

# You're Built for Reality; You're Optimized for Results

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*You are braver than you believe, stronger than you seem, and smarter than you think.*

A.A. Milne, Novelist, poet, creator of Winnie-the-Pooh

**'This system uses your innate capacities and instinctive abilities, developed over millions of years. . .'**

I'd never thought of myself as a fighter, but I was hit by a sudden realization. . .

*You're built for reality.  
You're optimized for results.  
You've evolved to survive, transform and thrive.*

I was learning *Krav Maga*, a self-defence system that teaches you to respond effectively in dangerous situations. And why is it so effective? Because it runs on the 'operating system' of your *innate capacities and instincts*; pre-existing abilities that show up *automatically*, without you having to think about it consciously. I'd never thought of myself as a fighter, but I was introduced to the fighter that had been right there within me my whole life.

You're going to be introduced to the 'operating system' of your *innate capacities and instincts* for creating meaningful results and living a life you love. As you discover the results-creator that's been *right there within you* your whole life, your ability to get results is going to increase exponentially.

You're built for reality, with the factory settings for creating results. Over the past million years, nature has asked each of your ancestors a question: are you resilient enough, attractive enough and creative enough to survive to breeding age, have children and pass on your genetic material? The fact that you're here means the answer to that question was 'yes', millions of times in succession.

*You are a state-of-the-art results-creator, tempered in the  
furnace of millions of years of evolution.*

And one of the most valuable gifts that helps you survive and thrive in reality is your innate capacity for realization and insight.

## **You have an innate capacity for realization and insight**

A realization is a fresh new thought; an insight that brings your understanding more closely into alignment with the truth of some aspect of life. History has numerous examples of dramatic realizations that have changed the world, for instance. . .

- Isaac Newton's insights into the principle of gravity that transformed our understanding of the material world and paved the way for the Industrial Revolution.
- The realizations about 'invisible matter' on doctors' hands that prompted Ignaz Semmelweis' pioneering of antiseptic procedures.
- James Watson's breakthrough discovery of DNA's double-helix structure, leading to numerous modern-day applications including agriculture, pharmaceuticals and forensics.

## Realizations reveal pre-existing facts about the reality you're built for

In each case, the realization revealed the existence of *pre-existing facts* about some aspect of life; principles or laws behind how life *already* works. And the fact that you're reading this means you've had countless realizations and insights in *your own life*. . .

For example: The moment you were born, you started learning about the implications of *gravity*; a pre-existing fact of life. As you started exploring this new domain, you effortlessly processed the megabytes of data pouring through your senses and had realizations about the *fact* of gravity. These realizations came *automatically*, without you even having to think about it consciously. By the time you could walk, you had a deep 'embodied understanding' of the implications of gravity; an understanding you developed *without even knowing you were doing it*.

*You have an innate capacity for realization.*

*A realization brings you more closely into  
alignment with reality.*

*The more aligned with reality you are, the more  
effective you can be at creating results.*

## Realization is a natural function of your mind

You've had countless realizations and insights over the years. If you'd like a simple metaphor for this, look at the FedEx logo. There are two images, hiding in plain sight, contained within the logo: A white spoon (poetically concealed in the letter 'e' in the word 'Fed') and a white arrow (hidden between the 'E' and the 'x' in the word 'Ex'). These two images have always been part of the 'reality' of the logo. You may not have *noticed* them until now, but they've always been there. The mechanism that takes you from 'looking' to 'seeing' is *realization*; a hit of fresh new perception that arrives from *beyond* your existing model of reality. And once you've seen them, you'll never be able to un-see them. Your realization will have brought your understanding more closely into alignment with reality. Every time you see this logo going forward, you're going to be reminded of your innate capacity for realization, and the principles we're exploring in this book.



Figure 1.1: The FedEx logo

## You possess superpowers

Your innate capacity for realization is one of a number of ‘superpowers’ you possess; the *deep drivers* you benefited from as you learned to walk. As a toddler, your innate capacity for. . .

- **Direction** shows you a purpose and possibility that inspire and motivate you.
- **Resilience** enables you to take risks, recover and get back up every time you fall over.
- **Creativity** has you innovating different approaches and creating solutions to problems.
- **Authenticity** means you trust yourself and stay through your authentic desires.
- **Intuition** lets you know when to practice, when to rest and when to try something different.
- **Presence** keeps you close to reality; aware, insightful and learning rapidly.
- **Connection** allows you to be playful and loving, secure in yourself and your world.
- **Clarity** lets you play full-out, clear-minded and at the very edge of your abilities.

## Practicality check: How is realizing I'm built for reality going to help me get results?

These *deep drivers* are your 'default settings'. As a little child, you used them instinctively, throwing yourself fully into your passions and enthusiasms without hesitation, fear of failure or criticism. These deep drivers are still there within you, ready to serve you in creating the results you desire. For the remainder of this book, we're going to be using the term 'clarity' as a shorthand for the innate capacity for results-creation and rich experience of life you were born with. Putting it simply, *Clarity plus Action equals Results*



Figure 1.2: The CLARITY® Results Model

You can remember this easily by using the acronym and metaphor 'CAR' (Clarity + Action = Results). The more deeply you understand the principles we're going to be exploring in this book, the more flexibly, creatively and enjoyably you're going to be able to create the experiences and results you want in your life.

Whatever your experience has been so far in life, you have good reason to be hopeful. You have these innate capacities and deep drivers within you. As you get a deeper understanding of the

principles behind clarity, you're going to find these capacities and instincts showing up automatically, more and more of the time, without you having to think about it consciously.

So if we all have these innate capacities and instincts, what gets in the way? If we're all state-of-the-art results-creators, why is it so often a struggle to solve our problems or make changes? Why does it sometimes seem so challenging to get results?

**Bottom line results:** The ability to sense and respond to threats and opportunities is becoming increasingly important. You possess innate capacities that are the *deep drivers* of business success. Your (and your organization's) ability to sense, respond and create results is a function of your *realization* of those innate capacities.

***keep exploring ✧ connect with others***  
***share your discoveries ✧ deepen your understanding***

**Experiment:** What are some of your more powerful insights, realizations and embodied understandings that are already making a big difference to you and for you?

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