

# Do You Know the Secret Formula?

By Neal Gray, *Action International Business Coach*

If you didn't think ... "The secret formula for what?" then there probably isn't a reason to keep on reading. Have you ever noticed how many books, TV and radio shows and professed experts are trying to sell their "secret formulas" for all kinds of things? Well forget all of them because I've got what you really want! ... (Yeah, right!)

Well, just give me a few minutes and let's see if this month's topic will give you something simple yet powerful to help you change whatever in your life or business needs changing. In fact, proper use of this formula will show you if you should possibly quit wasting energy on trying to change.

Very simply at *Action* we refer to what I am about to "reveal" as the Formula for Change ...

$$\mathbf{D \times V + F > R}$$

For those who have forgotten their math symbols it says ... **D** times **V** plus **F** is greater than **R**.

**D**issatisfaction times **V**ision plus **F**irst steps must be greater than **R**esistance to Change. So...

**D** – Stands for your Dissatisfaction level with the current situation in your life, business, relationships, education, health or whatever is important to you. Not someone else's dissatisfaction, but yours. If you are not strongly dissatisfied you will not overcome the current situation and maintain the new for very long. Sometimes it is necessary to sit down and detail in writing everything in explicit detail as to what you don't like so to make the dissatisfaction very clear and massive.

**V** – Stands for your Vision of the new. This must be sharp, clear, detailed, large and again must be what you want for the future condition. Your vision of the new needs to be written out in explicit detail so that anyone reading it could see exactly the picture you have in your mind (includes colors, shapes, feelings, smells, people, places, and things, etc.)

**F** – Stands for knowing the First Steps that you need to take to move towards the vision and away from the dissatisfaction. What is the first action you need to take on your multi-step journey?

**R** – Stands for the resistance you will encounter towards making the change. This could be coming from your own mind or the pit of your stomach. It could be coming from a partner, family member, or business team who don't see the need to change. The bigger the resistance the greater your dissatisfaction, vision, and first steps must be to overcome.

Let me give you a typical example. Many people claim they want to lose weight. I think for many it is more that they want someone to "get off their backs" about losing the weight. So, for example, if I exercise and diet because someone else is "encouraging" me and I am actually ok with where I am or maybe I see some truth to the need, my change will be minimal at best. My dissatisfaction is minor. I have no great health vision, but I do take some legitimate first steps. I will ultimately fail. So, I need to read the studies on how my weight can affect my general health and cut years off my life. I need to understand the damage being caused to my ankles, knees, heart and circulation. I need to see and believe that I am likely to die early and

may not see my grandchildren if I don't change. Along with this increased dissatisfaction, I must now create a clear vision of the future I want. Which may include a "6-pack" of abdomen muscles, with lean toned muscles throughout my body? I have a strong heart and when I run up the stairs I am breathing at the same steady pace from before I ran up. I am swimming every other day and walking daily as well as eating more fruits and vegetables for snacks. Now I identify that I will begin by walking at least 3 times a week for at least 20 minutes each time and I will eat no sweets before going to bed at night. If I believe and want this I will have a better chance at overcoming my resistance and staying where I am.

Use the same formula for your business. If you aren't making much money, but hey you are paying the bills (most months) and well the market is bad right now so you are doing well compared to most then no matter what you do you will not overcome your current financial condition. If you are sick and tired of missing some bills and working long hours and always wondering if you will make it through the month and you dream of owning a second getaway home (fully paid for) and the business makes 3 times the current profits (assuming you have some) and you only have to come into work 1 day each week, then all you have to do is determine your first steps to moving on those feelings. Maybe first steps are to go to the book store or the library, or call the chamber of commerce to see if they know who can help, or I don't know, I suppose you could call me and schedule a little time to discuss your dissatisfaction and vision. You can decide what works best for you. Just use the formula!

So, what resistance to change are you trying to overcome in your life or business? Will this formula work for you? Yes, if you work the formula.

Neal Gray is an *Action International* Business Coach in Fairfield, Ohio. To discuss this topic or coaching services, you may contact Neal at 513-939-2145 or via e-mail [nealgray@action-international.com](mailto:nealgray@action-international.com).