

## MILLION-DOLLAR IDEAS

Winning money-making strategies

# Open Your Mind to Success

**W**hat if the task at hand was not to seek out the idea or technique that will bring in millions, but instead, was simply to find all the barriers within yourself that are keeping you from success and innovation?

Success can be as easy as you allow it to be. Removing barriers and following simple instructions is the place to start.

### Check Your Ego at the Door

The most common barrier you face is your own ego, which prevents you from seeing ideas that are being presented to you from a variety of sources. It does so out of self-preservation. The ego thrives on anger, suffering and hardship. That's why the ego often sees insult where there isn't any and holds onto the belief that hardship and hard work is the sole path to success.

Remember, your ego is not your amigo. It clouds your vision, alters your judgment, hampers your natural abilities and keeps you from tapping into the wealth of ideas and strategies coming your way on a daily basis.

### Let Your Clients (and the Universe) Lead

Look to those who need your work—your clients—and develop what would relieve their suffering and solve their issues. This approach will have you delivering a

high-value service that will provide them with a true competitive advantage. When you do, you are offering a high-value, thought-leading remedy that they will purchase, rather than a product you will sell. Here's an example: When my training budgets were being cut, my client contacts complained that business process improvement efforts were being funded without question. Their suffering was due to not adapting to the organization's decision to invest heavily in measurable eliminations of waste.

So, I conducted research to measure the actual cost of workplace drama and trademarked the concept "Emotional Expense." By proving that the average employee spends two hours a day mired in drama, the business case was compelling to create programs to eliminate drama, thereby saving my clients millions of dollars annually.

A large part of success is simply opening yourself up to receive what is out there and saying, "Yes!" The universe is very kind and generous to many of us. The best way I know to get in on the rewards is to say "yes" to what is offered. Much to my dismay, many people do the opposite.

Opinions can stop action. They can be vetoes disguised as advice. Expertise is used to keep the action going. Experts can say "yes" to almost any client goal and move the conversation to talking about how to



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get it accomplished, even in the face of some risks that need to be mitigated.

Ignore your initial reaction to ideas, which may be to focus on why or how something should not be done. Instead, offer solutions on how to accomplish the goal.

### Sell Based on Proof, Not Promise

Help us rebuild our credibility in the field as evidence-based practitioners rather than motivational speakers. Each year in our organization, I set a research agenda, conduct solid research, and then include actual findings, case studies from other clients and solid support of our work, and the ROI we are suggesting will be realized in the client organization.

But don't take my word for it—open your heart and mind and see what success follows.

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