

A New Way of Being

You were born with potential.
You were born with goodness and trust.
You were born with ideals and dreams.
You were born with greatness.
You were born with wings.
You are not meant for crawling, so don't.
You have wings.
Learn to use them and fly.

RUMI

We're built for great things. We naturally want to be a part of and contribute to greatness. It's who we are.

I've had my share of challenges, heartbreaks, and other assorted "human moments." You'll get a glimpse of these throughout the book. It's not that my life is better, worse, or different from yours or the people you coach and work with. That's exactly the point. We all have ups and downs, ins and outs. That's life. It's how we face what happens in our lives that is compelling. In the last few years, I feel like I've come out of a deep sleep, like I've finally understood the point of a movie I've watched over and over for many years.

Here's the interesting part: Even though I'm doing things I've never done, *I feel more like myself than I have ever felt before.*

Truly being alive is the purest intention of this book. As I mentioned in the Introduction, you'll hear me repeat two phrases: *Doing What You Can Do*, and *Living into your Greatness*. When I talk about Living or Coaching into Greatness, I'm referring to the aliveness that happens when we're actively participating in life as our true selves. We've stepped out of the satin-lined coffin, broken the shackles of the illusion that we're anything other than great, and we're embracing every little bit that life has to offer. It's an exhilarating feeling! It's when we do exactly what we *can* do, in spite of any overwhelming odds or evidence to the contrary.

How about you? Are you alive? I mean really alive? Vibrantly, boldly alive? Or are you going through the motions, reacting to life as it happens—simply existing? I'm alive, you say, I'm breathing, aren't I? I have a good job and a family with 2.5 kids and a house. I manage to golf once a week.

But are you *alive*? Are you doing what you *can* or want to do? Are you experiencing the fullness of life? Are you Living into your Greatness? Do you even have an idea what it might mean to Live into your Greatness?

If you can proudly and boldly answer, "Yes! I am living an amazing life and Living into my Greatness more every day," then hooray for you! This book should give you the perfect tools to get out there and help others Live into their Greatness.

The truth is that we're all learning all the time. I'm learning and Living a little more into my Greatness as I write and revise this book. As you read these words you can rest assured that I'm living my life more as me than I was when I started the book. I've chosen to do what I *can* do in spite of all the little voices from the past that wanted me to quit.

HOW YOU SHOW UP IN LIFE IS WHAT IS MOST IMPORTANT

You must first be who you really are, then, do what you need to do, in order to have what you want.

MARGARET YOUNG

We live in a universe of opposites: up—down; in—out; good—bad. We don't pay a lot of attention to the opposites, but we should. Everything is a choice. We can go up, or we can go down; in or out. We see things as

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good or bad. Every choice we make is based on some—often long-held—belief. These choices define how we show up in life, and whether we’re living a life of scarcity or a life of abundance. Like a teeter-totter, we’re always moving from one side to the other, more often than not getting thoroughly stuck on our least favorite side!

We show up in life according to our beliefs. If we think that getting laid off from a job is bad news, then we show up depressed or angry. If we think the layoff is good news, we’ll show up excited and relieved. It’s the same job, and the same loss. The only thing that makes the difference is our perception of what is happening, and this perception is based on the lens through which we view the world. The amazing thing that many people don’t get is that *how you show up in business is directly proportional to how you show up in life*. Your beliefs, perceptions, assumptions, and attitude about life directly impact your career and the way you do business.

Many label this the “soft side” of business and discount the value of such a discussion. And yet, despite all our speeches and charades and hard work, at the end of the day, we can’t get away from ourselves. Hard as we try, we can’t get out of our own skins. We bring our personal problems to work and we bring our work problems home.

Similarly, whether you see life as abundant and rich or scarce and threatening impacts how you show up in business and in life. The people you coach or work with choose abundance or choose scarcity, and these choices create the results they see every day. In business, many like to keep the personal out of the boardroom, but try as we might, we are not machines. At some point, who we are (or who we are trying to be) surfaces—either causing problems or causing celebration.

This book is about helping you, your coaching clients, or your employees remember who they are so that they can live lives of celebration and can have businesses of celebration. This book is an experience—it’s more about unlearning and remembering than learning and discovering. And at the center of this unlearning and rediscovery is the *choice* of abundance or scarcity.

THE OLD WAY OF THINKING—THE TRUTH ABOUT SCARCITY

To live is the rarest thing in the world. Most people exist, that is all.

OSCAR WILDE

Scarcity is the currency of our times. We hear about everything that isn't working, the devastation, the deception, and the destruction. It seems the entire world population is bent on getting what they can from a limited supply. We're so focused on what we don't have that we think other people have, that we're driven to do more and become more. And yet, we're told that anything we want is just a swipe of a charge card away. Three hundred different kinds of toothpaste—there's something for everyone. Take out that loan, buy that lottery ticket. Which is it? Is the world richly abundant, or limited and scarce?

The topic of scarcity usually revolves around discussions about limited resources—air, water, minerals, oil, money, and the like. It's all about physical limitations and physical scarcity. We all know that the best way to jack prices up for a new and popular product is to create a limited supply. "Act now or you'll miss out!" Society, and especially modern culture, has always focused on *external* scarcity—the scarcity of things, or even of ideas.

In his landmark book, *The 7 Habits of Highly Effective People*, Stephen Covey introduced the idea of scarcity mentality, which took the concept of scarcity from our outside environment to an inner environment. In this context, Covey defines a scarcity mentality to be a belief that the pie of life is only so big and there isn't enough of it to go around.

I'm taking this concept of scarcity a step further. I'm going to push the edge and challenge your beliefs about scarcity. Saying you'll simply drop your scarcity mentality and take on new habits is like saying you'll avoid mosquito bites by pretending mosquitoes don't exist. Scarcity mentality exists in some form in all of us. What's important is understanding how this way of thinking keeps people stuck in business and life, and then changing the thinking by changing what goes on *inside the person*, not *outside*.

At its core, scarcity is a deeply internal matter. When we shift the focus from our environment to ourselves, we can see that the most pervasive form of scarcity in our world today exists inside each of us.

SCARCITY IS A MINDSET

Scarcity isn't something out there. It isn't the natural law or state of the environment or anything else external. It's a state of mind. *Scarcity is human-made*. It is not thrust upon us; it is created and perpetuated by our unwillingness to be who we are. Is this a harsh statement? It's harsh only if someone

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is under the illusion that he or she is not enough, which is the vast majority of the educated and advanced civilized culture. We're not as thin as the latest model, as smart as that chess champion, or as visionary as Bill Gates. As long as who we are is defined by external conditions, we can never be fulfilled. It's like jumping on a Slip 'N Slide® without the water. Ouch.

Scarcity happens inside. *Scarcity is trying to rearrange the world so that it aligns with the way you think it should be.* Scarcity isn't a reality; it's a perception. One person's sparse existence is another's abundant existence. Someone who's filled with a scarcity mentality tries to be like someone else. He actually resists being himself. In a greater sense, he resists life itself that wants to unfold gracefully through him. In short, he resists his own greatness because he can't see it. He thinks all that is available to him is what he can see. He *thinks* in terms of lack or scarcity.

The ultimate form of scarcity is resisting who you are.

A scarcity mindset is the greatest source of unhappiness in our world today. It happens when you *focus on what you perceive you don't have*, instead of embracing what you do have. Scarcity boxes us in and defines us according to external factors.

THE SCARCITY MINDSET KEEPS PEOPLE RESISTING WHO THEY ARE

Scarcity is based on the dangerous assumption that we can find the answers to who we are outside of ourselves. We must create new definitions. As long as we use external definitions, we will never be fulfilled; we will remain feeling empty.

When we are in scarcity we are conformists. Scarcity makes us sleepwalk through life, comparing ourselves to the world around us and trying to achieve goals and levels of performance based on outside norms, standards, and ideals. Many people live on the surface of life. I call these people surface dwellers. It's easier to go along with or try to be like everyone else, fitting in, being safe, and never rocking the boat. Earl Nightingale used to say that most people sleepwalk through life, playing it safe and hoping that they get to the other end alive. That's not living, and this isn't a dress rehearsal!

We pay the price of just getting by. It puts us into a satin-lined coffin that feels safe and comfortable, while inside we're dying a little every day. Ultimately, a scarcity mentality leaves us living someone else's life and resisting being ourselves.

As bleak as this seems, we can investigate, understand, and change a scarcity mentality. We're taught scarcity from the time we're infants, so it's no wonder scarcity thinking is so common. After all, "money doesn't grow on trees," does it?

We now have a process for moving people out of a scarcity mindset. Based on my work with hundreds of business owners and my own personal experiences, I've identified seven illusions that are evidence of a scarcity mindset. Most people fall in and out of these sources of scarcity throughout their lives. The illusions are like a fog that very slowly settles over us. Before long, the darkened view ahead seems normal. We forget that only a few feet above us is clear sky. Some people walk their entire lives in this fog, never questioning the source or nature of the fog, and rarely risking the safety of the fog to poke their heads out, if even for a moment. The beauty of this process is that it's simple, and it works.

Is a scarcity mentality really that big a deal? You bet! I think it's the greatest disease of our times. These seven illusions keep us thinking in terms of scarcity, and scarcity thinking destroys us from the inside out. We die a thousands deaths every day in our minds, hearts, and spirits, and we can't help but be affected physically. I wouldn't be surprised if someday scientists discover that scarcity thinking is a root cause of major physical diseases.

Each of the illusions is an example of resisting what is. This will make more sense as you read about each illusion. Illusions are by their nature a filter that keeps us from seeing the truth that's right before us. If we can't see who we are, how can we be and act on the basis of who we are?

When we don't act according to our true natures, we'll naturally become disillusioned with ourselves. The illusions create a kind of self-hatred. It's like the part-time golfer who breaks his clubs whenever he misses a shot. We become afraid that the real person isn't enough (good enough, smart enough, talented enough); we hope. we struggle, and we try on each of the illusions like a new hat with the vague idea that they'll make us feel better. But they won't.

The illusions and scarcity are in fact a form of indentured servitude. The thoughts, beliefs, ideas, and limitations of others are the masters, while we are their slaves. The illusions make us think that the truth is out there, while they hide us from ourselves. It is all a grand scheme of resistance to what simply and irrevocably *is*, right here and now. The

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illusions each of us chooses to live by are simply the methods of resistance with which we are most comfortable.

Thus, all illusions are make-believe images of ourselves that we hang on the wall as if they really are who we are. They're not us. They're the ultimate illusion of scarcity.

A NEW WAY OF BEING—THE TRUTH ABOUT ABUNDANCE

There isn't any second half of myself waiting to plug in and make me whole. It's there. I'm already whole.

SALLY FIELD

Abundance is an inside job, just like scarcity. We live in a time of striking contrasts: tremendous prosperity for some, and outrageous poverty for others. Industrialized nations seem to live in an age of abundance. We have *so* much available to us! Yet, we continue to strive for more, more, more.

On the surface, abundance appears as the acquisition of possessions or status. If you've got it, flaunt it. There's something missing, though, and we all feel it. Daniel Pink, in his book, *A Whole New Mind*, identifies abundance as one of the three major trends shifting us from the information age to the conceptual age. He says, "The paradox of prosperity is that while living standards have risen steadily decade after decade, personal, family, and life satisfaction haven't budged. That's why more people—liberated by prosperity but not fulfilled by it—are resolving the paradox by searching for meaning." With all this material splendor, we're still not happy, and we're still stuck.

So what's going on? The secret is to also see abundance as a mindset. We must move from external abundance (materialism) to internal abundance. This kind of abundance is something that can't be achieved or found in other people, things, or events. As much as we're taught to focus on the external abundance, it's the internal kind that gives us the greatest rewards. In business we measure abundance by what we can see, taste, and feel. Unfortunately, this kind of thinking often stifles innovation by cramping creativity and keeping imagination on a tight leash.

We are predisposed to believe in only what we can see and measure. These are the external measures and definitions that lead directly to scarcity thinking! "Seeing is believing." "What gets measured gets done."

I'm not saying that benchmarks and measures are bad—it's when they keep us from seeing possibilities and being open to change that they are no longer helpful. We're so quick to quantify our lives that we've forgotten what makes us alive. Individually and as a society we must move from the external definitions of who we are to remembering the internal definitions of our greatness. Then and only then will be we happy.

Just as I challenged you with a new way of looking at scarcity, we must do the same with abundance. Abundance is not simply the opposite of scarcity.

Abundance is a state of mind in which individuals exercise the freedom to be who they are.

Abundance is waking up to the reality that you are already the person you yearn to become, and that you already have everything you need. It is the denial, or more likely resistance of one's true nature that keeps you in scarcity. Abundance is about falling in love with who *and* where you are. It is focusing on all that you have, and not losing yourself in all that you don't have. In the end, though, it is an abundance mentality that allows each of us to do what we *can* do in each moment, and that's exactly how we Live into our Greatness.

ABUNDANCE AS FREEDOM

The sun shines not on us, but in us.

JOHN MUIR

Freedom is essential to abundance. Freedom is defined in as many ways as there are people to define it. I see freedom as your ability to *actualize* who you are. That is, freedom is your ability to do whatever you *can* do, undeterred by external factors or forces. Freedom is a decision or choice to act in full alignment with your true nature. It is a choice to think, decide, and act according to your capacity.

Choices that are out of alignment with your true self bind you to one or more of the seven illusions, like choosing a direction in a dense fog without any navigational aids. Freedom is like having an internal global positioning system (or GPS) that keeps you on track.

We often think of freedom as freedom from or for something, such as freedom from a bad job or freedom to purchase a new home. When freedom becomes a need, not a desire, and when we equate our worth with

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what we obtain, we are no longer free. We are controlled by the thing we seek. It defines us. On the one hand, we're running away from something negative (what we don't want); and on the other, we're seeking happiness through something new. In both cases, we're out of alignment with who we are because the focus is on the external, not the internal.

When you're out of alignment with who you are everything seems hard; there is constriction instead of free movement. It's hard to get new clients in business, and even smart business strategies fail. This misalignment shows up in your business on a par with how it shows up in the rest of your life.

Freedom is active, not passive. *True freedom is not hoping to be yourself someday; it is being yourself right now.* Freedom is broken down by scarcity thinking. Scarcity thinking creates resistance, and this keeps us from being free and from Living into Greatness—like the body rejecting an organ transplant.

ABUNDANCE IS REAL AND SCARCITY IS AN ILLUSION

Some of my best friends are illusions. They've been sustaining me for years.

SHEILA BALLANTYNE

Most people see themselves in terms dictated or defined by their parents and/or society. Only by falling in love with where you are can you move on to being who you are. We have to see ourselves as we are, and not how we're viewed by society or our parents. That's obvious, you say. Then why are so many of us struggling? Because we don't even realize we've forgotten who we are. This is the power of conditioning that I discuss in Chapter 3.

Abundance is real and scarcity is an illusion. What makes something real? As a child, I loved the story of *The Velveteen Rabbit*, which chronicles the adventures of a stuffed bunny and his boy companion. As an adult, I've come to love this story for totally different reasons. Now I see it as a powerful metaphor for abundant transformation—the story of a stuffed bunny transformed into a real flesh-and-blood rabbit by loving himself and allowing himself to be loved.

“What is real?” asked the Rabbit one day when they were lying side by side near the nursery fender before Nana came in to tidy the room. “Does it mean having things that buzz inside you and a stick-out handle?”

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“Real isn’t how you are made,” said the Skin Horse. “It’s something that happens to you. . . .”

“Does it hurt?” asked the Rabbit.

“Sometimes,” said the Skin Horse, for he was always truthful. “When you are real, you don’t mind being hurt.”

What I didn’t know at the age of five was that the Skin Horse was a terrific coach. Terrific coaches (and consultants, trainers, and managers) inspire greatness in others by reconnecting their coachees to who they are—to those unique qualities that make them real. The Skin Horse, for example, helped the rabbit identify the misconceptions about being real and learn to love being exactly who he was. It’s the same for a business coach: You help your coachee identify and correct these misconceptions (illusions) and learn to Live into Greatness by first loving who and where he is.

The Skin Horse reminded the rabbit of his greatness—the fact that by being loved and loving ourselves we are real. The rabbit became real because he *believed* he was real.

THE PARADOX OF BELIEVING

If you think you can do a thing or think you can't do a thing, you're right.

HENRY FORD

If your coachee believes herself to be less than, not enough, weak, or flawed, then she is going to be all of these things in her actions and results. Does this mean she is really weak or flawed? No. She was born great. But her inability to see her greatness, to be who she is will cause her to be someone or something else. This is a life of scarcity, but it is the life she lives because it is aligned with what she believes. If, though, she believes she is already great and accepts that she is free, she will indeed Live into that Greatness.

This is the paradox of believing. Who we are is great, and who we *think* we are is how we will show up; but if we are living in scarcity we will never be who we really are. Let that sink in for a moment.

When I was a kid, my dad used to say to me, “Who do you think you are?” This wasn’t a contemplative, thought-provoking attempt to help me define myself. This was a condescending kind of question. The question always got the same result: cutting me off at the knees and shutting me up.

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I questioned who I was, alright, but not in an abundant way. I questioned who I *thought* I was. I stopped listening to myself and listened more to others. What they believed shaped what I believed. I learned early that what other people think of you is more important than what you think of yourself. At least, that's what I thought.

Now I know that abundance *is* greatness. It's so easy for us to get confused by the combination of the words *abundance* and *greatness*. Does this mean that everyone who Lives into his or her Greatness will be famous and wealthy? Of course not! These are just external measures. True abundance may never be completely seen by another, yet it will always be felt by the person who is abundant. Abundance is, as I said, the ability to live into your capacity and in alignment with who you are. Freedom is being free of the illusions that keep us living in scarcity.

This reminds me of the time I spent as a VISTA volunteer (Volunteers in Service to America). Fresh out of college, my assignment was to create a grant-writing process for an agency for the homeless in Massachusetts. Although I'd never written a grant, I was an idealistic college grad who believed she would change the world. Interestingly enough, I didn't change the world so much as the world changed me through an unexpected chain of events.

Living on a meager \$40 a week with room and board above the agency's family shelter, I discovered that to change the world I had to learn about myself while really engaging with my day-to-day relationships. My best teacher wasn't a counselor or mentor, but one of the residents of the family shelter where I provided direct services.

She had been violently assaulted while in nursing school, and was eventually slipping into mental illness; she had been abandoned by her family and was homeless. In her 50s she found her way to the shelter, where we became fast friends. Quickly, I came to realize how my friend saw the world differently. She noticed and admired the "little" gifts in life—the joy of a long awaited spring day, petting a visiting dog, hearing a long-forgotten favorite song on the radio. Without either of us knowing it, she schooled me on what's important, helping me to adjust the lens through which I saw the world. She was like a visit to the eye doctor, looking through that machine that determines your prescription (a Phoropter® Refracting Instrument). "Which one is better, A or B?" I soon discovered that every gift I ever gave her quietly and unceremoniously found its way to someone who needed it more than she. She loved the joy of giving to others more than having for herself.

Years later, I helped her move into an assisted living facility. Her greatest joys are caring for the cats and birds living there. We talk regularly, and I often visit, bringing one of my pets along. Every month like clockwork, she sends me exactly \$2 for treats for my dogs. She has nothing, but she has everything. Her abundance isn't in material possessions or money (she lives on a meager monthly disability check). But she is a constant example of living a simple and abundant life. She knows exactly who she is and what brings her happiness. So frequently, I'll visit her and be struggling with something in my life and she reminds me of what's most important.

That brings me back to where we started. Abundance is about focusing on what you have and what you *can* do, not on what you don't have and what you think you can't do. I walk my dogs in the park everyday. Earl, a 10-year-old basset hound, usually chooses to graze in the weeds, picking out the most succulent blades of grass like a true gourmet. On the other hand, Newton, a terrier-mix, bolts out into the field as soon as I take her off the leash. I love to watch her lope around like a miniature gazelle, completely free, loving life. Have you ever noticed how happy animals are? A lot of people would say that's because they don't know better. Maybe that's the point. Their heads aren't gummed up with thoughts of what they could be. And so they just are.

THE OPPORTUNITY COST OF SCARCITY

The purpose of the Coaching into Greatness process is to help you and the people you coach realize that *who you are* is everything. It's the *only* thing that really matters because everything hinges on your ability to be yourself, and to do that, you must become intimately aware of the barriers you create along the way.

You'll notice that I sometimes refer to the process as the Coaching into Greatness process, and sometimes as the Living into Greatness process. Which is it? Both, actually. My goal is for everyone who reads this book to *live* into his or her greatness. Then, everyone will be a much better position to *coach* others to live into their greatness. Whether you're a professional coach, a manager, or an executive, this process applies equally to you and to those with whom you work.

To fully comprehend the impact of scarcity mentality on our lives, it is important to be familiar with the concept of Opportunity Cost. In business, the opportunity cost is the cost of passing up another choice

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when making a decision. For example, if an asset such as capital is used for one purpose, the opportunity cost is the value of another purpose the asset could have been used for. The problem with scarcity thinking is that we don't even *see* the other possible choices, thereby missing the opportunity to make these choices.

In the context of this book, I define *Opportunity Cost* as the tangible and intangible costs to the individual or business when operating through a scarcity mentality. They simply miss or avoid many opportunities.

For example, Steve dreamed of moving his business out of his basement and into a rented office space. To do this, he needed to generate more revenue, which meant taking on more clients. But as a solo-preneur he was already at his breaking point with the volume of work. Steve wanted to bring on an assistant to share the workload and manage his time more effectively, but he wouldn't even consider this option as long as his office was in his basement.

He assumed that he couldn't keep his home life private from the new assistant while working at home. The Opportunity Cost of this assumption kept him struggling to keep up with his workload, like a hamster on a wheel. Exhausted and frustrated, he soon lost clients. Too deep into the situation, he couldn't see the power his black-and-white thinking had over the future of his business and the quality of his life.

When we show up in scarcity, there is always an Opportunity Cost. There is a direct correlation between the amount of scarcity in a person's life and the degree of Opportunity Cost he or she experiences, known or unknown. In fact, it is the unknown Opportunity Cost that is the most insidious quality of scarcity. It keeps us playing small even when we think we're doing just fine.

How does a person know when she's in scarcity or abundance? How do you translate the feeling of unhappiness, of being stuck, or of thinking you're not good enough into an Opportunity Cost? Picture a teeter-totter. On one end of the teeter-totter we have scarcity; on the other end we have abundance (see Figure 1.1).

The Opportunity Cost can be measured by identifying the Tipping Point of any given situation. *The Tipping Point is the moment when thinking a certain way keeps us from doing what we can do.* The Tipping Point is a foundational concept for this book and the Coaching into Greatness process. None of the patterns I'll share with you that make up a scarcity mentality are good or bad in and of themselves. *It is when they keep us stuck that*

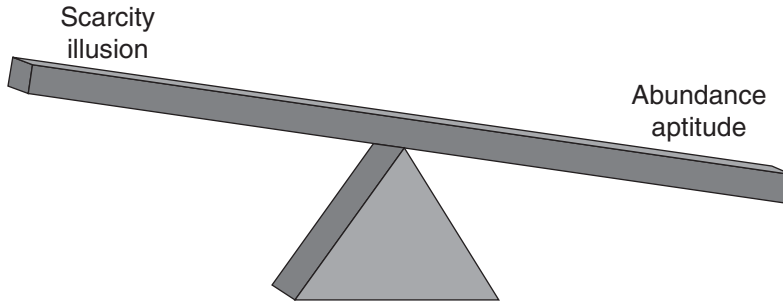


Figure 1.1 The Tipping Point from Scarcity to Abundance.

they result in an Opportunity Cost. This point at which the patterns are no longer useful is *the Tipping Point*.

For instance, in Chapter 10 I discuss the Illusion of Hope. In and of itself, hope is not a bad thing. It is a powerful motivator and source of strength for many. However, hope becomes a source of scarcity thinking when we circumvent our personal responsibility and look for someone or something to magically make things better. We put off today what we hope will happen tomorrow. And this decision has an associated cost—the Opportunity Cost.

INTRODUCING THE ABUNDANCE QUOTIENT (AQ) SYSTEM

This book will teach you a system for identifying where you're under an illusion that creates scarcity thinking, and a process for moving into abundant thinking. Ultimately, we will use this system to measure what I call an Abundance Quotient (AQ). Just as there are systems for measuring your intelligence quotient (IQ) and your emotional intelligence (EQ), this process identifies how your view of life impacts everything else that you do. Another way to look at AQ is that it's a system for measuring the amount of resistance or freedom you have in your life. To the extent we are living abundantly, we are Living into our Greatness.

Remember our earlier discussion about opposites? Associated with each of the seven illusions that are the sources of scarcity thinking, there are seven aptitudes that are the source of abundant thinking. The abundance aptitudes are the competencies that show us how to open up to

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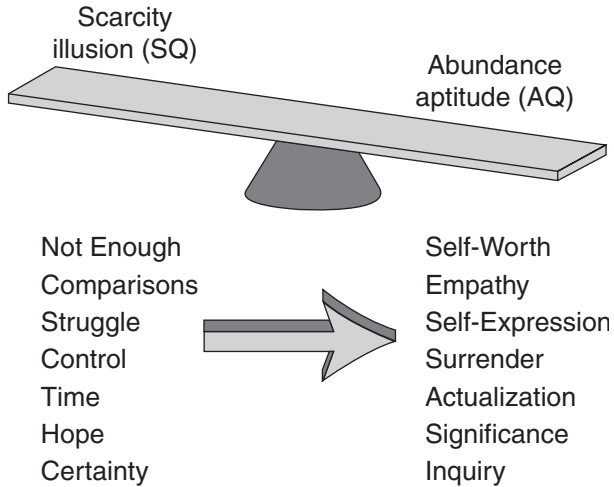


Figure 1.2 Scarcity Illusions and Abundance Aptitudes.

YES (your extraordinary self). They are the essential abilities inherent in *being* who we are. They are illustrated in Figure 1.2.

The Tipping Point is the point at which the source of scarcity thinking prevents you from approaching life abundantly and Living into your Greatness. In upcoming chapters, I explore each illusion, how to identify when you are in that illusion, and how to make the shift to abundance using the four-step Coaching into Greatness process.

In the last chapter, you will find additional information about Abundance Intelligence™. There you will learn more about how to work this process in greater detail. Visit www.coachingintogreatness.com for an actual assessment that gives you a snapshot of your AQ and SQ (Scarcity Quotient) levels and help you to build awareness where scarcity mentality exists, and where to focus your time and energy for the best results. Essentially, the AQ system guides individuals and teams to act more on the basis of who they are, making the concepts in this book directly relevant to your strengths and weaknesses and that of your coachees. This system is a powerful tool for you and the people you coach.

CHAPTER SUMMARY

Note: Each chapter will include a short summary of key points. These are your vital “take-aways”—thoughts and ideas that, if you take them

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to heart and implement them daily, will move you several steps closer to Living into Greatness and Doing What You *Can* Do.

How you show up in business equals how you show up in life.

How you show up in life equals how you show up in business.

Scarcity is simply a result of resisting who you are.

Abundance is the practice of exercising the freedom to be who you are.

A scarcity mentality creates Opportunity Cost.

Abundance Intelligence™ is doing what you *can* do in any given moment.