



LESSON NINE - Always Commitment

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If there is one word that defines a successful person in this business it is commitment. We talked last week about the Scottish Climber, William Murray and his profound statement on commitment; “without commitment always hesitancy and the chance to draw back.” And now I must also mention a man I call the father of spiritual business thinking, Thomas Troward. His insight is key at this point in our development so I am going to paraphrase his idea. I am paraphrasing because he was a 20th century judge with an incredible command of Her Majesty’s English, which makes the message a touch obscure given the time we have for discussion. If you wish to cross check my interpretation of this idea you will find the original insight in his book entitled, *The Hidden Power*. In a nutshell he said that because thoughts are things and our nature is to manifest the things we think, we must bring all of our efforts into the correct order to create a worthwhile and clearly defined aim. And he goes on to say, and this is the thing that drove me crazy for years, when we hold two opposing thoughts they will neutralize each other. That is, If I ‘will’ to do something and at the same have thoughts about not doing that thing; the ‘doing’ thought is neutralized by the ‘not doing’ thought.

So here is why so many of us make decisions and really mean it but we remain unable to take the action. I think ‘yes’ (a thought, an object) and then I think ‘no’ or ‘I can’t’ (a thought, an object). The net result is that nothing happens. It is neutralized. No action. And I haven’t really consciously decided I won’t do it. I may have been mindlessly thinking ‘I won’t’ or ‘I can’t’ do it but the one thought canceled the other. This is like a subtle mental warfare in a way. I must defend my good ideas from the negative. I can never be ambiguous or hold any duplicity in my commitment; my decision. Because that negative thought is a real thing with the same power or charge as the positive thought. Negative and Positive

charges create a neutral outcome in all of nature, so this makes sense when I realize that thoughts are things.

In Lesson Three we described creation as a series of events: Thought > Word > Action > Habit > Character > Destiny. So what Troward is referring to is in the very beginning of this sequence. Thought is the beginning of all creation. Every house you see around you was in somebody's mind before they built it and it became a reality. Every act of creation begins with thought. But now comes the word. What are you saying to yourself about this idea or thought you have? If it is a negative thought, you will cancel the positive idea. And when I do this, it can go on and on: I may really want this thing, i.e. "I am finally going to call Mary about autoship" but it is followed by the negative thought, which is usually spoken by our inner critic, "Why would I do that? She will think I am pushing something on her." The good thought is cancelled. If I want to act on the idea I must take an action and ignore the negative, i.e. Now I have to make a commitment, or the opportunity to act will pass. "I will call Mary tonight, after work, at 7pm" regardless. I am calling Mary and that is the action I take. And that decision — to take action — when repeated in all of my affairs becomes my character. I am a doer. I am not battered by every internal storm my mind can create. I make a commitment to act and the discussion upstairs is over! If I won't just do the right actions and stop second guessing and criticizing my decision to act, I am in for more of the same. Act on the Principled thought. Not more words or thoughts. Action. Remember, if I continue to mull the same thing over and over, the idea is neutralized. I didn't say the idea is forgotten, and I didn't say you liked what happened. I said the idea is neutralized. You find yourself in neutral, again. It becomes a habit to stall, to overthink. That is why it is so dangerous to overthink small decisions like washing the car, or brushing your teeth, because those bad thinking actions form habits. So when I need to have the character, the habit, to do something important ... I can't or won't make a decision. Get it? It is a merry-go-round of positive and negative thoughts. So do what made Mike DiMuccio, Ruth Williams, and Vance Rogers do to achieve their objective: think the idea and shut out the negative chatter. The result is the action. Keep doing that in all of your actions and you will form a habit. Once it is habit — it becomes a working part of your character. Once you have a strong, committed character you are ready for a bigger destiny. And guess what, *'all sorts of things occur to help one that would never otherwise have occurred. A whole stream of events issues from the decision, raising in one's favor all manner of unforeseen incidents, meetings and material assistance which no one could have dreamed would have come their way.'*

The simple decision not to second guess, discuss, chatter or nay-say your commitment is to keep that idea, that thought on route to become an action and therefore a manifestation of your iCAN attitude. Now you see all of it. This is the 'secret' of being a self-actualized success. You refuse to think the negative after you make a decision to do something. WE DON'T DO NEGATIVE.

If I surrender control of my **iCAN attitude** to what appears to be a negative situation, I will react to that situation. And more often than not, reacting is inappropriate. On the other hand, if I remain objective in spite of the situation — in other words, if I choose an **iCAN attitude** I will respond to the situation appropriately thereby creating a winning situation. So in summary: if we wish to maintain and grow an iCAN attitude we will HAVE to be committed. I must protect that original idea from being neutralized — by me! And that should be a great relief. That means not entertaining negative thoughts. If you are having doubts, or misgivings it can be overcome — it just takes commitment and a refusal to second guess. In the words of Goethe, '... there is power and magic and genius in it'.

I make up my mind, that right here, right now, I choose an **iCAN attitude**! It is a simple commitment and the process or DEVELOPMENT begins from that very point.

Thought > Word > Action > Habit > Character > Destiny

And character is the hallmark of successful people. They are committed and that means they choose to right actions. They are not just in business for money. They are not just in business for a cause. They are in business to build character. They are in this for good. These leaders have coached, listened to, and encouraged many of you without any profit motive because they have a common purpose — teaching self-awareness and self-care with Nikken Technologies; to freely share what has been taught to them. But it doesn't end there because while their mind (and others in the industry) might say it is a waste of their time and that they should concentrate on recruiting to their own group, the bigger picture is manifesting. And we all get that. We are all of us self-concerned or we wouldn't be alive. We care for others, like family and loved ones. But what is Life asking? I believe the reason we posted huge numbers in the early days of Nikken was because the field was able to eclipse those primal needs for self-preservation to create a movement. The desire to carry a message to people who were suffering became paramount. In the middle of all of that 'activity', individuals forged a stronger, better character. They acted on what we now call Principled thinking and the rewards were huge. Those who could not

get beyond self and profit found this business difficult and unrewarding. But here is the thing: in the best of all of us there is a Royal Ambassador. The question is, am I willing to stay on purpose to unfold my real character? Or will I allow the small voices in my head determine my destiny? It is your choice. You now have a much better grip on what was not obvious to us in the beginning: we must encourage and develop character in ourselves and those we sponsor and coach. It begins with our commitment to a customer-centric set of actions and continues and grows with us attracting and training others looking for compensation beyond recognition and money.

We, all of us, are creating a culture. A business / community that is really different. A place where there is caring and support — not just for money. A place in which we have committed to something beyond self. In which we trust that Principle will provide the results we want. And we aren't naive about that; we also know Principle can only win when we do the actions; in spite our old habit of entertaining the negative. We, and it's not personal, will win by repetitiously overcoming our old hang-ups. And let's remember that this is not a place where you can get something without giving something. We might not even understand all of the actions, but we do them to build character ... and **THAT BUILDS OUR BUSINESS' CHARACTER TOO**. Maybe this hadn't occurred to you: but you are often the first, if not the only 'Nikken' store a potential customer or colleague will see. If you are of good character and customer-centric intent, they will WANT to learn what you have to offer. If you are 'faking' it, they will start only to become disenchanted. And this home-based-career is needed more than ever. I am not suggesting we have to perfect but it does mean we must remain open to share what we are learning and overcoming. It has never been more important.

Recent Statistics say that 71% of adults in this US study now have supplementary income. 22% selling things via an online platform; 12% as independent contractors; 4% through direct sales and on it goes. It is a time capsule in a way because it is a slice of our changing economic reality and the way to adapt. So what was once a bit on the 'weird' side, i.e. having multi-streams of income has become very mainstream. The idea of starting with a company and retiring with that company is now considered a fantasy. So, the question is not IF people are interested in what you have to offer economically, it is more a question of making what you offer 'pop', stand-out, to be a first-choice for a long-term association and financial solution. You may have been wondering if this business model is still relevant and the answer is — yes, more than ever and that is not me talking — results don't lie.

Now let's just quickly review: What must I do to reach and help more people?

Alright so you are the store-front. Don't feel too pressured because we already know that they don't care what is in that store until they perceive a 'need' or 'want'; which affords two glaring possibilities — I can change their perception (by asking the right questions and really listening to the answers); or I must find people already looking for what I offer, i.e. organizations, self-help groups, health clinics, etc. We can reach people already looking for what we have by reaching out to other caregivers or creating like-minded affiliates. And I'm not suggesting you pay for affiliates lists or the like. I am sharing with you, that there are those who have many people listening to them; who are looking for solutions. Some are on-line while others are recognized in publications or at local events as someone who helps a great number of people. Have you heard of anyone like that? Well maybe it's time to ask them what you could do to help? If you understand what they need to succeed, you will understand how and what to provide as help. And there are countless people you already know who are walking around asleep, thinking that they are awake. They are unconscious of their lack of balance. They need us to reach out, every person, every family, we all need balance.

We have a tool that defines balance. The tool is called a SELF-AWARENESS QUIZ (SAQ). It was developed from a number of ancient tracts used to guide followers to enlightenment in a number of areas. The version we use is adapted from and based upon Nikken's Five Concepts or Pillars. The questions, 10 in each of the 5 Concepts — Mind, Body, Family, Society, and Finance — are carefully worded to help an individual understand their current state of balance. Because I want to treat others as I wish to be treated, their answers to these questions are emailed to them and we have NO record of these personal responses. But many, if not most, will want to discuss the results upon getting them. But, our interest and what makes this tool unique is the Actions Form. This is a guide for you. It will help you see 'where' and 'how' to make an informed approach. For example, a very high score from the Society Concept Questions is a strong indicator that this person is already into self-awareness and caring. In the case of a high Society score I am tipped off that this person is someone who could be very interested in 'how' we do our business — how we can help more people because of Nikken. They are a candidate for an Active Customer or Business colleague. They get it!

A funnel is not a strainer. It will not magically give you the exact thing to say or the exact thing to do, but it will give you a much better picture of this person. While it doesn't give you the exact words, it is a

very deep way to listen for what they need and want rather than just blasting them with everything you know. It is a reason to call; a reason to text or email someone about something they might appreciate (just you being their agent). Nearly everyone wants more balance.

The SAQ is only available to iCAN alumni. Use it. We are suggesting this as a tool for your customer and prospecting list. A few of you have requested a description of how to use the SAQ: you might call an existing client and offer them the SAQ (something no one else can offer them) just as a way to check their overall balance. Emphasize that it is up to them if they wish to discuss the results with you. Regardless, tell them that you will discuss the suggestions from the Actions Form with them. Maybe they have all of their needs covered and they are good-to-go, excellent ... OR the SAQ has revealed that you have something tangible to offer. It may be an invitation to join with you in your business as the result of the outcome of the Financial Questions or perhaps it has revealed that they have a very real need for a Nikken consumable. We use the Action Form statements to get an idea of where to go with your conversation: you have opened the door and that is the first step in forming a relationship of mutual interest and trust. If their Actions Form has made a suggestion with regard to health or emotional concerns, always remember that you are not expected to be a doctor or job councilor — you don't have to respond right away — you have a sponsor and mentor to help you direct them to the best solutions within our resources. If they don't want to discuss the results on the Action Form, we never push or pry as this could mess up a future opportunity to be of service. It also goes without saying that confidentiality is important — treat them as you would want to be treated. And at the risk of really offending you seasoned pros, you will need to really listen.

Tools do not work — if you don't use them. No amount of thinking or intent will see your business succeed. Only right ACTION, based on customer-centric principles will get us the long-term results. So for now, follow-up on what you have in motion and if you don't have any results yet don't take it personally. Think about who needs to hear about Nikken? Is your current downline inactive? Call them and get them to do a SAQ. Then listen to what they say. Don't worry about having snappy answers for their questions. Hear them. Remind them that we are Nikken and that we are developing a culture that is totally appealing to the already 71% of the population creating a second income. Tell them a bit about your personal growth — your 'psychological' elevator talk. Remain calm. It is all good and it is about to happen, with or without them. (Of course, we'd prefer it to happen with them).

If they choose not to buy or not to come onboard remember that we are there to listen not convince or

sell. We may very well get another opportunity when their situation changes. We are not pitching or closing; we know the business will come if we stay on Principle and active.

Here is this week's homework:

1. 'Survey says' some of you still need to get your Five Autoship customers into orbit to complete your business center. If you are complete, please reach down and out to help others get this done.
2. Follow-up with the people you forwarded the SAQ. Call, and listen.
3. Send more invitations for an SAQ and ask for the person's permission first.
4. Read or Listen to Lesson 9, once each day for the next week.
5. Get behind any company incentive regarding product and development by taking the time and effort to really 'hear' what they are offering. If there is new product, watch for training and product information. Get familiar with the benefits. Remember our commitment to our customers: it is your privilege to call, text or meet with you customers to explain what is new. They may or may not be interested but regardless it is an opportunity to show them how much you care.