

Attitude - a deeper approach to “being the best you can be”

Stage 1

- 1a Attitude - the key to success
- 1b The 16 key factors
- 1c Avoidance doesn't work
- 1d Dreaming vs. living the dream
- 1e Meaning and purpose
- 1f Unnecessary suffering
- 1g Being true to yourself
- 1h Expectation
- 1i Hurdles and minefields



Can you “think big”?

The 16 key factors

Blueprint for success

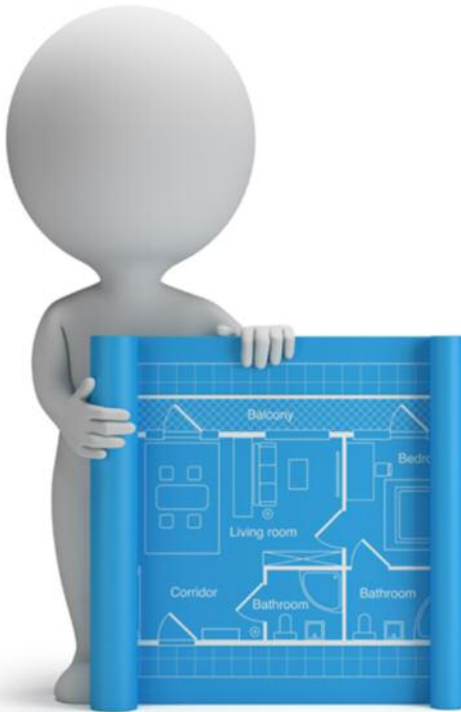
The 16 key factors that combine to produce outstanding attitude are a blueprint for transformation. This blueprint is a fundamental design plan for success. They are the individual components, parts, or ingredients of attitude. Think of them as tools. Collectively, these 16 key factors are the machinery that drives attitude.

All of the key factors are essential. Whereas it is true that each one is beneficial when used in isolation, their real effectiveness is unleashed and realised when all 16 are integrated together. So don't just cherry-pick those factors that initially appeal to you; if you do, then you'll be limiting your potential. All of them are necessary if you really want to be the best you can be - for becoming fully alive or fully human.

Thankfully, you don't need to be a rocket scientist to understand any of our key factors. However, there is very real danger that you might underestimate them, including their collective power. At first glance, some of them can seem deceptively simple, so their degree of efficacy can be easily misjudged. Perhaps the best example of this likely risk is miscalculating the benefits of "scale", the final key factor of the 16 that we will soon be introducing; our many years of



1b. The 16 key factors



our 16 key factors provide
a blueprint for real change.

1b. The 16 key factors

experience have demonstrated that almost everyone undervalues the potency of “scale”, no matter how much we stress its importance.

Mechanical

Our 16 key factors are mechanical. They are primary or causal considerations, meaning that everything else is secondary. And they work, reliably delivering measurable results. They are the fundamental components of peak psychological health and practical capability.

Equally as important, our 16 key factors can be learnt - simply because they are mechanical. This is crucial if your intention is to teach yourself to be better, or teach others to be better.

Of all the desirable character strengths listed by psychologists, the majority of them - approximately 75% or more - are merely descriptive or consequential traits. If the latter, then they only occur *after* some or all of our primary 16 key factors are in place. Therefore, in practical terms, they cannot be directly taught or learnt - simply because these characteristics are consequential in nature. Good intentions won't actually generate any improvement; expending effort is a waste of time. And if they are merely descriptive, then such qualities are nothing more than a combination of other (primary) character strengths. Examples of desirable



1b. The 16 key factors

character strengths that are merely descriptive/consequential include kindness, tolerance, wisdom, and self-confidence.

We are world-leaders on this subject and we've purposely summarised the basic points above using just a few words, yet saying a lot. So perhaps re-read this section. And if you don't really understand what we're trying to explain, don't worry. Even senior psychologists looking at character strengths have yet to realise this subtle but all-important difference in categorization; we're well ahead of the game here. We'll be returning to further examine this subject of "mechanical" later on in the course (module 4e).



Unspecific

The 16 key factors are unspecific. By this, we mean that they can be applied to anything in life. The blueprint is extremely useful for achieving significant improvement in whatever you choose to do.

Psychologists, educators, business consultants, theologians, philosophers, and politicians have all argued between the virtues of "moral character" versus "performance character". The crucial consideration of "mechanical" has often been overlooked, perpetuating the disagreements. Our 16 key factors bridge this divide between moral and performance character, effectively combining the two

1b. The 16 key factors

- even if they appear to be more inclined towards performance at first glance. Which is why they are unspecific. Yet revolutionary, with strong appeal for all.

As an example - albeit a bizarre one - a bank robber could apply our 16 key factors for the purpose of becoming a better bank robber. So this isn't really moral or ethical, is it? But, when taken to their ultimate, some of the key factors would conspire against someone being a career criminal, involving still more change and eventually suggesting a better way of life.*

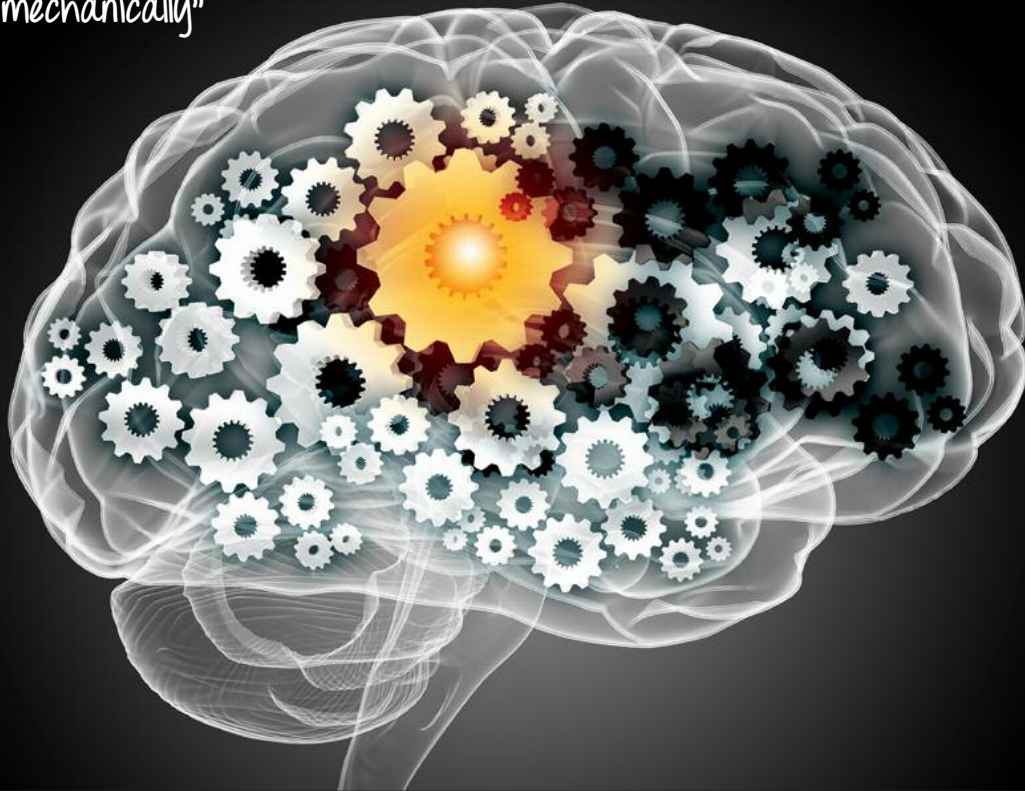
Not only can our 16 key factors be applied to anything, the skills or abilities learnt can be easily transferred. To repeat: these combine to produce the basis of fundamental capability. For example, one of the key factors is "never give up" and this character strength, once learnt, can then be applied to any difficult situation in life requiring resilience to help overcome the problem. This transferable nature of our 16 key factors is another excellent reason to invest time and effort learning them, because they will deliver numerous benefits throughout the rest of your life. They are lasting and worthwhile.



** Note: We do not endorse criminal activity!*

1b. The 16 key factors

Think "mechanically"



1b. The 16 key factors

A brief introduction to the 16 key factors

So, here they are:

Meaning and purpose. Motivation originates from a sense of meaning and purpose. Differing levels of this can be experienced. At one end of the spectrum, “I don’t care” indicates an absence or very low level of meaning and purpose. More commonly, some concern for self, family, and friends provides a degree of meaning and purpose. This affects your approach to work and leisure. Benefits are normally experienced as stability and, possibly, ambition. At the top end of this scale, a wider concern for global problems and social justice can potentially develop into the deepest motivation. When combined with the other factors listed below, this deeper sense of meaning and purpose can initiate long-term change for the benefit of all. Without wanting to lower the importance of the other key factors, “meaning and purpose” could be considered to be “the key of all keys”.

Values. What kind of code or benchmarks of behaviour are best for life? What are *your* core principles? Traditionally, moral guidelines have been imposed on the individual by religious belief, together with the pressure of family and community for the purpose of conformity. More modern influences include a looser structure of peer pressure, materialistically-based advertising, and the



1b. The 16 key factors

celebrity culture for providing some kind of direction. We suggest a more carefully considered process based on logical thoughtfulness. Core values offer a deeper approach to self-image. They offer the beginning of a solid structure that helps you define who you are or, at least, want to be.

Vision. Vision is the best you can imagine - a goal for the future - including a plan or map for the way forwards. The depth or scale of vision is prompted by the basic sense of meaning or purpose. If values provide the means for getting there and keeping you there, then vision is the “there”. Expectation is part of vision.

Opportunity and hard work. Opportunity has to be appreciated, identified, and grasped. Once found, a lot of hard work is needed to make the dream come true. Research shows that the 10,000 hour rule of great performance involves lots of deliberate practice, as well as error-focused learning.

Hunger. A hunger for learning and living life must be developed. What do you want - really, *really* want? This acts like the on/off switch and volume control for what is often thought of as motivation. If the appetite for one thing is greater than the thirst for something else, this fixes the outcome; in other words, you can't have your cake *and* eat it.



1b. The 16 key factors

Facing reality. Realism is crucial if you want to get anywhere real. A down-to-earth acceptance of reality is a starting point en route to changing it. Denial, delusion, or blind hope simply will not help. It may seem “easy” to avoid in the short-term because harsh truths and the challenging circumstances of life make you initially feel uncomfortable, but this will limit capability and achievement.

The spirit of an adventurer. Staying “safe” hinders the development of your potential. To enable growth, it is vital to be willing to “have a go” - even though early disappointments are possible. “Who dares wins” is a well-chosen motto, expressing attitude. On its own, courage can be reckless and so must be used in context of the other inter-linked factors such as facing reality, vision, values, etc.

Be prepared. The widespread practicality of “be prepared” is shown by its long association with the Scouting and Guiding movement. It is also used by the UK Highways Agency as advice before undertaking any long car journey, especially when there is the possibility of bad weather. In essence, it is a state of readiness to do the right thing at the right time.

Never give up. Quitters never win; they don’t achieve anything worthwhile. Struggle is necessary. A fighter will succeed when others have given up. There is learned helplessness or there is learned capability - preferably, together with learned helpfulness.



1b. The 16 key factors

Enquiry. This is a deliberate process of investigation or examination so as to trigger additional understanding. It begins with a question that needs to be answered.

Service before self. Greater responsibility or duty will develop when there is service before self. Considerable potential benefits for both the individual and society are being missed through ignoring or undervaluing this attribute.

Appropriateness and preferences. This provides an advanced and healthier alternative to the more limited “I want more” form of desire. It is based on the principle of “need before want” and takes into consideration the wider world beyond “me, me, me”.

Anti-hypocrisy test. People commonly “talk-the-talk” but don’t consistently “walk-the-walk”. Therefore, there is a crucial need for an anti-hypocrisy test to point out and help overcome the problem of self-deception. Our best suggestion is “actions speak louder than words.” Psychological avoidance is a huge and often subtle obstacle to change, so the need for a reliable tool to expose it cannot be stressed enough.



1b. The 16 key factors

Picture-building. The ability to link is important so as to bring together all the various strands of understanding. It is similar to assembling a jigsaw puzzle, piece by piece, with an eye on the bigger picture. Linking also offers the advantage of bringing together all of the 16 key factors, therefore maximising their overall effect.

Perspective and approach. A useful reminder that involves vision and a “can do” attitude. If you crash, go back to the start line, re-boot, and refresh your perspective and approach.

Scale. A common fallacy is to underestimate the scale of attitude or human potential and what this involves. It is therefore important to “think big”, as well as pay attention to precise detail. Scale is the “key for all keys”. It should be linked or applied to each of the other key factors to maximise their effect.

The above is merely a brief description or introduction. And, to repeat, the importance and efficacy of these essential components can be easily underestimated, as they initially appear deceptively simple. Each of the 16 key factors will be examined in much greater detail, initially one by one, in forthcoming modules. You will learn that they are the tools for excellence - the GPS system to navigate through life. Afterwards, as greater understanding builds, we will be looking at



Can you “think big”?



our key factors
link together.

Komsberg as an example

Obviously, we teach our own team members to be the best they can be. With time and effort, they become experts in the psychology of attitude and its practical application.

Vicky and Wussy have been working with us for many years. They are good examples or role models of what can be achieved. Both have been a big part of our outstanding success, working hard for a bigger dream of what is possible.

Vicky is fond of saying "You need balls to do this work!" This was well demonstrated on one occasion when we had a delivery of fencing materials arrive at Komsberg Wilderness Nature Reserve. They offloaded a staggering 288 rolls of fencing wire by hand - each roll weighing 50kg - together with hundreds of metal droppers and Y-posts. A total weight of 16.73 tonnes, to be exact. Vicky and Wussy did this in less than three hours, much to the surprise of the lorry driver - including stacking everything neatly. They did it easily. Then they went off to work for the rest of the day. (See photo featured on the next page. Only about half of the 288 rolls of wire are pictured behind Vicky and Wussy.)



1b. The 16 key factors



1b. The 16 key factors

how they fit together and how they can be applied to the differing demands of life. We will also be analysing what frustrates or gets in the way of change - an equally crucial matter if you want to be the best you can be.

Activity (optional):

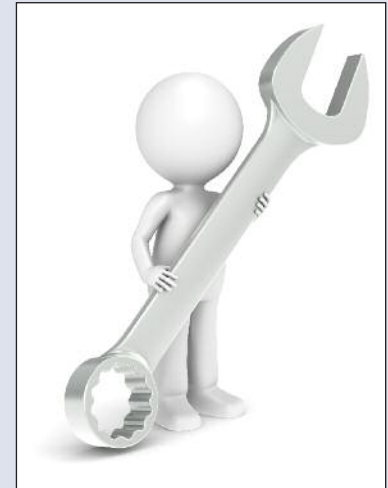
We will be recommending a few songs with meaningful lyrics for you to listen to during the course. Gradually, you'll build up a playlist of what (in our opinion) is the best inspirational music.

Here are the first three songs:



Give a little bit by Supertramp
Alive in the world by Jackson Browne
I was here by Beyoncé

Email us at attitudecourse@gmail.com for the next module.



*All photographic images and content
are copyright protected
and cannot be reproduced
without permission.*