



CHAPTER 1

Understanding Your Mental TC-DNA Imprint

***How Your FIST Factor™ Influences
the Lines You Follow***

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SO WHERE DOES IT START?

Imagine you are in a time machine. The space your machine currently occupies is the present. Behind you is the past, and directly in front is the future. As you look outward, you see in front of you a massive windshield of life, representing the future opportunities, abundance mentality, possibilities, success, achievement, solutions, collaborations, partnerships, constructive imprints, and influences. Upward to the right of the windshield would be a small rearview-mirror representing your past—experiences, pity, blame, jealousy, revenge, cynicism, what was or could have been, challenges encountered, and negative imprints, influences, and people.

Most people's rearview-mirror images are overwhelmingly negative, and continuously stimulate a defeating internal conversation. Even more amazing is that the rearview mirror represents only about 3 percent of the windshield space—yet it's the area upon which most of us fixate!

Do you find yourself engaging in conversations of disparity or negativity as you view your past? Do you ever think about how that conversation just gains emotional momentum? Chances are that, during these times, you already have or are pushing away positive imprints—people, choices, opportunities, and so on. This is when the detrimental rearview-mirror talk consumes you. To make matters even worse, this is also a place where misery loves company—you typically attract others like you, until you have an army of bitterness. Now reflect on how this imprints your Trajectory Code. How has it influenced—and how will it continue to influence—your trajectory directions?

You may maintain your outside rearview mirror for perspective and benchmarking purposes. However, you must get a firm grasp on the negativity, rip it off and throw it away. Only when you are ready to live in the windshield of positive imprints will you be able to develop a more purposeful you.



One of my earliest code imprints that I carry consciously with me today—and one that had a large part in framing my windshield—was set into motion in a small rural farming community, where I was raised. My first-grade teacher, a woman named Ms. Murphy, calibrated my Trajectory Code for success by holding me back one year. I wasn't aware of it at the time, of course; I was very young, and mostly frustrated that it took me two years to get through first grade. Many years later, I recognized the powerful gift that Ms. Murphy and my parents gave me by holding me back. To be pushed forward when my brain was not ready would have damaged my TC for life. I would have been lost as my second-grade classmates easily grasped new education. Chances are, I would have acted out to deflect attention away from my frustration.

We all have stories and memories of early childhood, teenage years, and early adulthood. Everything that happened during that time is part of our imprinting. Some we had control over, and some was thrust upon us. Recognizing this allows us to control our trajectories and draw upon the imprints that serve us constructively. Manage these imprints and do not allow them to unwittingly dictate your future trajectory, learn how to also not become a victim to them or allow negative past imprints to become your excuse for not accelerating towards successful Point C attainment. This is how you enrich your TC with new imprints to further strengthen your aim and the Lines you follow.

These examples and stories may have activated your subconscious voices of emotions; so let's add to the dialogue and start to unlock these secrets to a TC that enables you to achieve the greatness within. The best place to start is by developing an understanding of how your own mental TC DNA imprint influences your Trajectory Code, and we do this by taking an inventory the early years. No matter our age, there are people that have had an influence on who we are and how we see ourselves. Some may still



occupy conscious or even unconscious space in your mind. Some may still be alive and with you; others may have long since passed away, yet you can still see them and hear them in your mind.

If you recognize that there are such people in your head—and thus, your life—and you mentally bring them up on a sort of mental roster, some names may immediately come to mind. This may not be a long list if you really drill into this first examination or lesson. So take your right hand palm up and flex open your fingers. As you bring up the first and immediate names on this mental roster, assign one name per finger in a countdown.

I call this your FIST Factor™, or your mental board of directors. These are the people that have calibrated your Trajectory Code through life. By becoming aware of how these people have influenced your past and present, you can manage how much time you allow them to influence you in your future. Now you can recognize some of the imprinting from your past that in fact has played active or passive roles in guiding you to where you are today.

Spend some time really looking inward on how these people, places, events, and experiences have been there to shape who you are today within your FIST Factor™ (more detail on this concept in coming sections). If this is not the trajectory direction you seek, recognize that YOU and only you can rewrite the imprinting. By changing your FIST Factor™ and instantly altering your inner dialogue, you immediately adjust your Trajectory Code and thus trajectory direction in any situation. Simply acknowledge your initial FIST Factor™ and imprint forward from there.

Are these windshield or rearview-mirror people?

Here is another way to recognize how the mental imprint of these forces can subtly change within us—and thus potentially alter the Lines you plot and your trajectory destination without your consciously realizing it.

1. Imagine the grocery store you presently go to on a regular basis for your staples. Now as you look at your present FIST Factor

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make-up, how many of the people you see have changed in the past year?

2. Now consider the grocery store you went to on a regular basis 10 years ago. Look at your FIST Factor make-up and see how many of them have changed in the past 10 years.
3. Consider that what you currently do professionally reflects on your FIST Factor make-up. Now go back 10 years: What were you doing professionally or where were you physically working nine-to-five? Do you notice any difference in names with a significant change in reference points?
4. This final reference will help you recognize how altering just one trajectory course variable can change the make-up of your TC and influencers, which can affect your entire trajectory calibration and destination in life. Where do you physically live today? Go back 10 years ago, today. Do you find any difference? If so, look at your FIST Factor. Any difference?

Notice with any of these questions that as you change a major life variable, you may have added healthier TC influencers. You also may have lost a great mental connection with which you should reconnect. Maybe you have already recognized some unhealthy influencers; try to replace or at least limit their TC influence time upon you. In this way, you can manage your Trajectory Code imprinting and take control of your destinations—by always being mindful of past imprint influences and future imprint needs.

Consider the example of 16-year-old 2012 Olympic gold medalist Gabby Douglas. Gabby's own mother realized that if she stayed in the East Coast inner city, Gabby's TC imprinting would have been stacked against any degree of life success in her discipline. So she sent Gabby to Iowa to train under a TC superstar and to live with an adoptive family. Both changes would most surely be constructive windshield TC trajectory direction calibrators—and subsequently success-oriented FIST Factor contributors.



Your TC starts with those people that occupy your mental space—the individuals that either consciously or unconsciously take up room in your head. Recognize who they are. Then, pull forward the ones that serve positive forward windshield time, limit the rearview-mirror voices, and add only focused achievers forward into your space.

You can have multiple FIST Factors. There might be one that serves as the dominant overall force for you. Or perhaps you have specific situational-driven FIST Factors made up of different people for different needs. Perhaps there is someone whose input you value in a work situation and from whom you seek guidance. That person's mentorship will accelerate your trajectory success at work. Imagine the level of trajectory direction achievement you could attain if you had access to a wide mental platform of superstars. This is the perfect reason to begin meeting and networking with a greater, richer, deeper circle of people today. One way to do so is to consider your FIST factors' FIST factors, as this will help to expand your network in concentric circles.

You can inventory your defeats and successes by recognizing how you internally process situations and events. We tend to invest more time on our defeats and allow our internal dialogue to replay the negative, instead of reflecting on a defeat simply as a lesson learned and an opportunity to avoid such a mistake in the future. Likewise, we spend far too little time reflecting on successes to learn from them. Imagine the trajectory success you could experience if you engaged in more internal constructive dialogues versus negative dialogues. The TC you carry has been shaped by the FIST Factor you carry, and there is a direct connection between your FIST Factors and your TC.

Now let's take your TC to another level by examining your trajectory direction calibrators. You can think of this as a sort of GPS that guides you and which you can continuously fine-tune for greater effectiveness. As we know, your FIST Factors serve as your



internal guidance system and trajectory influencers. They open your eyes to windshield perspectives or hold you back through rearview-mirror doubts. Notice the percentage of time you spend, in any given hour, in positive or negative self-talk. Then multiply that for every 24 hours, and onward, for the amount of time in any given year of your life thus far. It can become very revealing and alarming for most to realize how much we've held ourselves back by listening to these limiting voices—voices that come more frequently from ourselves than from anyone else.

Consider a time when you found yourself in a perceived trauma or high-stress situation. Does a solution-oriented inner dialogue influence your trajectory response? Or is it an activated emotional reaction that kicks in and influences your inner dialogue? What does that inner conversation reveal in terms of quantity of viable solutions—or do you become even more panicked at an increasingly limited trajectory of options? When someone provides constructive feedback to you, do you in fact hear it as positive and make the changes they've suggested—or do you begin an internal debate or attack the messenger?

Just as the computer adage GIGO—garbage in, garbage out—claims, so too it is true for the TC that you design and reinforce. It takes conscious dedication to build a positive TC and to continue to hold yourself accountable to that TC.

Consider where you want your trajectory to take you, both in the present and in the long term. Think of a ladder leaning up against a wall to represent any endeavor you seek to aspire upward to. On the bottom rung of the ladder is always you, and anyone you seek advice, counsel, mentorship, or guidance from should always be on the rungs above you. Vet them from the perspective of what you already know to be true. If the people you surround yourself with can't push you up in any particular and specific need area, then you should not be allowing them or inviting them into your inner physical or mental circle.



One area of study I pursued in college was journalism. Our professors always were mindful to instill within us the idea that journalists report the news based upon fact, as arrived by other subject matter experts and verified by at least two additional unrelated sources. The Sunday paper and a portion of the evening newscast would be reserved for commentary provided by the elder, more learned journalist with perspective. Nowadays, we hear plenty of online and television reports based on hastily gotten and biased information. Without a balanced FIST Factor and inner dialogue, most people accept at face value what they hear and read, thereby arriving at uninformed viewpoints. Now imagine how this ignites your windshield or rearview-mirror energies and influences your trajectory. Thankfully, you can right your course to ensure maximum positive impact by recognizing how the people around you influence your Line's direction, length, richness, and distance.

To ensure the imprints and influences these FIST Factor calibrators have on your psychology are healthy, make sure you actually know the people that you seek counsel from before you allow them into your FIST Factor. There are five types of influencers to have within your FIST Factor, for balance. You can have more or less than five actual people as mental references, just ensure you have at least these five types of or categories of FIST Factor representation:

1. Family—A family member knows a side of you others may not, so have that side kept in check by selecting a valuable family member to serve
2. Friend—A friend knows a side of you others may not, so have that side kept in check by selecting a valuable friend to serve
3. Profession—A super achiever professional colleague anywhere in the world knows a side of you others may not, and understands your professional unlike a family or friend may understand, so have that side kept in check by selecting a valuable professional colleague to serve



4. Success—As you define it, the single most successful, accomplished person you know understands trajectories to achievement and Point B avoidance strategies unlike others, so have that side kept in check by selecting a valuable person to serve
5. Underdog—For lack of a different name, select someone you know that has and maybe does face adversity, challenges, roadblocks in life and illustrates how never giving up leads to accomplishment, and have this person in your head as a FIST Factor representative as well

If you allow influences inside your head that you do not actually know, then the imprint will be a phantom, unsubstantiated, rogue, nonvalidated influence. Although I believe that Oprah would be a great FIST Factor calibrator, I do not know her—so I do not have real-time mental videotape for calibration reference and I would be making decisions based on her as a phantom imprint. Knowing your FIST Factor individuals provides you with a more accurate and resalable inner dialogue about what they would or would not do in a trajectory situation in which you may find yourself.

Are you recognizing ways to Redo You yet?

Now think about what has influenced your FIST Factors—their respective FIST Factors—and how. How have they become who they have become, and how does that imprint upon you? This is another level of inner questions and answers you need to consider for a better understanding of their perspectives. Keep in mind that successful people want to associate with even more successful people. The company you keep tells a great deal about you.

**Redo You—The Line: Your Trajectory Code™
Calibrators/Windshield Application Time**

In order to plot your Line and ensure your trajectory growth and development, you as the reader must assume ownership of the calibrations that take place. You must address any issues that influence your



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personal trajectory growth, peer-to-peer interactions, or issues that hinder your Line, and assume ownership of your professional organizational trajectory advancement. Answer the following three questions to give you perspective on where you are on your Line.

- 1. Personal (Positional) Growth:** Where are you now at Point A? Where are you on your Line based upon what you are doing? Is your trajectory headed toward Point B or Point C? What specific actions must you implement in the next 7/30/60 days to ensure your vocational positional trajectory pathway aims toward Point C?

- 2. Peer-to-Peer Influence Accountability:** Where are you now? What is Point A? How are Lines intersecting based on what you are doing and how others are interacting with you? Is your trajectory headed toward Point B or Point C? What specific actions must you implement in the next 7/30/60 days with a Peer Accountability Partner to ensure your trajectory pathway aims toward Point C?

- 3. Organizational Growth:** Where are you now? What is Point A? Based upon what you are doing, is your trajectory headed toward Point B or Point C? What specific actions must you implement in the next 7/30/60 days to ensure that your trajectory pathway within your organization moves you toward Point C?



