

# I Move. I Say. I Think.

Learn your “recipe for success” and create the results you’re after.

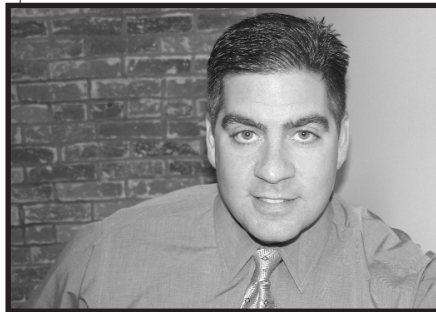
Over the past year, I have talked at length about mindset and how the mindset people bring to their work affects the way they go about their work and the successes or failures that will follow. I’ve even gone so far as to say that the beliefs of a person, or an entire organization, can be changed for the better – creating a whole team of people on the up-side of the 80/20 rule. Changing the beliefs of an organization will result in a shift in the collective mindset of the organization, which will drive the actions of the members of the organization and ultimately their success. But remember, even after we have experienced a change in beliefs (making choices on which experiences to allow into our beliefs), our mindsets will still fluctuate from frustrated to unstoppable to ambivalent in the course of a day – after all, we’re only human. So how can we constantly control our mindset in order to win?

Your actions are directly driven by your mindset, and mindset manifests in three distinct ways over which we all have complete control: patterns of physical movement, patterns of speech, and patterns of focus or thought. At any given moment during the course of a day, you have a certain combination of physical movement, speech and focus. This is what we like to call your “recipe.” We all have different recipes for success and failure and we use each of those recipes frequently in the same day. Without being aware of your specific patterns, these recipes will manifest themselves subconsciously. But by “being the cause” of your success (see November’s article), you have the ability to control and direct your mindset and ultimately your results.

Here’s a scenario: After a great meeting you might say to yourself, “I was really on today,” and your staff, clients or competition probably feels similarly. And when you’re on, you’re on. You may be sitting up in your chair, leaning forward, or standing by the window. The words are flowing to you and you’re willfully articulating your vision of how things should be, and you are, in a word, focused. Some combination of events occurred to bring you the “recipe for success” that makes even your staunchest critic (you

say, “Wow! I’m really on today.” And then there are the other days. Think about it for a second: You show up for work, sit through three meetings, retreat to your private office, ask your assistant to hold your calls and think, “I do not want to be here today.” You slump down into your leather chair and peer out the window thinking how nice it would be to play golf. But it wouldn’t matter – your game would stink as bad as your mindset.

Everyone has patterns, and those pat-



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terns are consistent. When you’re on, you move differently, speak differently and focus differently than when you’re off. But what can you do about it, especially when most of it happens subconsciously and you aren’t even aware of the changes in yourself? The answer is to alter your recipe. This requires an awareness and effort that is beyond what most are willing to commit to; however, the 20-percenters have incorporated their recipe for success into their daily repertoires.

The key to changing mindset at any specific time is to change your recipe consciously. You can remember your recipe through the principle we call, “I move. I say. I think.” This mantra will allow you to shift your mindset in an instant. “I move” is your pattern of physical movement, “I say” is your pattern of speech, and “I think” is your pattern of focus. The first step to mastering “I move. I say. I think.” is to become aware of your physical movements, your patterns of speech and your focus during times when

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you’re on and times when you’re off. Simply being present to what your body posture is during a meeting (and what that posture is doing to your speech, focus and results) empowers you to make a choice about how you choose to be during that meeting. It is critically important to master what your recipe for success is.

How do you carry yourself when you are totally on? Are you standing behind your desk? Are you sitting with your feet on the conference room table? Are you listening intently and only speaking to ask questions, or do you do most of the talking, evangelizing your point to everyone in the room? Do you focus on one person, on the group, or on no one in particular? There is no “right” way – but there is right for you, and once you find it, you can recreate it. You can move and speak and think in a way that turns your mindset from off to on.

Try this: Many people are more comfortable talking on the phone from their chairs. If things get heated, a person might stand and pace around the desk while making an important point. Try initiating your calls standing and focusing on something in the room that empowers you – your diploma, a picture of your child, the view out the window. Your movement directly influences your mindset – motion creates emotion. Your focus will bring the result that you choose to center on. And your speech will influence how people receive your message.

Ironically, the communication component (the “I say”) is much more dependent on how you communicate, not what you communicate. We will begin exploring the critical dynamics of communication next month as we continue our quest for sales mastery.

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