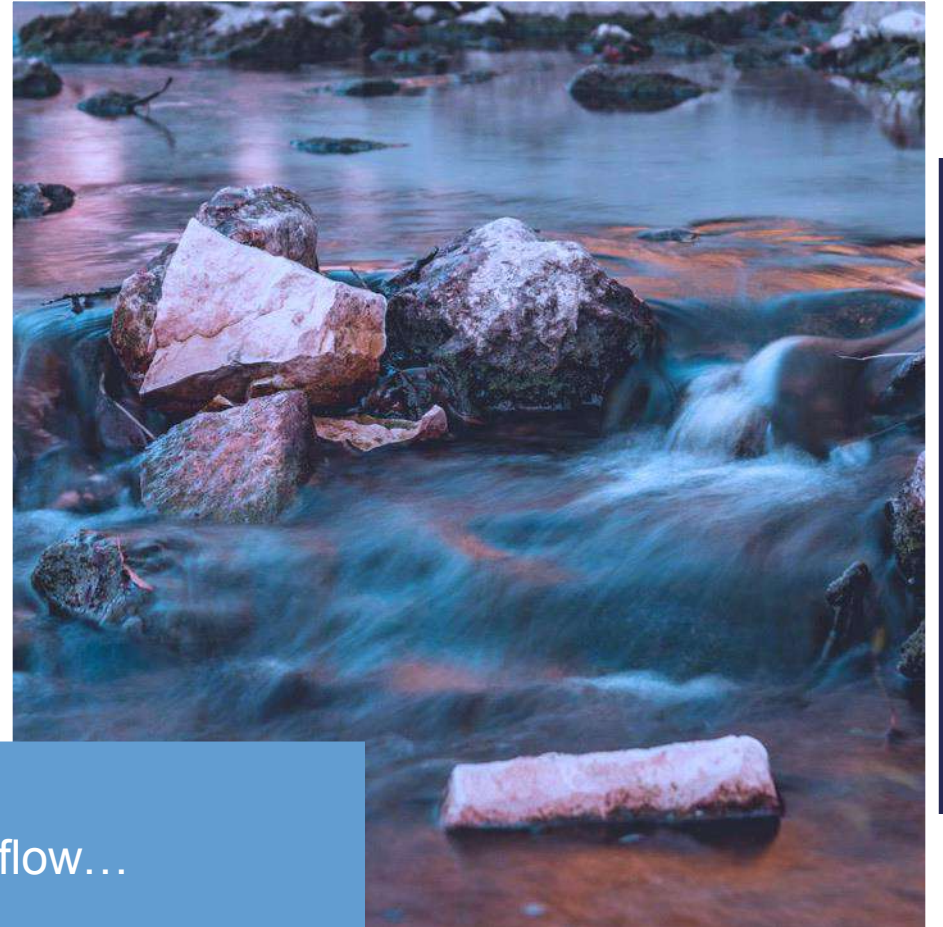
“I fear not the man who has practiced ten thousand kicks once. But I fear the man who has practiced one kick ten thousand times.”

- Bruce Lee

“You can be the jack of all trades and master of none, or master a few and jack everyone.”

- Greg Nelson

Be in the flow...





“Life is a collection of self-fulfilling prophecies.”

- John Nabor

Sow a thought, reap an act

Sow an act, reap a habit

Sow a habit, reap a character

Sow a character, reap a destiny

**We are literally what we think!**

# Risk

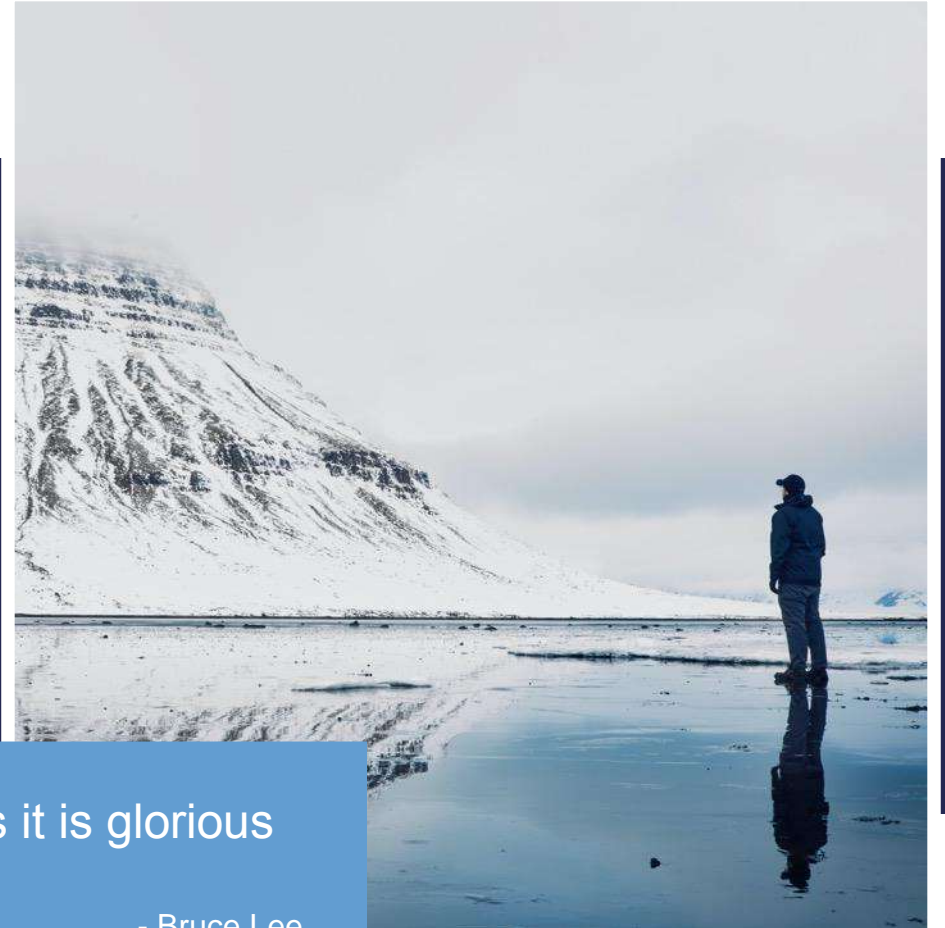
Take the risk of betting on yourself!

## I bet on me...

- The path of truth? Is it lucky or unlucky?
- “Each man must seek out realization himself. No master can give it to him.”
- “It seems easier perhaps not to try rather than try and fail. There’s no shame in failure if you never tried in the first place, right? Unfortunately, you still have to live with yourself and inside yourself, and that stuck place can feel terrible.”

“In great attempts it is glorious even to fail.”

- Bruce Lee



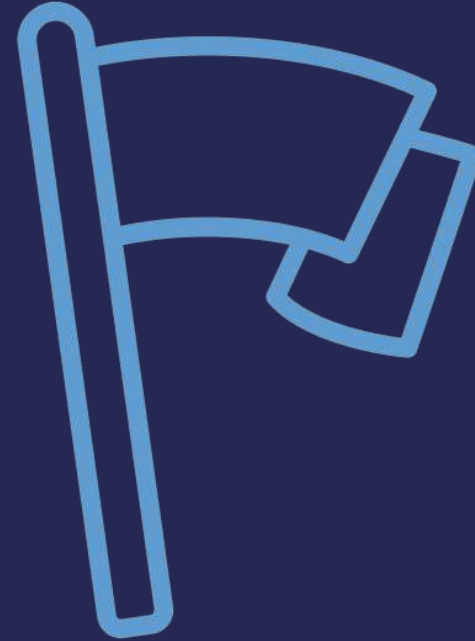
# Alive

I deserve to be happy, I deserve to be free  
I have a right to be true, I have a right to be me  
It would be so simple to look back and say  
How I wish I had what I once threw away  
Look not at the past in regret or despair  
For if you dwell long enough you will end up back there  
Live life to the fullest and follow your dreams  
For the life that you live is not just what it seems  
Now is the time to live right and find peace  
For if you don't find it you are already deceased  
Gone and forgotten your mind and your soul  
Plant seeds of love, you'll reap what you sow  
Do unto others as you would have them do unto you  
Words of wisdom that burn so true  
Anticipate tomorrow as you live for today  
Conquer your faults and remember to pray  
As you do this you will no longer survive  
You will do much more for you are alive.....

**Spencer Larkin**

# Summary

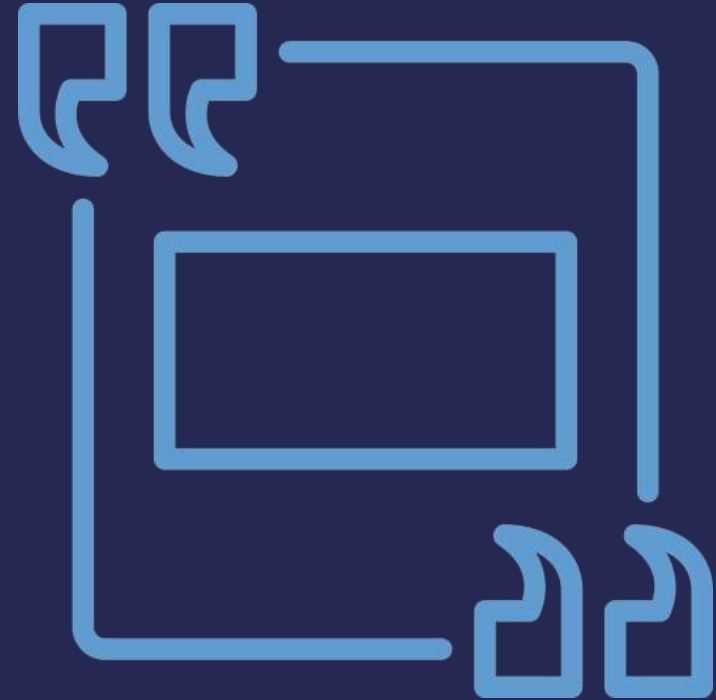
- **Success** – what does it mean to you?
- **Culture** – create a culture of winning.
- **Be Water** – fluid, growing, pliable, and adapting.
- **Courage** – overcome fear.
- **Openness** – Be open to change, growth, and even being wrong.
- **Focus** – get in the flow.
- **Risk** - the greatest bet is betting on you!
- **Alive** – Now is the time to live.





# Resources

- **Be Water, My Friend** – Shannon Lee
- **Culture Trumps Everything:** The Unexpected Truth about the Ways Environment Changes Biology, Psychology, and Behavior – Gustavo R. Grodnitzky Ph.D.
- **Winning:** The Unforgiving Race to Greatness – Tim S. Grover and Shari Wenk
- **The Psychology of Selling** – Brian Tracy
- **Mind Gym:** An Athlete's Guide to Inner Excellence – Gary Mack



## Q & A



Thank you for joining us!