

SIR BRIAN STERLING'S MENTAL MARTIAL ARTS[®]

THE SHAOLIN SECRETS
FOR BUSINESS... AND LIFE



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**SIR BRIAN STERLING'S
MENTAL MARTIAL ARTS©**

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CONTENTS

PREFACE INTRODUCTION

CHAPTER 1 - DARE TO BE 'DIFFERENT'

CHAPTER 2 - MENTAL MARTIAL ARTS AND THE MIND-SET

CHAPTER 3 - MENTAL MARTIAL ARTS KEY PHILOSOPHIES

CHAPTER 4 - MENTAL MARTIAL ARTS CONCEPTS OF WINNING AND LOSING

CHAPTER 5 - CHI ENERGY – THE SECRET OF THE SHAOLIN MASTERS

CHAPTER 6 - SELF TALK AND CHI ENERGY

CHAPTER 7 - WHAT IS CHI MAGNETIC ATTRACTION?

CHAPTER 8 - NEGOTIATING WITH DIFFICULT PEOPLE AND HANDLING ARGUMENTS

CHAPTER 9 - RULES OF ENGAGEMENT

CHAPTER 10 - HARMONY AND BALANCE

CHAPTER 11 - VERBAL COMMUNICATION – 'SPEAK UP'

CHAPTER 12 - NON VERBAL COMMUNICATION - 'SHAPE SHIFTING'

CHAPTER 13 - CONFIDENCE AND MENTAL MARTIAL ARTS

CHAPTER 14 - MENTAL MARTIAL ARTS AND LEADERSHIP

CHAPTER 15 - MENTAL MARTIAL ARTS 'ULTIMATE' TEAM-BUILDING

CHAPTER 16 - TARGETING AND FOCUS

CHAPTER 17 - TARGETS AND TARGET SETTING

CHAPTER 18 - TOOLBOX TACTICS AND BUSINESS PHILOSOPHIES

CHAPTER 19 - THE PHYSICAL – MENTAL MARTIAL ARTS MIND-BODY LINK

CHAPTER 20 - WHICH IS BEST PHYSICAL MARTIAL ART?

CHAPTER 21 - THE PHILOSOPHY OF THE SHAOLIN MASTERS

CHAPTER 22 – SUCCESS IS A JOURNEY NOT A DESTINATION

*THE LITERAL TRANSLATION OF MARTIAL ARTS IS MARTIAL = WAR AND ARTS = STUDY OF...
COMBINED ROUGHLY, THIS TRANSLATES TO MEAN THE 'STUDYING THE ART OF WAR'*

www.mentalmartialarts.tv



Preface *An introduction to Sir Brian Sterling's Mental Martial Arts system and its philosophy by its creator.*

*"We all have three treasures in life. From **FRUGALITY** comes true generosity to others, from **MERCY**, comes true courage, from **HUMILITY** comes true leadership.*

Then how do you keep these treasures? Do you keep them on paper? Do you keep them on your computer? Do you keep them in your memory?

No – You should keep them for all to see.

Always lead by example, in your words and in your deeds, for all to see, and learn to value these same three treasures".

The essence of 'Sir Brian Sterling's Mental Martial Arts', is to be able to use and control your mental agility in combination with the adaptive principles, tactics and strategic skills that are the embodiment of the Physical Martial Arts. In doing so you will be able to control, guide and re-direct the energy of other people, corporations or institutions so that you can gain the advantage, even against more powerful opposition, in life, love and business.

I firmly believe that it is always better to win a conflict by simply not being in conflict, and that this path of harmony is the way to true peace and a richer, fuller life. Let me visualise that for you...

When one tiger avoids another tiger; does this make him the weaker of the two for doing so? Or is it that because both are powerful, strong and able to inflict massive devastation upon each other, they both know there would be no ultimate winner in a conflict?

The action of avoiding conflict, wherever possible, is not cowardice but simply the love of life and common sense.

Living in peace and harmony with the world and those around you is an essential element to mastering the true power of the incredible Chi energy that rests within all of us. This path of peace and harmony will also enable you to better understand the philosophy of my system of Mental Martial Arts, and its uses.

The 'mind-body' links, together with the associated 'mental' aspects of the traditional Martial Arts, have all been well documented throughout history. I should however point out that, from this point forward in the book, I will refer to my own system of Mental Martial Arts, or as it is officially called 'Sir Brian Sterling's Mental Martial Arts', simply as 'Mental Martial Arts' for the sake of simplicity. This is in very much the same way that anyone would refer to their own system of the physical martial arts.

Sadly, many of the deeper mental and intellectual aspects of the physical arts have been forgotten because of the way martial arts' has been taught in the west. Also many of the ancient tactics, strategies, principles and underlying philosophies of the arts have been forgotten as well.

In this book, as well as through coaching students in my system of Mental Martial Arts, I seek to regain the underlying balance between what I feel has been lost in the physical martial arts, and what I have created in my Mental Martial Arts. I also seek to truly 'empower' those who study my system of Mental Martial Arts in a way that they might never have before thought possible, and in doing so give them the 'tools' which will enable them to gain the advantage in life, love and business.

I also feel that it would be useful if I were to share a little part of my background and in doing so, my journey in life that brought me to this point.

Through this, you will also be able to better understand the development processes that went into creating my system of Mental Martial Arts which now provides a complete system of strategic planning, inspirational living, executive and life-coaching, based upon the strategies and philosophy of the great Shaolin Masters.

Just in case there is any doubt in your mind, Mental Martial Arts is **not** a physical Martial Art, it is most-definitely an intellectual, mental art. However any basic understanding of the physical martial arts, their techniques and their strategies will most definitely enable you to enjoy a more 'complete' understanding of Mental Martial Arts.

I'm completely confident that such a journey through all aspects of the ancient arts would only serve to broaden your horizons, open up new worlds, increase your level of fitness and increase your physical confidence beyond measure thanks to your new-found skills and abilities. I also know in my heart that if you take the time to study the philosophy behind the arts and 'digest' the incredible words of wisdom of the Shaolin masters; then your own journey in

life will become one of true enlightenment, bringing a sense of inner peace, serenity and harmony with the world around you.

The Shaolin masters originated from the Shaolin Monastery or Buddhist Shaolin Temple, near Zhengzhou City in Henan province of ancient China which was founded in the 5th century AD. The name 'Shaolin' literally means 'monastery-temple in the woods of Mount Shaoshi'. The common Chinese martial art systems were not invented in the monastery, they were in fact in existence long before the monastery was established. However thanks to the foundation of the monastery, the systems of Shaolin Kung Fu were born.

The peaceful Shaolin monks who came together in the monastery seeking to live in harmony with nature studied the combat methods not only of the ancients 'greats' such as Sun Tzu who is still revered as one of the best generals of all time. They also studied the combat system of 'animals' including the snake, praying mantis, monkey, crane, the mythical dragon and of course the tiger. Each animal 'taught' its own unique system of combat and at first each system appeared to be very different from the other. Indeed a Shaolin monk is believed to have once commented that 'there were as many different styles of martial arts as there are leaves on the trees'. This is also a good thing because different people are best suited to different styles; none are better or worse, stronger or weaker, merely different.

I have no idea if this is true but there certainly are as many different styles of martial art as there are those who teach it. This is because all instructors add a little something new to the art that is very much part of their own 'flavour'.

So the ancient systems of Kung Fu were born with colourful and exciting names such as 'Drunken Monkey' (no I'm not joking there), White Crane', 'Praying Mantis', Dragon style and the famous 'Tiger' system.

Incidentally the Tiger system was the original system I was taught from boyhood. The style that I learned is called 'Pak Mei' (pronounced 'Bak May') which also means 'White Eyebrow' after the Shaolin monk who invented the system; and there are no prizes for guessing what colour his eyebrows were!

In definition, the term 'Kung Fu' is now used to collectively describe the Chinese martial arts, however the literal translation of the term is derived from the word 'Kung' or 'Gong' as it is sometimes referred to as, which means 'achievement' and the word 'Fu' which means 'man-kind'. Therefore the literal translation of the term 'Kung Fu' would be 'achievement by mankind' or perhaps 'human achievement'.

But just as with the water lily floating on the surface of a pond, there is SO much more hidden beneath the surface of the water. If one takes the time to look beyond the 'surface' and study the hidden depths of all of the Kung Fu systems, then you'll find that they all combine to become one whole and complete system.

You will also find that each system may enhance the other in some unique way, and in doing so, offer 'strengths' where another style is potentially weak, which is also the embodiment of true principles of Yin and Yang.

My own journey through the martial arts started at the tender age of 12 and in many ways it was born out of necessity. I grew up in the inner-city districts of Manchester, England, called Rusholme and Moss Side. These were some of the toughest parts of Great Britain, perhaps even Europe and they were rife with gangs of thugs.

We were a poor but happy family and my parents maintained the highest standards of morals, house-keeping and respect, which were all passed on to me thank goodness. Even though this was in the 1960's and the early 70's, the area where I grew up was still being slowly re-generated after World War two. The German bombers during the Manchester blitz had wrecked the old factory across the road from my school and, without knowing it at the time; they had created a paradise for the local kids, our very own make-shift lake in the huge bomb-crater, complete with our very own island comprised of debris! No matter, we were all pretty happy with life and our usual two days of vacation per year; one to the Victorian seaside resort of Southport, known for being a seaside resort where the sea was never very close to the shore, and the other to Blackpool, famous for its Blackpool 'Rock', which is a sort of stick of mint flavour candy that somehow has the word 'Blackpool written all the way through it!

At school I had been bullied by thugs when I was young for simply being 'different' to others. This was simply because I didn't hang around in gangs or use bad language etc; instead I valued studying hard and working as a paper-delivery boy to earn my first 'salary'. I had also been quite badly beaten by the gangs of thugs on more than one occasion because I had refused to join their ranks.

My father was the real catalyst in changing my life forever in a super-positive way. He spotted a tiny article in a newspaper about something quite new to us all in those days called 'Kung Fu'. I still possess that newspaper clipping to this very day. My father took me to join what was known as the 'Chi Yun Kung Fu Woy' club which was based in the impressive Victorian 'Houldsworth Hall' on Deansgate in Manchester.

This was in the 'pre Bruce Lee era' which later changed the world and it's perception of the martial arts. Because of Bruce Lee for the first time the general public, who previously knew almost nothing of King Fu or the Martial Arts had developed a seemingly insatiable appetite for all things related to Kung Fu!

So there I was, a boy of 12 tender years of age, nursing dented pride in my beatings by the gangs, and now a proud student of Pak Mei (Tiger style) Kung Fu.

Little did I know it at the time but this was a pivotal moment in my life and from that point onwards my whole life and future had changed for the better beyond measure, in fact the changes that moment in time brought me spread out like the ripples upon the water when a stone has been dropped into a pond. Those ripples still move just as powerfully through all areas of my life to this very day.

Very quickly I grew to love Kung Fu and all that it taught me, I trained super-hard in my martial arts literally every single day and eventually I supplemented my martial arts training with a combination of fitness and body building routines, which also gave me some dramatic positive results.

Over the years that followed my knowledge of the combat arts grew steadily as I studied several other additional disciplines including Karate, Muay Thai, Ju-Jitsu, Aikido, western boxing and western wrestling.

This combination literally transformed me from the proverbial '98lb weakling' into a veritable Hercules, a person who the bullies avoided and the gangs of thugs learned to respect.

However because I possess a 'questioning' nature I wanted to understand more about the philosophy that under-pinned the martial arts and therefore, without realising it at the time, I began my journey of understanding and enlightenment through the Shaolin master and their Martial Arts. I also began to gain a much deeper understanding of the strategy and tactics of the ancient masters that were being taught to me and which would eventually form the basis of my Mental Martial Arts.

This in-depth knowledge and understanding of strategic planning and tactical experience was further enhanced later in my life with the 'ever-so-practical' experiences that are gained in real-life situations. Looking back I now also consider that I was actually 'lucky' to be able to gain firsthand experience in visiting two theatres of war from Bosnia to the Gulf. To know and to be able to train alongside some of the best special-forces soldiers on the planet, to experience the deeply disturbing theatres of civil unrest during the UK race/religion-riots of 2001 and to learn about counter terrorism procedures in various military combat operations.

Fast-forward many years; by now I have worked my way through university, through life as a TV & Film stuntman, through setting up my own TV & Film production business and through setting 5 World Records in the process, at the time of writing this book my last was a Guinness World Record in 2005 which helped to raise money for charity. By this time I had created my system of Mental Martial Arts and eventually the world of business began to sit up and take notice of my new and innovative system.

Senior executives soon began to realise that it could make a significant difference and give their business a real 'edge' in commercial terms. This in turn gave rise to the system of coaching and seminars that I deliver today to businesses, senior executives and even to political leaders.

Just as the physical arts teach a person how to gain the advantage over their opponents in physical combat, the practitioners of my Mental Martial Arts are able to gain the strategic advantage in business over larger and more powerful opponents while using their opponent's own energy against themselves.

So for companies intent on 'flexing their business muscle' in the ever-changing global marketplace the Mental Martial Arts offers businesses and individuals alike, a potent new weapon. It actually makes it possible, for David to really defeat Goliath, for the small company to triumph over bigger, more powerful opposition.

Individuals who learn and practice the Mental Martial Arts will find that they usually enjoy greater financial reward, enjoy less conflict in their lives and greater success in life, love and business in general.

Chapter 1

Dare to be 'Different'

Dare to be 'different', it's very easy to say, yet for some, it's very hard to actually 'be different or become 'different'. Many people are reluctant to change because of fear, fear of the unknown, fear of ridicule, fear of loss, fear of change itself and even fear of success. From an early age we're given more negative input to our minds than positive input, we're usually told what we '*can't*' do rather than what we '*can*' do, we're told what we '*can't*' eat rather than what we '*can*' eat', and we're even told '*don't get knocked down*' when we learn to cross a road.

Some people simply spend their whole lives allowing others to 'tell' them what to do because it's easier that way. When one partner in a relationship is insecure, they usually project their insecurities back to their partner by even telling them what to wear and what to think in some extreme cases. There are always SO many people who will offer you 'good advice' and say to you 'better not take chances, better play it safe', what they're really saying is, 'don't follow your dreams', usually because THEY didn't!

I'm sure that when you pause and think about this for a moment that you will remember the countless 'negative' cautions and injunctions that you were given throughout your life, unless you were *really* lucky to have super-positive parents.

I believe that one of the greatest crimes is to see people go through life and then go to their grave with all their dreams, burning ambitions, deep-desires for change and to help others; still left as merely unfulfilled dreams.

You are completely unique so embrace and savour this fact, and remember that you have the same capacity for true greatness in life, love and in business that everyone else has and has had who ever lived. Remember that if one person can achieve something then, without a shadow of a doubt, so can YOU! Set-sail on your sea of adventure in life and seek out the new horizons that await you. Don't waste your life dreaming, yearning and wishing, always looking-on as others, who 'dare to dream' move on the new and better lives.

Of course there are no guarantees in life, no warranty that will ensure your success if you ever 'dare' to set-out on the journey toward a better life. All that you will ever have to guarantee your success in life is *you*. So in reality there is nothing better for you to have than that, because it is 'you' who has the complete mastery of 'you', and no one else. If you stretch-out and challenge yourself you will soon realise that you really do possess incredible strengths, enormous courage, great integrity and the true capacity for greatness. These qualities are already within you.

All that you need to do in order to unleash your full potential is 'dare' to dream, 'dare' to believe in yourself and 'dare' to 'do' something about it instead of wishing, hoping and day-dreaming.

Remember that the motto of the SAS or Special Air Service, the original and arguably one of the greatest special forces in the world, is 'Who Dares Wins', and they have proved this to be true every time they have gone into action.

As a Mental Martial Artist you will soon realise that there are no mistakes in life only events that have happened and opportunities which have presented themselves along your path. If there are no mistakes then there can be no regrets either.

Always compare the successes in all aspects of your life against yourself and what you're capable of achieving, that's the true measure of success, it's never wise to judge yourself against others.

Learn to embrace change, to see change as your friend on the road to success because every change in life simply offers you new and greater opportunities. Never forget that your greatest strengths are also your greatest weaknesses, this is the Yin and Yang, the balance in the circle and sphere of life.

If you recognise this and if you learn to truly 'know' yourself, then even though you will no doubt be 'tested' at times on your journey through life, you will never stop believing in yourself and work through your testing times with the strength, courage and fortitude that is within you now.

You really will learn how to use your weakness as your strength and you will unleash the incredible power of 'Chi' energy and Chi magnetic attraction into your life.

As the Shaolin masters taught us:

'Nothing is stronger or weaker, better or worse – only different'.

Business

In today's aggressive business environment it is all about the survival of the fittest, often conventional marketing and promotional methods do not always deliver that vital and decisive punch.

I would just like to make it very clear that when I use the term 'business', I refer to those who have their own businesses just as much as I do to those who work in the corporate world. This is because EVERYONE is in business no matter what their physical, reporting or financial accounting structure may be.

Just like in the physical Martial Arts, business success is all about sizing up the opposition, engaging them where necessary, avoiding attacks, blending with their energy, guiding it and then countering the competitors' moves with a winning blow.

Mental Martial Arts is the intellectual equivalent of the physical martial arts.

In the later part of the 20th century the principles of the five-rings and the teachings of Sun Tzu's book 'The Art of War' became almost 'required' reading for executives wishing to climb the corporate ladder.

It is therefore perhaps surprising that no-one had previously devised a complete training system that combines the principles found in Sun Tzu's 'Art of War', the secret teachings of the Shaolin Masters and the practical 'combat' strategies of the physical martial arts.

Even though they may not realise it, these very same principles come as almost 'standard training' to students of Shaolin Kung Fu and other Martial Arts systems who study under the traditional masters. I therefore consider myself extremely lucky to have had such a great master and a great teacher throughout the formative years of my life.

In physical workshop and in certain seminar/webinar situations Mental Martial Arts students are often put through a series of mental and physical exercises either as individuals or as teams. These teach the principles of adaptive, creative and fluid thinking as students learn how to use applied 'physical metaphors'.

These 'fun' exercises and workshops also help students to think more creatively and laterally when confronted with the obstacles of every-day business and life.

Eventually, when students have mastered these principles and techniques, they are usually shifted into the subconscious mind, and once there they will be used as 'second nature' making the system of Mental Martial Arts truly awesome.

A student of Mental Martial Arts will also usually begin to find that they naturally take the role of 'leader' in most situations where otherwise they might not.

This is because it is possible for students to more easily 'visualise' situations in strategic, tactical overview' and perform mental or intellectual sparring with others when interacting in everyday life and business.

By integrating the principles of Mental Martial Arts into every aspect of business and personal life students also automatically learn to rapidly and accurately assess people and situations. A student will learn to subconsciously assess the strength, words, actions, intellectual somatotype and strategies of virtually everyone you come into contact with, which will in turn reveal their true meaning. This doesn't mean that students will actively 'seek' out conflict,

in fact the opposite is true; students of Mental Martial Arts usually instinctively learn how to resolve potential conflict before any conflict actually begins. This natural instinct for conflict resolution will, with practice, seem almost effortless and help to give you the strategic advantage in virtually every situation you might encounter.

This 'fluid' mental agility also provides the Mental Martial Artist with vital information they need about people and situations in order to rapidly make the best decisions and to plan the best courses of action.

Natural Mental Martial Artists

There are many people in the public-eye today and throughout history who have used the principles, skills and disciplines of the Mental Martial Arts without them even realising it. These people just instinctively 'know' or 'knew' what to do in order to communicate well and how to bring harmony where there was formerly discord. These gifted individuals have proved themselves time-and-again to be quite simply incredible negotiators, producing win-win solutions to seemingly impossible problems.

These people are what I call 'natural' Mental Martial Artists and it is always a sheer pleasure to see them in 'action' or to read of their exploits in history. These few are able to align their energy so easily and so perfectly with the energy of others, that these 'natural' Mental Martial Artists almost effortlessly 'control' any engagement they find themselves involved in.

Who are these 'natural' Mental Martial Artists? Rather than me write a long list here, I will merely mention a few and let you add to that list as you grow in your own knowledge of Mental Martial Arts.

The few I will mention initially are: former British Prime Minister Sir Winston Churchill, the Governor of California and the world's greatest-ever bodybuilder, Arnold Schwarzenegger, the greatest athlete of the 20th century and the greatest boxer of all-time, Muhammad Ali, the incredible Martin Luther King, Jr. former US President John F. Kennedy, former President of the Soviet Union Mikhail Gorbachev, former US President Ronald Reagan, the incredibly inspirational Mahatma Gandhi, former US President Bill Clinton, former President of South Africa Nelson Mandela, General Douglas MacArthur, former US President Abraham Lincoln, the wonderfully inspirational Zig Ziglar, US President Barack Obama, and former British Prime Minister Margaret Thatcher.



Remember: "Who Dares, Wins"

If you are not "winning" in the game of life, resolve to be more daring and take risks.

Study and practice of the Mental Martial Arts will engage your subconscious mind and lead you effortlessly to be a leader and achieve whatever you desire.

Chapter 2

Mental Martial Arts and the Mind-Set

Learn your subject well enough to be able to teach it, it's really that simple. When you really know your subject that well, only then will you discover just how little you knew before you started to teach others, and how much there is for you left for you to learn.

Most beginners to the physical martial arts envision that in gaining a coveted 'Black-Belt', they will have then reached the pinnacle of knowledge. In reality it's only when you have gained your first 'Black-Belt' that you actually begin to learn the art for real and that everything leading up to that point has been merely learning the 'basics', you are only just a beginner! This is very much the same as gaining your driver's license'. Passing your test doesn't automatically make you a good driver; it merely allows you to start out on your 'journey' (no pun intended!) to becoming a good driver.

It therefore follows that to become good, indeed 'expert' at anything in life, including The Mental Martial Arts, you first need to learn the basics, you need to learn them SO well, become SO conversant, SO knowledgeable about your subject that instead of you consciously thinking about your skills in order to use them, you simply just do it all automatically without consciously thinking about it. It's exactly the same when you start a class in the physical martial arts, as a beginner you have to think consciously about everything, you're 'completely-klutzy' in what you do and in how you do it.

However over time, with a great deal of diligent practice and hard training, you hardly notice that all the things that you previously had to think consciously about in order to perform the techniques that you were being taught, were now not really being 'thought about' at all, because you were able to simply just 'do them'.

This is because you had shifted the entire process of what you were doing from your conscious mind which you used when you first start something, into the *sub-conscious* mind which you use for all the things in life that you have learned to do so well that they have now become 'second nature' to you, part of the very fabric of who you are and what you do.

The progress of 'mind-set-shift' as I call it, from the conscious mind into the sub-conscious mind, takes place as follows... and I'll use the reading of this book and learning Mental Martial Arts as my analogy.

Before you read this book, you had no idea about my system of Mental Martial Arts, which meant that, without the knowledge, you would simply be unable to practice it.

So then you buy the book, this now makes you *aware* of the subject of Mental Martial Arts. You are also *conscious* about the skills that you are required to learn in order to perform the subject, yet it's all still new so you will find it difficult actually performing Mental Martial Arts.

With a little more regular training, you become even more *conscious* of the skills that are required in order to perform Mental Martial Arts, and you become steadily more *competent* at performing them.

The next shift comes after more regular training when you shift the processes and skills involved in performing Mental Martial Arts from your *conscious* mind into your *sub-conscious* mind, as a result you are now even more *competent* at performing the Mental Martial Arts because you don't have to 'think' about it, you simply 'do' it.

Eventually with enough regular training, deep thought and of course with practice, you will eventually gain *sub-conscious mastery* of the art, which is the ultimate target for you. Then you may even begin your learning process all-over again by teaching others as one of my Mental Martial Arts Master Coaches.

Creative, Lateral Thinking

Creative or lateral thinking is a term used in reference to finding solutions to problems through non-linear, non-traditional and creative approaches. So if creative, lateral thinking is about non-linear reasoning which produces ideas that are usually not obtainable by the traditional approaches, can the process be taught or learned?

The answer to this 'key' question is still not totally clear because some people really do have more a natural aptitude for creativity than others, although it does seem possible to be able to 'teach' or 'coach' people to be more creative than before.

Most people have been 'brain washed' from an early age into taking a linear approach to all things in life, in fact the education structure is set up to perpetuate this. Perhaps then to succeed more easily in life, love and business matters then a more creatively lateral approach should be sought.

The acronym I use to describe such an approach is 'SCALI' which stands for:

武 Sub-Conscious
武 Applied
武 Lateral
武 Improvisational thinking

If the SCALI thinkers make more creative leaders, executives and workers then why are there not more of them in very senior positions today? This is because in the past a certain kind of 'mind' was revered by business and academia alike, these included linear processors of business, the accountants, the computer specialists, the managers, the CFO's and the MBA's who knew the theory of everything, while sadly often knowing the practicality of nothing.

There is now a quantum shift taking pace and the 'keys of the kingdom' are changing hands to the creative lateral thinkers who have a very definite left brain-right brain intermix resulting in a new kind of balanced thinker who possess the traditionally revered qualities PLUS the new-age abilities.

Left Brain - Right Brain – Right Brain – Left Brain

The concept of left brain and right brain thinking is not new; it was developed from the research which originally took place early in the last century. It was discovered that the different parts of human brain also had two very different and distinct ways of thinking

The left brain processes data in a predominantly analytical, linear fashion whereas the right brain processes data in a more conceptual, visual and simultaneous manner.

I remember my old teacher at university giving me a good tip to easily enable me to detect if someone is left brain or right brain dominant and that is to look for 'hand-talkers', in other words if people use their hands a great deal when they talk or if they usually don't read things like instruction manuals as a first choice then most likely they are right brain dominant.

Many people believe that if they are what are known as left-handed, that they are right brain dominant, but this is not the case and there is no correlation between brain dominance and hand dominance

So what does this mean in practical terms, in order to make it easier to fully understand this concept I've prepared a comparison chart which describes the differences.

Right Brain	Left Brain
They tend to be lacking in organisation	They tend to be highly organised
They tend to process ideas simultaneously	They tend to process ideas in sequence
They are highly unlikely to read instruction manuals or charts	They are very likely read instruction manuals or charts
They tend to envision the 'whole' rather than detail	They tend to progress towards the target while focussed upon detail in a sequential manner
They make rapid lateral connections	They make logical deductions
They like to know reasons 'why' rules exist	They are likely to follow rules without questioning
They usually don't plan	They usually plan and make lists
They are random in nature	They are logical and linear in nature
They are led more by feelings and intuition led	They are led by logic and reasoning
They possess a free flowing, fluid mind-set	They are analytical
They are subjective	They are objective
They are tactile	They are observational
They prioritise poorly	They plan ahead
They usually talk using hands gestures	They rarely, if ever talk with hand gestures
They look at a greater 'whole' rather than parts	They look at parts rather than the 'whole'

They are visually and image focussed	They are usually focussed on data, words and numbers
They usually are at ease with change	They are cautious of change
They usually have little or no sense of time	They usually are good at keep time
They use mind-maps, mind-pictures and mind illustrations in order to remember things	They usually use data, objects, symbols, or words to remember things



To achieve a Black Belt in the Mental Martial Arts, just as in the physical Martial Arts requires study and commitment.



There is Quantum shift that is happening in the world. The new world power base of the future belongs to those who learn and eventually master the SCALI: (Sub-conscious, Applied, Lateral, Improvisational Thinking)

Chapter 3

Mental Martial Arts Key Philosophies

"It's better to win a war by not having it"

This is SO obvious that I shouldn't even have to mention it however I feel compelled to do so because sadly so many people regularly exercise their ego rather than their better judgement.

When you remove the element of competition from a situation you leave yourself open to the probability of a peaceful solution becoming the natural outcome. In resolving a conflict situation in this way, what is wrong with both sides in an argument parting by feeling that they have both achieved a victory? Nothing at all.....

Having been taught this super-valuable axiom by my Shaolin Master when I was a Pak Mei Kung Fu student, I soon began to feel very differently about physical combat. Instead of 'combat' in some form always being present in my mind as a 'possible' available option to me in a confrontation situation, I actually found that the better trained I became, the less that my ego dictated the method of resolution to a situation, and therefore the final outcome.

Eventually I reached a point where physical combat became the very last option that I would ever resort to. This is probably the same perspective taken by just about every other skilled practitioner of the physical martial arts. Today, I really don't care if I'm insulted or have fun poked at me by the less evolved of this world, I simply don't even think about it because I'm totally secure in my knowledge and my abilities.

This is the path that students of Mental Martial Arts would tend to choose because they will also become secure in their knowledge and ability, so they don't seek to engage in competitions which aren't really worth competing in to begin with.

That way is the true way of peace and the way of the true Mental Martial Artist.

When your preparation meets with a suitable opportunity then success will naturally occur

Preparation and training are essential elements to almost every aspect of success in life. Be it sports, business, fitness or just about anything else you can think of, a certain degree of preparation and training are essential elements to achieving success. The same is true in life and business so that

when opportunities arise you are completely prepared to take full advantage of them. However I'm simply staggered by the number of people I meet who all seem to think that they will only start to train and prepare themselves *when* an opportunity actually arises, which is of course insane! Training and preparation in advance are not only essential to you as an individual; they also create an intellectual and physical infrastructure which is also a crucial factor in the success equation.

You can be absolutely certain that when an opportunity appears on the horizon, it's way too late to start looking at building the infrastructure required to seize that opportunity and to create a successful result. Sufficient preparation and training combined with a substantial infrastructure usually takes months or even years to set into place, so long term thinking and investment in your future is required at all levels.

In practical terms even a simple business or social trip requires the same elements of preparation as a long term holiday. I know this only too well because I commute regularly between the UK and the USA, usually once a month and sometimes twice a month.

Each time I fly to the UK, Europe or the USA, I always need to prepare everything correctly so that I can maximise each trip. However the advanced preparation and infrastructure that I have now set in place over the months and years has naturally made this process much easier. I can now easily fly fully prepared the very next day or even the same day if need be and this is all made possible because I simply took the time to make the advanced preparations necessary, so if an opportunity arises in any location, then I'm fully prepared to seize it.

Therefore if something as comparatively simple as maximising trips back and forth across the Atlantic required that a degree of infrastructure to be set in place; then why should you be so surprised if you aren't fully prepared to take advantage when an incredible business opportunity arises for you? After all, such business opportunities usually require a far greater investment in terms of preparative infrastructure than a mere flight or two.

So do not be at all surprised if the well trained and successful people have left you in their dust-trail as they storm off to meet head-on, the success they have created by seizing an opportunity. You'll simply be left in their wake to lament over yet another 'missed opportunity'.

There is NO such thing as failure

Every action will get a result, that's just a fact.

The result may not be the result that was 'desired' but just like an outcome to any science experiment, the result or the data that is obtained is nothing more than a 'result'. The processes employed in obtaining that result can then be refined to eventually get closer to, or even to actually achieving the desired result. Therefore to read anything more than an objective view into the outcome of any event or situation is the pathway to negative self-talk, reproach, disappointment and perhaps even depression.

In order to start the process of 'freeing your mind' from traditional 'fixed' thinking patterns you absolutely have to begin the process of understanding that there really is no such thing as failure, merely the 'result' obtained as a result of a course of actions or events.

Only your pre-emptive expectation of success will hold you back, at the same time of fully believing in your ability to succeed you simply have to temper that believe with the objective and logical viewpoint when the outcome of the events has been established.

With the removal of 'ego' from the equation together with the traditional concepts of winning and losing, you will be well on your way to thinking as an experienced Mental Martial Artist, and to less stress and greater success in life, love and business.

You Choose HOW You See Things

The events and circumstances of life, love and business are NEVER ever good or bad, they are ONLY good or bad because YOU choose to perceive them in that way. The axiom is a simple one; however for some people it can take a lifetime to fully understand it.

It is vital to remember that YOU and ONLY you decide what is good or bad and that you can actually program or even re-program your mind to associate anything and everything in life to be good or bad, positive or negative. It's really that simple and it really is YOUR choice, what you believe and whatever your perception is, will be 'your reality'.

In the words of the Shaolin masters:

'Seek not to know all the answers but to fully understand the questions'.

Logic versus Emotion

Do you remember how it is to feel a little 'down', a little depressed perhaps? We've all touched upon these emotions in our lives as we grew into the people we have become today; it's simply part of our natural growth as human beings.

People who say that they have never-ever felt 'down' at any time during their lives either have very short memories or they lie about other things too. Therefore the key problem to resolve is how to change such a powerful, emotional expression as feeling 'down' or even being 'depressed'? This is a far easier problem to resolve than you might at first imagine, there is an incredibly easy way to make super-significant change and that is to recognise that:

'Logic will NOT change an emotion, but an Action will'

When you fully understand and implement this incredible secret to 'feeling good' into your thought patterns, you will quite literally learn how to liberate your life from feeling 'down' again.

For example the physical action of simply working-out will lift your spirits and will even help to make you feel less depressed. This is because, as well as the endorphins that are produced through exercise which are the body's natural 'happiness hormones' as I call them, the fact that you're actually taking physical action, and in doing something positive, getting fitter, improving your health and making yourself look better, will all combine to produce an emotional change of mood from negative into positive. So if you really want to change the way that you feel about something then take positive 'action' and in doing so the 'change' process will begin immediately setting you on your way to a more consistently super-positive way of life.

Do Not Confuse Activity with Accomplishment

Confusing activity with accomplishment is SO easily done. It's done in so many situations that it's actually scary to watch from the position of a trained Mental Martial Artist!

It's a completely 'natural' human response to want to just do 'something' in response to a problem or situation, this is simply because doing 'something' seems to 'feel' a little better than doing nothing, remember here that logic won't change an emotion but an action will.

However, as a student of Mental Martial Arts, whenever you feel the 'urge' to 'just do something', you will be very aware that you could be simply confusing 'activity with accomplishment', which is completely worthless.

To confuse activity with accomplishment is very much the same as choosing to 'react' rather than 'respond' to a situation. This is often a huge mistake because to 'react' can actually be very bad, yet to 'respond' is almost always good, so always choose your words very carefully.

So for example if I were to say that you were *responding* well to your workout regimen, then that would be a good thing, however if I were to tell you that you were *reacting* to your workout routine, then that would not be good at all.

Therefore when it comes to identifying confusing 'activity with accomplishment' you should always fully objectively evaluate any potential activity BEFORE you undertake it. You should also ask yourself some key questions in the process, such as:

- 武 Is what I'm about to do absolutely essential?
- 武 Will what I'm about to do take me closer to my overall business or life target or will it take me further away from it?
- 武 Is what I'm about to do completely cost effective?
- 武 If your spending on a corporate account then ask yourself again, is what I'm about to spend good value for the company?
- 武 Is what I'm about to do completely ethical and legal?
- 武 In the future, will I be proud of what I'm about to do?
- 武 Is what I'm about to do actually good for my business or for my company or will it just serve to 'make me feel better'?

If you have answered negatively to any or all of the above questions then more than likely you are confusing activity with accomplishment, and you're simply wasting your own time, the time of those around you and you're likely to be wasting money in the process.

Basic Principles

Tactical principles of Mental Martial are very much the same as those of the physical martial arts. These are used in response either to a threat, an attack, a situation, a person or an opportunity.

Therefore the tactical elements can then be further sub-divided into the following sections.

- 武 Situation assessment
- 武 Improvisational adaptation
- 武 The application of techniques
- 武 Deceptions
- 武 Timing
- 武 Pacing

Tactical principles can either used individually or more usually in subtle combination to create a powerful and synchronised plan. These strategies will usually vary and change slightly as the timeline of 'what-will-be' unfolds before you.

Usually they will not dramatically alter in their 'wave-length' from their core axis of your life, but occasionally there will be a dramatic peak or trough, so be prepared for this. As such they are what may be described as the 'foundation' of our 'approach-beliefs' to life, love and business and as always the basis of good strategy comes from:

- 武 A Balanced starting point
- 武 Accurate observation
- 武 Accurate assessment
- 武 Dedication to your targets and overall objectives
- 武 Open, fluid, adaptive thinking
- 武 Powerful skills at your disposal which have been very well-learned

You Get What You Give

You really do 'get what you give' in life, it's really as simple as that. This isn't just a good way of looking at, and living your life, it's actually an incredibly powerful tool which can help you to create a happier, healthier and better life for yourself. Most people focus upon themselves in life because they really do believe that 'it's all about them'. Too often they get all 'wrapped-up' in their own feelings and desires without even pausing for a second to think about anyone else.

By deliberately focusing upon helping others and not upon yourself, by being genuinely interested in other people, then you will receive SO much more back than you ever give-out! You will also receive a huge boost to your

confidence, which in turn will only grow if you continue to give, in order to receive.

By virtue of the principles of Chi Magnetic Attraction, if you *give* love, then you will *receive* love, if you *give* care, then you will *receive* care, if you *give* assistance, then you will *receive* assistance, if you *help* others to get what *they* want, they you will always *get* what *YOU* want in life, love and in business.



Don't confuse activity with accomplishment - Mental Martial Arts will help you refine your energy to achieve your goals by mastering these key ideas.



MENTAL MARTIAL ARTS KEY PHILOSOPHIES:

Prepare for success or anything you want in life BEFORE you have it. Your preparation energy will drive your desired outcome to you.

"It is better to win a war by not having it" - the confidence you will develop will allow you to walk away from ego-driven conflicts.

There is no such thing as failure - your actions and preparation WILL lead to the result. It is simply a fact of the universe.

YOU Choose How you see things.

Logic will not change an emotion, but an ACTION will.

Chapter 4

Mental Martial Arts Concepts of Winning and Losing

One of the most important lessons you can learn in life is to recognise what is a real contest and what is not a contest.

So the key question everyone should ask themselves is, 'are we really in a competition and if so with whom'? I'm staggered by the sheer number of people I see every day who view virtually every aspect of their life as some sort of competition. Even the terminology they use habitually is that more usually associated with competition!

For example a guy might ask a friend if he 'scored' by dating a particular girl, drivers who simply have to cut in front of another car to gain a worthless imaginary 'score' instead of slotting in easily behind because their fragile ego couldn't possibly allow otherwise, the list can go on and on. Does any of this seem familiar? The fact is that in engaging in pseudo competitions in so many aspects of our daily life we're achieving nothing except wasting time and precious energy on things that don't actually matter. What's worse is that the 'un-evolved' can't even recognise what is a real competition and what is not, everything blurs into one 'mind-mess' which eventually spells long term disaster for that person's ego and intellect.

As a Mental Martial Artist you'll quickly learn to recognise what is important, and what is not, and therefore what is a legitimate competition, and what is not. You will learn to develop a calm and centred approach to life at all times and especially to situations that could so easily waste your precious time and emotional energy in pointless conflicts and competitions. This will also leave you better prepared for the real challenges and the real competitions in life, love and in business.

So the next time you find yourself leaning towards engaging in a pseudo competition out of habit, please pause for a moment, take a few deep, centring breaths and ask yourself, 'are you about to fight a war, or to create a conflict or even create a competition where there actually is none?'

What follows from that point onwards should go without saying.

Let's look at a couple of good examples that we might all be familiar with. The first situation is one that everyone who drives a car has found themselves in at some time or another, the parking-space-'war'!

Now this time it's you in the car park looking for a space, you see one and someone else beats you to it, how do you feel? Do you feel that you have

'lost' in some way? Or do you simply feel that you will find another space? Do you feel that if you don't create a fuss you may appear to be weak or un-cool? This could be especially relevant if you are with someone else in the car and perhaps even more of a potential problem if you're with a new girlfriend or boyfriend. Do you then proceed to threaten the driver of the other car or even resort to the use of physical violence against that person, or perhaps do you feel inclined to perform an act of vandalism against that person's car to make you feel as though you have 'got-even' in some way.

And all just because they 'beat' you to a parking place that didn't even have your name on it in the first place.

Another common example would be the banter between two guys about their ability to attract and date women.

Lets envision two fictitious guys, Stuart and Paul talking about dating women at a hotel bar, I have known people like this VERY well and I've seen for myself what I'm about to describe.

Paul says to Stuart, 'Did you 'score' (score a date) with that girl last night'?

Stuart replies that no, he didn't, but then reminds Paul that he didn't 'score' when he had the opportunity either! Now, subconsciously both Paul and Stuart begin to see this as a form of contest, a competition, and naturally neither wishes to be the loser. Paul now 'gloats' in reminding Stuart of a previous time he 'failed to score', Stuart then attacks back making another cutting remark in an attempt to 'counter-score'.

From this point such an exchange could easily escalate into a total argument about who has the best 'score' with women, and at worst they can reach the point where they actually endanger their friendship, possibly even ending it, and all over a situation that is ridiculous. A 'contest' that should never have been.

Looking More Closely at the Concepts of Winning and Losing

The concept of winning and losing has always fascinated me because words only have the meaning and value that we chose to allow them to have. So to 'lose' is perhaps one of the most depressing words in the English language, for example how many times have you said yourself or heard other say:

- 武 I lost my job
- 武 I lost my wallet
- 武 I lost my girlfriend

- 武 I lost my way
- 武 I lost the freestyle combat
- 武 I lost the contest

Please pause for a second and ask yourself how YOU feel about losing the word 'lose', you may make notes if you wish, but please carefully examine your feelings about the words and phrases I've highlighted there.

The words and phrases that I bullet-pointed there all represent the negative side of losing. So is there a positive side to losing? Yes of course there is, it's all about what you say and how you say it that makes the difference, for example:

- 武 I lost my fear of interviews and got the job
- 武 I lost my wallet but when I found it I also found an un-cashed cheque
- 武 I lost my girlfriend but it worked out well as I met a fabulous lady that same night!
- 武 I lost my way but it worked out better because I found a better route in doing so
- 武 I lost the game but I know my weak spot to work on and we still won the overall tournament
- 武 I lost the account but this was the best thing that could happen because they were becoming increasingly uneconomical for us to deal with

Taking this approach, all the initial negative energy that the other words and phrases conjured up in your mind, has now been changed into positive energy.

Subconsciously we are all afraid of losing because it's been drummed into us from birth and throughout our lives that winning is everything, so we have all learned to fight battles 'just because they're there' and which are not really battles or competitions at all!

Now I'll look briefly at the concept of 'winning', please read the following words and phrases carefully and once again carefully evaluate how each of these words and phrases makes you feel at your core level.

- 武 I won the lottery
- 武 We won a million £ contract
- 武 We won the war
- 武 We won the law suit

武 I won her heart
武 I won my argument

No doubt these words and phrases have the opposite impact on you than the initial ones I chose to share with you about losing. That's good and there's absolutely nothing wrong with winning, in fact to win is great - provided that what you are in a legitimate contest.

Think about that carefully!

Misperceptions of Winning and Losing

Please think carefully for a moment and ask yourself if you might ever feel that losing is just a matter of fact rather than seeing it as the 'end of the world'? Remember that ALL events merely have an 'outcome' and it's YOU who decides if that outcome is either good or bad or just merely data, perhaps the result of an experiment.

With training it really IS possible to adjust your mind in order to respond and look for the positive rather than react and look for the negative. In doing so you will reinforce the fact that nothing is ever good or bad in life, it's all down to how you chose to perceive it.

This also brings me back to my point that it's better to win a 'war' by not having it. In re-aligning our perceptions about winning and losing it makes it absolutely possible to do this.



The Mental Martial Arts concept of "winning" and "losing" will help you to develop a calm and centred approach to life.

With training it is really possible to change your energy, perceptions and responses to achieve your desired outcomes.

Chapter 5

Chi Energy – The Secret of the Shaolin Masters

Chi (pronounced 'chee') or 'Qi' as the Shaolin Masters used to call it; simply refers to 'energy flow'.

All cultures across the globe have supported the belief in some form of Chi energy as being the true secret to all aspects of life and success. Martial artists and those who know Japanese culture will know the term 'Ki', European Latin knew it as 'Spiritus', while in Sanskrit and Yoga it is referred to as 'Prana'. No matter what the culture and what the 'term' used, every culture understood the immense power of Chi energy.

Since the dawn of time, humans have had an instinctive understanding that it is our 'Chi' that is the most powerful of all forces. Sadly, as humans slowly moved from their pagan, Druidic backgrounds and their understanding of the basic forces of life, we humans eventually evolved into an industrialised 'space-age' where we have simply forgotten about the power of Chi and, more importantly, how to use it.

It was the Shaolin Masters who not only remembered the power of Chi; they also helped to refine its production and development. In doing so they re-defined what the power of Chi could be used for in both physical and in mental terms. In physical terms the Shaolin Masters refined the use of Chi energy to enable the masters of the arts to withstand super-human forces, the pressure of spear tips being pressed against their throat and the ability to break rocks and bricks with their bare hands. Furthermore the masters of the art could even direct their Chi energy to break only a specific brick positioned in the centre of a pile of bricks! Thankfully the Shaolin Masters archived their secrets for use by future generations. In their translation and application the most powerful of all life-training and business success systems that the world has ever seen was created, Mental Martial Arts.

Generating Chi Energy

A simple method of helping you to generate and focus your Chi energy is to begin by emptying your mind, let the stress flow away as you let the pure, white light enter your mind, breathing deeply from the diaphragm as you do so. Now shift your mind into focussing on a calm anchor points that you personally and deeply relate to. Then by 'using' your own self-talk processes, or if you're alone and if you feel comfortable in doing this, then please speak out aloud the following affirmations. Affirm to yourself, your strengths, your objectives, and affirm the world as it is now around you, all the time breathing

deeply and calmly as you continue reaffirming your targets, targets and the objectives in your life, in love and in your business.

Now imagine a small point of light a ball of super-intense energy growing in the centre of your stomach, feel it and visualise it, this is your Chi energy. Feel it slowly rise through the core of your abdomen, filling your chest, energising your legs, powering through your arms and filling your head, and all with a super-calm feeling which is being created by the super-vibrant light and energy.

Now draw deeper and deeper upon that energy, allowing the Chi energy to increase its flow until it eventually feels as though the Chi energy is physically emanating from all parts of your body. Envision the Chi energy and its power actually flowing down your arms and out of your finger-tips just like rays of light. Feel the Chi energy as it flows down your legs and let it literally 'engage' you with the very Earth itself. This energy will now grow and grow around you as it emanates from all parts of your body to form an impenetrable protective bubble around you.

This is your first step towards generating the incredible Chi energy that is within you now, with practice you will be able to do this at will and in doing so you will eventually learn how to fully harness the enormous power it generates in order to achieve virtually anything that you truly desire in life, love and in business.

This simple exercise I have described has been proven time and again to be super-effective by virtually all of my students over the years. Even politicians and senior executives whom I have coached have expressed their amazement at the sense of empowerment that this exercise brings them. Many have even called me directly by phone after using it for themselves at a critical moment in business whenever they needed to generate maximum Chi energy, and they have needed to have super-focussed attention and maximum inner-calmness.

Quote:

'One should use only the minimum force required when engaging an opponent in physical combat or in business...

However one should use extraordinary force to strike the winning blow'

Life and Business, the ULTIMATE in Combat and Confusion

To the lay person watching combat in the martial arts, on the surface the whole situation may appear somewhat confusing and 'messy. Some may even use the term 'organised-chaos'.

From the perspective of the martial arts practitioner the opposite is true, there IS an order to that imaginary chaos, the very same is true in life and business for the practitioner of Mental Martial Arts, you will eventually see order instead of chaos no matter what the situation.

In physical combat, the martial artist seeks to keep the opponent 'on the move', off balance, and confused, and all while using ONLY the minimum energy and power. In life and business, the Mental Martial Artist will do exactly the same while also seeking to guide the flow of those attacks, to literally guide the flow of the 'Chi' energy of their opponent until the Mental Martial Artist is in a position to win the engagement, and usually without the opponent even realising at first that they have been defeated. The Mental Martial Artist seeks to be like water rather than rock. Admittedly rock is strong and seemingly immovable, yet water can destroy even the largest rocks. At the same time water is also incredibly flexible, fitting into the smallest of spaces and with the smoothest of all motions.

So in life, love and business, the Mental Martial Artist seeks to be 'like water' at all times

Chi Energy Flow

Since all interaction in life, love and in business is basically an exchange of energy, the same principles that govern the strategy, the engagement, the re-direction of energy flow and general combat, are exactly the same for both the physical martial arts and Mental Martial Arts.

Imagine a line that is taken directly down centrally through the body, starting at the head and ending at the feet. There are no prizes for guessing that is what is called; yes, you guessed, it's called a centre line! Another line may also be imagined to cut across horizontally, some may cut across at the waist where the body's centre of gravity is positioned and some, in fact most would cut across at the level of the heart.

Now, imagine the intersection point of these two lines, and also imagine that from this intersection point that your own expressional energy is always emanating outward from it. This is the energy that we all create and it can be happy or sad, positive or negative, it can even be angry and aggressive energy.

No matter what the form that the energy takes, you and everyone else on earth has this very same energy emanating from this very same energy point and line, it is this Chi energy that is directed towards everyone who you will ever meet.

The same is true in the physical martial arts the energy of any attack directed at you is also delivered from the Chi energy line of your opponent. This Chi line of energy is very deeply embedded in our make-up as human beings. From being babies and children it is along this centre line that the Chi, the energy of love, anger and all other emotions are passed. When we start dating and we meet our lover, our energy flows along the centre Chi line, similarly, when we meet an attacker their energy is directed at us in the same way.

The same is true in business where there is always an energy 'line' of some form together with an energy flow from that line in all business interactions. Just as with our personal Chi energy flow the 'Corporate Chi Energy' can be affected and in fact re-directed in the very same way as a physical martial artist would re-direct an opponent's physical energy during an attack. The reference to this imaginary Chi energy line is with us in our every-day language, we regularly use terms such as 'The shortest distance between you and anything else is a straight line' or you may ask 'if someone has got the point', these are just two examples of how deeply the imaginary Chi energy line is embedded into our 'being'.

Now let's think for a moment about shapes and what 'qualities' they might possess, and what values they might represent to you. Imagine for a moment a square or a cube, think about it carefully, and imagine its sides, its size and even its mass. You might be thinking about images and values that represent 'solidity', immovability, and something that is hard to move.

Now pause and think about a sphere or a circle and what values and qualities such a shape or object might also possess. Are you thinking about images of something rolling or being able to roll, something that can move easily and perhaps something that is more 'flexible' in its nature than a square or a cube. Every time that we think about and envision a physical 'shape' we all have a deep-rooted subconscious thoughts about the intrinsic value that each of those shapes possesses, in very much the same way that I've just described the square-cube and the sphere-circle example.

Now think back to when you last had a general conversation with someone or when you were last in a one-to-one sales situation, think about the 'exchange and flow' of the energy between each of you, perhaps even the sense you got about their 'Corporate Chi' if it's a business situation that your remembering, think about this energy and try to remember how it 'felt'. Did the energy exchange flow easily? Did the exchange feel sluggish and hard? Was the

energy flowing easily from you but was it being received negatively or stubbornly by the other person or people?

Try now to envision what physical shapes that you imagined each of the characters to 'possess' during the conversations and energy exchange, include yourself here too. Perhaps the person receiving your energy-flow in the sales situation when you were trying hard to sell something was being stubborn and unreceptive, might they then be envisioned as a square or a cube that was difficult to move?

Conversely if the exchange flow was easy, fluid and smooth, where you and the other person seemed to 'synch' or think on the same 'page as each other, would you then both be best represented by the shape of a sphere or a circle?

Shapes of Chi Energy Exchange

In very much the same way as we all take on the qualities and values of imaginary shapes which represent our exterior feelings, values and emotions to the world, the energy that is exchanged between two or more people also has 'shape'.

In a straight exchange between two people this shape could best be described as a straight line which flows from the Chi energy point on your body, outwards from there to your opponent and the world. If there are more than the two people involved in a situation then there would be a three way energy flow and therefore a three way interaction would create a triangular formation, especially if 'viewed' from above. The lengths of each side of the triangle would be proportional to the amount and type of energy flow between each of the people who comprised the triangle corners.

For example if a huge amount of energy exchange were to take place predominantly between two of the three people who make up the triangle then the line between those two might be represented as being thicker, stronger and more powerful than the lines to the other person who has little or no involvement in the exchange.

Identifying the Energy

Since there is always a flow of energy from one person to another, the next question is 'what kind of energy is it'? Is it positive energy or negative, angry energy or loving energy, no matter what kind of energy it is, just as you decide what kind of energy you send out to others, you also have to identify what kind of energy is emanating from others back toward you. More importantly

you also have to decide how you wish to receive that energy flow and ultimately what you might wish to do with it.

The most common way which almost everyone 'receives' the energy from another person is to simply stay in line with the energy and then either absorb it or attempt to deflect in some way, or a little of both.

For example imagine that you're in a situation where someone, for whatever reason, is extremely angry at you. In this situation they're verbally sending their 'angry energy flow' straight down the centre line, directly into your centre.

The key-question is what do you do about that?

Do you stay in line with your opponent's energy and possibly retreat as you gather your thoughts about what your response might be? In doing this you are absorbing their energy, taking on board their anger and negativity while at the same time you attempt to respond 'accordingly' to each the angry issues by deflecting them with reasoning, logic or perhaps even excuses.

The physical analogy to this situation would be the martial artist who is being attacked by a very angry person; would they just stand in line and absorb the powerful attack of another?

Or would they do as a Mental Martial Artist would do and simply step out of line with the attack?

Just as you would be best served by physically stepping out of the line of attack from another person in order to 'blend' with their energy before dealing with the conclusion of the engagement, a Mental Martial Artist would do exactly the same but intellectually and spiritually.

By stepping out of the line of the angry energy flow you can then make verbal contact to 'engage' your opponent in a blending move, using blending words and phrases such as:

I fully understand you....

I absolutely see where you're coming from...

I'd feel the same way if I were you...

(There are many more ideas about 'blending' in the section on communication.)

Then once you've positioned yourself in the 'same energy flow direction' with your opponent's energy flow and anger, you can then fully engage your opponent and make them feel as though you really do understand their point

of view. In doing this you can then guide their energy flow and therefore you will ultimately guide the outcome of the engagement to a result which you, rather than they, would desire.

In terms of visualisation, I believe that in envisioning myself as a sphere or a circle, it's very hard for anyone to engage and fight a circle effectively because attacks that are directed to the shape of a sphere or circle are by the very nature easy to deal with and 'roll-with-the-flow'.

So if I am the opponent of someone who is directing an angry, attacking energy flow towards me, then, since I always envision myself to be sphere or circle, I can move quickly and easily out of the flow of my opponents energy and into a blended position alongside them. Once I'm emotionally and spiritually positioned alongside them in the same direction, I then immediately envision my seamless shape-shift into the form of a triangle with that person with the two of us forming the base of the triangle and the apex being the 'unified' target of our energy flow.

This environment of shape and shape-shifting enables me to remain emotionally and spiritually balanced and calm at all times even when engaged in an onslaught attack, by a larger more powerful opponent, in doing so I literally use my opponents power against them and guide the outcome of the engagement. If you decide that the best option is to withdraw, then once you've managed to purge your ego of all the supposed negative connotations connected to withdrawal or retreat, you can always use this option if you believe that it represent the best solution to an engagement. It is also easier to 'withdraw' emotionally when you are aligned with your opponent's energy flow and perspective so always step out of the line of attack and align your energy flow with your opponents before doing anything else.

Often the problem is that the ego driven concept of 'winning and losing' runs very deep into our human psyche and its tendrils permeate through into pretty much everything we ever do. So be sure to keep on purging the ego driven, out-dated concepts from your mind and you'll soon find yourself in a more stress free, efficient world!

It takes all kinds...

It's always worth pausing for a moment to think about the different types of people you might encounter in an engagement situation. For example, you may easily encounter people who enjoy putting you 'down' because in doing so they make themselves feel better. To them being sarcastic and getting every possible 'dig' in at others, is what life is all about.

You may also encounter what the military refer to as the 'UXB' or Unexploded Bomb, these people are just an explosion of rage that is simply waiting for a trigger that allows them to be set-off and then it's sheer hell for anyone within their explosion radius.

You might encounter the type of person who thinks that constant pressure on another will always serve to help them get their own way, they simply go on and on, hoping to wear you away in the process.

I could go on and on here but I'm sure that you get the idea by now, the important thing to remember is that you should train your mind to envision yourself physically, emotionally and spiritually as an invulnerable sphere or circle. In doing this you naturally begin to protect yourself from exterior attack without even thinking about it, everything that you encounter, every situation will flow around you as you naturally align your energy with the attacking energy. Also, once you begin to reprogram your mind-set and remove negativity, panic, stress and the ego-related issues of winning and losing from the equation then you'll feel more confident, happier and at ease with life because your Mental Martial Arts are protecting you.

Staying Spherical

Attempting to continually engage an opponent while at the same time envisioning yourself to possess the qualities and values of a sphere or a circle might be a little difficult to comprehend at first, but with practice you will learn to naturally take on this form or shape.

In attempting to 'stay spherical' you should also be very aware of all the non-verbal signals you're giving away to your opponent/s which might hinder the process at first. Everyone sends out non-verbal communications and messages without even realising it; however some people have just learned to become aware of them and in doing so they have learned how to control them and what others perceive of them through these signals. *(More about this in the chapters on 'Communication')*

At first you will most likely believe that you are expressing the qualities and values of a sphere or circle when in fact your own verbal and your non-verbal communication signals conflict with each other just because you haven't yet learned to control them both. As with all things, practice will make perfect though. All interaction and negotiation has to be seen as a flexible Yin-Yang symbol where the two halves of the same circle are in a constantly changing in fluid motion while you constantly strive to maintain your balanced centre of gravity and circular/spherical, personal shape in the process.

Visualising Interactions

If all interactions, all communication, in fact all 'things' in life have a metaphorical shape to them and once you understand this concept you also have to become increasingly aware of the metaphysical shape that you present to others.

For example some of the time you're emotions, your spirit and therefore your energy may take the form of a 'point' or an 'arrow' or perhaps acute triangular attack line when you're expressing your own anger or fear. At other times you may be a circle or sphere when you flow and interact easily with others, and again you may then be a cube or square shape when you simply bluntly refuse to back down on a point or if you're being plain old stubborn about something.

Above all you must accept and understand that YOU ARE FLUID and your shape and your 'stance in life will constantly shift according to your emotions, spiritual expressions, and your values. For example if you are a perfect sphere or circle, such as a 'wheel' on a ball-wheel-barrow, then you will move easily and freely in any direction with minimum conflict.

Now imagine if you're the same 'wheel' on the ball-wheel-barrow BUT your centre of gravity is out of alignment. What would be the outcome, how would the barrow move? Would it still be free and easy to move with minimum resistance in any direction? NO of course not, it would cease to be a 'wheel' and become an off-set-cam causing disruption and be difficult to move in any direction. Some people however seem to enjoy being one of the 'easier' shaped stances such as being a cube or a square because it takes less effort in the beginning than being a fluid sphere or circle.

The important thing is to maintain an open mind and to accept that you really can change your metaphysical shape any time you REALLY want to.

Dealing with an Attack

If someone 'attacks' you, as will be the case at various times in your life, then how should you deal with it? Once that you recognise that the basic 'attack' is nearly always linear or arrow shaped in some way then the very same principles that would apply in the physical martial arts if you were attacked, applies to this 'mental' attack.

For example if I am being kicked or punched in a Kung Fu training session, then I would much prefer to simply step out of the line of attack, it's easier than attempting to stand there and physically absorb, block or deflect it in some

way. The same principle applies to a 'mental' energy attack. However what if your attacker is prepared for your move or actually moves slower than a typical 'blitzkrieg' attack?

The simple answer is the attacker will adapt to your move while you're moving and they will compensate as quickly as they possibly can to continue the attack.

It is for this reason that you should 'engage' with your intellectual attacker in the same way as you would in the physical martial arts, at the VERY last moment when your opponent's absolutely committed to their move, only then may you step aside from the direct line of their attack. In doing so the will not be able to pre-empt your counter and you will then be able to direct their energy where YOU want that energy to be directed rather than where they intended it to go.

A great master of the martial arts, Morihei Ueshiba, the founder of Aikido, once said that you should be prepared to 'stare death in the face' before committing to your own move. In principle, the more powerful and the more direct the attack line against you becomes, the easier it is to handle. The slower and more calculated an attack becomes; then the greater the skill required in defending from it.

With practice and careful 'thought' about the subject, you will become adept at deflecting and engaging 'mental' attacks, just as you would deflecting and engaging physical attacks. If you maintain your centre of gravity, your balance and spherical or circular shape, then you will handle any attack or conflict well the instant it happens. You will have shifted their deployment and use of your Mental Martial Arts skills from the conscious part of your mind into the sub-conscious part so that you can use them as a matter of basic instinct.



CHI ENERGY – is the energy of the universe and secret to life.

The Shaolin Masters knew harnessing this energy was the way to achieve almost super-human powers.

Learn how to generate Chi energy by emptying your mind, allowing the pure white energy light to surround you while doing deep diaphragmatic breathing.

The Mental Martial Artist seeks to be like water at all times - smoothly flowing in life, love and business.

Great power is contained in visualization, self talk and mastering Chi energy. Learning how to remain fluid will lead to success in interactions or even during an attack.

Chapter 6

Self Talk and Chi Energy

Self-talk or 'interpersonal communication' is the communication that we all use to 'talk with ourselves in our head.

With self-talk each of us becomes our own speaker and receiver of our thoughts, we provide our own response and feedback using our own internal 'voice in our head' as we quite literally talk to ourselves, answer our own questions and even smile at our own jokes at times – you *know* that you've done this very thing as you're reading these words!

Self-talk is SO incredibly powerful you should be extremely careful how you use it. This is because through self-talk that we can literally 'brain-wash' ourselves into believing whatever we self-talk ourselves into believing. For example every time you say something through self-talk such as, 'I always do that' or 'I can never do that, you are literally conditioning your mind into that very belief, which will then become your reality. Never forget that it is your belief and your perception that is always your reality. Therefore because you're internal dialog with yourself is SO powerful, it can be your greatest friend and your worst enemy, it can both damage your potential and *limit* your personal growth beyond measure OR it can be the amazing key to *releasing* your fullest potential, and it's your choice which it will be.

In order to start training yourself through self-talk you should first become conscious of the conversations you have with yourself. Once you have started the process of realising that you're self-talking and most importantly what you're saying to yourself as you 'speak', then you can start to change the 'input' you give yourself into a super-positive one. Your total belief about yourself is what can drive your personal success in almost anything and everything you do. If you completely believe that you really can break a pile of bricks with your fist, then, provided that you have been trained to strike correctly, you can and you will break those bricks. The same is true if you totally believe that you can 'close a business deal', 'attract the perfect partner' or 'make an abundance of money'. No matter what it is if you 'completely believe' you will almost always achieve these things simply because you truly believe them.

This is where the Shaolin masters knew that they were also 'tapping' into the core of human Chi energy. By harnessing the power of total belief and Chi energy that it generates, they knew that they could achieve almost anything, which is why they are literally the 'stuff of legend' as the saying goes.

Self-Talk and Beliefs

All beliefs are simply concepts that we either develop ourselves or that we allow ourselves to take on board from others. The pure power of belief is amazing, if harnessed correctly, a simple belief can literally change the world forever or it can fade-into-forever, without notice.

Don't forget that because a belief is merely a concept that you actually 'assume' to be true, you actually do not know it to be hard fact. It is only the evidence of experimentation through your own experience that makes your belief become a fact. The majority of people believe that their lives are either mapped out either by fate or that it is 'pre-ordained' by a divine being, in short they believe that they have no real control over their own lives or their own future, they usually also believe that they cannot change their lives.

The Mental Martial Artist using the power of self-talk and Chi, focussing their mind with positive belief and incredible energy, realises that they *can* change their lives *if* they simply believe they can. They realise that *they* are the controller of their own destiny because they can harness the immense power that is within them.

The simple concept of believing *completely* in something will create a special connection with your inner Chi energy and when you develop a series of targeted, absolute beliefs, you will then create a new and more successful path in your life.

Perception, Belief and Reality

A good example of perception and belief being a person's reality was highlighted to me when I was working as a stuntman in the movies.

At this particular time I was travelling with a very close friend from the make-up truck to the film set location for a TV series that we were working on which was some distance away from the crew vehicles

My friend, let's call him Paul, is a big guy, he is a former special military operations guy and he looks as tough as he actually is. However Paul is also THE most gallant gentleman on the planet, and he is a true believer in chivalry and doing what is right at all times.

So there we were driving along heading to the film location when we both notice an old lady stood next to her car which appeared to be broken down in a 'not-so-nice' neighbourhood of Manchester, England. Paul, being the true gentleman that he is, immediately stopped our car to see if we could help. He

jumped out of the car and started over to the old lady and her vehicle, at this point I could see the expression on her face visibly change from frustration at her broken car, to one of terror as Paul approached her.

The old lady scrambled back into her car as quick as she possibly could even though I could clearly hear Paul asking politely in his perfect 'Oxford English' voice, "Madam, may I be of any assistance to you?" The lady simply wasn't 'hearing' Paul's words or the way in which he was saying them. She simply trusted her 'belief' and perception that someone of Paul's appearance was a thug. Therefore, she simply locked herself in her car as quickly as possible while gesticulating to Paul that she most certainly didn't need any help from him!

As it happened all turned out well in the end, Paul and I called both the police and the Royal Automobile Club and the nice old lady was soon laughing along with us before she was safely on her way again. When she learned that we were working on a TV series that she loved she was very soon asking Paul to sign autographs for herself and her family.

The question is why did she immediately shy away and lock herself in her car when we approached her offering assistance? What happened was that in her mind she was processing thousands of experiences in her memory and because Paul was also wearing full make up and costume when he approached her and therefore he appeared to be the archetypal axe-murdering villain, which incidentally was the part that he was playing in the movie, she *believed* that she was about to face two thugs and because of her perception, her *belief*, became her reality.

Questioning Beliefs

Because the majority of our beliefs, especially early on in life, are actually beliefs passed on from our parents and school days etc, we often find ourselves doing things out of habit because we 'believe' that it is the only way to do something.

A good example of 'limiting beliefs' causing us to do something purely from habit, without questioning is from the early days of my TV and film company. In those days I had to make tough choices as I started out in business. I simply couldn't afford to supply both the best camera equipment *and* the best carry-cases to protect them during transit. Because of this I always used to ensure that the camera equipment was completely 'broken-down' in to its component parts to minimise the possibility of damage during transit. This was the way it was for years and it remained that way from necessity.

Now fast-forward several years, at this point in time I've built up a successful TV and Film production business, I've won a few awards and I have invested the money that I earned back into the business so that we have the 'state-of-the-art' protection for all of the equipment.

One day I noticed a guy, who had worked for me in the business virtually since I had started it, and that he was 'breaking down' the camera into component parts before packing it for transit into a virtually indestructible 'Pelican' flight case. The Pelican brand cases are incredible, you can literally drive a 4x4 over the case and then submerge it in water and not only would the camera be completely undamaged but the case would still look as it were straight out of the supply store. By the way I'm not being paid to say this about Pelican protective cases, they really are the best!

Anyway I asked the guy 'breaking down' the camera equipment why he was doing that and his reply shocked me. He said that he'd seen me do this from the start in business and he just assumed that it was just 'what had to be done' when transporting camera equipment.

I had a good reason for doing what I did and breaking-down the equipment before transit, however, he never-ever chose to question my reason for doing that and consequently the action of breaking down the equipment turned into a belief that became a reality for him.

The question is 'what do YOU do each and every day from habit, when was the last time that *you* chose to question something'? I believe that a great many people spend their whole lives doing things without question and therefore they miss incredible opportunities along the way.

Perhaps it's time to start questioning what you do and why you do it as well what other people do and why they do whatever they do, perhaps the answers that you'll find will really open your eyes to a new beliefs and new realities.

Self Limiting Beliefs

At some time in our lives we have all asked ourselves 'why do others seem more successful than I am'? I'm also sure that you have all 'self-talked' back to yourself with the replies such as:

- 武 They have family money
- 武 They have better connections than I do
- 武 They are simply luckier than I am
- 武 They're much more-clever than I am

武 They have X,Y or Z advantage over me because of X. Y, or Z

I'm sure the list you had could continue but in short you simply came up with excuses to why they were, or why they appeared to be more successful than you were or indeed are.

If we take the axiom that your beliefs become your reality then it naturally follows that whatever you completely believe becomes your 'truth'. Therefore in making excuses in that way we become a victim, or to be more precise a victim of our own self-limited beliefs.

The scary thing is that IF you do nothing about changing your belief system then you will REMAIN a victim because you will be making the same excuses throughout your life.

How to Change Self-Limiting Beliefs

To start the process of changing negative self-talk and therefore self-limiting beliefs is very simple; in fact it is SO simple that when I share this secret with people they sometimes look at me in amazement. All that you need to do in order to start changing a self-limiting belief into a positive belief is to simply learn to 'caveat'.

This simple, yet super-effective principle will allow you as a student of Mental Martial Arts to begin the change process immediately and almost effortlessly, on occasion it will even actually be fun too!

So if we go back to the original list we just used as an example of negative self-talk we can then look at some examples of a positive caveat you can use in order to change the negative belief system generated by the original statement, into a positive one.

武 They have family money – *Caveat* with – but I'm making more and more myself

武 I can't lose weight – *Caveat* with – but that was the past, now I can

武 I'm never on time – *Caveat* with – but I'm getting better every day

武 I'm no good with money – *Caveat* with – but I soon will be

武 They have better connections than I do – *Caveat* with – but mine are good and getting better

- 武 I'm not a good driver – *Caveat* with – but with practice I will be
- 武 I never have any luck – *Caveat* with – but my luck's getting better by the day
- 武 They're much more-clever than I am– *Caveat* with – but not for long

I'm sure that you get my point by now. No matter what your caveat is it should be positive and accurate. I say accurate because to caveat with what you know to be a un-truth with a caveat statement such as 'I'm already a millionaire' or similar would only serve to have an overall negative effect.

Also be aware of that the media can also help to promote incredibly unrealistic beliefs, especially in the minds of the young. They simply hype everything up to a point where all of a sudden the world seems to be one huge 'fame school' where everyone's a singing star, a super model, a sports star or a movie star.

The word 'awesome' is SO overused by most that the word itself has a hugely diminished meaning because of it; also the recipient of the word also *knows* that at times the word 'awesome' is all-but-worthless too.

So in short beware of outside influences such as the media which can foster unrealistic beliefs and expectations in all areas of your life.

Eventually you will learn to make the majority of your daily self-talk into a very positive and enriching process rather than one which is negative and only serves to keep you down.

Next as a student of Mental Martial Arts you should dig deep in to your core or Chi energy and explore your deepest feelings and your emotional responses to those feelings.

Explore what it would feel like for to you to:

- 武 Feel super-successful
- 武 Feel wealthy
- 武 Feel healthy and fit

Your own list can naturally include whatever you see as the main desires or limiting beliefs in your life that you need to change, depending upon where you wish to take the exercise.

However when you visualise the Chi energy that you generate from your core you actually initiate the process of change in your body so you should hold the mental image of that for approximately 20 seconds.

In doing so you should also explore every aspect of that image as well as what feels like, smells like, tastes like in fact be certain to explore every aspect of it in order to re-program your previously negative mind into a super-positive one.

This way whenever you find yourself limiting your beliefs with negative self-talk then you can more easily visualise the positive imagery you need in order to start your journey along the positive-self-talk-highway to greater success in all areas of your life.

Third-Party Belief

Third-party belief is extremely important and it is 'what others believe of you and what you are', in other words, it is your credibility to others.

The precise definition of the word 'credibility' actually refers to both the subjective and the objective components of believability, in this case YOUR believability. Belief in your credibility has two key elements to consider, the first is your expertise at what you do and the second is your trustworthiness. What I'm talking about here relates more to how the overall 'package' which comprises 'you' the person to the world, is perceived by others. To be completely credible to others there should be few or preferably no conflicting messages in your entire 'package' which makes up 'you' in life, love and in your business.

For example a conflict might occur if I attended an important meeting to sell my company products, and even though I wish to project the image that I am successful and that I have good financial resources, I also wear a cheap, ill-fitting suit or perhaps my suit is of good quality but my shoes might be cheap or inappropriate.

All of these factors help to create a conflict in the mind of the receiver of the messages and the result would be that my credibility drops and even if I make a good presentation at the meeting I'm less likely to be a success at closing a new deal.

I'm sure that we can all recognise a super-high quality pair of deliberately ripped and distressed denim jeans, even though they are ripped and distressed,

they are obviously done so deliberately and at very great expense to create the fashion item.

There's a world of difference between those denims and a pair of ripped and distressed denim jeans that are worn by a person who labours hard for their living. Even though they are technically 'the same', simply ripped and distressed jeans, in reality the message each gives out is totally different.

Another good example might be a very young person, perhaps in their very early 20's who is applying for a position as an experienced Chief Financial Officer for London's leading firm of stockbrokers. Would such a person have any credibility? No very obviously not, how could a very young person have the required experience even if they had super academic qualifications?

Therefore I strongly urge you to make an objective assessment of 'you' the package and how every element combines to create the totally credible image that you wish to project. For without credibility, there is no real belief in you by others or indeed by *yourself*.



YOU create the image that is projected to the world.



Mental Martial Arts training teaches you how to easily change self-limiting beliefs.

Chapter 7

What is Chi Magnetic Attraction?

Chi energy has a unique property in that it attracts and repels energy of the same nature.

Therefore if you express positive energy then Chi Magnetic Attraction will actually attract positive energy back to you and repel negative away from you.

Conversely if you express negative energy, then Chi Magnetic Attraction will actually attract negative energy back to you and repel positive energy away from you. Therefore as a Mental Martial Artist learning to develop and use core Chi energy throughout all areas of your life, love and your business, it is always YOU who is in control of exactly what you attract in life because as we established earlier, what you give, you get.

Every fragment of your self-talk and every additional thought that you have creates and expresses a unique energy pattern, this pattern is transmitted out to the world through your body's natural Chi energy expression.

This secret of Chi Magnetic Attraction is perhaps the most incredible of all the secrets of the Shaolin masters and perhaps it is the most valuable when used within your new-found Mental Martial Arts skill-set. For example, because of the power of Chi Magnetic Attraction if you truly believe that you always have trouble in parking your car, then that is exactly what you will get in life from that point onwards.

Because every time that you think about parking your car your brain will automatically express the Chi energy pattern associated with the negative feeling you have about parking your car. This in turn will cause you to reduce your overall performance, you may even become physically irritated at the thought of parking and you will attract more negative energy into your sphere.

Now let's reverse the thought and your belief so that you believe that are now always lucky in parking your car and that you always find a good parking space easily. What happens now? You guessed it, you *are* lucky at parking your car and you always feel good about parking because you believe and '*know*' that to be true.

This is because your brain will automatically express positive Chi energy each time you think about parking your car and overall you will express more positive Chi Magnetic energy out into the world, which in turn will attract even more back to you. This is why many people believe they have what is

commonly call 'good parking karma'; it's actually the positive Chi Magnetic Energy at work without them even knowing it.

Now let's look a little further at this amazing power that is within you. Let's now imagine that you completely believe and support that belief with positive, reinforcing self-talk which all combine to generate your Chi energy expression about your finances, making more money, getting a better job, being lucky in love, having a bigger home, a better car, more holidays and a fabulous business. What happens then? Right again, your belief is your reality but because it is supported by super-positive-self-talk and Chi energy, the sky's the limit for you as a Mental Martial Artist, and you *will* have all of those things attracted into your life.

Your beliefs will indeed become positive expressions of Chi energy and your life will be a stronger, happier, luckier and more financially successful reality.

Do you see how easy this is? Just how easy it really is to turn your life around from a negative expression of energy into the world into a vibrant and positive expression of energy and super success?

By putting the power of Chi Magnetic Attraction to work for you it will create your new thought pattern for life and a new time-line for your success. YOU have this power within you now. All that you have to do is to 'Dare to Believe' that it is possible and to use the three key words to success in all things, 'Do It NOW'!

Don't put this, or anything else 'off', for to procrastinate is to merely cheat yourself in the long-term. Start using the power of Chi Magnetic Attraction NOW for yourself in order to create your own super-positive and financially rewarding reality, for success in life, love and business.



Chi Magnetic Attraction is perhaps the most valuable secret of the Shaolin Masters and as a Mental Martial Artist one of the most powerful secrets you can learn.



Your beliefs create energy which when positive, not negative, lead to more luck, power and success.

Chi Magnetic Attraction creates new thought patterns and hence, a new reality for the Mental Martial Artist.

Chapter 8

Negotiating with Difficult People and Handling Arguments

Techniques for negotiating with difficult people and handling arguments are treated in very much the same way. Let's call both 'conflict' for the sake of differentiation.

Conflict can take place in almost every personal; sales or business scenario that you can imagine. In business for example you often deal with ego, personality, resistance, rejection and plain and simple rudeness at times. In your business or your social life an argument can often flare-up for many reasons that with hindsight are usually pretty worthless.

Most people fall-foul every time and they spend a good part of their lives arguing over countless worthless issues. So how should we approach a situation that could potentially develop into conflict? The first and most vital thing to do is to learn to remove the concept of winning and losing from your mind as we have established earlier and to learn how to 'listen'!

It sounds very easy on face value; however I have met an incredible number of people in life who are seemingly incapable of listening. They reel-off words almost without a breath and no matter what the other person is saying; they're simply not being heard.

So LEARN TO LISTEN, this is VITAL.

Now you should learn to observe and engage your emotional intelligence, once you do this then quite literally you will have your 'finger on the pulse' of your life and your business.

The physical martial artist has trained for years to detect the slightest change in their opponent's eyes, muscular tension and their stance in order to achieve the same as the Mental Martial Artist is doing here. In doing so then you'll actually find out what the other person is REALLY saying and ONLY then will you be able to engage the issues being raised in a productive way. If you believe that an engagement is really required then you should always choose your ground, after all you wouldn't look very good or be effective if you decided to engage in a super-important negotiation with a difficult but key client while waiting at the bus stop.

OK so this is an exaggeration but it does emphasise the point that a good martial artist wouldn't engage in combat in a disadvantaged location or position, likewise the Mental Martial Artist should seek the 'ideal' location for any engagement. Timing is also an essential ingredient for the Mental Martial

Artist, just as it is for the physical martial artist. Without timing in combat you'd be clumsy, out of synchronisation and ineffective. So choose your timing carefully in this as in all other aspects of your life and business. Quite often it pays to be patient even though sometimes it's very hard to be patient; however patience and good timing should be the target here.

Now you should seek to align yourself with the other person, this is done in very much the same way as a physical martial artist would step out of the line of attack while at the same time seek to make contact with their opponent to ultimately guide their opponents energy to a desired conclusion. Once you have stepped out of the line of aggression or conflict, then you are aligning your energy and position with theirs so they then feel good about themselves and they will also feel better about you.

You might use phrases such as 'I would feel the same way....' or 'I understand why you might feel that way' very early on in taking your alignment into harmony with theirs. This is because once you have made contact in this way you catch them off guard because they'll be surprised that you have said those things which seem to place you in a degree of agreement with them, and you'll begin defusing their negative energy at the same time.

Now remove your ego from the equation otherwise it can easily get in the way of good sense and strategy. By deep breathing and learning to control your emotions you will help yourself to remain calm even under extremely difficult scenarios or even as the recipient of a torrent of verbal abuse. Next find out why they have a seemingly different view of the issue than you do, in doing so you may be easily able to resolve the problem there and then.

Be sure to keep asking questions until you have got to the real root of their issues, this is vitally important because people are much more likely to change their mind about something if they have talked through the matter themselves rather than listening to you.

If they do not have all the facts about a particular matter then be certain that you have all your facts absolutely accurate otherwise you will undermine your own credibility and look silly. Do not make any of the issues personal, keep to the issues in question and don't bring personality or hear-say into the conversation at all.

Here is a short example of how Chi energy might be aligned using the principles I've discussed, to engage and blend with an opponent. In this example the exchange is between a vice president of sales and the sales manager in an office environment.

- Vice President of Sales:** I'm not very happy with your sales figures
(A direct attack by this attacker)
- Sales Manager:** I don't blame you.
(Step aside out of the attack line and align your Chi energy with the attacker)
- Vice President of Sales:** You don't blame me?!
(The attacker is confused and now de-stabilised)
- Sales Manager:** I wouldn't blame anybody for feeling the way that you do. It's obvious that you're not happy and I can't argue with that.....
(Engage the attacker)
- Vice President of Sales:** But do you really think that your work is up to standard?
(Confusion begins and the de-stabilization of the attacker continues)
- Sales Manager:** It can't be if you're not happy with it, my job's to sell, that's what you hired me for.
(Continue to align Chi energy while engaged with the opponent to allow thinking time)
- Vice President of Sales:** I don't understand.
(The attacker is very confused and still de-stabilized)
- Sales Manager:** If you don't think that I should be fired outright then let's work together to find a solution that works for both of us. Tell me about some of your thoughts.
(Begin to lead the engagement and to re-direct the energy of the attack)
- Vice President of Sales:** Well it's your closing that's not strong enough; it feels like you could just close more sales.
(The attacker's Chi energy begins to feel aligned with yours)
- Sales Manager:** Every sales person closes in their own unique way that works best for them, but if you give me an example of what you're looking for me to do,

then I'll do that, what else was there?

(The engagement is now being controlled by the sales manager and the Chi energy of the attack is now being guided to the target the sales manager wants to achieve)

Vice President of Sales: I suppose that I overreacted a little, I'm sorry I've had the end of month presentation looming up and it's been bothering me a great deal, it must have seemed like you were under attack. I'm sorry that I was so blunt; your figures aren't *that* bad.

(The attack and energy is now diffused, the VP of sales feels under-stood and once again aligned with the sales manager, just as if they have won the engagement anyway)

Sales Manager: I fully understand..... I know that life at the top can be hard times.

(Chi energy alignment has now been fully re-aligned and harmony is restored)

Vice President of Sales: You're right, have a good evening.

(The attacker now feels good about the other person and possibly even guilty for being a little hard on them for 'no good reason')

There is a simple yet, excellent example of engagement and re-direction of Chi energy to achieve a win-win situation and to completely diffuse an attack, in other words winning a war by not having it.

Often it is better to allow your opponent to believe that they have decided the outcome of an engagement. This technique 'costs nothing' IF you have taken your ego out of the equation and removed the worthless traditional concepts of winning and losing.

Using this approach everyone wins and feels as though THEY have decided the outcome, even though it was actually YOU who decided the outcome of the engagement thanks to your skills as a Mental Martial Artist.

Engaging Multiple Attackers

Engaging multiple attackers is simply a situation in which you are engaged with more than one attacker at the same time, and in terms of actual physical combat it not only scary, but the feeling can grow exponentially worse with

each additional attacker. From an early age we learn to think in terms of 'the more the better' or 'the bigger, the stronger' or 'the more troops, ships and planes that the Army, Navy, Air Force or Marines have; then the stronger and better that they are'. I'm sure that you get my point by now.

British imperial history is littered with countless incidents where a well trained and heavily armed regiment of 'modern' soldiers of around one thousand men was beset by a vast native army comprising tens of thousands, leaving the well trained and heavily armed British regiment completely wiped out.

A good example of this was in 1879 during the Zulu war in South Africa where a Zulu army of over 20,000 in number wiped out an entire, very heavily armed British regiment of 1,300 troops at the battle of Isandlwana. So it is not surprising that it can be frightening to face larger numbers of opponents at one time. However pause for thought for a second and think about modern warfare with the small but immensely powerful regiment of the British army, the Special Air Service or SAS for short. The SAS were the world's first modern special-forces regiment, formed in 1941 during the North African campaign against arguably Adolf Hitler's finest general, Field Marshall Erwin Rommel, aptly nick-named 'The Desert Fox'.

The SAS regiment today comprises of only about 1,000 troops yet they have proven themselves time and again in countless amazing victories against numerically vastly superior numbers right up to the present day. Why then can the SAS be so effective against such superior numbers?

Because the larger the army the more that their own size works against them. Every army has to be supplied and it is the logistics that dictates how quickly an army can advance on any given day. The small and powerful SAS can be anywhere in the world fully armed and ready to fight at a moment's notice, how long do you think that it would take an army ten times the size of the SAS to achieve the same thing? I'm not sure of the exact answer there but I do know for sure that it would be MUCH slower than the SAS. The SAS can also move silently, invisibly, each soldier is not just incredibly highly trained, they are also cross-trained, and they employ the most incredible, daring strategies and tactics imaginable, making them an absolute nightmare to their enemies and they rightly uphold the regimental motto of 'Who Dares Wins'.

Therefore the traditionally accepted adages of 'strength in numbers' or 'the bigger the stronger' are not always correct; especially when dealing with multiple attackers.

So what might a more common day-to-day example be of a multiple attack? Let's examine an example of when two people are verbally 'attacking' you for whatever reason, perhaps in the work place. Remember that all energy and

it's expression is directed outwards from the centreline of each attackers body and that is directed at you, this time in terms of attack 'shape', you are at the apex of a triangle which becomes ever-more acute as the intensity of the attack grows stronger. In every instance you would always seek to first engage one of the attackers, not both of them, stepping aside from the attack line to blend your energy along that one persons attack line, so that you're both more aligned. You can also add verbal, non-verbal, other blending strategies and techniques into the mix to increase the strength of your perceived alignment of energy.

In this position you should then seek to engage the attacker you are aligned with, against the other attacker, and in doing so you begin the process of dividing, confusing and eventually conquering, as you begin to lead the engagement towards the conclusion that you desire, not them.

Let's say that you are called **Stuart**. Attacker 1 is called **Andy** and attacker 2 is called **Bill**. The engagement might go something like this...

Andy: Hey Stuart, Bill and I don't like the way that you've been running the gym when it's your shift of work, the paperwork's never been completed in the way that you know that I like it, and Bill always seems to be left with more trial members to coach than you do.
(A double attack with Andy leading Bill against Stuart)

Bill: Yeah that's right; Andy and I are getting sick of you not pulling your weight.
(Bill simply reinforces the attack and expresses his anger)

Stuart: Guys I'm absolutely in agreement with you, I'd feel exactly the same as you do, however, Andy always told me that you really enjoy taking the beginners on their trial-sessions Bill that's right isn't? You're just so good at it. Andy, you must also remember that you did say to me that Bill enjoyed it too, didn't you?
(Stuart has engaged Bill, aligned his energy and immediately set about placing Bill and Andy in a confusion of 'who said what and when' with each other)

Bill: Did you say that Andy? Did you tell Stuart that I enjoyed taking the beginners on their trial sessions?
(Bill is potentially entering into conflict with Andy, led by Stuart. However, Bill's ego is fluffing up because of the praise, this serves to dilute his energy a little)

Andy: Well, yeah...
(Confusion continues as Andy is diluting his attack energy between thinking of what he remembers telling Stuart)

about Bill enjoying taking beginners on their trial sessions and what his own original objective was)

Stuart: Andy, I know that I'm really learning a lot from you about the job, and since you're so good at the paperwork, excellent in fact, perhaps you could coach me to be better. Bill, I also remember you telling me something about that the last shift of the day didn't always have to clean up because we had cleaning crews in overnight?

(Stuart is now aligning his energy to blend with Andy as well as flattering him, while setting up confusion and conflict between Andy and Bill regarding Bill's original argument)

Bill: Well we do have cleaning crews that's true enough, but only during the week-days, not at weekends, Andy should have told you about that.

(Stuart's now leading Bill's energy while still maintaining a conflict between Bill and Andy)

Stuart: I agree with you Bill and I also know that I can also learn a lot about the job from you too, especially how superbly you handle the beginners, they always love your sessions with them; Andy once mentioned that to me.

(Stuart is further strengthening his blended energy with Bill, including flattery about how good Bill is at his job etc, as such he further leads Bill's energy to diffuse it while at the same time beginning the harmonisation process between Andy and Bill)

Andy: You know Stuart I really don't mind coaching you on the paperwork, if it helps us all, do you really think I'm that good at it? Hmm, I never considered myself to be good at the sales paperwork

(Stuart is now leading Andy to a calm conclusion aligning his energy with Stuart's again)

Bill: Hey Stuart, if you like we can work out a better rota together for the late shift tidy-up sessions, maybe I'll share at tip or two about why I'm so good with the beginners too!

(Bill is now calm and his energy is also aligned with Stuarts once again)

That was a brief example of how to engage and start cross-confusing your opponents in multiple attacks and to lead them into engagements with each other while you are out of the line of attack energy as you direct the outcome of the engagement.

Naturally this only works if you can remove your ego from the equation, if not then prepare to take some heavy body-blows.

No matter how many attackers are involved the principle is exactly the same, divide the enemy, confuse them and set them in conflict with each other. In fact with more people attacking you, then provided that you remain calm, fluid and without ego, you will find that you can create utter confusion and conflict more easily than with fewer numbers of attackers, while using the strategy and tactics of Mental Martial Arts.

It's NOT What You Say; it's HOW You Say It

It's not what you say it's the how you say it – I imagine that you have heard that countless times before however it is a VERY powerful tool if you understand how to use 'how you say something' in the proper way.

Here are some examples of this in words and phrases that bridge between the point that you 'engage' your opponent and when you re-direct their energy. These words and phrases are a sort of engaging 'acknowledgment' of what your opponent has said and just as the physical martial artist might seek to engage to 'buy time' to think during combat before re-directing the energy of an attack, you as student of Mental Martial Arts can do the same using these techniques.

- 武 That isn't quite the issue.
- 武 Let's not forget that.
- 武 The most important thing is.
- 武 You may say that, however.
- 武 I don't think that is so important.

Here are some examples of words and phrases that blend to align energy:

- 武 I hear what you say.
- 武 I understand your viewpoint.
- 武 The XYZ product is an excellent product/company.
- 武 Sounds like you really know what you're talking about.
- 武 You can obviously see things clearly.
- 武 Feels like you have a grip on the concept/market.

So to combine both engaging words and phrases with blending words and phrases, here some examples of how they might be used in practice:

Engage Your Opponent and Acknowledge	Bridge to Blend	Re-Direct the Energy
That isn't quite the issue	Re-direct the Energy Flow	<i>We believe...</i>
I don't know that	Re-direct the Energy Flow	<i>But what I do know is...</i>
Let's not forget that	Re-direct the Energy Flow	<i>The Key Issues are...</i>
That isn't quite right	Re-direct the Energy Flow	<i>Why I say that is...</i>
You may say that but	Re-direct the Energy Flow	<i>Equally Important is/are...</i>
I don't think that is so important	Re-direct the Energy Flow	<i>What is Important However....</i>
That isn't quite correct	Re-direct the Energy Flow	<i>Let me Explain....</i>
I/we don't believe that	Re-direct the Energy Flow	<i>What I/we do believe however is...</i>

It is also a good idea to ask an opponent or attacker 'why' they believe something rather than bluntly dismiss their belief. To continually ask why as well as 'load' your questions in terms of how and what you ask will then guide the conversation to the outcome you desire rather than they desire. In other words they will talk themselves into the belief or position that you want them to believe or to be in. This is simple Kung Fu; just learn to use your opponent's energy to their disadvantage.

The key points of handling difficult people are:

- 武 Learn to listen
- 武 Observe all things in a tactical way
- 武 Remove your ego from the equation
- 武 Remove the traditional concept of winning and losing from the equation
- 武 Choose your 'ground'
- 武 Choose your timing

- 武 Step out of the line of their 'attack'
- 武 Engage your opponent at all times
- 武 Blend your Chi energy with theirs and 'get in line' with your opponent
- 武 Take control of the engagement
- 武 Lead the direction of the engagement
- 武 Conclude the engagement as a 'win-win' scenario if at all possible.



Physical martial arts' teaches a student how to read the slightest change or clue in their opponent's body or demeanour and how to use that to their advantage in combat.

The same skill is used in the Mental Martial Arts, timing, alignment, observation, advanced listening skills are tools the Mental Martial Artist uses when dealing with difficult situations, people or negotiations.

You can align your energy to engage multiple attackers.

It isn't what you say; it's how you say it.

The Mental Martial Artist learns control and leads a situation to a win-win conclusion (if possible).

Chapter 9

Rules of Engagement

If you have to ultimately engage an opponent in either Mental Martial Arts or using the physical martial arts, the rules of engagement are actually surprisingly similar, simple and logical.

For example when you have a powerful opponent you should ensure that they don't know exactly where and how to defend themselves from your tactical advances, your strategic movements and if in business, even against your attacks into their market. When engaging an opponent who is skilled at defence then it's prudent to ensure that your opponent doesn't know exactly where or how to engage you in order to subsequently counter your attack. Just as in physical combat, it is essential that in the deployment of the Mental Martial Arts you seem to be 'formless' or almost 'invisible' to your opponent and to be without weakness.

The Shaolin masters taught their students that, if they're looked for, then they should not be seen, if they are listened for then they should not be heard and they should be perceived by their enemy to be able to 'walk through walls'. If you learn to perfect this Shaolin approach to your strategies in life and business then it will almost certainly confirm your superiority and your strategic advantage. It will do this even if the superiority isn't in actual size, equity, cash flow, market share or what-ever else; it may be an illusion to your opponent, it is actually no matter because your opponent's perception is their reality and it will help to 'seal' your opponent's fate.

Another important point is that if you can force your opponent to 'react' rather than 'respond'; then you're actually in a much stronger position because to 'react' usually involves your opponent making the wrong decisions and moves, whereas a 'response' is usually much more powerful by nature.

We have already established the difference between the two earlier on. Therefore if you can encourage your opponent to react, they will almost always deploy an ineffectual and potentially wasteful move or series of moves which can exponentially decrease their power.

As you become a more skilled practitioner of Mental Martial Arts you will also endeavour to ensure that your opponent is 'bogged down' in as much process, re-tape and plain and simple 'mess' as possible, while at the same time retaining your own freedom of movement. This will again help to create an overwhelming advantage for you while further weakening your opponent. So even if your opponent is more powerful than you are they still cannot win because YOU are actually in control the engagement!

If you prepare quickly and thoroughly for a potential engagement you will actually await the encounter at your ease. Alternatively those who try to play catch-up are almost always off centre, off balance, rushed and even exhausted. You should endeavour to keep your competition 'in the dark', keep them guessing and wondering about what you're going to do next.

Another good way of disadvantaging your opponent and to keep them off-balance is to lure your opponent into a worthless advance by creating the illusion that they will gain a false advantage if they make a move. If they do so then they expend money, time, energy and resources which all help in leading your opponent to defeat themselves. In business for example, you can strengthen your own balanced position and discourage your opponent from attacking you by signalling deceptive potential marketing or brand movements which will lead them into wasting their energy and resources because they believe that they should react to your signals and counter what they perceive to be your 'imminent' moves.

Don't forget that if your competition becomes balanced and comfortable once again then, right at the very point of them achieving this, you should once again de-stabilise your opponent and create more discomfort, this way they will never reach stability point!

All of the strategies I mention here are naturally executed in a series of very subtle moves and signals, otherwise they're worthless, they should never be overt unless that is part of the strategy, if not you could quite possibly defeat yourself by overplaying and over-committing these strategies and moves.

In executive terms if you are skilled in Mental Martial Arts then you will constantly keep your opponents off-balance while you maintain your own balance perfectly.



The Shaolin Masters teach that you encourage your opponent to react rather than respond in order to put yourself in a stronger position.

Your opponent should be kept in the dark as to your next move.

Keep your opponent off balance while you maintain your own perfect balance.

Chapter 10

Harmony and Balance

When you're at work, do you often feel like you should be playing and having more fun?

When you're at play, do you often feel like you should be working and being more productive?

When you're at work or play, do you often feel like you should be spending quality time with your family?

If any or all of the above points seem familiar thoughts then you should make a concerted effort to regain the balance and harmony in your life.

The fact is that we have all shared the very same thoughts, feelings and emotions at some point in our life. We have all found that our minds are sometimes constantly wandering and the result is that we're never properly concentrating or focussing on anything that we do properly, nor are we or living in the moment as we should be!

A combination of finding a centred balanced position in both your private life and in your business life is the ultimate target and one of the secrets to living in harmony with yourself and others.

Without balance and harmony in our physical, mental and emotional realms then our social life, our love life and our business life will always be an in conflict; engaged in a turmoil that will eventually destroy you with stress just like an off-centred wheel would destroy a moving car. At best you will most likely constantly continue to under-perform as a result of this off-centred state of being.

It is important to remember that the well balanced stance that you take when embarking upon a journey or a campaign in life or business will be required to change and be fluid very soon after you begin your journey.

A good general knows that the first casualty of any war or new business enterprise is the 'plan'. It therefore follows that flexibility and the ability to cope with change are essential elements in maintaining a perfect balance, spiritual harmony and a good stance.

You should try to envision all things in life not as solid or fixed, rather to envision them as fluid in nature, constantly changing in shape.

A good analogy would be to envision a large balloon filled with water. This balloon when static would have, or appear to have, a defined and finite shape. However when we start to move the water filled balloon in order to take it from point A to point B, the shape will change almost immediately, the faster the movement the faster the shape will change.

It's exactly the same in life and in business, we conceive a plan or an objective and once we embark on the journey required to reach the objective, the shape of the plan will change almost immediately.

Therefore to achieve and maintain true balance in all areas of your life, you need to learn to embrace change in all its forms as a friend rather than to perceive change as an enemy.

This simple shift of perspective can dramatically alter your life; it will reduce your stress and the balance you maintain throughout the process of change will improve your performance on all levels.

Movement and Balance

To others observing a physical martial artist sparring on a mat during combat you would observe circling movements, curious arm and hand positions, curious poses and changes of stance as well as shifts in bodyweight and speed. To the untrained eye these may appear to be random or even to be without reason, this is most definitely NOT the case!

The trained martial artist will always seek to be constantly in the optimum position according to their opponents' position; they will also seek to create confusion in their opponent while at the same time they're evaluating the strengths and weaknesses of their opponent. The Mental Martial Artist will seek exactly the same in all aspects of life and business. In doing so you will be able to bring forth order out of apparent disorder and most importantly you will leave your colleagues and opponents wondering just how you achieved this!

Remember that your greatest weakness is also potentially your greatest strength, as the ancient Shaolin say, *"Do not despise the snake for having no horns, for who is to say that one day it will not become a dragon?"* in other words beware change where it is least expected.

If your home or personal life is out of balance then this will affect every other aspect of your life because your home life is the very foundation of your 'everything' in life. It doesn't matter if you're married or single; the effects of balance in your personal relationships will permeate throughout every aspect

of who you are, and what you are. As a student of Mental Martial Arts I would advise that you should work equally on your family life as well as your business life. I would advise you not to take anything personally, to avoid making assumptions and to never to accuse your loved one of something in your own imagination.

What people actually say and do is a more often than not a projection of how they feel about themselves, their own thoughts at that time, their own perceptions and consequently their own reality. So when you train yourself to see what other people do as mere 'data' and not to take things personally then you'll help to maintain an objective view and your inner-balance. You will develop a karma that will put an end to your own needless persecution.

Each of us also has a spiritual stance, a balance which is based upon your own personal beliefs. It's vitally important to respect this. Equally you should always respect the belief system of others, no matter how 'unusual' this might at first appear to you. Your professional stance will give you balance in your career; we spend a huge proportion of our life at work and in a work environment so it's therefore a very basic 'balance' that we should all find very early on in our life. This ability to find and maintain a 'work balance' usually starts at school and grows through higher education then onwards into our career life.

Here, target and target setting is an essential skill which should be learned very early on in life because it can help to achieve a balanced position for you, which in turn will lead to balance in other aspects of your life, it's just a pity that they don't teach proper techniques of target and target setting in school! Your social stance will give you balance in other areas of your life through activities such as sports and hobbies.

This usually combines with other elements in life to complete you as a person and make you the very special individual that you are. Therefore the greater the degree of balance and harmony generated through your skills in the Mental Martial Arts will permeate through all aspects of your life, throughout your life.

Balance and Movement in Business

In business your, competitors or 'opponents' may embark on a series of seemingly random, unrelated processes, which unbeknown to you may have super-serious consequences when the true nature of their intent is eventually revealed. These seemingly random movements may be the pre-indicator of what may be a major offensive within your very own marketplace; one that you had no idea was even on the 'threat-board'

Because it's possible that anything you can do, your opponent can do exactly the same. They may well be observing you just as much as you are hopefully observing them. However, if you let awareness become borderline paranoia then you will almost feel as though you are being 'watched by a dozen pair of eyes', as the Shaolin saying goes.

In order to remain on the 'pulse' of your business 'balance' you should endeavour to hone your instinct and Chi energy in order to detect the slightest 'out of the ordinary' movements by your opponent. The physical martial artist will use exercises such as Chi Sau (pronounced 'Chee Sow') which helps to develop a student's understanding and 'feel' for this.

As a student of the Mental Martial Arts you will eventually sense and use similar intellectual techniques to refine your skills at detection of 'change' by your opponents and therefore what your response should be.

Mental Martial Arts Balance

Understanding balance and its uses will enable you to maintain a healthy personal position in life and business.

In order to acquire a good balance and stance in your business and your personal life then you really do need to have an accurate picture assessment of yourself and your business. You must learn to be totally objective about your status in every aspect of your life and business rather than to simply believe your own hyperbole as way too many people do.

Once you have a true and accurate picture assessment of all these elements then without being swayed by your own ego or self esteem, you will begin to develop your own truly balanced and centred position, one which is ready for your new personal and business growth.

Take a few minutes to perform a Mental Martial Arts evaluation on paper; please make notes now and then repeat this exercise on a monthly basis to track your progress.

- 武 Size-up opponents and situations – How accurate are you in doing this? Describe your evaluation in a paragraph or less
- 武 Making accurate evaluations – How accurate are yours in evaluating the real status of both you, and your business?
- 武 How often do you draw a universe from a single word or action? Do you jump to unrealistic conclusions?
- 武 False Evidence? Do you easily perceive exterior indicators wrongly?

- 武 Underestimation – Do you regularly underestimate yourself or your abilities and in what way do you do this?
- 武 Overestimation – Do you overestimate yourself or your abilities and in what way do you do this?
- 武 Business – Describe a brief but accurate picture of its current status and your target status over the next year broken down on a monthly basis
- 武 Financial – Describe a brief and accurate picture of your finances right now
- 武 Social – Are you socially bankrupt or do you have a quality circle of friends?

Recovering Balance

In combat physical martial artists simply MUST be able to recover very quickly from any attack. If a change of direction is required and a movement has to be made, then the martial artist will do this as quickly as possible in order to maximise strength and minimise vulnerability.

As a practitioner of the Mental Martial Arts you must also be able to do the same intellectually. It's important to remember that the quicker your recovery from an attack or de-stabilisation, then the greater your chances are of a satisfactory outcome to the engagement. The key question therefore is 'how fast can you and/or your business recover balance, from an event that has an effect on you as an individual, your family, your resources, your products, your market share or your customer base?'

From a business perspective, one that is smaller, well structured and which employs the strategies and principles of the Mental Martial Arts it will almost always recover quickly because it will fluid, adaptive, creative in structure and therefore much faster in response to a crisis, it will also be able to quickly recover it's balanced position. It could be argued that the very structural nature of most small and medium size businesses allows them to possess the 'ideal' qualities needed for rapid recover by default. While this is true, the added power of the strategies, tactics and Chi energy used in Mental Martial Arts will give a business of any size an incredible additional advantage. Conversely, by their very nature, the typical large corporate structure is not set up to respond quickly to anything. Large corporate structures are usually cumbersome, slow and even arrogantly ignorant of their own weakness in those respects.

Large businesses have a huge natural inertia which in turn determines their natural speed of response to anything, however when their natural inertia is combined with inefficient layers of bureaucracy, they are about as quick to respond as the Titanic was in attempting to avoid the iceberg.

If you're an executive who is part of a large organisation then you really should step aside, out of your corporate environment and make a realistic evaluation of your strengths and weaknesses in this and other respects. Ask yourself critical, key questions such as 'does your business, branch, division or department have too much corporate inertia to respond quickly to changes in the market place and attacks by your competition?'

If your corporate inertia is too great combined with a slow response due to administrative procedures then this will ultimately lead to the demise of your department or your business. It's therefore vital to your own core interests of survival to create and maintain a lean, fast-to-respond, fluid and adaptive corporate environment.

Finally an often 'purposely ignored', yet vital aspect, to overall harmony and balance in life is the world of political correctness. This eventually destroys the very thing it sets out to address and, in the process, disrupts the karma and balance of individuals, communities, companies and even nations by allowing the personal beliefs of a particular group of people, quite often in the minority, to completely override the beliefs of others in the majority.

Flexibility - Balance and Movement

To achieve true balance in all aspects of our life and business we need to learn to move and to flow like water, to be adaptive, to be flexible and to flow without causing damage and destruction to others around you. All too often it is an inflexible nature that causes needless problems to yourself and to others around you.

I've seen personally at first-hand just how an inflexible personality, one who can't adapt to change, actually hurts their loved ones deeply and destroys their family structure around them. It's especially sad to see this because it all stems from the inflexible person's lack of inner-balance and ultimately their lack of self confidence. All of this could so easily be changed by simply allowing their minds to be open to new ideas, to embracing 'change' as a friend rather than fear 'change' as an 'enemy'.

In business you may find that your company is inflexible in its very nature because of its structure or because of its leadership. Either way such a business is ultimately doomed to at-best, limit its own growth potential or at worst it is even doomed to its ultimate failure. As the Shaolin masters teach us, even the strongest tree can be blown down if the wind is strong enough because the tree is too inflexible, however the humble blade of grass will remain standing because it is flexible to the core'.



Alignment of energy leads to a balanced and harmonious life.

Understanding balance in life, business and love is crucial to success in all.

You must learn how to recover balance when you've lost it.

Take the time to honestly answer the questions in this chapter and review the answers monthly to gauge your progress as a Mental Martial Artist.

Chapter 11

Verbal Communication – ‘*Speak Up*’

Words are power and therefore communication is vital at every level of human interaction. As a student of Mental Martial Arts you should be aware of this more than most.

Communication makes the business world function or fail and it's the substance that our most intimate relationships are made up from. It's therefore not surprising that lack of; or indeed poor communication is a huge factor in why a business or a relationship can eventually break down and ultimately fail. Because communication is SO important to all aspects of your life you should never underestimate the value of good, clear communication at all-times. Basic communication is simply the process of conveying information and takes three basic forms, words, tone or intonation and body-language which is non-verbal communication. You may well be aware that it was Professor Albert Mehrabian who, as a Professor of Psychology, studied of all forms of communication and achieved some startling findings.

The professor's original findings became famously known as the 7%-38%-55% rule. This showed how our communication is received and understood. Words make up only 7%, tone makes up 38% and an amazing 55% comes from non-verbal signals. I personally believe that in more common, every-day usage the combination is probably more of a constantly sliding scale between 7-20% words, 20-40% tonality and inflection and finally between 50-80% body-language, gestures and other non-verbal signals. However, of course, I bow to the professor's findings here.

Over the years since that study was published many people have attached what I consider to be undue significance on these findings and some have even built complete strategies surrounding them. However the basis of all communication is that the 'medium' or the 'language' of our communication MUST be clearly understood by both parties in order to be effective. If what is being said is not completely understood, then even though *you* may think that you are making yourself clear, in reality you may as well be reading a Chinese railway time-table in Russian to a person who only speaks Dutch!

Naturally you should always communicate to others from a position of absolute integrity, and as a person of honour you should always 'say what you mean and mean what you say'. These factors should be the bed-rock of all our communications.

If used positively verbal communication can glorify humanity, it can build nations and even express your deepest love for another person. If used

negatively, words can hurt beyond reason and they can destroy nations just as easily as they destroy a relationship. If I may paraphrase the great English author, poet and philosopher, Geoffrey Chaucer, “Words can obliterate a person for eternity.”

I also strongly urge you to always speak positively about others and to never speak about anyone or anything in a negative way, we have already established that ‘what you give in life, you receive’, therefore if you wish positive things to be said about you, then always speak positively about others. As you have probably heard your parents or grand-parents wisely say countless times that many people ‘talk a lot but actually say very little’. As well as not only falling into this trap yourself, when you detect this trait in your opponent you should endeavour to keep the conversation on-track and encourage them to be concise by cutting off avenues for them to simply ramble on about nothing.

Because words have such great power I also advise you to learn how to choose and to use your words very carefully. I would almost go so far as to say that since words can be as powerful as any physical weapon, perhaps even more-so, then you should treat them with the utmost respect. Quite often, words that may clearly mean one thing to you may mean the complete opposite to the person you’re saying them too. For example, the words vision and sight have more or less the same meaning. However, if you were to tell somebody “you are a vision” it would be taken as an extreme compliment. Swap that over and tell them they “look a sight” and it would be taken as an insult. For a further twist, if you told them they were “a sight for sore eyes” it would be back to a compliment again! Such is the power and mystery of the English language.

If your choice of words and your communication is a vital element to your success, it therefore follows that the greater and deeper your knowledge of vocabulary, then the better prepared you are to engage any opponent in conversation.

Mental Martial Arts and Communication Clues

As a student of Mental Martial Arts the combination of verbal and nonverbal communications of your opponent will afford you all the clues that you need in order to conclude an effective engagement.

These clues will enable you to form the appropriate strategy and tactics, as well as the appropriate responses in engaging, blending and leading the Chi energy alignment of your opponent. The better your own arsenal of communication ‘weapons’, then the better prepared you are to face any

opponent effectively and to even achieve the ultimate target of winning a conflict by not having it.

Group communication follows pretty much the same rules of engagement as those for a single opponent. However, just as when engaging multiple attackers in the physical martial arts, it requires a little more skill, training and strategy in order to secure a satisfactory outcome to the engagement. Be very aware that any form of direct engagement and indeed a critical stress situation can easily generate intense emotions. In such circumstances rational thinking on the part of your opponent/s is usually the first casualty of the engagement, therefore making ultra clear, skilled and strategic communication on your part is absolutely essential.

During such intense and emotional engagements, as far as possible, you should always aim to minimise the possibility that unwelcome distractions that may occur. This will enable you to remain completely focussed upon the engagement and a successful outcome. You should also be certain that you never make an engagement or conflict 'personal' in any way. Simply stick to the facts and aim for the desired conclusion without over-heated personal issues entering the equation.

Generating Chi Power Presence

As a student of Mental Martial Arts you should seek to practice 'Chi expansion' techniques in order to gain a 'power presence' when in the company of others, when making presentations or when in important meetings.

Envision yourself expanding your mind and your thoughts beyond the physical constraints of your human body as you feel yourself generate your Chi energy from your core. Envision that the combination of your physical, emotional and spiritual presence is growing to become incredibly large and powerful. You should learn how to maintain this state of mind for as long as possible and with practice, this 'Chi envisioning' technique will become second nature which will naturally automatically increase your natural perceived physical 'presence' to others in your company. Whatever you believe, whatever you communicate and whatever you project yourself to be, then that combination will be your perception, and your reality to other people.

Communication Tips

Here are some key tips which will help to maximise your success in communication.

- 武 Do not automatically expect everyone to like you, remove your ego from the equation and simply communicate well while guiding the

conversation towards the outcome that you desire using your skills in Mental Martial Arts.

- 武 Always ensure that the pace of your communication is controlled and that you deliver it with a calm tone, an undulating pitch and with a confident delivery.
- 武 Your voice should be, or appear to be, in control of the conversation-engagement, and therefore you should always avoid talking too fast because this may suggest to others that you're possibly nervous, too eager or that you're inexperienced. Using a deliberately slower, calmer pace suggests confidence and control, which is a quality others will gravitate towards
- 武 You should try to avoid raising your voice at all times; naturally powerful people with great 'presence' simply don't need to do that.
- 武 Once you've said what you intended to say and you have 'made your point', then leave it there, don't talk-on because this will only serve to dilute the power of what you've already said as well as the perception of your overall delivery.
- 武 Don't be too concerned if others don't keep up with you during the conversation- engagement, or if they take a little time to fully understand what you've said. Powerful people don't let this concern them, so you should practice developing the same approach.
- 武 In the physical martial arts your eye-line or 'line of sight' with your opponent is very important; the same is true in Mental Martial Arts and in general communication.
- 武 It is good idea to practice looking at people as if you're looking very *slightly* above the eye-line of your opponent. Doing this has the effect of conveying a hint of your superiority without actually saying anything at all.
- 武 The military use this technique very effectively. Look at the peaked caps of drill sergeants; these are usually designed to rest slightly down over the eyes which forces the wearer to hold their heads high and slightly back, in assuming this position they naturally look down on those with whom they're communicating with, in doing so it sends a non-verbal signal of superiority which is emphasised by the correct tone of voice.

- 武 You should be careful though not to hold your head and eye-line at a level which is too high, if you do so, then you'll appear arrogant, snooty and even down-right silly!
- 武 If you are thrust into social or business situations where others perhaps know more than you do about specific matters then you should use Mental Martial Arts techniques to guide the flow of energy and conversation away from specifics until you can 'get up to speed' with the detail of your knowledge. In those situations you should respond to questions directed at you which you'd rather not answer at that point by asking 'deep and challenging questions' in return. If you wish to move the conversation away then wait until you can pick up on a point in the conversation which offers you a natural diversion onto another unrelated topic.
- 武 You should get into the habit of using the 'summary tactic' approach during meetings and conversations in order to 'encapsulate' what's been said. This not only clarifies matters to everyone it also has the effect of making it appear as though you're listening keenly and that you're very knowledgeable.
- 武 As a Mental Martial Artist you should always avoid attempting to compete in areas where you're simply 'out of your depth'. If you do attempt to compete 'head-on' in such circumstances then you're likely to come unstuck. Exactly the same would happen if a physical martial artist were to be unprepared against a much more powerful opponent.
- 武 In general you should always endeavour to 'take the lead' and lift the pace, humour and enthusiasm of the conversation, especially if you detect that it is becoming more sombre in its nature. Conversely if the company is a little too 'high', perhaps even bordering on being 'giddy', then you should take the lead and become the voice of calming confidence.
- 武 You should always avoid talking over people, if you ever feel this very common urge then pull yourself back at all costs. Talking over people sends the message that you don't care what your others say or what their answer to a question might be, in short its down-right rude. Simply wait for a short silence or break in the conversation if you wish to make a point or interject.
- 武 You should always give your opponent your undivided attention at all times, learn to become a good listener and if someone 'cuts across' you while you're speaking then simply continue with what

you're saying, maintain your pace, tone and calmness, this will send out the message to 'back-off' especially if supported with a non-verbal communication signal such as a 'knowing look'.

- 武 Focus upon what you say rather than how much you say, powerful people usually say very little because what they say always counts
- 武 If you 'take notes' it may suggest that you are finding useful gems of information in what is being communicated, however beware, if you make constant notes then you simply look like a secretary

Communication Clues

As a student of Mental Martial Arts you should learn to look for certain signs, signals and biases in your opponent's conversation.

These clues will help you to identify how your opponent best receives and processes information. The signs you should look for throughout all conversations are key-word clues. Words will fall into one or several of the following categories.

- 武 Visual
- 武 Audible
- 武 Tactile/Kinaesthetic
- 武 Olfactory/Gustatory
- 武 Data/Digital

Once you've identified the Key-word clues that your opponent prefers to use then you'll begin to see a pattern. This might be very easy to spot with some people or a little harder with others, but there will be a pattern you just need to find it. This word-clue pattern identifies what are called the *preferred* communication 'biases' of your opponent. This not only tells you important information about how they *prefer* to communicate, but how they rationalise their communications with the rest of the world.

Words and phrases such as:

- 武 I **see** what you mean
- 武 I **hear** what you say
- 武 I can **feel** it coming together
- 武 I **smell** a rat

武 I **understand** what you say

Key-words clues such as these will all give you the vital clues which will enable to recognise if your opponent falls either strongly or partially into one of more of the categories that I listed earlier. You can use these categories to further classify the biases of your opponent with what I call communication somatotyping.

Somatotyping and Communication

Communication somatotyping is my own system of classifying human communication biases and has its roots in human physiology which I studied as a sports coach.

In physiology the different 'type' classifications of the human body are broken down by their basic tissue types, the process is known as *Somatotyping*. The three physical Somatotypes are Endomorphic, *Mesomorphic* and *Ectomorphic*.

The Endomorphic body is typically characterised by having a wide waist, and larger bones, otherwise known as 'fat'.

The Mesomorphic body is typically characterised by having wide shoulders, narrow waist, medium bone structure and low fat, otherwise known as 'muscular'.

The Ectomorphic body is typically characterised by having a slim chest, longer limbs, leaner muscles and low fat, otherwise known as 'slim'.

This system was developed in the 1940s by William Sheldon, an American psychologist. His system categorised the body types listed above according to scale from 1 to 7. So a pure Endomorphic body is categorised as being 7-1-1, with pure Mesomorphic body being 1-7-1 and the pure Ectomorphic body being 1-1-7.

Therefore the somatotype of a person is expressed as three numbers in succession, for an example I'll use Arnold Schwarzenegger, the worlds greatest-ever bodybuilder and the Governor of California, my estimation of his physical somatotype is '2-6-2'. Incidentally Arnold is also one of the World's great NATURAL Mental Martial Artists.

I would give 'Big Arnie' a 2-6-2' somatotype because he has a muscular, square jaw; physically he's almost a direct opposite of the Endomorph. He has enormous muscular density and the great biomechanical muscular insertions

of a Mesomorph. Lastly he has some of the characteristics of the Ectomorph with efficient lungs.

So what does all this have to do with communication?

The answer is simple, just as the body can be physically 'Somatotyped', as a Mental Martial Artist you'll eventually develop a sense for being able to assess people with whom you interact with using what I call Communication Somatotyping. This may sound a little odd at first but it's actually an excellent and fun way to quickly see where an opponent's communication biases tend to lean.

The best way of learning how to 'Somatotype' another person's communication almost automatically during a conversation is to start by treating it as a game. The ideal practice medium for this is either during everyday causal, social verbal interactions or while watching TV interviews and talk-shows.

Even though I've worked in the world of television and movies for many years I'm actually not a huge fan of television in general. This is because of the potentially damaging aspects of the negative messages contained in many TV shows and in the constantly-negative daily news. I do however make an exception for the occasional quality TV show and for TV being used as a training tool for short periods because it's an ideal way to learn Communication Somatotyping in a relaxing home environment.

While you watch and listen to journalist's interview politicians, industrial leaders and celebrities etc simply look for communication characteristics and note where the majority of their word biases tend to place them.

To help make learning the system more fun and to help you remember the classifications more easily I use the acronym VATO'D©** which 'naturally' stands for all of the communication biases I described earlier.

- 武 Visual
- 武 Audible
- 武 Tactile
- 武 Olfactory
- 武 Data

This works on the premise that the way we all prefer to think and therefore send and receive communication, will be governed by the predominance of our strongest somatotype characteristics. Therefore someone with the strongest Visual bias, with all other biases at absolute minimum would be classified as 10-1-1-1-1. Someone with the very strongest Audible bias would

be classified as 1-10-1-1-1. Someone with the strongest **Tactile** bias would be classified as 1-1-10-1-1. Someone with the greatest **Olfactory** bias would be classified as 1-1-1-10-1 and someone with the greatest **Data** bias would be classified as 1-1-1-1-10.

Even though some people may have very strong leanings towards one particular bias, keep a keen lookout for other clues used in specific areas of conversation that might help you. After all we're all a communication-combination, just as we are a physical Somatotype combination. A person with fairly neutral bias would perhaps be a combination such as 6-5-4-3-5, with the highest number indicating the strongest bias and the lowest number the least bias. This is a not only a fun way to classify people according to their preferred biases, it is also very powerful weapon for the Mental Martial Artist.

When you have shifted the analysis of other people's preferred communication biases into your subconscious you will have taken a huge step towards being able to align your Chi energy with other people more easily. This is because you will then be able to make your opponent 'feel' as though you're much more 'in touch' with them. By simply connecting into their feelings and emotions in this way they will more readily accept that you are someone who really understands them and their perspective. You will also be able to use other techniques such as 'mirroring' to blend even more perfectly with your opponent, just as we do in the physical martial arts.

Somatotype Word Bank

Here are some words and phrase examples that can be categorised as having a bias of being Visual, Audible, Tactile, Olfactory or Data. This 'word bank' will help to set you on your way to use communication somatotyping as a powerful tool in your Mental Martial Arts arsenal.

Visual Words

- Colour
- Dark
- Hazy
- Horizon
- Scene
- Visualise
- Shine
- Watch
- Clarify
- Show
- Notice
- Look
- Picture
- Perspective
- Insight
- Illusion
- Foresight
- Imagination
- Illustrate
- Reflect

Visual Phrases

- I see what you mean
- Seeing eye to eye
- Taking a dim view
- Horizon
- The future looks bright
- Looking back
- Mind's eye
- In X's blind-spot
- Hazy idea
- No shadow of doubt
- Shedding some light
- Show you what I mean
- Sight for sore eyes
- Looking through rose tinted glasses

Auditory Words

- Echo
- Bell
- Resonate
- Crackle
- Creak
- Mute
- Deafening
- Whine
- Sounds
- Click
- Buzz
- Sizzle
- Shrii
- Silence
- Vocal
- Loudly

Auditory Phrases

- In harmony
- I hear what you say
- That rings a bell
- Sell the sizzle
- Tumultuous reception
- Living in harmony
- Same wavelength
- Manner of speaking
- Start with a bang
- Undertones to what was said
- Calls the tune
- Dance to a different tune

Tactile/Kinaesthetic Words

- Push
- Pull

- Gentle
- Pressure
- Sharp
- Sticky
- Solid
- Rough
- Firm
- Sensitive
- Blunt
- Slippery
- Liquid
- Smooth

Tactile/Kinaesthetic Phrases

- Getting in touch
- Take control
- Up and running
- Breaking the mould / sweat
- Hard case
- Falling to pieces
- Heated discussion
- Scratch the surface
- Firm hand
- Soft spot
- Warm hearted
- Surfing the net
- Hold on a moment
- Tension in the air

Olfactory/Gustatory Words

- Nosey
- Scented
- Smelly
- Fishy
- Stale
- Smokey
- Sniff
- Fragrant

Olfactory/Gustatory Phrases

- Doesn't smell right
- Bitter pill / experience
- Smells fishy
- Taste for adventure
- Smell the roses
- Smell the money
- Smell a rat
- Fresh as a daisy
- Acidic words
- Sweet person
- Mouth-watering selection
- Eat humble pie

Data Words are words that do not have any sensory connections; these are also sometimes known as 'Digital' words. These are best used to give your opponent the choice as to what form of representational system they may wish to use and to help associate to whatever they are saying. These are very neutral words to use and as such they are good words to use when 'Verbally Blending'.

Data Words

- Data
- Theorise
- Logic
- Attend
- Learn
- Outcome
- Past
- Evaluate
- Think
- Model
- Remember
- Idea
- Result
- Present

Voice and Voice Production

Naturally your voice is vital to effective all-round communication.

The power generated by a great orator such as Sir Winston Churchill or President Roosevelt is almost incalculable. So it naturally follows that in order to master every aspect of Mental Martial Arts you should also learn to master your voice. You should aim to master the tone, pitch, rhythm, intonation, volume and what I call the flavour of your voice.

An anomaly of speech and for that matter several other areas of our personal life, is that it's easy for you to tell others what's wrong with them and their voice, but we can't easily spot the flaws in ourselves or our own voice. This is partly because we 'listen' to our own voice through the dense bone structure of our skull so we can't 'hear' ourselves in quite the same way that other people hear us. This is also why some people are completely surprised when they hear their voice played back from a recording device.

The main terms used for defining vocal qualities are:

Volume - or how loud the sound of your voice is. You should aim to be able to easily adjust the volume of your voice according to your surrounding conditions. You should also be able to be heard clearly while at the same time to be not shouting.

Pitch - or how low or how high your voice is. You should aim to be able to lower the tone of your voice slightly, this technique tends to 'draw' the listener or the audience into you. You can also use it to emphasise an important point or distract from a weak point.

Rhythm - or how long the sound your voice makes, will last. You should try to avoid speaking too quickly. Talking too fast causes the words to clash together into a 'wall of words' and for the syllables to become 'clipped' and short which can then lead to confusion in the listener or the impression that you're nervous. By talking a little slower it naturally lengthens your words and by varying your rhythm it helps you to maintain the interest of the audience.

Tone - or the perceived characteristics of your voice. We all know the different character or tone of a voice that is angry as opposed to the voice of a person who is happy. Therefore you should study the tone and the make-up of tonal characteristics in order to enable you to alter the tone of your voice in accordance with your objectives.

Intonation - or the way you combine pitch, tone and rhythm. From being involved in the world of TV, Theatre and the Movies for many years I've been fortunate to be able to study the voices of some of the finest actors in the world delivering incredible intonation in their dialog. Using the power of intonation properly it will help to provide you with a powerful additional weapon in your verbal arsenal. This is a weapon that will help you better-control verbal engagements with your opponents.

Flavour - or the character of 'YOU' in your conversation. You all have a character; some of you will have characters that are naturally more 'Larger-Than-Life' than others, some will be less so. No matter what your personal 'nature' may be, you will naturally be a great character in your own way so be sure to add your own 'flavour' to the power of your Mental Martial Arts voice!

Tips to Improve Your Voice and Delivery

During the years that I spent working in the world of TV and movies I've picked up some useful tips for improving your voice and your verbal delivery, here they some of them:

- 武 Firstly listen to yourself objectively and learn from yourself. It's a great idea to practice listening to your own voice together with its various component characteristics while going about daily life at home, in the car and out walking, etc. In practicing listening to yourself, do try to avoid talking to yourself aloud as you walk in the

street. You might find the nice people wearing white coats coming to take you away!

- 武 When you've had time to practice consciously listening to yourself the next step is to monitor your voice when in general conversation. This way you'll see if you use words properly as well as delivering them with the desired phrasing, rhythm, tone and intonation etc.
- 武 You should REALLY listen to your voice, as others would hear you, if you don't have a digital voice recorder then maybe cup your left hand around your left ear, then carefully pull your ear forward and speak as directly into your ear as possible using your hands to channel the sound of your voice.
- 武 Next you should start to 'mirror' your vocal tone, rhythm, intonation and even your gestures with everyone you speak with. The 'mirroring' action combined with linking your gestures, and eventually with the use of the clues offered by the VATO'D© biases, will have an amazing effect on the conversation and the person you're speaking with. You'll find that they're very much at ease with you and the conversation should flow nicely, that is providing you don't deliberately say something completely shocking or insulting!
- 武 Further develop your voice characteristics as well as your skills as a budding orator by practicing 'presenting' a text passage from a book or newspaper to yourself in front of a mirror. This is even better if it's a full length mirror because it allows you to fully evaluate your whole physical presence from a 'complete' communication perspective. When doing this it's also a good idea to keep in mind the projection of your voice. Projection is the delivery of your voice to a desired point. This involves the combined use of volume, pitch, tone and intonation. This is the technique that 'stage' actors learn in order to be able to deliver their dialogue clearly to the rear of the theatre.
- 武 If you find yourself in a potential confrontational engagement, then as well as using the 'standard' Mental Martial Arts techniques you now can also add changing and 'mirroring' your voice into the mixture. It's even possible to immediately diffuse a potential confrontation situation by deliberately talking back to the other person with a slightly lower volume, slightly more calmly than they are and in a very much more 'friendly' tone of voice.

Using this simple principle you can very soon expect to lead the other person into a calmer state of mind and to diffuse a potential argument before it even starts.

Syntax and Emphasis

I'd like to briefly touch upon syntax. When I say this I don't literally mean a 'tax on sin' here. (I never said there wouldn't be any bad jokes in my book!) What I actually mean is the emphasis that is placed upon any particular word in a sentence or phrase.

For example let's take the simple sentence; 'I didn't say we trained together'. Now please, at the risk of looking, feeling and sounding silly for a few seconds, repeat that phrase out aloud.

Now please repeat the same phrase as I have listed them below and as you do so please emphasise the word that is in bold letters

'I didn't say we trained together'

'I **didn't** say we trained together'

'I didn't **say** we trained together'

'I didn't say **we** trained together'

'I didn't say we **trained** together'

'I didn't say we trained **together**'

Perhaps now having completed this simple exercise you'll more fully understand the enormous power of using the correct syntax! As we have established it's now just *what* you say it's also *how* you say it that counts.

Ki-ai

In some styles of the physical martial arts you'll learn how the power of the voice can emphasise and enhance your physical power.

This is known as 'Ki-ai' and it's the sound that many of you will have heard the practitioners of Karate making when they deliver a powerful blow or perhaps when they are breaking blocks. The sound is made as the air is expelled from the body as the Chi energy is focussed from the martial artist's core through the target. On face value to those untrained in the Martial Arts it may sound a little silly to scream when performing an 'action'.

However if or when you begin to explore the physical martial arts in greater depth, you will very soon begin to more fully understand the real power of Ki-ai. In very much the same way, as a Mental Martial Artist you'll also soon learn the power of communication and voice control with its multitude of facets.

Remember one of the ancient Shaolin sayings I mentioned earlier; *'Do not despise the snake for having no horns, for who is to say that one day it will not become a dragon'*.

In short, don't mock what you don't understand.

The Art of Listening

Listening is just as much part of good communication as talking, yet SO many people are exceedingly poor listeners.

I bet that you've all heard your Mother or your Father try to tell you at some time or other that 'you don't learn anything by talking, you only learn by listening'; well they were absolutely right! Listening is an art in itself and as such it requires practice in order to become a 'good listener'. Listening is also a perfect way to gain vital intelligences about an opponent or a potential opponent. However what I call 'Power Listening' is completely different from what most people would simply call 'hearing'. It's easy to 'hear' what someone is saying, that's somewhat superficial by comparison to true listening. However Power Listening takes a little more effort and requires concentration but it is so worth it. Power Listening attaches a much deeper meaning and understanding to the information that we receive. As such it therefore requires that the 'meaning' of what is being said, is then processed and permuted by our brain in relation to the conversation.

Power Listening definitely requires great concentration, good strategic understanding and fluid mental agility in order to become a good at it.

The basics of 'Power Listening' are:

- 武 Don't complete another person's sentences
- 武 Don't make assumptions
- 武 Don't take over and dominate the conversation
- 武 Don't answer questions with questions unless its intentional
- 武 Don't let your mind wander, concentrate on what's being said
- 武 Don't interrupt
- 武 Formulate your responses well while listening

武 When power listening, every so often make a habit of confirming what's being said by paraphrasing the person who's talking and checking the exact meaning of what's being said.

Don't ever make assumptions at any point during a conversation; you should always find the courage to ask pertinent questions at any time during the conversation to avoid any possible misunderstanding and you should also learn to express yourself effectively and politely in order to get the answers that you really want. By simply learning the art of 'Power Listening' instinctively you could completely transform your life from being in a state of almost constant confusion, discord and misinformation into a life of greater understanding and balance. Also remember that a wandering mind which inadvertently drifts into day-dreaming during a conversation is the enemy of good listening.

If by now you are beginning to think as a true Mental Martial Artist then, you might have already gathered that if Power Listening is very important then perhaps Power Questions are equally so.

Power Questions

'Power Questions' and 'Power Listening' are both techniques which require the taking of mental notes during a conversation.

While using the golden rules of mirroring and blending to align your energy with you opponents during a conversation you should also seek to frame Power Questions to ask in return. Be sure to make these questions totally relevant to the conversation and that they are well thought-out and well composed. During this process by all means develop and maintain *empathy* with your opponent but restrain yourself at all costs from developing *sympathy* or you may become more easily swayed from achieving your objective.

This is because to have *empathy* with someone means that you 'understand' and relate to how they feel but you DO NOT share that same feeling at your deeper core level.

Accordingly to have *sympathy* means that you actually do 'feel' almost exactly how they feel.

Make no mistake that the asking of 'Power Questions' and your 'self-talk' are inextricably linked. Since we all continually engage in our inner monologue or self-talk throughout our day it's therefore vital that we ensure the direction

and energy of our inner monologue is appropriate and positive. The important thing to remember is that it is the quality of your questions to yourself and the quality of your questions to others in conversation; will play a huge part in your state of mind and your overall success in life, love and business.

If your questions are consistently positively biased then you will naturally condition your mind into taking positive approaches to all things, you will therefore find yourself consistently performing better in all aspects of your life. Positively biased questions and statements also have a great effect upon your listener. If you ask a positively biased question such as 'I'm sure that you'd enjoy a deliciously cool ice cream, wouldn't you?' Rather than a negatively biased question such as 'you wouldn't like an ice cream would you?'

I'm sure that the power of a positive or 'leading' bias is very obvious in that whatever bias you choose to lead with, will usually get you a positive response. You will also find that problem solving will automatically become 'easier' for you too thanks to this process. This is because when you ask better quality questions, you'll receive more quality data as a result and in the process you will have conditioned yourself to become more solution oriented. You may also even begin to believe that you are as becoming more 'lucky' in the process because of your more consistent successes and happier state of mind.

Combat Questions

In Mental Martial Arts, the asking of and replying to questions can be directly related to engaging an opponent in 'sparring' with another person using the physical martial arts where metaphorically similar techniques are used to probe an opponent for potential weaknesses.

In the Mental Martial Arts you should perhaps engage your opponent by intellectual probing for weakness by perhaps asking 'lighter', less powerful and broader questions than you may at first actually wish to. Direct questions that are well composed, containing the right information, that are well timed and which are right-on target achieve very much the same result intellectually as a direct physical attack to a vital point on your opponent in the physical martial arts. Using this technique you can probe you opponent's knowledge and their meanings while at the same time you can maintain your own guarded position. While using these techniques you can also begin the process of 'reading-before-leading' your opponent.

You might choose to start with pre-planned questions if you have detailed prior knowledge of the engagement meeting, however you should be

constantly aware that in both intellectual engagements and in physical combat, the first casualty is usually the plan so don't let that throw-off your guard. Using questions to super-clarify points is also an excellent way to gain time in order to gather your thoughts and to re-group them before continuing with your direct question flow. Don't let an unanswered question by your opponent unnecessarily disturb you. Simply pause, re-group and come back to it later with another question phrased in a slightly different way yet aimed at gaining the same information.

Any questions that are asked back-to-you as an 'answer' in reply; or questions that are thrown-off at a tangent or that are ignored by your opponent should be dealt with in very much the same way as a physical martial artist would deal with a round or hooked attack in physical combat. Think 'spherical or circular' and simply re-channel the energy of the 'hooked' response by your opponent to form a new and differently posed question by yourself in order to attempt to gain the answers that you desire.

Even if you already know exactly what you're intending to say next, a well-timed pause is not only important to gain composure, it's also a very powerful weapon that can de-stabilise your opponent. I always recommend repeating the most important points of your opponents question as part of your reply. This not only buys you extra valuable thinking time, it also ensures that you'll be engaging their main points properly and not targeting your questions and responses in the wrong direction.

Either in reply to questioning by others or when you're the one asking the questions yourself, a well targeted direct reply to a question is usually the best. You could always use various anecdotes and stories in order to give some colourful frames of reference and vivid mental images in order to reinforce what you're communicating and to 'captivate' your opponent.

When I worked in BBC front line TV news it was very common knowledge that people always tend to remember the first line and the last line of an interview or a sound 'byte' as it is called in the TV world.

In very much the same way people will generally remember the first and last lines of your questions and answers, so choose your words and questions very carefully and if necessary repeat them to reinforce them, the first and last line rule is a very powerful weapon for you to deploy when you need to make your communications powerful and remembered.

Don't forget that if your opponent isn't completely satisfied with what you've answered to their question, then the question will linger-on unanswered and if they're also skilled in questioning then you can be sure that it will be asked

again. So beware, to continually avoid answering a difficult question yourself may cause it come back to 'bite' you.

Because Power Questions can actually be biased in their phrasing in order to 'persuade' or lead your opponent in very subtle ways, you should spend some time observing others and practicing these methods yourself before deploying them.

A good example of how to use a Power Question might be where during a conversation you make continued subtle input biases in your question phrasing in order to be able to lead your opponent into 'agreement' without them realising it. Using closing lines such as 'I'm sure that you agree' or lines such as 'as we know' etc can eventually lead into you closing with lines such as 'as we agreed earlier' or 'as we know for sure', your dialog can also include subtle words and phrases like 'just as *you* pointed out' or 'just as *you* mentioned' etc.

If you're skilled in your deployment and use of these words and phrases then your opponent won't even realise what has been happening. Then once that you have established the 'agreed' territory for one or for several points, you then have these 'agreement' references to reinforce your position and help you to conclude the engagement in exactly the way that you wish.

By letting your opponent believe that it was they who suggested or thought of the agreed points, you will also make them feel good about it and about you, which is a very powerful 'conversation closing' tool. Most of the time a less-skilled opponent won't even remember what they've said or what points they've made during a conversation anyway. However do be particularly aware of those people who might 'appear' to be less skilled than they actually are, they may only wish to *believe* that they are less skilled and therefore they are actually leading *you* in the conversation without *you* even realising it.

In the physical martial arts we are taught to be more aware of the quiet person rather than the brash and boastful person. This is because the person who is brash and boastful, perhaps even bullying, usually tend to be mostly 'hot air' and relatively easy to deal with. Whereas the relatively 'quiet ones' are those to be watched more carefully, especially in crisis situations. I've seen for myself how the 'quiet' person in a bar room can often be the most deadly or difficult to deal with if trouble fared up. The same is true in life, love and in business.

As the Shaolin would say, *'always beware the sheep, for who is to say that it is not a wolf in disguise'*, so as a student of Mental Martial Arts choose your Power Questions and other words carefully while being sure to maintain your guard at all times.

Silence is Golden and then some...

Silence is not only golden to the Mental Martial Artist it's also a VERY powerful weapon as well.

When used in the right way, silence can encourage your conversation-opponent to become drawn-into saying something or into agreeing with something that they perhaps wouldn't necessarily wish to.

Also, have you ever wondered why people who are inexperienced at public speaking often use 'filler' words and phrases such as 'er' or 'right' or 'you-know' etc FAR too much in the content of their dialog? This is because a well timed 'silence' leaves a gap, a void in the conversation which the human brain automatically wishes us all to 'fill-in' with something or other.

So for example it is possible, with the right conversation biases and leading words that your opponent can be led into the action of 'agreeing' to what is being said just for the sake of 'filling-in-the-gap'.

Therefore with the use of a well timed and accurately placed 'silent' moment, combined with the right content bias, voice and body language, you can subtly 'lead' your conversation opponent into making a favourable response and agreement without them realising it.

While on the subject of filling gaps in speech and gathering thoughts during public speaking, I remember being given an incredibly powerful public speaking 'tip' many years ago by the former president of the European Union, Jacques Santeir, who is one of the world's great public speakers. At the time I was attending the 1998 G-8 global summit of the political leaders of the world's eight leading nations, for the BBC TV News.

While we were waiting for a live satellite link-up to be made so that I could transmit the interview with Mr Santeir, we had time for a short coffee break and it was then that we got into a conversation about techniques of public speaking.

Mr Santeir told me that he'd learned a very effective way to fill-in potential 'gaps', or to use when he needed to gain extra thinking time before responding to a difficult question, this was to use a technique that I now call 'conversation-flow'.

The technique is to be able to continue to speak when under pressure or when you need thinking time in what could be called 'semi-coherent mode' and to continue to do this until you've either picked up the conversation

'thread' or when you've had enough 'thinking time' to respond to a difficult question with the appropriate answer.

'Conversation-flow' simply means to continue speaking without gaps, with words and phrases that 'seem to make sense', in the process you should always 'sound' to the listener that you 'know exactly what you're saying' when in reality the words and phrases that you are using contain no actual solid response 'content', in other words this time *you're* talking a lot but saying very little and using it as powerful weapon to your advantage.

So the next time you hear a politician talking a lot without actually saying anything, you'll know what is actually going on in their mind!

Interestingly when I asked Mr Santeir who it was that had given him the 'Conversation-Flow' tip, I was shocked when he said that it was Baroness Margaret Thatcher, the former Prime Minister of Great Britain and one of the greatest and most powerful public speakers of all time.

I encourage you all to practice and learn how to deploy this powerful skill seamlessly in your communications, it *really* it is an incredible skill that will be of great benefit to you someday and will form part of the base of your Mental Martial Artist arsenal.



Mental Martial Artists learn how to powerful use verbal and non-verbal communications whether in groups or one-on one.

Communication somatotyping is an advanced technique using a system similar to one formerly used to assess body types, as a way to decipher preferred communication methods.

You can communicate in a more effective way that will virtually ensure your opponent, partner or prospect will really hear you and do what you ask.

Simple tricks like improving your listening skills, your ability to ask good questions or even improving the quality of your voice will help you tremendously.

Chapter 12

Non Verbal Communication - Shape-Shifting

As you are probably aware, the vast majority of people are simply unaware that throughout each day they send and receive continuous non-verbal communication messages.

These non-verbal signals can indicate such things as what a person is really feeling or if they are comfortable in the presence of another person etc. Collectively these non-verbal communication messages are known as 'body language'. These most subtle macro-signals that we all make during conversations and even during our non-verbal interactions with others can include; various facial expressions, scratching of the head or arms, nose rubbing, eye movements and blinking etc. These body language messages are used in addition to your verbal and other forms of communication.

All these body language forms are part of what is known technically as 'Paralanguage', which is a term that covers all forms of basic non-verbal human communication. The physical martial artist uses body language in combat in order to better judge their opponent's overall threat level and their intent at any given moment, as well as to express their own strengths and readiness. The Mental Martial Artist will deliberately use the similar body language skills as part of their strategy in order to gain control of engagements in life, love and in business. For example, a physical martial artist might use 'mirroring' techniques so that they assume similar positions and stances to those of their opponent and in doing so they make their opponent feel more at ease and therefore drop their guard a little.

The same is true in daily life for the student of Mental Martial Arts where using 'mirroring' techniques will help to put those you're communicating with at ease. You'll see this technique used a lot during TV interviews, so keep a look-out next time that you watch a serious talk-show or interview. I've also noted myself that when observing interviews between a potential new employee and an employer, that the person being interviewed who uses 'mirroring' techniques in order to mirror the person who is interviewing them, is usually the one who is 'better thought of' after the interview is over. This is because the simple action of mirroring sends a subconscious signal that you are more in harmony with 'your opponent' and that you have also aligned your Chi energy with theirs, making you both more in 'agreement' with each other's views.

'Drawing a Universe'

As a student of the martial arts, my Shaolin masters taught me an incredible philosophy which was '*Not to draw a universe from a single action or word*'.

The message or messages contained within this philosophy are incredibly powerful and, as with many of the teachings of the great Shaolin Masters, they 'stay with you' through and 'evolve' with you as you ponder them on your journey through life. To paraphrase the Shaolin philosophy here, in simple terms, they mean us to 'not to draw a conclusion or to build a complex meaning behind a single word, a phrase or a single action, of another'. So never 'assume' and don't let your imagination run-away with you.

So what has this got to do with communication and in particular non-verbal communication?

I mention this incredibly powerful Shaolin teaching at this point because I've seen that many people 'read' and build a veritable 'universe' from their observations and their understanding of the traditional 'science' of 'reading' people thought their body language.

In my opinion body language is far from being any form of exact science because there may be so many reasons and factors to consider as to why a person does one particular thing or another. In other words, understanding and using body language, is nothing more than a weapon, a tool which is part of a greater whole in our communication arsenal.

As a footnote on '*never drawing a universe from a single action*', you should also consider another philosophy which I touched upon earlier. It is one that my old Shaolin master taught me over 38 years ago, when he said to me '*never accuse others of your own imagination*'. This is very important in life and business and perhaps even more important when in a relationship where you can simply let your emotions over-run your good-sense.

Examples of Body Language

As an example of body language, if a person 'crosses their arms', it may be perceived to be a 'classic' barrier signal, a way that we non-verbally 'distance' or 'protect' ourselves from a conversation, an opponent or a situation.

However it should also be considered that in reality the person who is crossing their arms may not be putting up a barrier at all, they may simply be more comfortable in that position, perhaps even because of a muscle strain or injury or even because they are simply cold. In order to discover the person's true

meaning and their actual intent, lookout for other additional sub-signals that will often contain super-valuable information, signals such as arm-rubbing to warm up or favouring a joint or limb.

Whatever the actual meaning behind the 'crossing of the arms' gesture, it is still a very powerful subconscious barrier signal to the on-looker, so be aware of what signals *you* may wish to convey to others if you ever find yourself making this gesture without thinking.

Perhaps in a potential confrontation situation the 'arms crossed' action may indicate that your opponent is expressing serious opposition to you. The additional sub-factor of perhaps their 'leaning away' from you or their facial expressions may combine to support this.

If a professional public speaker or a person presenting to large corporate meeting uses the 'arms-crossed' gesture as they speak, it actually makes their audience less receptive to receiving their messages and the important information they wish to convey.

So, by looking at Body language in a broader context and in combination with the intonation of a person's voice and facial expressions etc, then you might realise that a much bigger picture is emerging with regards to non-verbal communication. For example to 'talk' without the use of your hands would simply not *feel* right to many people, especially the 'right brain' dominant creative types and it most certainly wouldn't *look* right to the onlooker.

You may be surprised to learn that at times more than of 50% of the 'content' of what we're communicating is actually conveyed *not* just through what we say, but also by our body's actions and gestures that support and reinforce the verbal message.

Take a look at the TV news and look at the body language of the news correspondents and the body language of those being interviewed, it's a very interesting exercise, especially when a politician is being 'grilled' by a skilled journalist over a difficult point. Make a note of the vocal and facial expressions, the hand actions of TV broadcasters and the pace, tone and intonation of their voice as they convey either good or bad news, it's very enlightening.

Face it Eye to Eye

Moving on to the subject of the face and facial expressions in the context of conversation and non-verbal communication, then perhaps a 'hard' or a 'blank' facial expression may indicate hostility towards you.

The lack of direct eye contact by your opponent may indicate negativity or even deception, while more consistent eye contact could indicate that a person is thinking more positively of what you're saying. This eye action may also mean that your opponent doesn't trust you enough to "take their eyes off" you or that if they cannot look at you in the eye; then perhaps they have something to hide.

However it is worth considering that perhaps someone who is anxious or if they have an anxiety disorder, then perhaps they are often unable to make consistent eye contact, without feeling great discomfort. It is also worth noting that people with certain disabilities may use body language completely differently to everyone else so their actions can't be factored into the evaluation equation, as they would normally be.

Perhaps the eye contact as a stand-alone factor can be a misleading gesture because if your opponent is looking at you while they are also using the arms-across-chest barrier signal, then your opponent's eye contact could be the indicative factor that that something is seriously bothering them about you or what you're saying.

Also, if your opponent isn't completely convinced by your words then their attention may possibly wander together with their eyes which will move away from contact with your own for extended periods compared to normally engaged conversation. Basically you're speaking too much and they're bored with what you're saying.

Your opponent's boredom might also be indicated by the head tilting to one side or by their eyes looking straight at the speaker but becoming slightly unfocused to rest their gaze in what is known as the 'middle distance' area between two people. If your opponent is perhaps excessively 'fiddling' with something while they are directly looking at you, it could mean that their attention has drifted and is fixed elsewhere or that they're nervous.

If your opponent is particularly interested in what you're saying then this might be picked up though a combination of posture, facial expressions and/or extended eye contact. Conversely if your opponent is being deceitful or is withholding information this can sometimes be indicated by excessive blinking and involve them touching their face or lips excessively during your conversation, these are subconscious barrier signals usually used when people are telling untruths.

You should also remember that the world is getting smaller so when dealing with people from different cultures they may easily convey verbal and non-

verbal communication in a very different way to what we 'accept' as normal in the west.

So think back to what the Shaolin masters would 'say' and '*never draw a universe from a single word or action*'.

It is therefore a combination of factors that when processed in overall context of the communication that will allow the Mental Martial Artist to become expert at reading others while at the same time only conveying the signals back to others, that they really wish to convey.

Group Body language

Your intimate space is very important to you and at times it can be jealously guarded because no one truly appreciates its invasion unless it is invited.

The approximations of an individual's 'personal-space' are 'considered' to be as follows:

- 武 **Intimate Space** is closer than about 19 inches or 51 centimetres
- 武 **Social Space** is about 5 feet or 1.5 metres
- 武 **Casual Space** is anything between 5 and 10 feet or between 1.5 and 3 metres

So in general terms if you're closer than arm's reach to another person, then technically you're considered to be 'inside' someone's personal space.

When people are in overcrowded spaces they usually attempt to create more space, it's worth paying attention the next time that you are in such a situation, you'll notice how people sometimes tense-up and use their arms as subconscious forms of *protection* in the arms-crossed-barrier position. You will also note how people in crowded situations will also avoid direct eye contact with those immediately around them.

A good example is when people are crammed close together on the London or New York Underground, you'll even see people reading and staring at the same advertisement for minutes on end in order to avoid making eye contact with others, which can be a very good thing for those who are advertising something! When entering a room that is full of people who are already talking in their own groups you'll be able to observe several forms of 'group' body language. For example, if the group is 'closed-in' on themselves and they don't leave any opening for other people to join them, then they're saying

non-verbally, 'keep away we don't want anyone interrupting our private conversation'.

If two people are standing face-to-face then this is a similar signal to the closed group signal and it isn't easy or perhaps wise to attempt to break into such a conversation until they 'open-up' a little more to non-verbally signal that it's OK to do so. If a group is 'open' with individuals angled in several different directions while in conversation, then they're non-verbally communicating that they're 'open' to interruption and the intervention of others into the group. Therefore if two people are having a more relaxed conversation and they are open to possible interruption or even a third party joining the conversation, then they'll be standing opposite each other in a non direct position such as in a 'V' formation in relation to each other.

These are just a few but very important points to remember when you might be considering networking at events, perhaps where people have already broken up into groups during a break or before you arrive.

Tips on TV

I just want to briefly touch upon the world of digital presentation and television as part of communication and you expressing yourself to the world.

Since it is now an ever increasing possibility that at some point during your social life and in your career that you will be required to appear in front of camera, there are a few tips worthy of remembering in order to help to make the process more enjoyable and rewarding.

It's very important to remember that a camera will pick up the slightest movement so do not use excessive 'over-the-top' gestures. Stage actors understand this technique very well and it is why they use what might seem as over-emphasised or over-dramatic gestures when you see them performing or rehearsing close up, they're simply 'playing to the audience' which is usually some distance away.

However the more skilled you become at appearing in front of camera, then you will realise that if the camera is recording you in close-up mode then you should reduce the level of your physical expressiveness otherwise the close-up framing will only serve to exaggerate whatever you do and you will look silly and unconvincing.

Conversely if the camera has you framed at a distance for what is known as a 'long-shot' then you can slightly increase the 'size' of your physical expressiveness to compensate for the 'wider framing'.

If you're on camera and you're asked to:

- Turn a shoulder
- Step a little to the left or the right
- Move your head slightly
- Look one way or the other

Then just be sure not to make any huge movements! Always take your direction from the camera operator or the director and be sure to make smaller movements until they are happy with your position in the context with their on-camera framing. Also note that when you are on-camera if you are 'shuffling' on the spot a good deal when you're talking or being interviewed or if you have a wandering eye-line then it will all be picked up by the camera and magnified to the audience many-fold,

So your body language, your macro gestures, your voice tone, inflection, intonation, pitch and cadence etc must be carefully thought about and planned in advance when you make an appearance on TV or video. They should also be thought about very carefully as part of you 'crafting' your public image.

As with all aspects of both the physical and the Mental Martial Arts, constant practice and training will eventually get you closer and closer to eventually reaching 'perfection'.



The Mental Martial Arts student must learn how to expertly read body language and understand the concept of "shape-shifting"



You can communicate more effectively with anyone once you learn how to truly read body language and employ mirroring techniques.

Chapter 13

Confidence and Mental Martial Arts

Confidence and courage usually go hand in hand, it is often as simple as 'doing the right thing at the right time' which is very easy to say and sometimes very hard to do. In order to build a healthy attitude, good self-esteem and confidence without arrogance, I'm going to briefly touch upon defining each of the factors involved.

Confidence

Confidence or to have confidence could be described as being 'certain' that something you envision or that you predict is 'correct', it is also being 'certain' that your chosen course of action is also correct.

Another possible definition of the term 'confidence' could be when you have subjective, optimistic certainty within your emotional state of mind that you are correct in your thoughts, course of action and in your expectation of overall success.

Perhaps then, 'self-confidence' is all-of-the above plus the belief in yourself reading your own capabilities and if this is so, to have 'over-confidence' is to have unrealistic belief in your own or another's capabilities.

One of the great difficulties in attempting to 'quantify' and define confidence is that it is subjective and it is really only proven to be correct after the fact. Perhaps then it could even be described as a 'self-fulfilling prophecy' because you may succeed at something because you have either confidence or ability or both, perhaps it is also because of the reverse.

A person who is typically described as being self-confident is usually quiet, calm, charismatic, independent, exuding 'presence' and is optimistic.

A good way of 'observing' confidence being portrayed in others is by watching the classic movies with a hero or heroine facing a daunting task ahead and the way that they approach it, the charismatic 'air' they possess and the feelings that they instil in others as they work through adversity to success.

You can also observe lack of confidence in others in very much the same way, the way that the actor approaches their failure or failures and in their relationship to others and the situations that surround them as they portray the role.

Self Esteem

What is self-esteem? Good self-esteem generally means that you appreciate yourself and your personal worth, that you have a good, positive attitude, you are certain of your abilities and that you see yourself as being in control of all aspects of your life.

Conversely to have poor self esteem means the opposite state to the above, you would feel powerless to stand against life and all that it brings, and perhaps you might even feel depressed. People with good self-esteem are more likely to succeed in social, business and sporting activities and they are far less likely to engage in negative, self destructive activities such as crime, drug-abuse and anti-social behaviour.

Just like respect, self esteem must always be earned, it can never be 'given'.

Arrogance

There is a huge difference between arrogance and confidence; we know how confidence is derived from quiet self assuredness and courage. Whereas arrogance arises from displaying and having an unwarranted, overbearing sense of self-importance together with an assumed feeling of superiority over others.

Other typical 'qualities' associated with arrogance are;

- 武 A Condescending Attitude
- 武 Vanity
- 武 Excessive Pride
- 武 Narcissism
- 武 Conceit
- 武 Expectancy
- 武 Entitlement
- 武 Presumption.

In my personal opinion it is arrogance, together with perhaps expectant entitlement that are some of the most repulsive qualities a person could possess. These people never truly inspire others nor do they make good leaders because those they lead usually follow only because they have to.

Building Self Confidence and Healthy Self Esteem

Your total belief in yourself and your true perception of yourself has an enormous impact upon how others will perceive you. After all their perception is actually their reality.

In actual fact, by virtue of the principles of Chi Magnetic Attraction, your absolute belief in yourself will simply generate more and more self confidence making it much more likely that you'll succeed in life, love and in business.

There are a number of additional things you can do in order to help to speed up the process of 'building and maintaining' self confidence. Here are my confidence-building tips for you.

武 Work-out

Physical fitness has an incredibly positive effect on self confidence. It really is quite simple, if you're fit, in shape and healthy then you'll not only feel more confident, you'll also exude more confidence to those around you

If you're overweight, out of shape and if you don't take good care of yourself physically then you'll feel less confident as well as insecure, unattractive, and you will have less energy.

By simply working out you'll immediately change your life for the better because you'll be using the physical action of working out to change your emotion of feeling less confident into that of feeling more confident. Remember that logic will not change a feeling or an emotion but physical action will

武 Take Good Posture

Your posture will express to others how you 'feel' inside about yourself, so if you take a consistently good posture then you will not only feel better by doing so but you will look better and you will feel more confident as well.

Think about a movie where you see the actor portraying a person of low self confidence and poor self esteem, how do they physically look, how do they stand? Naturally you'll see the actor expressing a stance with slumped shoulders and slow, lazy movements

By developing and maintaining good posture you'll automatically feel more confident, simply by standing up straight, keeping your head up and making eye-contact with others, you'll give the impression to the world that you're confident and positive.

武 Walk Well

Again think about an actor in a movie portraying someone with little or no self confidence, this time think about how that actor might walk.

Do they walk slowly, lethargically and almost dragging their feet as they do so? Or do they walk briskly, with direction, energy and zest?

Confident people naturally walk more quickly than those who are less confident, so even if you're not necessarily in a hurry, to walk a little faster will just naturally make you feel better and more confident.

武 Dress Well

The old saying that 'clothes maketh the man' is not entirely true because they also maketh the woman too!

Dressing well will certainly make you feel a whole lot better about yourself because it's all part of your physical appearance and your statement, your expression to the world about you and what's inside you.

In simple terms, if you don't look good then you won't feel good. What you wear and how you wear it speaks volumes about 'you' and how you feel about yourself.

It is important to remember that you not only have to wear quality clothes that fit you well but also to wear quality shoes. Indeed shoes are perhaps the best indicator as to the overall quality of your appearance.

I have often seen people wearing good quality clothes but shoddy, poor quality shoes which have utility soles, are made of poor materials and are of mass-market design. Simply wearing great shoes is an incredible confidence booster.

Remember that senior politicians and executives all dress well, they dress powerfully and their clothes exude sheer quality which helps to create their confident image and powerful charisma.

It's also a far better strategy to buy fewer clothes but buy better quality ones. Quality clothes and shoes wear longer and remain in style for years. You'll end up with more space at home and less of a jumble in both your closet and in your mind.

It's also a good idea to ensure that your clothes are always, neat, clean and well ironed or pressed.

武 **Speak Well**

Practice speaking well, and always speak well about others when you do speak

A well-rounded and confident, commanding voice using good vocabulary and clear diction will go a long way towards improving your overall appearance to others and to improving your self-confidence.

Be the first to speak, and when you do speak, then speak up and make you heard. Never fear public speaking, your reservations and fears are probably exactly the same as those of the person next to you, so you're not alone.

When you do speak in public, speak up for yourself and what you will find is that your audience will be more impressed by you than you might at first think.

Also make a particular effort to speak up and make your point every time there is a group meeting or discussion at work or in business, to do so will create a positive, lasting impression about you in the minds of both your peers and your bosses.

When you speak always speak well about others, in doing so others will usually always think well about you, remember the principle of Chi Magnetic Attraction and what you give out you get back.

By learning the art of correctly complimenting and praising others while being able to graciously receive a compliment is also of vital important to your overall appearance and your confidence.

武 **Straight Down the Middle**

It sounds just like a line from a song and indeed it is, however I'm not referring to Golf as the great Bing Crosby did in his classic song, I'm referring to how you move in life.

For example many people who lack self confidence will enter a conference room using a side door or behind others as they enter the room relatively unnoticed, once in the room they will usually find a seat in a location near to the back of the room and in what they believe to be is a place where they will also not be noticed.

Conversely a confident person will do the exact opposite, they will enter the room by opening both double-doors into the room simultaneously, and they will usually walk straight down the middle of the room and sit right up at the front.

In doing all this, their very actions alone are making a clear statement to the rest of the room that 'they are confident and powerful'.

What kind of a statement do you want to make about yourself?

It's your choice as to what you want others to think and to believe about you. Remember that it is YOU who are in control of YOURSELF!

武 **Your Elevator Speech**

A good way to build confidence is to practice your own 'elevator speech'.

The 'elevator speech' refers to the possibility of being able to deliver a presentation or an idea in the average time-span of an average elevator ride.

This would usually be a maximum of 30 seconds and therefore perhaps using 130 words or less.

When presenting an idea to a senior executive or to a board of senior executives you are therefore said to have approximately 30 seconds to present yourself in a succinct, coherent and complete presentation in order to 'convince' those that you are presenting to, about you or your idea.

By creating an 'elevator speech' about yourself you will not only learn how to present yourself well, highlight your strengths and your positive qualities in a short but powerful presentation.

You will also be reinforcing your strengths and qualities to yourself which in turn will help to increase your confidence.



Total belief and self-confidence in yourself becomes your perception and therefore the reality of how others perceive you.

The Mental Martial Arts student takes time to develop their body as well as their mind.

Exercise, posture, your walk, your speech, your dress and your "elevator speech" all help create the confident (not arrogant) version of you.

Chapter 14

Mental Martial Arts and Leadership

The great Shaolin Masters have wisely taught us that *'From humility comes forth good Leadership'* but what exactly is good leadership?

Leadership is a concept that has been studied for centuries; indeed, people usually recognise a good leader but rarely understand exactly what it takes to become one. I do however truly believe that all people are born with leadership qualities, however not everyone chooses to develop them. Leadership seems to be one of the 'qualities' that you know instantly when you see it, however it's also a 'quality' that is often SO difficult to describe, that in fact there are almost as many definitions as there are people attempting to define it!

Sun Tzu, one of the greatest leaders of all time has shared his thoughts and wisdom on the subject through his book *'The Art of War'*, which is the oldest known military texts at circa 400 BC'. These teachings were then refined, developed and taught to students in the Shaolin monasteries. Today the teachings of Sun Tzu that were refined and developed by the Shaolin masters represent an enormous untapped resource of wisdom and power. Most business leaders and executives know something of Sun Tzu, some even know a great deal and have studied his teachings extensively. However few, if any, have ever heard of, let alone studied the incredible additional pool of knowledge developed by the Shaolin masters. I'm simply flabbergasted to learn that the business executives who appear to revere to works and philosophy of Sun Tzu don't even realise that the Shaolin Masters moved the concepts of leadership, and business strategies suggested by Sun Tzu forward by 'light years'.

So why are the teachings of the Shaolin not more commonly known about and in more widespread use in the west? The answer is very simple, because the teachings have been very well hidden, some would say guarded and therefore they have previously gone completely unnoticed.

It was only because of my own journey through the physical martial arts of the Shaolin that I even became aware of the existence of these secrets, let alone the difference they could make to life, love, business *and* leadership.

Remember that *'glory is for the historians to decide and ponder upon because there is no glory in being a leader'*.

The majority of people think about the 'status' and the 'position' of a 'leader' but they rarely, if ever do they give a second thought to the work, dedication,

loneliness, agonising, study and the determination that all went into creating that person as a leader and the subsequent 'position' that they admire so much. With leadership, as with all positions of great power, there comes enormous responsibility. Add to the 'leadership factor', the fact that it is quite likely that criticism, mockery and even personal character attacks will all come with the 'territory'.

Why do people take on the role of leaders then? There are as many reasons as there are individuals but it can often be boiled down to integrity, courage, sense of duty and passion. Those who are 'natural' leaders do not usually 'seek' to become a leader they simply 'are'. However it is possible for others who 'seek' to learn leadership qualities to study and learn these factors that add up to 'leadership ability'.

In certain situations some people will just end up 'becoming the leader', quite often because of a problem or crisis situation and it either seems to be the natural choice or it's just the way the cards fall for whoever becomes the leader. These people shift from invisibility into the highly visible realm because of unfolding events and their *response*, NOT because of their *reaction*, to those events.

Now the unwitting person who has undertaken the role of leader is responsible for many new things, perhaps the success of an event, the livelihood of those they lead or even the very life of those who follow them. It follows then that to be an effective leader you must not just have followers but the full *support* of your followers, without this your leadership will be at worst completely useless and at best ineffectual.

The fact is that the vast majority of people all want someone else to make the first move in most things in life, love and in business, especially when it involves taking the 'lead'. Most people really do want someone else to take the lead while they happily follow like sheep. Just watch any group during a team-building session and you'll quickly see that most people will simply assume the role of followers. There's nothing wrong with this, indeed everyone can't be a leader or there would be no one to lead!

So the most obvious factor is that a leader must have *followers* otherwise they will be only leading themselves! Then we should ask the next question which is 'why are leaders followed'? The main reason for this is that those following them have trust and respect in the leader as an individual and not just in the skills that they possess. In short the leader must have 'influenced' the followers in one or more ways. Now we add into the 'mix' the point that true leaders are usually also very highly driven, they are specific target oriented people who will usually have great clarity of vision, they will usually drive

beyond measure and they will have sheer unadulterated passion for their quest.

The best leaders must also be excellent strategic planners, they must be able to think and see in multi-dimensional tactical outline which will become natural for most students of the Mental Martial Arts. Good leaders are also adaptive and exceptionally creative, multi-dimensional thinkers who have the ability to produce creative solutions to seemingly impossible problems, in THE most unusual situations. They always 'take ownership' of whatever they're doing and drive it through to success. Moreover through all of this, good leaders NEVER lose their focus on the target that they have set and they will helpfully guide, support and nurture their followers along the way towards the same target.

So in general effective leadership is more focused upon behaviour, trust and a charismatic personality, rather than being focused upon the more traditionally valued qualities of their skill-sets, their ability to manage tasks and their overall competency, which is why *most* managers, usually just manage and leaders, lead.

Managers and Leaders

Managers usually just manage, and they are NOT necessarily leaders just because they're managers, so don't automatically 'expect' them to lead; it's that simple!

A manager is someone who organises a series of tasks and processes, which is something very different to what a leader does. Managers are absolutely essential; they are to the world of business, what sergeants are to world of the army, however as opposed to sergeants who are trained to lead, managers are NOT necessarily natural strategists or great leaders who inspire because they're usually process-focussed. This is not to say that they could not become great leaders, it's just that the thought and selection process for a typical manager is very different to that of a leader.

In relation to leadership, style and personal character are very much 'horns on the same beast'; the style of leadership is often an extension of the personal character of the individual concerned, A person's character is usually derived from a combination of past experiences, skills, personality, targets and principles. 'Character' is usually formed over a long period of time starting in early childhood with the ultimate morality being determined by a person's actions and deeds. Therefore a person's character will influence and ultimately determine a person's actions in the present and in the future. So if the character of a person is 'known' to you or if it can become known to you,

then the motivation and targets of that person will also become 'known' to you. Therefore as with most things in life, love and in business, to 'know your opponent and to know yourself' is one the keys to overall success. Some people will actually shape their character in order to fit into the needs required by certain situations, at times they can almost be seen to be 'character-chameleons'. These people can also become good leaders despite several personal 'flaws' which might otherwise prevent them.

Opponents with character flaws offer excellent opportunities for the Mental Martial Artist to use these 'character flaws' as powerful weapons, which if used properly can cause your opponent to actually 'defeat themselves' without them even realising what they are doing.

These character flaws can include:

- 武 Arrogance – Lead this person's arrogance against them
- 武 Status – A person overly concerned with status will hesitate when making difficult decisions
- 武 Aggression – Cause an aggressive or ill tempered person to be impulsive and rash
- 武 Cavalier – Cause a cavalier or reckless person to uselessly waste resources
- 武 Nervous – If a person is nervous then take the 'high ground' and increase their fears
- 武 Character flaws greatly restrict success and often lead to defeat against skilled opponents who use what that person considers to be their strength against them. Never forget that anyone's greatest strength is also 'potentially' their greatest weakness.

A skilled physical martial artist will always fight from a position of strength not weakness. They 'know themselves well' and they will successfully hide and defend weak spots in combat which further leads to their expected and continued successes.

The master of Mental Martial Arts follows EXACTLY the same principles intellectually

As a general rule if the person leading a team is weak, then the team will usually be insubordinate and ineffective as a team. They will waste time and debate issues that shouldn't even need to be debated; eventually the

'committee mentality' will develop and take root making them become very slow to respond to change. If a team leader is incompetent then the team will be mismanaged, strategies will be poor and the losses in terms of finance and opportunity will potentially be great. In this situation relationships with the sub-team leaders under their command will become strained and the 'ground-force' of the team will become increasingly disorganised.

I have seen for myself that the best leaders are also often passed over for promotion and in some cases even for basic employment; the reasons for this are usually very simple.

Often in such cases, the chain of management running through a company, an institution or indeed a government will already be, or will have become weak and inert; as such they're usually too scared to consider employing anyone who they consider might be 'too smart' or a threat to their own position. This is because they fear that their own inadequacies will be highlighted by the better overall performance of the more gifted newcomer and they will eventually lose their own positions as a result. Weak recruiters such as these generally ONLY seek to employ those who are perceived to be of 'no threat' to themselves, instead of doing what they should be doing in the best interests of their business and their company which is to seek to employ only the very BEST possible people for the job.

Another completely disgraceful approach that has been taken in recent years by governments, councils and corporations is that of 'Positive Discrimination' whereby race, ethnicity, sex or even physical disabilities are taken into consideration in an attempt to promote an 'equal' opportunity and/or increase ethnicity and/or diversity. In my opinion this approach not only means that the very best people available are NOT selected for the jobs which they seek, it only serves to have a negative effect upon recipients of 'Positive Discrimination' because in their 'heart' they will know that the ONLY reason they got the job over their competition was due to race, sex, ethnicity or their disability, and NOT because they won the position on merit alone which is as it should be.

What effect does this have on those awarded positions through positive discrimination? Will positions which are awarded in this way enhance a 'successful' individual's confidence and self-esteem in their knowledge that they have only been awarded the position through a policy of deliberate 'positive discrimination'? No of course not, it will only serve to have the entirely opposite effect! Positive discrimination also serves to have a negative effect in general society because the underlying message being 'sent out' to the young people who are studying hard for a good job and a better life is; 'what's the point of them working hard'? Because no matter how hard they work they may very easily be passed over for the jobs they seek anyway. In my

opinion it should only be the very best person available who should be chosen for any position that is open, regardless of race, sex, ethnicity or physical ability.

So, if you are actually the one makes policy or who appoints leaders within your own organisation, then I strongly urge you to find the courage and the integrity to always appoint the very best leaders worthy of the position that you're seeking to fill. If you do not take this approach then you may as well start looking for another job because your country, council or organisation is as good as doomed to mediocrity or even failure in the long-run.

Remember here another teaching of the great Shaolin masters, it is said that *'One must first understand and embrace humility with all its facets in order to become a truly great leader'*.

Types of leadership styles

There are many well documented styles of leadership and indeed there are probably as many styles of leadership as there are leaders because every person is unique and therefore they most definitely develop their own unique 'signature' leadership style.

Without going into a super-detailed analysis of each of the main classifications of leadership style I've simply chosen to highlight a few of them as part of this leadership overview. I've started my list with two very well known yet completely opposite styles of leadership from the hit TV series Star Trek* and Star Trek the Next Generation*, the latter being a show which I worked on myself many years ago.

- 武 The 'Captain Kirk' Style of Leader
- 武 The 'Captain Picard' Style of Leader
- 武 The Leader by Example
- 武 The Bureaucratic Leader
- 武 The 'Easy-Going' Leader
- 武 The Charismatic Leader
- 武 The Performance Oriented Leader
- 武 The Autocratic Leader
- 武 The Encouraging Leader
- 武 The 'True-Grit' Style of Leader
- 武 The People-Oriented Leader
- 武 The Happy Leader

- 武 The Task-Oriented Leader
- 武 The Servant to Others Style of Leader
- 武 The Transformational Leader
- 武 The Environmental Leader
- 武 The Dictatorial Leader
- 武 The Democratic Leader

As an exercise it would be a good idea as a new student of the Mental Martial Arts to take each of the classifications of leadership style that I have listed above and make notes about your thoughts and feelings that you have towards each of the styles together with the various strengths and weaknesses of each.

Then list out several people whom you know who lead people within your company and then given your knowledge about these people, place them into one of the leadership categories as listed above. Finally also try to make an objective evaluation of your own leadership style in the same way.

Elements of Leadership

In general if good leadership is more focused upon the attributes of behaviour such as trust and charisma then it also follows that if you intend to develop leadership qualities yourself, perhaps one should start by developing typical leadership behaviour characteristics.

Psychologists will tell us that leadership which is oriented towards short term targets, objectives and planning is very different in style and character to that of leadership which is focused upon the longer term.

Short term thinkers are usually left front brain dominant, as opposed to long term thinkers, who are usually right front brain dominant; with very few, if any, who can actively switch between the two. However those who sit squarely in the middle of left and right brain thinking are the real future in business, world leadership and in the military as well as generally make the best overall leaders in life, love and in business. I'm going to list out some of the key elements possessed by and associated with good leaders and good leadership.

- 武 A good leader has the capacity to motivate people.
- 武 A good leader has great courage and resolve.

- 武 A good leader will plan their own succession as soon as they take up the role.
- 武 A good leader will usually under-promise and over-deliver.
- 武 A good leader is adaptive and flexible being able to improvise easily at all times.
- 武 A good leader completely backs-up and supports those who follow them.
- 武 A good leader will only promise what they can guarantee to deliver.
- 武 A good leader usually possesses great physical energy, stamina and endurance.
- 武 A good leader is Intelligent.
- 武 A good leader is oriented towards action, tempered by good judgement.
- 武 A good leader has a clear understanding of those who follow them.
- 武 A good leader has great skill in dealing with people.
- 武 A good leader always gives those whom they lead the credit for successes; they never take the credit themselves.
- 武 A good leader will never publicly blame another person for a failing, if some they lead has failed, then as a leader they take the blame themselves; they then proceed to coach the person who has failed so that they might succeed in the future.
- 武 A good leader will constantly seek to learn from the people around them.
- 武 A good leader has an in-built need for achievement.
- 武 A good leader is trustworthy.
- 武 A good leader is always decisive.

- 武 A good leader maintains the highest integrity at all times.
- 武 A good leader is completely competent at the job that they do.
- 武 A good leader is self-confident yet never arrogant.
- 武 A good leader is assertive.
- 武 A good leader is never self-promoting.
- 武 A good leader is firm and clear when dealing with bad or unethical behaviour.

The qualities that make up a great leader and for great leadership are within everyone, all that you have to do is to dig-deep enough within yourself in order to find them and then all that you need to do is simply let them grow. Good leadership emanates from your deeds, not your words and it doesn't need a title or position to give your leadership justification or worth. Good leaders have great vision with little regard for fear, they don't need to literally 'beat' people in order to lead them well, they will simply inspire and encourage those around them.

Catherine the Great of Russia once said '*I praise loudly, I blame softly.*' these are wise words but in my opinion the Shaolin Master's words are the wisest words of all when they teach us to; '*Be more afraid of an army of doves led by a tiger than an army of tigers led by a dove*'.



The skilled Mental Martial Artist always approaches life, love and business from a position of power - not weakness.

Good leadership is determined by your actions - not your words.

Study the characteristics of a good leader and of the great leaders throughout history.

The Shaolin say that HUMILITY is the top characteristic of a good leader.

Chapter 15

Mental Martial Arts 'Ultimate' Team-building

I'm sure that you will agree that true leaders are passionate people who care more about the success of their team, than their personal success as an individual.

They also realise that the success of their team depends upon the individuals who comprise that team being coached mentored and steered in the same direction, focused upon a common target. During the 1980s and 90s 'Team Building' was starting to be recognised by many companies as a major factor in promoting the best possible team-work within their organisations and in helping companies remain competitive, now team-building is seen as an essential part of modern-day business training. Therefore for any company or organisation to be really effective their people need to be able to work effectively and easily together, in unison toward a common target, in a coordinated, cooperative and efficient way. Unfortunately this isn't always the case, so good leaders employ the 'Team Building' processes and approach in order to help them achieve this.

The benefits of effective team building will include:

- 武 Increased Communication Skills
- 武 Building Greater Mutual Trust
- 武 Group and Inter-Personal Bonding Is Greatly Improved
- 武 Learning New Skills
- 武 Helping Overcoming Fears and Phobias
- 武 Increased Feeling of Value and Self Worth
- 武 FUN!

As a Mental Martial Artist, your natural leadership ability will automatically become enhanced due to your growing ability to approach all situations from an objective, logical, tactical and strategic way, not to mention your growing ability to improvise, adapt and overcome difficult situations.

As such you will eventually build a team which will naturally work more effectively together, they will make better collective decisions, feel empowered as they work, they will enjoy better communications and they will have a far more positive and motivated attitude as a result.

The Mental Martial Arts Approach

The Mental Martial Arts approach to Team Building goes beyond the 'usual' predictable methods which have become almost 'expected' and even 'mundane'.

Like anything else in life, when something becomes 'predictable' or 'expected', then the results that it produces are eventually dramatically diminished. Team-building using Mental Martial Arts techniques teaches you how to use the power of applied lateral thinking, 360 degree strategic vision and quite naturally how to use the Chi Energy to maximise your results.

In order to provide the 'ULTIMATE' Team Building Experience, the Mental Martial Arts approach is to be simply the best in the world, nothing short of this will do. Because if a team works towards a target, achieves the objective and in doing so become the BEST in the world in the process, then there can be NO better team building experience than that.

How does the Mental Martial Arts approach achieve this?

Very simply by producing world record-breaking events as an integral part of the Mental Martial Arts approach to team building.

I personally believe that there is no better way to build individual team members' self-esteem, confidence and naturally a better overall team, than by leading them into and through gaining a new or breaking an existing World Record. I proved this myself openly in a very dramatic and very public way in January 2005.

I had been approached to provide "an unforgettable" team-building experience for one of the worlds leading pharmaceutical corporations as part of their European launch for a new blockbuster medication.

After a detailed study of the new medications qualities, features and benefits, together with its customer base and marketing material, I conceived that it would be possible for me to lead the 445 delegates that were expected to attend the launch event in Spain into gaining a new Guinness World Record with a theme that complimented the new product and its launch.

In order to do this I brought in my team from the Record Breakers organisation of which I am the president. Record Breakers (www.recordbreakers.tv) is a registered international non-profit organisation comprised of successful individuals who come together to create new World Record Events in order to raise money for charities and other worthy causes.

Since the main theme of the launch was 'balance', I envisioned that using my skills as a Mental Martial Artist I could take the 445 expected delegates, and, within the 1 hour time-frame available to me, empower and train them in order to be able to balance a spinning plate on a stick, despite the fact that none of them had ever done this before! The plan was to then bring them all together and attempt to set a new Guinness World Record in the balance discipline of plate spinning.

I organised my senior Mental Martial Arts instruction team to help me *power-coach* all of the delegates attending the event using the Mental Martial Arts Personal Empowerment techniques which I had devised specifically for this enormous challenge.

The rest, as they say, became history and on the 19th of January 2005 I personally led the team which shattered the previous Guinness World Record, to set a staggering *new* Guinness World Record.

This meant that I had not only created a hugely motivated team of super-enthused people for the client organisation, I had also ensured that every delegate received the most incredible boost to their self-confidence, when they each became new Guinness World Record holders.

As a bonus, we also raised a significant sum of money for the charities Depression Alliance and the Tsunami Victims (Asian Tsunami 2004/5).

Mental Martial Arts was without doubt the key to me being able to achieve this, along with the full support of my team from Record Breakers. I shall now, as always, continue to extend my most sincere and heart-felt thanks to each and every member of my team.

I firmly believe that the event would have not been possible without the incredible boost to self-confidence and belief that the Mental Martial Arts coaching sessions infused into each of the delegates who received the training prior to such a powerful and emotional event.

I've mentioned here just one of my personal approaches to team building utilising the incredible power of Mental Martial Arts. Now I encourage you all to 'dare to believe' in yourself and in the fact that all things are indeed possible.

In doing so, you will find the way to achieve the 'incredible' using what others would say was the 'impossible'.

I firmly believe from the core of my being that *nothing* is impossible for the true Mental Martial Artist.



The Mental Martial Arts can also help build the ultimate team using the principles of applied Chi energy, lateral thinking, 360-degree vision and maintaining a fluid approach to all things.

*The Mental Martial Arts approach is to simply be
THE BEST IN THE WORLD.*

*To be the best should be the goal that all students
should also have for their own projects.*

Chapter 16

Targeting and Focus

Targeting and focus are of vital importance to every aspect of your life, it's as simple as that.

In the physical martial arts if you target a strike precisely together with focussing your Chi energy then you literally can punch through bricks and concrete slabs. I know this to be true because I've done these things many times in my martial arts life and I twice set the world block-breaking record on TV a number of years ago. The same analogy can be made in Mental Martial Arts because with precise targeting and focus you can achieve almost any target that you set yourself.

In the physical martial arts we are taught to look beyond the physical target to achieve success. Perhaps as an example you could think of breaking a board. In order to achieve this, your Chi energy needs to be focussed upon a point *beyond* the surface of the board making the 'strike-point' in the space *beyond* the board itself. With this target properly set, and using the correct striking technique, you can achieve the target of breaking the board because the strike is made as if the board were not even there.

The same analogy is true in Mental Martial Arts, if you have a target to reach then set your sights just a little further than where you wish to reach because in doing so you'll hit and even exceed your initial target for certain. So there's not much new in that however what happens if we let our focus wander, or perhaps we don't target something correctly because of a distraction? The answer in the physical martial arts is simple, the laws of Sir Isaac Newton apply in that every action has an equal and opposite reaction, so if we don't target a strike at a board correctly to actually break the board cleanly then you will almost certainly hurt your hand or at worst shatter your bones because you will receive an equal and opposite reactive force in return.

The same applies in life, love and business, if you don't cleanly and precisely achieve the target that you set out to do, then an equal and opposite reaction will be usually be applied, perhaps in terms of wasted cash, resources or team spirit or even by competitors picking up 'your pieces' and succeeding where you failed.

As a student of Mental Martial Arts you should learn to focus and target objectives in the ways that I have described above while at the same time being able to become very aware of the world around you. If you do not, then when you focus-out all manner of other things, you will become vulnerable,

you simply fail to see the opportunities almost under your nose, as well as missing the urgent changes in strategy that might be needed.

The simple fact is that you need to be able to multi-task in this way or you will simply not be as successful as you could be in your life, in love and in your business. If a physical martial artist were to focus their attention solely upon their immediate opponent they might not notice the second or even the third opponent join in the battle, the result would be defeat and all because they had focused-out the world around them

By learning how to master and control your focus, your targeting and your attention to detail while at the same time being fully aware of the world around you, allows you the freedom to decide not only the outcome of engagements but what happens in all other aspects of your life.

An additional benefit in learning how to master and control your focus, targeting and attention to detail will be that you will then be able to allow the Chi energy that you generate to draw-in only the things that you really want to draw-into your life.

Modern life has many factors which can easily re-direct your focus, absorb your energy and your attention without you even noticing. These factors include:

- 武 Television in general
- 武 Television and radio commercials
- 武 Spam email
- 武 Junk mail through the postal service
- 武 Negative self-talk
- 武 Loud music and noise
- 武 Criticism by others

Life is like a balance, a continually fluid, ever-changing Yin-Yang symbol, sometimes one side is greater or smaller than the other, and at other times the reverse is true, yet the fluid circle of life works perfectly in harmony. If you focus-out everything else in life except what you are targeting immediately then your life will very quickly fall out of balance and serious problems will arise. However your newly trained mind really can learn to focus successfully upon your targets while at the same time being fully aware of the other factors in your life which are essential to the balance you need.

So to recap, as a student of Mental Martial Artist you should practice focussing your attention to the smallest detail while at the same time being super-aware of the entire world around you.

Attitude

Attitude, targeting and focus are inextricably linked and by you truly focusing upon who you really are and what you have will completely move your attitude from being negative to become one that is positive. This is because it is always YOU who decides if something is good or bad. Remember that the reality is that NOTHING in life is ever good or bad unless YOU decide it to be so.

Expectation is more often than not the root of disappointment and subsequent negativity. There simply isn't any 'free lunch' in life, we simply all get what we expect and what we work hard for. Therefore learn to shift your focus from seeing the problems in life, love and in business, to a focus which sees the opportunities and the *solutions*. It's your choice, there is no one else to blame and no excuse you can possibly make. I have given many individual and group coaching sessions since I began teaching my unique system of Mental Martial Arts and the one thing that surprised me the most took place in a mountain spa retreat in the Austrian Alps.

I was hired to coach the most senior executives from a Television network that is known globally. Part of the session involved concepts of 'barrier breaking in sales and in personal development' and during the session I coached the senior executives how to actually break real boards as part of the intellectual training.

This is always a fun part in any seminar such as this, as well as being a perfect demonstration of proper targeting, focus and attitude. Very soon all of the delegates were happily breaking boards which they previously thought were impossible for them to break, including a very petite lady in her mid 30's who was a very senior executive.

Next I shifted into a discussion session in order to examine 'limiting beliefs' and their personal barriers. During this session I asked my small group of students to jot down in detail all of their most compelling personal barriers and to eventually whittle these down until they found what they considered to be their greatest personal barrier of all. They did this and next they wrote that barrier in large capital letters using felt marker pen on a piece of paper that only they could see. They then stuck this paper onto one of the breaking-boards using tape so that their personal barrier was written boldly and would be facing them when they faced the board.

Again, since these barriers were so deep, so powerful and so personal to each of the delegates the board was positioned so that only the person in question could actually see their barrier that they had written on the paper.

The first student in line happened to be the petite, very senior executive lady who had been so surprised at how good she had previously become at breaking the boards. I then asked her to completely shift her focus from breaking the board, and to focus all her attention totally on her most compelling personal barrier which was written on the paper facing her.

She paused for several minutes and focused her thoughts upon her personal barrier written on the board. I then asked her to re-focus her attention and her energy, and then to attempt breaking the board once more time.

This time as she made her strike, to her absolute amazement and to the shock and amazement of the entire group, she simply bounced off the board which was left unbroken.

She was so completely shocked and emotional about the experience that it literally brought tears to her eyes. She realised that no matter how much she had previously thought that she had her personal barriers 'under control, they were still there and therefore still holding her back from unleashing her full potential because she had not properly re-programmed her thoughts to eliminate her barriers.

After the coaching session she asked if she could consult with me privately, which we did and after a short time of working together she was eventually overjoyed in releasing herself from her own self-made restraints.

This was the perfect demonstration that if you shift your focus from the target and onto a barrier, and then you should expect NOT to be able to break the barrier that you desire to break.

Your attitude, your belief, and your focus really do determine your success in life, love and in business.



Attitude, targeting and focusing on who you really are and shifting your attitude is the key.

YOU decide your attitude and what is good or bad.



In the physical martial arts, by using targeted and focused energy you can "break boards"

Mental Marital Arts techniques can help you to achieve your life, love and business targets using super-focussed, Chi energy.

Chapter 17

Targets and Target setting

The dictionary definition of the word 'Target' is: 'An objective or goal towards which efforts are directed.'

That sounds like a relatively simple process on face value however in reality target setting and achieving your set targets is one of the most often-failed processes that we attempt throughout our lives. For example, I'm 'grade A level coach' for the World Karate and World Kickboxing Organisation (WKA), I'm also a WKA official national team coach for the English squad, and I'm an instructor under the British Karate Association as well as the good old British Kung Fu Council. I'm PADI Master Scuba Diver Trainer and I was coach to the 4 times world Strongest Man, the great Jon Pall Sigmarsson of Iceland. Actually the list goes on however I'm sure that you get the point by now in that I'm a pretty 'reasonable' coach in several disciplines.

In fact, some people who know me well might even say that I'm quite a good a coach. I also know for sure that I could take any one of you reading this book now, who has no previous physical martial arts experience at all, and after 30 minutes being coached by me, I could have you in combat against your average, first level black belt martial artist... and I could have *you* scoring more points than they do. I'd also go so far as to say that I could take you, as a random person reading this book and after another 30 minutes of my coaching I could have you out performing the best stock-market trader on the planet and have you out-trading them, and out-earning them.

So, by now I imagine that you're perhaps cautiously sceptical, yet curious about the statements that I have just made. Well, you'd be right in taking that position because before allowing a combat session to take place between you and a first-level black belt and before allowing you onto the trading floor to go head to head with the best trader on the planet...

I would have to ensure that both the black belt and the trader were completely blindfolded and wearing ear plugs.

If by now you're smirking a little, that's ok too because I imagine you're reading this and saying to yourself "How on earth could the black belt hit me or treat me as a target and how could the trader possibly out do me?" and I have to say you've got a very good point.

However, now you've read that, I'll ask you directly, 'How *can* you hit a target that you can't see or don't actually have?' I don't mean the 'vague' targets that most people set. Those targets that never get reached, or the targets that

you may have set for yourself last New-Years-Eve that you still have to get around to 'attacking'. I actually mean the super-fixed targets that you have planned out in super-fine detail and that you are methodically and steadily working towards each and every day. Perhaps you don't have any? Perhaps you only have what could be termed as 'vague' targets? Or perhaps you did have targets once but they sort of 'dropped off your radar' at some point for a reason that seemed good at the time?

Does anything sound familiar to you?

To set yourself a proper 'target' is *very* different from setting yourself a good 'intention' or a 'strong desire' to do or achieve something. In fact I'd go as far as to say that, in my opinion, to set yourself 'good intentions' or to declare 'strong desires' is actually very damaging to your psyche, morale and to your professional image. This is because everything that you 'half-do' is left lingering in your mind as what I call 'Fragmented Failures' in very much the same way that a PC hard drive gathers various fragments of useless data which eventually fills up the system and dramatically reduces the performance of the PC.

So if you have a mind filled with 'Fragmented Failures', what can you do about a situation like this?

There are two simple steps you should take immediately. The first is to stop setting yourself 'vague targets' or 'good intentions' to do 'things' because these half-finished and never finished projects are what are still generating more and more of the mass of 'Fragmented Failures' still left in your mind, and all the other related mind-jumble that it brings with it.

The second is to 'defragment' your mind in very much the same way as you would defrag the hard drive of your PC. You do this by rationalising all of the 'vague targets' and 'good intentions' that you failed to drive through to completion. Realise as we established earlier everything that has happened was not good or bad, it was merely data, the equivalent of an 'outcome' or a result in a scientific experiment. This process may take anything between several minutes or even several months to fully complete, indeed for some people the process may take place over a much longer time frame but once you have started working on this, then you will very soon be able to stop either consciously or subconsciously 'kicking yourself' about all of this.

This process of emotionally 'kicking yourself' about things such as this will only add to the cumulative decrease in your overall performance in life, love and in business until eventually you will be left scarred, battered and perhaps even damaged beyond repair. Remember that well meaning, good intentions never changed the world. However, those who have achieved or exceeded the hard-

targets that they've set usually do change the world in some way. You should also remember that it's not always the lack of time that prevents you from getting things done; it's actually usually the lack of proper, committed direction.

Be Realistic

To be realistic is incredibly important in Mental Martial Arts, especially when it comes to setting targets.

If you don't set yourself realistic targets then you're simply setting yourself up for failure no matter how hard you work at something. For example you might declare that your new target is to 'become an astronaut and that you will be the first person to set foot on Mars'. If you're young enough, if you study intensely and if you progress through all the steps to take you through into the space programme, then if technology and the space programme allows, you may well achieve such a target. However to declare that same target at the age of 50 with zero academic qualifications, various physical limitations and while burdened down with an excessive mortgage and other debts, then your chances of not reaching your declared target are all but zero unless one night ET lands in your backyard, you become best buddies and ET then decides to take you for a 'spin' in his new spaceship!

You simply have to have what the great Henry Ford called 'intelligent ignorance' In other words, at the time of setting and declaring your target you might not know the detail of how you can achieve it, but you are realistically certain that it's very possible for you to achieve, and that no-matter what, you *will* eventually achieve your set target.

We've all heard at times 'well intentioned' advice from people saying things like 'aim high' or 'Aim for the stars and if you fall short then at least you'll hit the moon.'

That's all well and good but the simple fact is that in aiming 'high' it needs to be *realistically* high or the disappointment will simply create more 'Fragmented Failure' that will eventually take its toll upon you. In very much the same way, aiming too low is also just as bad because we all need to be challenged or we simply won't grow

For example, If you don't 'challenge' your muscles with resistance training then you will never achieve good muscle tone or muscle growth, so if you don't set yourself to be 'challenged' in life, love and in your business, then you won't grow and develop in any of those areas either.

Taking Stock

Before you can start any journey you simply have to know exactly where you are before you start out otherwise you will be off course and travelling aimlessly immediately, check out any satellite navigation system and you'll see that it always has to identify and set the start point before it can navigate a course to your destination.

Another good example is when the underwater search and rescue dive team that I used to be part of were planning a rescue search pattern exercise. No matter how much information we might have had about the possible location of the rescue or the description of those to be 'rescued', we simply could not start the rescue exercise before we had a clear starting location plotted. The very same 'start' point is needed before you start out on your journey to successful target setting. To do this you should start by writing down the EXACT position that you are in now as you intend to start out on your new target quest. Be super-realistic and completely honest with yourself after all you can never really cheat yourself because it will always come back to 'bite' you if you do. You should make a completely objective and non-judgemental assessment of your current situation, your position and your life in terms of strengths, weaknesses, finance, business, contacts, personal, physical and emotional situations etc. Gathering as much information as possible at this point will really help towards ensuring your success in reaching your target.

For example your personal assessment might look like a more detailed assessment of the points listed below:

- 武 Write down ALL the skills and qualifications that you currently possess in ALL the areas of your life and business.
- 武 Write down in detail ALL of the knowledge that you currently have about your desired target.
- 武 Write down in detail ALL of the people you know who could, or who would be helpful in enabling you to reach your target.
- 武 Write down in detail ALL that you believe are your strengths and your assets.
- 武 Write down in detail ALL that you believe are your limitations and weaknesses.
- 武 Write down ALL your personal targets for the immediate, short, medium and long term in your life, love and in your business.

You should note that with too many targets on your 'radar' at the same time you can very easily fall down on any one of them.

At the same time you definitely need to have several solid, quality and realistic targets on your 'radar' for each phase of your life.

- 武 Now gather as much intelligence about your specific short term target as possible.

Once you have all the information gathered then you should make an objective assessment if it's realistic for you to be able to reach your target, if the answer is yes then you can progress on to the next stages target setting.

'WAP' – The Way of the Warrior

Worth, Ability and Possibility, with these three key beliefs completely and utterly accepted by you and factored into your equation to set your new target, then you will be ready to start, but **ONLY** if you truly accept and believe these three points of 'WAP'.

- 武 You should truly believe that you fully deserve to achieve your targets, and that you're **WORTH** it.
- 武 Accept that you definitely have the **ABILITY** to achieve your targets.
- 武 Believe that it's completely **POSSIBLE** for you to successfully reach your targets.

Targets and Target Setting in Practice:

The following steps will take you from where you are now to where you wish to be, in other words this is a complete target setting plan for you to follow.

Start by setting yourself seven long term achievable yet specific targets for either your life, love or your business.

Set these targets in the future approximately ten years ahead of now, at this point you don't need to write them out in any specific order of importance.

The targets should perhaps cover the following areas of life:

- 武 Love and relationships
- 武 Money
- 武 Work

- 武 Fitness
- 武 Health
- 武 Leisure/fun activities

10 year Plan

Before writing these down the targets for your 10 year plan, you should ask yourself:

Do I want to look back only upon my incomplete dreams or upon actual experiences at the end of your life?

- 武 What is truly important to you in life?
- 武 What do you really and truly want to achieve in 10 years time?

Write these down under the heading, 'Target 1' and complete your detailed list accordingly.

5 Year Plan

Next take the completed list of your 10 year targets and write a list of sub-targets that you will need to achieve in the next 5 years in order to be realistically on course for you to achieve your set 10 years targets

Before writing these down ask yourself, and answer yourself in complete detail:

- 武 What are the exact intermediate steps that I need to take in order for me to achieve my targets?
- 武 What position will I be in 5 years time?
- 武 Where will I be geographically, emotionally or socially etc, in 5 years time?

Write these down under the heading, 'Target 1' – 'Intermediate 5 Year Target', and complete your detailed list accordingly.

2 Year Plan

Now take the completed list of your 5 year targets and write a list of sub-targets that you will need to achieve in the next 2 years in order to be realistically on course to achieve your set 5 years targets

Once again, before writing these down ask yourself and answer yourself in complete detail:

- 武 What are the exact intermediate steps that I need to take in order for me to achieve my targets?
- 武 What position will I be in 2 years time?
- 武 Where will I be geographically, emotionally or socially etc, in 2 years time?

Write these down under the heading, 'Target 1' – 'Intermediate 2 Year Target', and complete your detailed list accordingly.

1 Year Plan

Once again, take the completed list of your 2 year targets and write a list of sub-targets that you will need to achieve in the next 1 year in order to be realistically on course to achieve your set 2 years targets. Once again, before writing these down ask yourself and answer yourself in complete detail:

- 武 What are the exact intermediate steps that I need to take in order for me to achieve my targets?
- 武 What position will I be in 1 year's time?
- 武 Where will I be geographically, emotionally or socially etc, in 1 year's time?

Write these down under the heading, 'Target 1' – 'Intermediate 1 Year Target', and complete your detailed list accordingly.

The Target Setting Formula Step 1

Now that you have your lists completed you then need to ask yourself some vitally important questions about all of the targets set on your list, these are:

Is it my OWN target that I wish to achieve OR is it someone else's target that I'm being pressured into aiming for? Be sure that you're never 'pushed' or 'persuaded' by a third party into aiming for a target that isn't truly your own. Ask yourself, 'Can I really envision myself achieving this target'? If the answer is 'yes' then you can proceed, if your answer is no, then stop right there and

re-assess both your target and your current situation. Now you should define exactly what you want in achieving your set target

The steps to help you define involve you writing down everything that you ever want to be, ever wanted to do or ever want to have, and then make another objective assessment after that before you proceed any further.

At this point you need to refine your list and to continue refining it until there are only perhaps 2 or 3 realistic targets remaining on the list. After this is done you can proceed to the next step.

- 武 Ask: Are these real targets or merely whims?
- 武 Ask: Are these practical targets for me to achieve?
- 武 Ask: Are these targets physically possible for me to achieve?
- 武 Ask: Will my targets give me short term pleasure or long term happiness?
- 武 Ask: Can you repeat what-ever 'it' is, regularly without damaging you or your family's physical or mental health?
- 武 Ask: Will reaching this target make me more prosperous?
- 武 Ask: Will reaching this target make me healthy?
- 武 Ask: Are my targets honest, moral and legal?
- 武 Ask: Are my targets positive or negative targets?
- 武 Ask: Are my targets spiritual or physical targets?
- 武 Ask: Are my targets business or personal targets?

The Target Setting Formula Step 2

With your newly refined list down to only 2 or 3 realistic targets, don't just throw the other targets away that aren't on your immediate short-list, simply save them for your future reference.

Please categorise the targets to be archived into the categories of 'realistic but not quite now' targets right through to categories such as 'that would be good but it'll never happen targets'. Be very objective in doing this otherwise it will only lead to disappointment in the future.

The Target Setting Formula Step 3 – Short or Long Term Targets?

With your list down to only 2 or 3 targets you should identify the type of targets that remain and categorise them into one of the following:

- 武 Immediate
- 武 Short term
- 武 Medium term
- 武 Long term

With the remaining targets categorised proceed with the next step for the most immediate targets and work through the list from short to long term.

The Target Setting Formula Step 4 - Shorten the List

If there is more than one target on each of the list points, simply shorten them down into the most desired and most realistic. When you have completed this you will have only one target on each section of the list remaining and you can proceed on to the next stage.

The Target Setting Formula Step 5 - Defining Obstacles

Now with your chosen target in mind spend as much time as it takes in order to write down EVERY detailed step and process you will need to complete in order to reach that target. This includes listing all the people, groups, organisations, qualifications, times etc that stands between where you are now and where you want to be.

You simply cannot have enough detail at this point because if you compile every possible detail then you will simply have to 'join-the-dots' in order to successfully reach your target now and every time you detail it all out in this way.

The Target Setting Formula Step 6

Now that you have clearly identified and defined all of the obstacles that stand between where you are now and where you want to be, ask 'why' to each of the detail points. Be certain to answer each question completely in detail before moving on to the next stage, once again the more detail that you gather, the better.

The Target Setting Formula Step 7

Now make an assessment if you need and if you can get professional help in order to help you reach your target. If so you should then detail that out too, including exactly what help you need, how much it will cost, how long it takes and where you will find this help etc. Once you have factored this into your target setting plan then you can proceed onwards to the next stage.

The Target Setting Formula Step 8

Ask yourself now if you can make the complete emotional commitment you need in order not just to start the process towards your target but the full commitment that you need in order reach your target. Don't forget how that no matter how hard we may try to forget, we are emotional human beings, not logical ones such as Mr Spock from Star Trek.

The Target Setting Formula Step 9

With your complete emotional commitment made to start and then complete the process of reaching your target, you then should pause to remember that you will also encounter problems and distractions on the journey to reaching your target. Ask yourself how you should deal with them when they arise.

If you hit a major problem on the journey towards completing your target, a problem that was completely unexpected, then don't flounder. Don't stop or turn back and start out once again. Instead you should make a completely new written assessment from the start just as I've listed out here. This time you should factor in the new problem and 'plot a course' around it.

If possible you may be able to use the perceived 'problem' to your advantage in helping you to achieve your target by using your Mental Martial Arts skills.

The Target Setting Formula Step 10

However if you encounter something or someone which might be, or become a real distraction then you should ask a very simple but very serious question, which may involve a lot of soul-searching.

Perhaps it is a new electronic product that has really caught your eye but it is very expensive and it will seriously deplete your financial reserves which are needed in order to reach your target.

Another possible distraction could be a new person coming in your life, someone who might completely distract you emotionally. You should ask if the distraction, will take you closer to, or further away from reaching your target.

The answer should be obvious, however only you can decide. Only *you* can ask and answer the hard questions in your life.

The Target Setting Formula Step 11

With everything now in place to start you should set a date to actually achieve your target, you may wish to declare to your family and friends that you are about to embark a journey towards a new target in your life, in doing so it will make it even harder to quit along the way.

The Target Setting Formula Step 12

Never set out to merely make a 'New Year's Resolution.' Instead *create* a New Year's REVOLUTION!

Remember that success in all things is a journey, not a destination.



Setting inappropriate goals and choosing impractical targets are common points of failure. Mental Martial Arts seeks to overcome this.

Lack of targeted energy is usually what prevents you from getting things done - not lack of time.



"WAP" - Worth, Ability, Possibility - will help you smash through this barrier.

Take time now to write out your 10 year, 5 year, 2 year and 1 year plans and then apply the detailed Target Setting Formula.

Chapter18

Toolbox Tactics and Business Philosophies

Toolbox Tactics

'Toolbox Tactics' are a fundamental principle of both the physical and the Mental Martial Arts.

An analogy would be to imagine that you're a physical martial artist, perhaps a student of Kung Fu who is leading a team of new Shaolin warriors and for whatever reason your about to go into battle. In this instance the 'toolbox' that you have at your disposal are the 'weapons' and strategies that you have available to you, the warriors that you have, their skills and abilities, the terrain and the element of surprise etc. All of which can be used in a multitude of different ways, the choice of exactly how they're used and deployed is entirely up to you as the leader. If you make serious errors in your use of the 'tools in your toolbox' available to you, then you most likely will be defeated, perhaps even with serious injury or total loss of life. Conversely if you're a skilled leader, one who can not only use all the 'tools' at your disposal but can use them wisely and cleverly, then you may even win the battle without even having to physically fight, which is always the ultimate target of the Mental Martial Artist.

In life, love and in business you all have a multitude of 'tools' at your disposal in your very own 'toolbox'. If you use them in one 'particular' combination with one 'particular' mind-set, then a particular outcome will be the result. Change one or more of the elements you use that comprises your 'toolbox', the way you use it or them, or your mind set, then a completely different outcome will be the result. It therefore follows that it is YOU who ultimately decides your fate in life, love and business. It is YOU who decides what career path you follow, YOU who decides what income you will earn and YOU who decides what kind of love life you will enjoy because ONLY YOU are able to use the personal 'tools in *your* toolbox'.

Another extremely good example of the 'toolbox' and how even the same toolbox can be used in dramatically different ways, would be a simple set of paint and paint brushes. One person may take those materials and paint a wall and produce a very nice but ordinary result, another person may take the very-same toolbox of paint and brushes to do nothing more than paint graffiti in public places, whereas another such as Michelangelo would, and did, paint the Sistine chapel with the very same 'tools and toolbox' – enough said. Most people have very similar tools contained within their own personal 'toolboxes', some have slightly more of one thing and some may have slightly less of another. The important thing to remember is that no matter what

elements comprise to make up your own personal 'toolbox' you can take those very same elements, and when used in a multitude of different combinations, you can achieve just about the same or even more than what anyone else on the planet can achieve.

My father, Norman, once told me, "Son, remember that if one person can achieve something then so can you, no matter what that is.' It was those wise words from my father that have been a shining beacon to me throughout life, even at very testing times. This is why to me it seems completely insane when I hear people complain and blame others for their lack of success or they blame others for having more ability or opportunity, because to blame others for something that *you* and *you* alone are in total control of is such complete and utter nonsense. You and you alone always ultimately decide your own path in life, love and business.

So if you don't achieve the result you would have perhaps first wished for in the use of your 'tools in your toolbox', then don't throw the tools away in the insane belief that they can ONLY be used in one particular way, simply start again using a different combination and, in the process, dare to believe that you can achieve anything that you really want to achieve.

Perfectionist syndrome

This is a common syndrome which either comes from a person whose nature causes them to be way too focussed on the minutia of things, almost with tunnel-vision, or from a person's fear of actually starting out upon their journey to success.

Such people will wait and wait and wait until they believe that everything is completely perfect before they begin anything in life. For example they may perhaps debate ad-nauseum the fine detail of super-exact-colours, shapes and designs only to find that the world has passed them by and that they have not only lost momentum, perhaps more importantly, they may also find that they have run out of money in the process even before they start!

As a student of the Mental Martial Arts you should naturally always pay close attention to detail but not at the expense of the overall objective, which in business is usually to make money. Don't forget that the first casualty of any form of combat or indeed business; is almost always the 'plan'.

The wise thing to do is to get as close as you possibly can toward your objective in practical terms before the minutia and attention to detail slips into 'perfectionist syndrome. You need to learn to recognise these 'symptoms'

within your own character otherwise 'perfectionist syndrome will cause you to neglect the first 'rule' of good-business which is *cash-flow is King!*

A rough translation that comes from an ancient Shaolin proverb says that:

'A man once searched the world looking for the perfect woman, he searched everywhere for years and, eventually he found her, only to find that she was also searching for the perfect man'.

Therefore as a student of the Mental Martial Arts, beware of 'perfectionist syndrome'.

Cash Flow is King

No matter what your business or what your situation is life is, zero or poor cash flow is a killer, it's really that simple, cash-flow really is KING. When cash flow becomes cash-'dust' then you're in deep trouble unless you have a lot of money in reserve.

Zero or poor cash flow can often be the result of a poor market, world economics, a poor invoice and debt management system with your customers and even what we've just covered, perfectionist syndrome. No matter what the cause of any cash flow problems, you should be certain to recognise it quickly and solve it equally quickly otherwise you're not going to be around for long!

Net Profit is Sanity – Turn-Over is Vanity

I have been in business for over 30 years and during that time I have SO often heard people boast about what their business 'turns-over' in cash terms. These people almost wear their own or their companies' 'turn-over' figures as a badge of honour.

I also particularly remember a friend who was boasting to me about the turn-over of his business and his face lit up when he found out that his turn-over was no-less than 14 times greater than my own business turn over at the time. I remember telling him, without expressing any emotion, that the comparison that he had just made to me was 'interesting', I then asked him what is 'net' profits were, his reply was equally interesting, because his net profits were a meagre 3 to 5% on average set against his turn over.

Naturally he then asked me about my % net profit to which I replied very calmly 97%. At this his face expressed another emotion, less pleasurable than

the emotion he had expressed only a moment before. This was because that after my business expenses and tax etc, I was actually making a great deal more money than he was.

So the lesson that I learned early on in my business life was not to be unduly impressed by 'gazillion' dollar turn-over figures. Instead, be a lot more interested and impressed by great cash-flow, a great turn-over and a high net profit.

In short my own proverb of 'Net Profit Is Sanity, Turn-Over Is Vanity' really does count.

Maximise Meetings

How many times have you made a call to someone only to find that they were 'in yet another meeting'? Sometimes it seems as though the whole world is 'in a meeting' and it's a 'wonder' that anyone actually gets any business done at all.

My own experience with one particular company in the UK highlighted to me the danger and the ludicrous nature of 'meeting mentality'. This particular company were suppliers of specialist TV cameras and support equipment. At this time I had just signed a contract with a large new client for my business which meant that I needed to buy a dozen TV cameras immediately, so I called the sales person that I knew very well only to find that his manager had called him into a so-called important sales-meeting which he could not get out of and that it would last the whole of that afternoon.

I explained clearly to the receptionist why I very urgently needed to speak with the sales person and I had even persuaded her to send a message to his manager asking if he could be released from the meeting to attend to my new large order, the reply back was shocking, it was 'sorry, he can't leave the sales meeting.'

This made me stop and think that the sales manager who had called the 'sales-meeting' was definitely not a business person and that he was also certainly not selling anything either while in a meeting. Anyone who has ever run their own business knows only too well that 'the customer is king' and no matter what you're in a meeting about it can wait if a customer wishes to order something, because doing business *always* comes first. Sadly this incredibly important ethos is lost to many in the corporate world of today.

I then called the company back and this time I managed to eventually speak to one of the directors of the company and explained that their company was

going to lose a huge order that day because incredibly everyone was ignoring the pleadings of a customer to actually buy something. I also explained that the situation was even more insane because incredibly the sales manager was deliberately choosing to ignore a huge sale, because he deemed it more important to call a meeting to actually see how they could increase sales!

I'm sure that you can imagine the result of my conversation, the person that I had wanted to speak with to begin with was sent to speak to me instantly and because of our good relationship he took a huge order from me in one phone call that greatly exceeded his monthly target, the company kept me as a customer and the sales manager learned a valuable lesson for life after no-doubt receiving a well deserved roasting from his boss.

In general there are usually far too many meetings that take place each and every day and of those meetings that are held, only a few produce any solid results. Think for a moment about some of your own experiences of 'meetings' in general, and about your own observations. Think about how most of people attending a meeting actually have no real knowledge about what the detail of the meeting is about or what the objective of the meeting really is. A 'meeting' can also be the place where people talk a whole lot yet say very little about anything important.

Perhaps the most useless of all meeting time is when a *committee*' meeting takes place; it could be a home-owners committee, corporate committee or even worse a local government committee!

A perfect example of an ill-thought out ,and what in my opinion could even win a competition for being 'the most useless committee meeting ever', was one convened by a local government authority in England which was made infamous in the British press at the time.

So my prize for the 'Most Useless Committee Meeting' goes to Gloucester County Council, UK, who actually held a 'planning committee' meeting in order to decide if they should include a simple paper napkin when delivering meals to house-bound pensioners!

Why? I can almost hear you ask, because one 'not-so-bright-spark', who is part of the county council thought that a paper napkin could represent choking hazard! The result of the meeting was that a full 'risk assessment' would have to be undertaken and written up, at the tax payers expense, regarding the use and no doubt the 'dangers' of paper napkins!

In my opinion, and surely by any reasonable standards on Earth, this is totally insane as well as being completely insulting to the senior citizens, who have

no doubt been using napkins safely for many years before these 'committee' people were even born.

This is just one example of what a 'waste-of-time' meeting can be all about if it is not handled correctly by a strong and envisioned 'leader' with common sense who takes over the meeting to dismisses nonsense, as the nonsense it so very obviously is.

Before convening a committee meeting please consider the 'Sterling' rule of committees which states that; *'the greater the number of members who sit on a committee is in direct proportion to its ability to becoming less- effective'*. In short the more people who sit on a committee the less chance there is of getting a decision and the longer it will take to do anything at all! So how do you get the most out of your meetings and ensure that you achieve your objectives during meetings? How do you leave your audience with clarity of thought in relation to your message and your target?

Here's my check-list to help you maximise meetings.

- 武 Only convene a meeting when it's really necessary, avoid convening a meeting simply 'for the sake of convening a meeting', and if it ceases to be needed then simply cancel it and don't waste time.
- 武 Be sure to have a clear objective and know exactly what you want the meeting to achieve, also make sure that your agenda during the meeting is adhered to, setting a time-limit for each item is an effective way of helping to do this.
- 武 If possible schedule your meeting enough time in advance to allow those who attend time to fully prepare themselves.
- 武 Be sure to invite only the people to the meeting who really *'need'* to attend; don't waste people's time.
- 武 Always start your meeting on time because if you do, you will usually end it on time, let the late-comers play catch up for themselves.
- 武 Start out by setting a time limit for the meeting and then half it, longer meetings fail to hold the attention span of the attendees and never usually achieve much more than a short meeting.
- 武 LEAD the meeting or appoint a leader who will drive it through, otherwise a meeting ends up as a disorganised group-discussion
- 武 Always stick to your agenda.
- 武 You have the option for adding a 'questions' session at the end if you think it wise to do so.
- 武 Be sure to end your meeting on time and avoid the urge to let it run-over schedule

These few simple rules should help you as new students to Mental Martial Arts run more effective meetings and to maximise everyone's time in doing so.

Top Time Keeping Tips

Does good timekeeping matter? You bet it does! Continual bad time keeping is nothing short of bad manners, it's that simple, it sends the message to others that 'you simply don't care' or that the other people you're meeting are simply 'not important to you'.

So, if you want to be professional, appear to care about others and to have good manners then just BE ON TIME! - EVERY TIME!

Excuses, Excuses, Excuses

Occasionally everyone will fall-foul of circumstances beyond their control, for example we all know how unpredictable road-traffic, trains and planes can be. That's fine and people will have no problems accepting you being *occasionally* late. Wherever possible though, if you are going to be unavoidably late you should always give people as much notice as possible. Ring ahead and let them know. They'll appreciate it.

However, if you show consistently poor time-keeping, they won't. So what can you do about helping to correct this? What can you do if you're seemingly operating in your own little 'time-zone' away from the rest of the world?

Sterling's Tips on Time-Keeping

武 To begin with, stop saying to yourself and others that 'your time-keeping sucks, or that 'you're never on time', or that 'you're just bad with time', or indeed that 'you just always focus-out other things so you never keep track of time'. Why should you stop saying these things? Because your own *self-talk* is brainwashing you and you're simply reinforcing the negative to yourself that you're all of those things and more! Use the caveat technique I discussed earlier, if you find yourself inadvertently saying to yourself, or out-aloud that you're a bad time keeper; that way you'll begin re-programming yourself into become an excellent time keeper.

武 Set your watch and clocks a little ahead of the actual time, but only a few minutes ahead, because anything more than a few minutes and you'll simply always remember that the clock is set-fast and therefore it won't help. If it's only a few minutes fast you'll soon forget about that and the result is that you'll usually find yourself with time to spare.

- 武 Make a conscious effort to be aware of your time and what you need to do next so that you don't completely focus-out on everything else around you.
- 武 Leave post-it notes in 'groovy' and unusual places to help remind you of your schedule, you can even simply say on a post-it note '*check the time*' it can really be that simple.
- 武 Get to bed early, this always helps set the day off to a good start because you will usually wake refreshed and on time which will make your day flow well and stop the time-crunches happening causing all your meetings and appointments to crash together as a result.
- 武 Plan ahead in detail, remember the axiom of the multiple 'P's'? Planning and Preparation Prevent Poor Performance, well they also help prevent poor time keeping too.
- 武 If you're working or travelling with others arrange a system of calling each other by phone to ensure that you all keep a circle of reminders flowing about time and your group schedule. You don't even need to answer the phone and waste time on a conversation, simply arrange for example system of 'two-rings' and then stop calling , and then you return that person's call in the same way to acknowledge it. That system can work quite well and your caller ID will let you see who it was calling so can return calls easily.

Keeping good time really isn't that hard, it will help to reduce the stress in your life and it will also help you to get more done in the course of your day. You will show people that you care and respect them and you will never appear to be arrogant or rude because of poor time-keeping ever again.

Quote

"The journey through life is like the sands of time in an hour glass, the nearer that you get to the end, the quicker the sand seems to disappear."



Toolbox Tactics" are incredibly powerful weapons for the Mental Martial Artist

Learn to maximise your meetings. Good time-keeping really does count

Application and study of these tools is important for all students.

Chapter 19

The Physical – Mental Martial Arts Mind-Body Link

We are all very well aware of the much publicised fitness and health benefits of exercise. Activities such as walking, jogging, and cycling -- strengthen the heart, the lungs, and the circulatory system combined with resistance training to shape and tone specific muscle groups.

There is now also clear scientific evidence to substantiate the long-assumed mid-body link. The study of the benefits of regular physical activity is now not only proven to be of benefit to your body they are also a front line medical treatment to beat depression. This is because physical activity increases the amount of hormones known as endorphins in our body; it is these hormones that actually help you to feel happy. Add to the mix that regular exercise will also improve the way you look, help you to decrease excess body fat and will boost your self-confidence, the benefits of regular exercise are beyond doubt.

Researchers at Manchester University, as published in the Manchester Evening News (May 28th 2008), have proven that even moderate exercise lowers cancer risk by as much as 34%. There are many more incidences of scientific research proving the benefits of exercise.

Exercise also increases the blood flow to the brain, increasing oxygenation and as a result your concentration is improved after a short burst of exercise by up to 33%. So if you ever find yourself office or desk-bound for long periods then it is very wise for you to do something physical every 30 minutes. This increased blood flow to the brain and the concentration boost that it offers will give your creative abilities a huge boost too!

Also as an employer you should remember that physically fit people simply take less time off work, that's just a fact. Physically fit people who maintain a 'healthy' body-mass-weight proportion are also more efficient at their work than those people who do not keep fit or who are overweight.

This in turn adds up to physically fit people being overall more productive employees who simply cost a company less money in very real terms during their employment, than those people who do not keep fit and who are overweight. I have never pulled any punches in what I say and I never will, the 'facts are just the facts' and I have no intention of offending anybody in what I say.

If you're still not totally convinced about starting and maintaining a regular workout routine, I'll ask you a 'key' question. Pause for a second and imagine

that you are now the trainer and manager of a boxing character like the great 'Rocky' from the incredible series of movies by Sylvester Stallone.

Imagine that the target you had for your very capable world-class boxer was to beat the reigning World Heavyweight Champion for an incredible purse of \$50 million. Visualise EVERY aspect of this scenario, and envision that it's completely real in EVERY way.

Now also ask yourself if you'd allow that super valuable boxer to:

- 武 Stay up late at night and watch TV through the early hours
- 武 Eat a diet of fast food and receive generally poor general quality nutrition
- 武 Skip exercise sessions
- 武 Smoke freely
- 武 Drink copious amounts of alcohol
- 武 Use chemical drugs freely

I bet that every person reading this right now would say no way, your boxer is way too valuable for any of that stuff!

You'd encourage them to get rest, eat the finest food, filling their mind with only positive thoughts, never smoking, never drinking to excess, to exercise regularly and to live the very best life possible.

Now, pause once again and think hard because YOU are equally valuable, perhaps even more so, which begs the key-question; why don't you care for yourself in the same way?

So what are you going to do about your physical situation?

Therefore to summarise some key points and to reinforce why YOU should work-out regularly and get into great shape:

1. Exercise Helps Beat Depression

Physical activity stimulates chemicals in the brain that could make you feel happier, more positive and relaxed. You will also look and feel better which in turn gives you a huge confidence boost

2. Exercise Helps You Lose Weight

Physical activity simply burns calories, if you burn more calories than you take in then you lose weight it's that simple!

People usually lie to themselves and to others, making all sorts of wild excuses such as 'they've big bones', or that 'they already eat virtually nothing and simply never lose weight'.

It's all complete 'nonsense' and the sooner these people realise that they'll also realise how stupid they make themselves appear when they make excuses like that!

3. Exercise Fights Disease.

Regular exercise helps to prevent and/or manage certain conditions such a heart disease, exercising regularly will improve your circulation and lower the build-up of plaque in your arteries.

4. Exercise Can Help Boost Your Sex Life

Regular exercise can leave you feeling more energised, looking better and feeling great, which in turn has a super-positive effect on your sex life.

Regular exercise also helps you to keep your body and joints more supple and flexible, which can all-add-up to some real excitement here!

The bonus is that regular exercise means that men are less likely to suffer embarrassing erectile problems, especially as they get older and it can also lead to women experiencing a state of enhanced arousal, so regular exercise is a huge bonus!

5. Exercise Helps Boost Your Energy

Physical exercise delivers oxygen to your organs and tissues as well as other nutrients. It boosts your entire cardiovascular system and help your heart and lungs to work more efficiently, in short you'll simply have more energy to do the things you enjoy doing and more energy for life!

6. Exercise Helps You Sleep Better.

Physical exercise helps you to sleep better which in turn improves your mood, your concentration and also your overall productivity. So if you suffer from broken or lack of sleep, try regular exercise, not too near bed-time, and you will simply sleep better as a result!

7. Exercise is Fun

Exercise doesn't have to be boring, especially if you use devices such as my own XerFlex concept (www.XerFlex.com) and my Short Workout Exercise Techniques or 'SWET' techniques for short which enable you to work out fully in virtually no time at all.

You should also widen your horizons, try out new things, new sports and simply learn to get out of the house instead of sitting in front of the TV! Don't forget that we've already established, that logic will never change an emotional state but ACTION will, so if you want to lead a fuller, happier and healthier life, then get out and DO SOMETHING ABOUT IT and HAVE SOME FUN!

The Key Question: What is the Best Exercise Routine?

Quite naturally I would always recommend that *anyone* and *everyone* should undertake some form of martial arts training. As well as providing an excellent way to 'get fit' and 'stay in shape', martial arts training will also enable you to better-understand the 'analogies' and 'physical metaphors' I allude to in this book and my other publications and courses.

But the question still remains, what is the best way to get into shape in the shortest possible time? The answer to this question came by an unusual route from my past experiences as a strength and fitness coach.

Throughout the years which I spent as a specialist in exercise, fitness, strength development and as a coach to the 4 times World's Strongest Man, the great Jon Pall Sigmarsson of Iceland, I have been asked this question countless times. My answer is always surprisingly simple, the best exercise is one which you *enjoy* doing, because if you don't enjoy doing something then eventually you will stop doing it which defeats the object of starting exercising in the first place...

From my own experience I also know that a great many people don't enjoy working out for long periods of time, they can't be bothered to run for an hour or so, or to work their way through a 30 minute elliptical workout like a hamster on a wheel-treadmill in a cage.

While I was coaching Jon Pall for one of his title defences as the World's Strongest Man, I noticed that when we were cycling the workout regimen and experimenting with some new ideas that I was introducing into our workouts,

we both made some of our best 'gains' by what seemed to be by doing the least amount of work.

During the years that followed the ground-breaking strength coaching sessions in Iceland, I continued my research, when I was able, in order to discover why the short burst sessions with Jon Pall seemed to be the reason we delivered such incredible results and which were partly why Jon Pall became such a legendary strength athlete.

In those days I was working between my businesses in the emerging cellular telecom industry and in my TV and film production business. Because of this I didn't have the facilities for testing and measuring in sport that I once had when I was studying this subject at university. This meant the results of my studies, even though they were clear to me, were not scientifically substantiated. My own research results eventually concluded that short bursts of exercise could and would promote some of the very best results in terms of fitness, shape, fat-reduction and strength.

This thinking was completely opposed to the traditional or conventional approach to coaching in that a person had to perform several sets of an exercise with increasing resistance for optimum strength gains or to perform aerobic exercises over a time-frame of between 30 minutes and even several hours for some super-endurance athletes.

Fast-forward several more years, the Short Workout Exercise Technique or as I had named it SWET©** for short, had been lodged somewhere in the back of my mind, even though it now formed the basis of my own daily workout regimen, I hardly gave it a passing thought on a daily basis.

Then one day I received some very exciting news from a colleague in the fitness industry, it was that a significant scientific research breakthrough had been made which verified my own hypothesis of SWET© training delivering the best results. It was Professor Martin Gibala of McMaster University in Hamilton, Ontario, Canada, who now had hard scientific proof that short burst training not only worked but that the results that it delivered were nothing short of outstanding.

After examining the professors results I realised immediately that that even *six minutes* of intense exercise per week could do as much to improve physical fitness and body-shape as could *six hours* of conventional exercise. In short people could cut their workout routines down from an hour or two per day, three or four times per week to between just three and five minutes per day, three days per week!

This news could not have come at a better time for me because it would completely validate the techniques that I was developing for use with my new and revolutionary exercise device, the XerFlex©**. The XerFlex© device was the culmination of years of my own research and experimentation into how be able to have complete, full-body workouts, anywhere in the world and virtually in any location, even on a space as small as a train or boat cabin not to mention a small hotel room. I developed the XerFlex© device because I used to travel continuously all over the world for my work in the TV and movie industry and as I did so I wanted to find a way to maintain my daily high-level workouts.

Conventional devices that were previously available were always limited in their use, had restricted ranges of motion and they never really ‘felt’ anything like a real dumbbell or a barbell which are the best exercise tools.

Hence the XerFlex© was born and when I launch it shortly after I release this book, I know in my heart and from my own vast experience as what many consider to be an ‘expert’ in fitness, body-shaping and strength training, that the XerFlex© will revolutionise the way we workout.

So now when I’m asked the question ‘what is the best form of exercise’ I simply reply ‘the XerFlex©’, this is because I have achieved some incredible results on my own body using the very same prototype device myself for many years now, which has also provided me with a great full-body workouts in any location. In addition, my Short Workout Exercise Techniques or SWET© principles were now proven to work scientifically.

I also know that in recommending the XerFlex© to martial artists and those who play any other sports, they can now workout to gain the strength, shape and fitness that they need for their sport in a super-short period of time which in-turn will allow them additional free time to concentrate more fully upon their chosen sport-related skills.

If I have achieved nothing else in my inventing the XerFlex©, for once I know for sure that for there really is a high-quality exercise device available to sports professionals and to the general public which can actually deliver the results that are claimed of it. It is a device that can be used with equal ease either at home or while travelling on business or pleasure, and it’s a device than can be used quite literally by anyone of all ages and all levels of fitness. The XerFlex© can actually benefit and be used equally easily by my own elderly Mother right through to World’s strongest men competitors!

I truly believe that my XerFlex© is indeed the ‘Holy Grail’ of portable exercise devices and that it will revolutionise the way the world works-out’.



The XerFlex© could be the coveted 'Holy Grail' of fitness.

There are incredible benefits derived by keeping your body fit and in good shape.

Don't put-off starting and maintaining your workout routine.



There is a proven link between the mind and the body.

Serious Mental Martial Artists must exercise their body as well as their mind.

Chapter 20

Which is Best Physical Martial Art?

In your quest to understand the Mental Martial Arts 'Mind-Set', you may wonder 'which is the best martial art? There are many recognised styles of martial art in the world, most with accredited organising governing bodies to support their proliferation and the instructor/student network that is generated as a result. However in reality there are as many martial arts as there are martial arts instructors. This is because every instructor adds something of their own, something new and some aspect 'not previously thought of' to the arts that they teach.

I'm often asked the question by those interested in studying the martial arts, 'what martial art is best for them'? No-one can answer that question for someone else, only the person who is going to study the art can answer what is best for them. In general anyone who is considering studying a martial art should choose an art that suits them best physically and that they will be comfortable studying for the rest of their life, because the study of both the physical and the Mental Martial Arts is a life-long journey. All the arts offer something different, while at the same time all the arts are very much the 'same'. Because we are all different physically and emotionally, your own choice in deciding which, if any, is the best martial art for you can only be decided by you after you personally research each of the arts.

For example Taekwondo is a very fine Korean martial art, however it would perhaps be best not suited to a person who is in their 60's and has problems in lower-limb flexibility. This is because the art of Taekwondo can involve a huge amount of dynamic high kicking, including the practice of jump-spinning kicks and flying-kicks.

However the same person might be very well suited to practice the Japanese art of Aikido which is performed by blending with the energy of the attacker and in doing so, redirecting the energy of the attack rather than opposing by force, this therefore requires comparatively less lower-limb movement and energy compared to an art which places greater emphasis on dynamic kicking.

Choosing the right teacher is also very important, especially if the teacher is someone who you can 'connect' with, and who you enjoy learning from. With the right school, a good teacher and a good choice of physical-art for you personally; then you can expect to make good progress.

Some key questions for you to consider in choosing your preferred martial arts school are:

- 武 Were they polite, communicative and informative in response to your enquiry?
- 武 Did they invite you to openly view as many of their classes as you wished, and did they then offer you a free trial lesson?
- 武 When you view the classes do they appear to be clean and operated in a safe, well organised way using responsible best safety practice at all times and were they under constant, competent supervision?
- 武 Did the teachers and the senior students appear to be skilled in their arts and did they appear to be able to communicate their knowledge well to those they were teaching?
- 武 Did they try to 'sell' you after your viewing or trial sessions in very much the same way as the 'fitness clubs' sometimes do?

The important thing is to trust your own instinct and never be pressured into anything. Start your research on-line and then expand it by personally visiting the various clubs that might be of interest to you. I would definitely suggest that you should visit a club several times and only then if you feel completely comfortable should you try an introductory session, and if you like it after that, then simply take it from there at your own pace.

Which is the Most 'Lethal' Martial Art?

If I have heard this question asked once then I have heard it asked a thousand times, it seems that the marketing hype of modern-day life has even permeated its way into the culture of the martial arts.

It is sad to see advertisements on-line and in certain publications which purport to offer you the ability to learn their 'new and secret' system of martial arts in only a matter of 'weeks' of training, and then once learned, you will be able to fight like the world renowned masters of warfare.

Can this be done? Can anyone really offer this? In my opinion if you believe this sort of advertising then you might as well believe that you will also find German war-time dictator, Adolf Hitler wearing pink dress, high-heeled shoes and working on the check-out line at your local supermarket while he's

whistling 'Dixie'; because in reality you have about the same chance of it actually happening!

So which art is the most lethal? My answer is that it's never down to the style of martial art itself; instead it is always down to the individual practicing the art.

Decision Time

So putting aside and firmly into the rubbish bin, the 'hype-marketing' that we're all bombarded with these days, simply follow your 'gut' and your good-sense. In doing your research consider your own unique body-type when choosing which of the arts might best suit you, once that super-important factor is taken into consideration you should then look at the question of formality?

Some of the martial arts are very 'formal' in their structure, in their teaching methods and their associated traditions. The more formal arts tend to be the Japanese and Korean, while the least formal tend to be styles such as 'fusion-kickboxing'.

As with all things, nothing is better or worse, stronger or weaker; they are simply different so the choice is wide-open to you. I have listed a few of the more commonly known arts below in alphabetical order for you to begin your research with.

武	Aikido	武	Kick-Boxing
武	Boxing	武	Kung Fu
武	Capoeira	武	Muay Thai
武	Escrima	武	Ninjitsu
武	Jiu-Jitsu	武	Taekwondo
武	Karate	武	Tai Chi
武	Kendo	武	Wrestling

The practice of the physical martial arts was a significant key in helping me to unlock the Shaolin secrets of life, love and business, it also gave me the 'vision' to see the world in a new and completely different way, a way that I had never before dreamed possible, it was also a way that allowed me to develop my system of Mental Martial Arts and to able to share it with the world.



Nothing is ever better or worse, stronger or weaker, only different.

The best physical martial art is always the art that physically suits YOU best.

Chapter 21

The Philosophy of the Shaolin Masters

I've assembled a small selection of what I call 'Words of Wisdom' of the Shaolin masters, in the hope that you might remember some of them, ponder them and as a result, better understand the deeper meanings behind them.

Please note that some of these phrases have been translated completely and précised, and some, only partially.

I've also added some other 'Words of Wisdom' that I have collected during my travels over the years and some that I've even penned myself, although I'm not certain if my own humble attempts, could in any-way be called 'Words of Wisdom', none-the-less I hope that you enjoy them, including the amusing ones!

'Words of Wisdom'

- 武 *It's better to win a war by not having it*
- 武 *One must first understand and embrace humility with all its facets in order to become a truly great leader'*
- 武 *In the land of the beggar one will eventually talk about money and in the land of the cripple one will eventually talk about feet.*
- 武 *Let your words flow like water under the bridge of knowledge in order to teach others*
- 武 *Water takes the path of least resistance, it never seeks to flow uphill, let your success strategies do the same, avoid what is difficult and seek the easier path.*
- 武 *Net Profit is Sanity; Turn Over is Vanity, and Cash Flow is King!*
- 武 *The heart only measures love, growth and depth of feeling; it does not measure the passage of time. This is why you can meet someone and in a fleeting 'moment', you can feel as though you've known them, and perhaps even loved them, your whole life.*
- 武 *We're all merely a tiny drop of water in the deep ocean of life, but it seems that SOME of the drops SPARKLE!*

- 武 *Be more afraid of an army of doves led by a tiger rather than an army of tigers led by a dove.*
- 武 *There are none who are so blind, as those people who choose NOT to see.*
- 武 *Love is harmony, even in discord.*
- 武 *A man once searched the world looking for the perfect woman, he searched everywhere for years and, eventually he found her, only to find that she was also searching for the perfect man.*
- 武 *Fear is the enemy of us all but trust is the armour.*
- 武 *Deal with evil through strength but affirm the good in all people through trust.*
- 武 *If you always tell the truth then you don't have to remember anything.*
- 武 *When striving for an ideal, do not seek reward.*
- 武 *It's a mistake to draw a universe from a single action, word or deed.*
- 武 *To hate is like drinking salt water, it only gets worse.*
- 武 *Don't accuse people of your own imagination.*
- 武 *He who knows how to live need not fear death because a man who knows how to live has no place for death to enter.*
- 武 *If you dwell on the past you rob the present, but if you ignore the past you rob the future because the seeds of our destiny are nurtured by the roots of our past.*
- 武 *Don't let your life slip through your fingers by living in the past or living in the future, be sure to live your life in today.*
- 武 *Nobility is never granted; it is defined, gained and eventually earned as the result of your actions and deeds.*
- 武 *Jealousy is cancer of the soul.*

- 武 *Glory is for the historians to decide and ponder upon because there is no glory in being a leader.*
- 武 *Just like respect, self esteem must always be earned, it can never be 'given'.*
- 武 *Always beware the sheep, for who is to say that it is not a wolf in disguise.*
- 武 *Don't mock what you might not yet fully understand.*
- 武 *A good general knows that the first casualty of any war or indeed new business enterprise is the 'plan'.*
- 武 *Fear creates the victim.*
- 武 *Hindsight is always perfect sight.*
- 武 *Never undermine your worth by comparing yourself with others, remember, it is because we're all different that makes each of us all SO special.*
- 武 *He who conquers himself is the greatest warrior.*
- 武 *Never be afraid to encounter risk because it is by taking chances in life that we learn how to be brave.*
- 武 *Never run through life so fast that you forget where you have been, where you are or where you are going.*
- 武 *Never set your targets by what other people apparently deem important, listen to your inner self to know what's best for you.*
- 武 *All that we are as people is the sum of our experiences, so be careful what you choose to experience.*
- 武 *The real legacy we leave behind us in this life is how we've touched the lives of others and in doing so maybe helped to make the world a slightly better place somehow.*
- 武 *Most people learn from their mistakes, but really smart people learn from other people's mistakes.*

- 武 *Good judgment comes from your bad experiences and most of your bad experiences come from your 'initial' good judgment.*
- 武 *People are like flowers, each with their own beauty, but plant them too close together and they'll not grow, they need space and respect for each other in order to prosper.*
- 武 *Never underestimate anyone and never judge anyone by looks alone.*
- 武 *In war there are only two types of tactics: expected and unexpected.*
- 武 *Flaws that can lead to failure, these are recklessness, timidity, emotionalism, egoism, and over-concern for popularity.*
- 武 *How can you aim for a target you don't have or that you can't see?*
- 武 *Seek not to know all the answers but to fully understand the questions.*
- 武 *Never set out to merely make a 'New Year's Resolution', instead create a NEW YEAR'S REVOLUTION!*
- 武 *If you lend someone money and then you never see that person again, then it was probably well worth it.*
- 武 *Do not assume the competition will not attack. Instead rely upon your adequate preparation to defeat them.*
- 武 *If you seek something that requires you to compete with someone else to obtain it, it is foolish to assume that person or organisation is lying dormant.*
- 武 *Never shut love out of your heart by saying it impossible to find, the quickest way to receive love is to give love, the fastest way to lose love is to hold it too tightly, and the best way to keep love is to give it freedom.*
- 武 *Arguing and fighting about religion is just like arguing that 'one invisible friend is better than another invisible friend'.*
- 武 *Do not walk behind me, for I may not lead. Do not walk ahead of me, for I may not follow. Do not walk beside me for the path is narrow. In fact, just go away and leave me alone!*

- 武 *Never give up when you still have something left to give; nothing is really over until the moment you stop trying.*
- 武 *All competitive advantage is based upon effective execution, planning is also of vital importance, however your actions are the source of all success for without effective action, planning and preparation is a useless exercise*
- 武 *Beauty may be skin deep, but some people really do seem to have ugly bones!*
- 武 *Before you criticise another, be sure to walk a mile in their shoes. In that way, when you criticise them, you're a mile away and you have their shoes.*
- 武 *Least said, soonest mended, nothing said, needs none.*
- 武 *Always remember you're TOTALLY unique..... just like everyone else.*
- 武 *You can't flex fat – so don't kid yourself!*
- 武 *Most decisions made during battle or commerce have a degree of uncertainty, we simply cannot know everything yet decisions must be made, a leader weighs the potential of each decision against its potential success.*
- 武 *When the legend becomes fact, print the legend.*
- 武 *There's only one thing worse than hardening of the arteries, that's hardening of the attitude.*
- 武 *Never dismiss your wildest dreams; to be without a dream is to be without hope, and to be without hope, is to be without purpose, and to be without purpose is to be without life.*
- 武 *Do not despise the snake for having no horns, for who is to say that one day it will not become a dragon.*
- 武 *The journey through life is like the sands of time in an hour glass, the near that you get to the end, the quicker the sand seems to disappear.*

- 武 *In Chinese characters, the word 'crisis' is represented by one character meaning 'danger' and another meaning 'opportunity'.*
- 武 *If you seek to maintain peace, then be prepared for war*
- 武 *A journey of 1,000 miles begins with a single footstep.*
- 武 *Whatever is flexible will usually grow, while whatever is inflexible will usually not.*
- 武 *Life, love, business and events in the world are never good or bad, they are just data and we all decide how we choose to see things, therefore we all decide what is good or bad in our own mind - SO LOOK FOR THE GOOD IN EVERYTHING!*



The Shaolin Masters had many words of wisdom that benefit all of humanity.

Perhaps save these words of wisdom on your cell-phone, your lap-top or even print them out to either carry them with you or post in your office so that you might ponder them in the future.

Chapter 22

Success is a journey NOT a destination

To be successful in anything one must go beyond the normal, beyond what is usually expected and go into the terrifying uncharted territory of the unknown and the unexpected. Rules that set parameters in life and business must sometimes be broken in order to set new standards and new heights of achievement.

Past successes are simply that, past successes, they are nothing more than history, albeit at times colourful, they are still history.

If success isn't built upon each day, constantly being improved as you travel on your journey through life, then the successes that you have previously achieved will quickly be surpassed by others, and soon someone else will be setting the new standards for others to follow, including you!

The martial artist who achieves a target, gains a new grade or wins a contest and then doesn't seek to improve by setting other new targets to achieve, will do nothing more than slip very quickly into mediocrity. Likewise the martial artist who rushes some last minute training before engaging an opponent will very-likely fail.

The very same is true in life, love and in business, only by constantly training and constantly striving to improve, building upon your previous successes rather than resting on them, will the circle of success be kept revolving for you.

So, there you have it, my very own system of Mental Martial Arts. Remember to refer back to the book as often as you need to, as a reference guide as you hone your skills as a student of Mental Martial Arts and perhaps even as one of my Black-Belt Instructors in the future.

Your journey to success in all aspects of life has now begun.

You have been offered the very same knowledge and techniques of some of the most incredibly successful people in the world. As you will no-doubt gather, all that I have covered in this book is merely the very tip of the enormous Mental Martial Arts 'iceberg', with other publications and productions in the series covering as much additional material as they will allow.

Naturally my direct seminars, weekend and retreat workshops (www.mentalmartialarts.tv), Record Breakers World Record Events (www.recordbreakers.tv) corporate consultancies and individual life, strategic and executive coaching (www.mentalmartialarts.tv), will all cover much more, but the rest is now up to you, perhaps a future 'Business Black Belt'** or even a Black Belt in Mental Martial Arts as an instructor really does await you, and in helping to share the techniques of my Mental Martial Arts system with future generations.

I really do want YOU to be the Tiger that can lead even an army of Doves to victory and to success in life, love and in business.

Success to you.....

With Sincere Thanks

I would like to thank the following people who have simply 'been-there-for-me' either as family or as my friends throughout my life.

Each of these people has either loved, inspired, just plain-old supported me, or all three, through everything that life has brought me, and without them, perhaps this book and my life as I know it now, would not have been possible.....

In no particular order:

<i>My Mother, Ida</i>	<i>Susan Parr</i>	<i>Paul Flanagan</i>	<i>Cliff Twemlow</i>	<i>Victoria Staten</i>
<i>My Father, Norman</i>	<i>John Robertson</i>	<i>Simon Earle</i>	<i>Martin de Rooy</i>	<i>Mac McMurdo</i>
<i>My Great-Aunt Charlotte</i>	<i>Chris Symanski</i>	<i>David Ball</i>	<i>Paul John Andrew</i>	<i>Joseph O'Brien</i>
<i>Master George Taylor</i>	<i>Tony Smith</i>	<i>John Carrigan</i>	<i>Jerry Harris</i>	<i>Bernard Franks</i>
<i>Sensei Terry O'Neil</i>	<i>John Cupello</i>	<i>Richard Arnold</i>	<i>Master Toddy</i>	<i>Ashlea McLeod</i>
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<i>Julie Caitlin-Brown</i>	<i>Yvonne Joseph</i>	<i>Sarah Walmsley</i>	<i>Colin Maiorano</i>	<i>Matt Mahony</i>
<i>'Big' Ricky Richardson</i>	<i>Geremy Philips</i>	<i>Dave Mousley</i>	<i>Ralph Blunsom</i>	<i>Lynn Carnes</i>
<i>Jon Pall Sigmarrsson</i>	<i>Tommy Wood</i>	<i>Stuart McLernon</i>	<i>Master Sken</i>	<i>Simon Windsor</i>
<i>Prof. John Westwood</i>	<i>Peter Harris</i>	<i>Dr. Andrew Legg</i>	<i>Ray Nicholas</i>	<i>Geoff Ledger</i>
<i>Malcolm Mendelsohn</i>	<i>Mr Elmett</i>	<i>Bill Kazmaier</i>	<i>Sefton Samuels</i>	<i>Chris Onslow</i>
<i>Dr. Zine Eddine Boutaghrou</i>	<i>Dr. Peter Lewis</i>	<i>Dr. Alan Whitehead</i>	<i>Rita & Mel Akroyd</i>	<i>Lancelot Clark</i>
<i>Gene Roddenberry</i>	<i>Bill Theiss</i>	<i>Stan Vannin</i>	<i>Colin Jarvis</i>	<i>Bill Greaves</i>
<i>Cecil & Gladys Parr</i>	<i>Nicole Edwards</i>	<i>Stuart Hurst</i>	<i>Perry Hughes</i>	<i>Phil Huntington</i>
<i>Dr. Leszek Siwek</i>	<i>Steve Powell</i>	<i>Geoff Libby</i>	<i>Colin Oakham</i>	<i>Paul Gribben</i>
<i>Maggie McCartney</i>	<i>Master Chan</i>	<i>Rick Bayles</i>	<i>Antony Bishop</i>	<i>'Crocodile' Bill</i>

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[Dr. Andrew Legg](#)

It is my opinion that Sir Brian is a person of great ability and skills, an extraordinarily motivating person who is goal oriented and driven. As a Guinness World Record holder, he inspires and empowers others, as our conference delegates would testify.

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Sir Brian Sterling-Vete HKLB



Brian is the chairman and CEO of MajorVision International which is a dynamic, multi-faceted organisation with a local touch and global reach. A holder of three black belts in Martial Arts, award winning film-maker, global philanthropist, strategic planner, life-coach, adventurer, explorer and the winner of a Guinness World Record thanks to the use of his own Mental Martial Arts techniques. Brian is now sharing for the first time with YOU, the formerly unknown, Life, Love and Business secrets of the World's greatest masters of the martial arts, the Shaolin!

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