



STEP ELEVEN: UNDERSTAND YOUR WORLD

“Once we accept your limits we go beyond them”

- Einstein

Harry Massey:

“As I started to explore further what it took to really both master your own life, but also to make a positive difference in the world-things really stood out for me that were common to all of these people. That they’d really understood their world. They had asked lots of questions and they had a really good mental picture about the present reality, but also where it was likely and how it was likely to unfold in the future. From that knowledge of understanding in their world, they then aligned their own purpose, i.e., the actions that they then took were in complete alignment with where all these patterns were going.”

James Caan:

“I think one of the, the key factors for me is understanding the world you live in, understanding what role you play in that journey.” Having that sense of purpose, having that sense of clarity I think is what brings out the best in you and enables

you to do the things you really want to do. And I think finding your place in society, finding your place in that world is absolutely key.”

Birke Beahr:

“I think it’s really important that people can go out and research and understand their world and figure out what’s going on that’s what I did I went on the internet I found out a whole bunch of stuff about the food system and after that it made me want to become an organic farmer that’s how I made my decision come to life”.

Tony Benn:

“There are certain things that are consistent and I think to disentangle from the complexities of the world, the simple decisions as to what to do and what is right and what is wrong is really a moral test. And I think young people understand that.”

James Caan:

“I think the key thing I can say is your first idea doesn’t have to be your best idea you know. The journey of success is about constantly learning, constantly evolving. And the first idea you know is just part of the process. And if it doesn’t work, it doesn’t mean you’re not right, it means that particular idea probably just wasn’t quite there.”

David Hamilton:

“So the relevance to choice point of understanding your world is if you can understand these patterns and cycles around us, we can actually make a choice to become part of one cycle and not another. Once we are aware of these patterns and cycles around us, we can choose to align ourselves with them as if we paddled a canoe into a current. And what that really means is we start to align ourselves in our hearts and minds, in our thinking, in our behavior so for example if a person wanted to align with arts then they would start thinking arts, they would start behaving arts they would start doing artistic things, relative to if they were aligned in the previous part of their life, perhaps they were fully aligned with sports so their participating in the world of sports...so now they are making a choice for a different path and aligning themselves in their hearts and minds and in their behaviour with arts instead, so they have made a choice from one to the other”

Barbara Hubbard:

“Problems are evolutionary drivers. This is true of your own life, it's driving you, you don't always respond but if you do you'll probably find you're going towards something more creative. Problems are evolutionary drivers. Crises often precede transformation and innovation. So when you feel a crisis coming on in your own life or in the world, look for what's innovative. Look for which way the crisis is moving you. And if you look back in evolutionary history, you'll see that usually before a quantum jump, there were crises that could destroy life but there were also the pressure towards more creativity.”

Robert Quinn:

“There's a statement that someone uttered one time. At the moment of commitment, the universe conspires to help you. That's a very powerful emotion. When Sharma wrote his book about Theory and You and he said leading from the future as it emerges, that is what he is talking about. When you get to that state of commitment and now you are interacting with these things that are living, they are emerging, they are coming into being. And you know at that point everything starts connecting up and energy starts flowing in such a way that everybody is enlarged, the thinking process is enlarged, everything increases because you are on that upward spiral.”

Richard Branson:

“I think the times that Virgin has succeeded is where we have been much, much better than all our competitors and we created something of quality, something, something which you know, which we can be really proud of. I mean I am here today in Dallas and taking on American Airlines with Virgin America, a domestic airline, tiny compared to American Airlines, but, because it's so much better I think we'll succeed. You know whereas when we took on you know Coca Cola you know who are also based here, you know Virgin Cola you know it tasted as good, but, but you know but there wasn't something that dramatically set it apart from Coca Cola and therefore by and large it failed. We've learnt from a business point of view we're going to create a business it has just got to be the best by far and we've got to do it with panache, with style, with fun and we have got to be really proud of it and the public have got to be really proud of it as well.”

Scilla Elworthy:

"I think that seeing things differently comes, it doesn't come overnight necessarily. For some people it does, it is like an enlightenment experience. But for most of us it is gradual. Life just gets a bit sunnier, a bit lighter. A bit more fun. A bit more coherent, understandable. But it is progressive, it doesn't happen necessarily just like that. It does require self inspection and bit by bit progress."

Jack Canfield:

"I also believe that there are things we can call external reality. That you have to be aware of. You know, whether those are patterns, whether there is a train coming down the track at you, you know, if there's a train coming down a track, you better get off the track. You know, if there is a wave coming in, you either better know how to surf or swim, or you better get back on the shore."

James Caan:

"I have had loads of failures. You know we just don't have enough time to spend in talking about my entire list because to me every failure is one step closer to success. And you know to me I'm not ashamed of it because to me it is very much part of the process. I think I probably make more mistakes than most people do and I make them every day because I am very happy to make a bad decision than make no decision. And just by default I am going to make a lot more than most people and I accept that a lot of them are wrong, but I'm okay with that.

I think ultimately I think you do look at yourself and I think you do sometimes question some of the things that you do. And I think the key is you never always going to get them right. You know they say a bad decision is better than no decision. And sometimes procrastination because you don't know, doesn't really get you anywhere. So I am probably more in the camp that says you know, better to have tried than not tried at all. And therefore I think if you don't know something one of the beauties of life is the simple way of resolving that problem is just to ask the question, ask somebody who does know. And if you have the ability to do that it is quite incredible how your journey can change so drastically just by being able to just ask the question, where you are lacking that inner confidence.

My father came to London in the early '60's just after the partition between India and Pakistan. Both countries were in a desperate situation. And unemployment was very high and was very hard to get a job. And so therefore I would probably describe my father as a kind of economic immigrant who came really to, to this country to provide a better

life for his kids. What I find quite staggering when I reflect back just to see a man who arrives in a country where he doesn't speak a word of the language. He can't read and write and even getting off you know at an airport and finding your way without having to be able to read a sign or speak to somebody, I find incredible. And then to come here and start a business with nothing and from nothing, you know, I think you know to me when I reflect on life, he was a huge inspiration of just showing what could be done if you were driven, if you were motivated. I mean that's really what I call, when the odds are stacked completely against you and yet you still come through. So I think for me, my father was clearly a role model, a mentor and somebody I had a huge admiration for. And I think what I have learnt over time in business is that moral principle had kind of disappeared a bit because I think we have all become in business today, so transaction focused, it's all about the deal now. And everything I think around me is very much driven by short term thinking.

That drive of, of demonstrating to him that I could do this myself really sort of culminated, I suppose it, it really got to a peak when the business that I was setting up, Alexander Man , we'd opened our 100th office and I'd invited my dad to the launch. And my father was in the audience as I was making this speech and I could see from the corner of my eye as I was speaking, you know, he had a tear in his eye because I think he was so shocked that he hadn't realized just how big this business had become. You know so I think it was amazing, amazing kind of experience."

David Hamilton:

"Understanding your world can actually give you a sense of peace, because you understand, you are understanding the natural evolution of things in your life. And if you, if you make choices then the life can just unfold in a particular direction. And because you are part of nature you can really trust that you are going to keep going in that direction. So if you have made a choice that is a good choice for you, then you don't have to keep fighting, you don't have to keep working too hard at it. You can just go with the flow."

Peter Buffet:

"So I think it is really important to understand the world you are in and how you can align your own purpose and what you see as your passion in the world to the outside forces that will align you know the world at large with your own world inside."

John Paul Dejora:

“When I was down and out never thought about “oh my God, how’s it changing my life” the only thought was “I’m going to get out of this. Period.” But many years later when I look back at some of the jobs I was fired from, some of the unusual things that happened in my life, I realized each one was a learning experience, something I had to have or know about to be able to achieve in life what I’ve achieved, and more important look back and realize that there’s a lot of people going through some real struggles there and how can we give them a helping hand or at least be empathetic about it and understand where they are coming from. It’s a good thing.”

Ian Stewart:

“I think we can bring it down to the personal scale and say, just as the big scale political swings from you know from one party to another one from a particular point of view of how to run your economy to a totally different point of view. You get these big swings, roughly in cycles, but with lots of little fluctuations in between. And it’s irregular, but it has a definite sort of texture to it. Individual lives are like that. Most of us I think find You get the big triumphs, you get the great disasters, but it is not sort of you start with a big triumph and then very, very steadily you decline until it is turned into a huge disaster. There will be mini triumphs and mini disasters along the way and the whole texture of your life will be ups and downs from one minute to the next as well as from one year to the next.”

E Gregg:

“So one of the things we know for certain is that we do not know everything there is to know about the nature of reality. We are still learning. We are deep into the learning curve and the irony is that we must learn to survive what we have created for ourselves while we are still learning. So for me it makes tremendous sense to apply what we do know while we are studying the principles to understand them even deeper. If we pull all of this information together, what does it tell us? It tells us first of all that everything is connected in ways now that we are only beginning to understand.”

Peter Fraser:

“Everything fits together of its own accord by matching. This happens. You don’t have to worry about that, it happens. What you have to worry is what you are sending out.”

John Paul Dejora:

“If you understand the world align what your purpose turns out to be as you realise it going along the way and instigate it, put it into effect, you will change the world.”

**Now, you Understand Your World
You are ready for the next step of your journey
Choice Point**