

Craig Collinson

My Marvellous Mentors

VOLUME 1

What I've learned as a result of their lessons

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Introduction

I am going to refer to the three mentors that I have chosen to highlight by their first names only throughout these pages.

Although, I have absolute respect for them – to be frank, I am in awe of their greatness – I also regard them as friends and as I would always call a friend by their first name, likewise that will be what I'll do in this book, too.

The three mentors I'll be quoting are Bob Proctor, Brian Tracy and Jim Rohn. It is impossible for me to play favourites as each of them has taught me so many valuable lessons and so I regard them as equals in terms of the impact they have had on me.

All three men use the simplest ways of explaining themselves. Bob gives the reason for this as that if the people who he originally learned from hadn't made it easy and simple he would not have understood. That is a powerful lesson when it comes to the use of language – always make it as straightforward, simple and understandable as you can.

I will refer to them in the present, even though at the time of writing only Brian is still with us, because of YouTube Jim and Bob are there any time I choose to dip into their incredible catalogue of work.



Craig Collinson

Leadership Author, Trainer & Speaker

1. The Power of a Few Seconds



Brian Tracy

**“When you REACT you are giving away your power.
When you RESPOND you are staying in control of your self.”
(Bob Proctor)**

**“Don’t wish it were easier, wish you were better.”
(Jim Rohn)**

**“No one makes you feel anything.
It is how you react and respond that determines your emotions.”
(Brian Tracy)**

I could have chosen to include the quote from Jim anywhere within this book as it applies universally. The reason I have included it at this point is that my choosing to ‘react’ or ‘respond’ throughout my day is something very worthy of being better at.

It was Bob who taught me that in all instances, no matter what, there are ALWAYS a few seconds when I get to choose if I’m going to ‘react’ – meaning, I’ll say something I regret (either immediately or later), I’ll demonstrate unhelpful body language, I’ll behave defensively, I’ll become hostile or argumentative, I’ll indulge in blame shifting behaviour, I’ll adopt a “ah, well, just a minute, what about ...” line of attack. I’m quite sure you recognise what I’m explaining about these typical ways of ‘reacting’.



Alternatively, I can choose to 'respond' like a fully functioning, able, intelligent, experienced adult. I can do this by allowing the other person to speak uninterrupted, I can think about what I say and how I say it, I can make helpful comments (instead of one's designed to make things worse), I can choose to let things go, to allow someone to have a different opinion without the need to convince them they are wrong. I can be aware of my body language and the often-micro-messages I am transmitting.

In those seconds between 'reacting' and 'responding' my choice is the difference that makes the difference in getting angry or not about the driver in front going ten-mph under the speed limit or the hundred and one other tiny incidents that contribute to my day.

I have learned that 'responding' (in various positive ways) is far less emotionally exhausting, over the period of 24-hours, than 'reacting' (in countless negative forms) is on my system.

So, not only is 'responding' a good choice regardless, it also has the added benefit of conserving your energy for the issues that really matter.

The lesson whether to 'react' or 'respond' has not been an easy one for me – in fact, I would admit to it being one of the hardest.

It is a 100% gold plated guarantee that today you and I will be presented with many opportunities to practice our 'reacting' versus 'responding' choice.

However, let TODAY be the day when you take conscious control and CHOOSE to work on being better at this.

Just for today keep focused on responding ... and then do it again tomorrow because by taking responsibility to work at being better, eventually it's got to become easier!

Questions



- 💡 **How many times have you reacted in the last few days/hours?**
- 💡 **How many times have you consciously chosen to respond in the last few days/hours?**
- 💡 **What specifically did you do ... what did you think?
How did you behave when you responded?
REMEMBER, DO more of that!**

2. Who Are Your Supporting Cast?



Bob Proctor

**“Your choice of people to associate with, both personally and business-wise, is one of the most important choices you make. If you associate with turkeys, you will never fly with the eagles.”
(Brian Tracy)**

**“Don’t be an extra in your own movie. Move out of your comfort zone. Don’t be afraid of feeling uncomfortable or awkward. Step-out and make it happen.”
(Bob Proctor)**

**“You are the average of the five people
you spend the most time with.”
(Jim Rohn)**

My mentors taught that I should pay close attention to the affects – positive or negative – that those I’m around have on me.

If its negative then it’s my responsibility, as the star actor in my own film, to either find a way to negate the impact of these supporting cast members or whether to do a major re-cast!


I’ve put this lesson into action numerous times, covering every aspect of my life and in various ways. I have employed strategies to deal more effectively with their negative consequences, I have limited my time with others and some have been cut out of my life altogether – no contact.



When it comes to my personal development I spend most time with the following five people – Jim Rohn; Brian Tracy; Wayne Dyer; Bob Proctor and Neville Goddard. I have photographs of them on the wall at my stand-up writing space, so that when I look up I see them all looking back, smiling at me! During the day, usually via YouTube, I watch or listen to their work. Some days it may only for a few minutes, others might be hours, depending on what I'm doing. I have found that an excellent use of time is to be in their company while I'm doing chores. To be clear, I am not trying to be them, I am striving to be more like them in thinking, attitude, behaviour and actions.

This e-book is focussed on only Bob, Brian and Jim. All three of them are 'eagles' that I choose to fly with.

Flying with the 'eagles' represented by the teachings of Bob, Brian and Jim not only means that I'm raising my levels of learning to world class, BUT, importantly, it prevents me from having time with the 'turkeys' and the low level, unimportant activities that tend to go with it. I've learned that I can, moment by moment, be around 'eagles' or 'turkeys' and it is my responsibility to choose.

 Check out HG Tudor on YouTube for more world class, free information all about narcissism, psychopathy and sociopathy.

Questions



- 💡 **Who are the five people you spend most time with, specifically in relation to your personal growth and learning?**
- 💡 **Who are the five people you spend most time with week to week?**
- 💡 **Are they great supporting players or do you need a re-cast?**

3. All the Wisdom of the World!



Jim Rohn

**“Commit yourself to lifelong learning. The most valuable asset you’ll ever have is your mind and what you put into it.”
(Brian Tracy)**

**“The book you don’t read won’t help.”
(Jim Rohn)**

**“The only competition you will ever face is with your own ignorance.”
(Bob Proctor)**

When I discovered YouTube it was like finding an Aladdin’s Cave of knowledge. The audio books, tutorials, podcasts, compilations, interviews, training events and seminars available to access at any time and for free is mind blowing.

Whilst I do sit at my desk and consciously pay attention, taking notes to learn and develop myself, most of the time I have the information playing while I’m doing chores.

One of the most powerful lessons I learned from Bob was that of repetition, I will always watch or listen to something multiple times. To paraphrase Bob’s advice on repetition – it’s not that the information changes each time, rather how I perceive it does. It doesn’t change, I do.

The thing I share in common with all three mentors is that I was not a good student. Like them, I did not enjoy my years of formal education and didn’t excel in or at anything.



I disliked school with the same passion that I now have for learning.

My mentors have taught me that it's never too late to take responsibility for your own education.

These days "books" can be substituted for all the other ways we are fortunate to be able to access the wisdom of the world.

Another key lesson is that the knowledge needs to be applied. We don't just think about taking a shower, we **HAVE** a shower (well hopefully!). So it's my responsibility do something with the knowledge, to grow by having the challenging conversation, making the presentation, asking for the sale, making the phone call, attending the event.

A big light bulb moment for me was that unless you do something with what you know, then what is the point of knowing it?

These days I put the information into action, I monitor my results, I do it again, I have to do it because I know that no-one else can do it for me.

It was a great day when I truly realised that my personal growth was solely MY responsibility ... and I have my mentors to thank for that lesson!

Questions



- 💡 **What are you watching, reading and listening to?**
- 💡 **What area of learning would make the biggest positive difference for you right now?**
- 💡 **How do you plan to put your knowledge to work?**

4. Take Charge of Your Attitude



**“The more you like yourself,
the better you perform in everything that you do.”
(Brian Tracy)**

**“You must take personal responsibility. You cannot change the
circumstances, the seasons or the wind, but you can change yourself.
That is something you have charge of.”
(Jim Rohn)**

**“Our attitude is the environment we carry with us during the day.
It proclaims to the world what we think of ourselves and indicates the sort
of person we have made up our minds to be.
It is the person we will become. How’s your attitude today?”
(Bob Proctor)**

Bob’s son, Brian Proctor, has written a wonderful book titled ‘My Father Knew the Secret’. In it, he shares how one of his biggest lessons from his dad was “you can’t change the time you got out of bed this morning.” Meaning what’s done is done, it’s what we do about it that makes the difference. The ‘bed’ example can easily be replaced by an argument, a missed deadline, a poor judgement, a wrong turn, a mistake or anything else that HAS happened. It is done.

Our attitude will determine whether we focus on what we can’t control or what we can control. We can’t control the things in our life that are already DONE so our responsibility is to constantly remind ourselves of that fact and maintain a good attitude as we deal with what we can control. That is a major lesson that my mentors taught me.



These days my habit is to look for the good in everything that happens to me, not easy to do but extraordinarily effective to alter my focus instantly.

I learned from Brian the importance of telling myself “I LIKE MYSELF!” The more I’ve grown to “like myself” the more I like other people. The other way to look at it is that if you don’t like yourself then why would you expect anyone else to like you ... why should they see in you what you don’t see in yourself? This is one of the smallest lessons I’ve ever applied that has resulted in one of the biggest positive differences.

All three of my marvellous mentors also believe in the simple concept of ‘dress for success’. Meaning that one of the fastest ways to impact on how you feel about yourself is to change your clothes. I know for sure that my personal presentation has an impact on the quality of my mental and physical performance.

My attitude is my responsibility!

Questions



- 💡 What do you focus on most ... what you can control or what you can't?
- 💡 How easy do you find it to look at yourself in the mirror and say ... 'I like myself!'?
- 💡 Which of your clothes make you feel the 'best'?

5. It's An Inside Job!



“Character isn’t something you were born with and can’t change, like your fingerprints. It’s something you weren’t born with and must take responsibility for forming.”

(Jim Rohn)

“You can’t escape from a prison until you recognise you are in one. People who have chosen to live within the limits of their old beliefs continue to have the same experiences.

It takes effort and commitment to break old patterns.”

(Bob Proctor)

“The world is full of people who are waiting for someone to come along and motivate them to be the kind of people they wish they could be.

The problem is that no one is coming to the rescue.”

(Brian Tracy)

I've been consciously and systematically attempting to 'change' myself for a number of years.

For me, it's been a very slow and extremely gradual process that has felt like one step forward and then ten steps back on many occasions. However, I persevered and feel like I am now breaking free of the bars represented by old beliefs about myself.

What I learned from Bob, Jim and Brian were processes of re-invention, quite literally writing myself a new story about me. I have taken full responsibility for forming the characteristics that I believe will be most beneficial in respect of the type of person I strive to be and how that impacts on what I can achieve for rest of my life. You see to make my goals a reality I have to “become” the type of person who can make them real.



I have a long, long list of affirmations based on these characteristics and life goals that I have recorded on my mobile phone and which I play back to myself every day and I go to sleep listening to each night.

I can be my own Mr Motivator, my desire to make the changes to how I see myself have to come from me – it really is an inside job and things do only change if I can be bothered to put in the effort, the time and the work to be better than I was yesterday ... every day, and these days I do that. The teachings of these three remarkably wise men have given me the insight and the map to follow to help me reach my destination.

If I want change in my life than I know its my responsibility to set about making it happen.

On a very personal note when my dad was Widowed after 65 years with mum he turned to drink to ease his pain. The alcohol had a massively negative impact on his health and his passing was not easy to watch.

As a result, I re-wrote my story around alcohol with a variety of affirmations such as 'I am a non-drinker', 'I only drink alcohol on special occasions', 'If I choose to drink alcohol it's only the really good stuff'.

It took me three months of re-conditioning my belief system. These days I do not choose to drink alcohol ... even on special occasions!

I need to be the change I want to see and I take full responsibility for making that happen!

Questions



- 💡 **What are the characteristics you most admire in others?**
- 💡 **Which of those traits do you currently believe you do not embody?**
- 💡 **Why not choose to write yourself a new story about who you are ... what would that be?**

6. Just Get Cracking!



**“No amount of reading or memorizing will make you successful in life. It is the understanding and application of wise thought which counts.”
(Bob Proctor)**

**“Either you run the day or the day runs you.”
(Jim Rohn)**

**“Move out of your comfort zone. You can only grow if you are willing to feel awkward and uncomfortable when you try something new.”
(Brian Tracy)**

For a long time I deluded myself that gathering information and knowing more and more was sufficient to make a difference. It isn't.

Knowing and not taking action on what you know is the equivalent to not knowing. Knowledge only has power if you put it to work and do something with it.

I had thought about writing a book for ages, then I took Brian's superb on-line course to become a published author AND then spent ten-months devoting time, energy and effort to producing the finished article. My book, 'Improve Your Life: 21 Strategies That Will Make The Difference' is only in print (and available from Amazon!) today because of the know how PLUS the work.

It's our task to make the most of each and every 24-hours. It's our job to plan what we'll achieve each day, to accomplish as much as we are able, to be prepared to push ourselves that little bit further until the uncomfortable becomes our new comfort zone from where we stretch continually further.

It is our responsibility to take action!

Questions



- 💡 **What do you know that you would really benefit from applying ... but don't yet?**
- 💡 **What one thing could you take action on TODAY?**
- 💡 **What could you accomplish over the next 12 months ... if you took the actions?**

7. So then...



To wrap up this volume, here is a version of one of Brian's favourite anecdotes which also happens to be one of mine, too. So, here is the final thought about responsibility ...

A storm descends on a small town, and the downpour soon turns into a flood. As the waters rise, the local vicar kneels in prayer on the front steps of the church, surrounded by water. After a few minutes one of the locals comes up the street in a canoe.

"Better get in, vicar. The waters are rising fast."

"No," says the vicar. "I have faith in the Lord. He will save me."

Still the waters rise. Now the vicar is perched on the roof, looking to the heavens, when another man draws up in a motorboat.

"Come on, vicar. We need to get you out of here. The river is going to break any minute."

Once again, the vicar is unmoved. "I shall remain. The Almighty will see me through."

After another three minutes the flood rushes over the church until only the steeple remains above water. The vicar is up there, clinging on for dear life, when a helicopter descends out of the clouds, and the crewman calls down to him through a megaphone.

"Grab the ladder, vicar. This is your last chance."

Once again, the vicar insists the Lord will deliver him.

He drowns.

The vicar goes to heaven and standing in the presence of God, he asks, "Lord, I had unwavering faith in you. Why didn't you deliver me from that flood?"

God sighs and shakes his head. "What did you want from me? I sent you two boats and a helicopter. What the hell are you doing here?"



Craig Collinson

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