

Why Self Help isn't a Crock

Lisa Stephenson is the founder of Who am I Projects and author of *Read Me First* (Major Street Publishing), a book filled with thought-provoking coaching questions, strategies for success and life's must-haves. Lisa draws on decades of experience as a global speaker, leadership consultant and success coach and has worked with some of the biggest global names, CEOs, elite athletes and entrepreneurs.

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There are two types of people in the world: those who have a never-ending appetite for anything that will improve who they are and those who are sceptical, and sometimes even scornful, towards the self-help industry. In an ever-changing and complex world, we have never had access to more information and inspiration. I regularly hear people's commentary on why self-help books and services are for the neurotic and that reading or thinking about something will not change your life. I understand and, I agree! But, do not confuse daily affirmation rituals, holding crystals and promises of enlightenment with doing the work required to create real change and success in your life.

Buying a book is certainly a great first step in challenging your thinking, but you still need to make a plan, take action and have an accountability system in place to achieve your desired results. There is nothing warm and fuzzy about working with a success coach. The truth is, no one is coming to fix anything for you and there are no quick fixes for a truly resilient, emotionally healthy and happy version of you. If you are looking for meaningful and transformational life changes, it's just a case of finding the right resources and people.

Traditionally, many people have had a view that anything that smells like it encourages self-improvement and reflection is for people who feel inadequate or incapable of making decisions about their own life. This is not so! Most of the people I work with as a coach are already deemed by many to be successful. They are CEOs, entrepreneurs, elite athletes and leaders in their chosen professions. If you are happy with the life you are living, congratulations! Feel free to move on. But, if you are ready for a promotion, to new start a new business, run a marathon or do anything that requires high performance, then an open mind and readiness to grow is going to be fundamental to the evolution of you.

Successful people surround themselves with experts. For example, an athlete who is training for the Olympics has a strength and conditioning coach, an agent, psychologist, training partner, physiotherapist, masseur and more... If you want to set yourself up to be the most successful version of you, then immerse yourself in learning and surround yourself with experts – that includes a coach.

If you look at the most dynamic leaders and innovators in the world, they have often have a mentor, personal trainer, trusted advisor, performance coach and they read a lot! What we know is that the people who achieve their goals are the people who invest in themselves. I am yet to meet anyone who really was an overnight success.

An experienced success coach will:

1. Support you in defining a short- and long-term plan. It's critical that you make yourself your most important project. You need to identify timeframes, set a vision, consult experts and review your success as you progress.
2. Challenge your beliefs, habits and attitudes. 95% of what you do today, you will likely do again tomorrow. Understanding why you behave the way you do is critical to self-awareness.
3. Ensure that your life and work is aligned. Your values and core drivers need to be anchored in your decision-making as you implement change.
4. Hold you accountable. Motivation is lovely but it passes very quickly. Your coach will keep you focused on your goals and commitments.
5. Be your confidential number one fan. Your coach might be the only unconditional relationship in your life. The agenda is all yours.
6. Not make you any promises. If you stay the same, it will be because of your lack of commitment. If you smash it out of the park and achieve incredible results, that will be because you did the work to make it happen.

Along with getting a coach, read everything you can that resonates with your future plans and surround yourself with people who will tell you the truth and challenge your thinking. Shake off your scepticism and focus on writing the next chapter in the story of you. Being a life-long learner will serve your future, I promise. It might be time to buy a book (preferably mine) and/or call a coach! Enjoy the ride.

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We are giving away this set of Inspirational Confident Woman Cards to the applicant that can tell us who wrote the article "Unrealistic Dating"? If you would like to win a copy of these wonderful cards simply email your answer to the Editor at info@alternativevoice.com.au

The winner of the competition in the September/October edition was: Bruce Mcalister, Congratulation Bruce.

Please ring Sacred Mist 9500 8220 to claim your prize.