



**Patterns Of Excellence LIVE Seminar**  
By Adam Khoo



**ALL RIGHTS RESERVED**

No part of this publication may be reproduced in any form or by any means, electronic, mechanical, photocopying, recording or otherwise without the prior permission from the authors.

**DISCLAIMER AND TERMS OF USE**

This publication contains the ideas and opinions of the author. The information contained in this publication is strictly for educational purposes only. If you wish to apply the ideas contained in this publication, you are taking full responsibility for your actions. The author disclaims any warranties (express or implied), merchantability, or fitness for any particular purpose. The author shall in no event be held liable to any party for any direct, indirect, punitive, special, incidental, or consequential damages arising directly or indirectly from the use of any of this material, which is provided “as is”, and without warranties.

Hello good evening everybody, great, good to see all of you here. Thank you so much for coming and welcome to today's introductory seminar. My name is Adam and I would like to share with you today is a lot of strategies on how to bring out the best in yourself and how to achieve exceptional results in the different areas of your life.

Before I begin, let me just say that today's session is not going to be a talk, its going to be a mini workshop, and a workshop means you must do work. Is that ok? Because I always believe that the best way to learning something is not by listening to it, its by doing something, participating. How many of you agree with me say yes.

First thing is very simple, I want all of you to stand up for a short while, go to as many people as you can, at least 5 people, shake their hands, introduce yourself and tell them why you are here tonight.

Ready? Go for it.

Ok fantastic. Please take a sit. Everytime when people come, I am curious what brings them here. Because people come for different reasons. How many of you are here tonight because you are pretty successful in what you're re doing but you want to learn strategies to bring your life to a next level, you want to become even more successful in your career, in your wealth.

How many feel that you are underachieving and that you can achieve a lot more than you want to. How many of you heard of this program purely through the newspapers advertisements. How many of you know of this program through your friends or through any of the books I written.

Interesting...

Now one of the things is this. For you to most benefit from today's session I want you to remember as much as you can as I am going to dump a lot of information on you tonight. The thing is this, sometimes when I talk, sometimes I purposely do not finish my sentence so I need all of you to finish my sentence. Because when you finish my sentence your brain will keep working, keep thinking and you tend to remember the information a lot better. Make sense?

Another thing is I need you to respond a lot because when you respond I know you are still awake. There are some people who can sleep with their eyes open, after a while they go into screen saver mode. So make sure this doesn't happen to you. Before I begin let me just introduce to you a bit about this program. People always ask me, what is the patterns of excellence program all about? How many of you have friends who attended the program? No one?

This program was specially designed to help people to achieve exceptional results in a very short period of time people always ask me, how do you make your 1<sup>st</sup> million by 26 yrs old, how do you start so many companies, how do you write so many books at such a young age? And the answer is by using the skills you are going to learn tonight and from the actual program itself.

Everytime when I do speaking, people always ask me this question, “Adam, which career can make me the most successful and the most money.” How many of you have asked this question before? I always find that people always ask this question at two phases of their life. The 1<sup>st</sup> phase is just after they graduate from school.

Just after they graduate or before that they ask. Which career or industry should I go into? Should I go into insurance, should I go into education line, should I go into investment banking, where does my fortune lie?

The second time people ask the question is during their mid life crisis. Mid life used to be 45 years old, now is 30 or 28 yrs old. People ask themselves this question, “I've been in this industry for the last 6 or 7 years but I won't know where am I in the right industry” “Should I go into something else to make more money more successfully”? How many of you have found the answer to this question?

So where does your success lie? Where does your wealth and success lie? Which career? Which industry? The answer is this, you can achieve wealth and success in any career. As long as in that career you are the best in what you do, the top 5 %. You find that in any industry there is always a top 5% .Those are the people that produce the most exceptional results, they get paid the highest they get promoted the fastest, and they get the most recognition.

How many of you have heard of insurance agents that make a lot of money?

My insurance agent her name is Lorraine, she is also a graduate of this program. She is in Prudential and is ranked the top 5 and earns 700,000 per year. she is the top 5 % Most are still struggling to survive.

How many of you have heard of people who are traders, they trade stocks, forex, options and make a lot of money. And these are the minority the 5%. The majority of the traders out there are losing money.

People look at me and say Adam, you make all your money through the education business training kids, seminars, maybe I should go into the education biz. But you must remember, I am the 5 % of people out there

A lot of people out there, in the education biz, learning centres training kids are all dying, because it is very competitive.

So the answer is, you can achieve success in any career, but you must be the best. So the question is; how do you become the best, the top 5 %. Has it got to do with your age?

Here are some of you who are younger who can do it, and some of you who are older. Has it got to do with experience? Experience is important but it's not the defining factor. Because there are some people who have less experience in the industry who achieve a lot more than people working for 30 years. So it has nothing to do age or experience.

Is it your education level.? Must you have your PhD? Must you have your master's degree? I always tell people this, when you study to get your degree, your diploma or your masters, that piece of paper is nothing is nothing but a passport to get you through the door. It's to get you that opportunity.

Now once you get into an industry, how fast you get promoted after that? How much money you earn? How fast you grow your business? How many clients you can secure has nothing to do with the piece of paper. How many of you honestly have friends who were with you in school and they used to do worse than you in school but now they are more successful. How many of you have friends like that?

So if the answer is not age, education, not experience, then what is the difference that makes the difference? Attitude, thank you very much. There are many many factors, but you can sum it up in one sentence. People succeed because they exhibit certain patterns, certain patterns of thinking and certain patterns of behaviour. And I call these patterns of excellence.

So what are these patterns? Basically there are two major patterns that all these people share in common; that makes them the best in what they do. The first pattern they exhibit is this pattern called personal mastery.

What's personal mastery? Personal mastery is a person's ability to consistently bring out the best in themselves. People with personal mastery have the ability to take consistent action. They have the ability to perform at their peak. People with personal mastery are very focused on what they want.

Now people who succeed, do they go through failure? Do they go through setbacks? But these people with personal mastery are able to thrive under adversity. They are able to bounce back and build up their own motivation all the time.

Question, is this something you are born with? Or is this something which is nurtured? How many of you say this is something that you are born with? How many of you say that it is something that is nurtured? How many say that it is both?

The answer is both. Those of you who are parents it is very evident that it has to do with both. How many of you are parents?

By the way I have two daughters. My 1<sup>st</sup> daughter is 3 years old. My second daughter is two and a half yrs old. And the funny thing is this, my two daughters since the day they were born, I gave them the same thing, the exact same food, I gave them the same songs, I read them the same books, but they are both so different.

My 1<sup>st</sup> daughter when she was lot younger she had no personal mastery or whatsoever. She was fearful of everything, when ever she saw strangers she would go ahhhhhh, and should would then look for me. And when she went to the playground and saw ladders and things like that, she would run away.

And my first daughter whenever she tried something new, like the first time I taught her how to ride a bike, when she fell she would start crying saying "I cannot I cannot". I said my god, this is Adam Khoo's daughter. I got very worried. So me and

my wife put her through an indoctrination campaign; now my daughter everyday she must say 'I can do it' like every ten times in the morning and we got to psycho her.

My second daughter is very different. My second daughter Samantha, by the time she was 4 she was already very tough and resilient mentally. My second daughter, whenever she see something, like a ladder or things like that, she would just go ahead and start climbing. There was one time when she learned how to walk and she fell down and hit her head. I asked her, are u okay a not and she just stood up and said, "okay". It's amazing.

So there are some people who are born motivated confident and focused. Some people are not born like that. But the good news is, If you are not born like that, can you learn to be like that? You can train yourself to be like that. I can tell you this because I am one of these people who was not born like that. Early on in my life I was never those prefects in school, I was never a leader in school. I was always the one who was running away from things. But over the course of my life I learned to build up these skills in myself.

So the first thing again is what we call, personal mastery. And then there is a second pattern. Some people in life who are very motivated, very confident, very driven but they still cannot succeed in anything, you know why? Because they lack the second important pattern which is what we call; interpersonal mastery or people mastery.

What's people mastery? People who have got people mastery, have the ability not only to bring out the best in themselves but they have the ability to consistently bring out the best in other people. They are masters in communication they are masters in influencing people. How many of you agree to achieve anything in life, it depends on your ability to influence someone else?

Think about it, let's say you are a teacher. You could be a very knowledgeable teacher, you could have your PhD, you could have all these passion for kids, but you don't have the ability to light this fire in them, to inspire them, to build rapport with them, are you a good teacher? You are a lousy teacher. Unfortunately there are a lot of teachers who are very well qualified but they can't build rapport with the kids, true a not?

Same thing, imagine you are a CEO of a company, or you want to be a CEO and again you got this big vision, you are very motivated, you are very intelligent, but you don't have the ability to align people to your vision, you don't have the ability to inspire people, are you a good CEO? No and there are a lot of people out there, I was in NUS, NUS gifted program by the way, not because I was smart but because I worked pretty hard.

And so many of my friends who were in the so called gifted program, first class honours today, they are not successful. You know why? Because they don't have the ability to build rapport with people. And they miss out on opportunities to get promoted to get the job.

So let me ask you this question. Has this held you back in your life? So in our program what we do is that we teach people how to instil in themselves personal mastery and number two, people mastery.

The next question people ask is this. Who comes to this program? For the last 5 years, we have runned this program, and the people who have come are really from very diverse backgrounds. The youngest person who has come for this program, was about 15 16 years old. The oldest person who came was 72. Most people who come are between 35 to 45.

And this people come from different backgrounds. We have CEOs of multinational companies, colonels in the army, psychologists, and medical doctors. At the same time I have people who come who are students, people who are retrenched or retired.

But all of them come for one reason, they say, “Adam, deep down inside me I can achieve so much more, but something holds me back inside. I’m here to find answers to find solutions to myself”

So before I go on, I would like to share with you a few of these interesting cases on my past students. We have a philosophy behind everything we do in this program.

We all have the same neurology. What is the meaning of neurology? Neurology means brain. Neurology comes from the word neurons, neurons come from the words brain cells. All of us have the same number of neurons. We have the same basic hardware. So if its possible for others to excel in something, its possible for me. Its only a matter of learning the skills and strategies.

If someone is very good in influencing someone else, could you learn that skill? If someone is very good in investing you just have to learn the right strategy.

Now let me share with you a few case studies. I’m very proud to say one thing, many of my students after this program, have appeared in the newspapers. Half page Straits Times or Sunday Times.

This is one of my first students, you saw him on the video earlier on. His name is called DR Clement Chiang. How many of you know this guy or have heard of this guy. If you have read the newspapers, you can see in the advertisements that he teaches options trading. This is a very interesting case study, I’ll tell you why. When he first came to my program, he was broke, he was struggling to survive. He happened to be my classmate many years ago in Victoria Junior College.

I went to NUS to study business he want to NTU to study engineering. After studying engineering for 4 years, he discovered something, he doesn’t want to be an engineer. So when he graduated he never became an engineer. He went into sales. And than later he started his own business selling hand phones or telecoms business. One thing telecoms business is very difficult very competitive.

So there he was with his wife Nicole running this shop selling telecom equipment and he was working so hard 18 hours a day but hardly making enough money. He was really frustrated, in fact he was so hardworking, Starhub made him one of the retailers

of the year. But he said, I have an engineering degree from NTU university, but why am I not successful?

So that's when he saw my ads in the papers, that was about 5 years ago. And my ad was about how I made my first million.

He called me up and said, "Adam how did you do it"? I said pay money and come and learn. So he came for the program with his wife. This program was his wife's surprise birthday present, and they came together for this program. and basically what this program did for him is that it got him to redesign his life, to find out what he really wanted to do with his life.

If you listen on the video, he said, "I came to this program to find out what i wanted to do and what kind of business I wanted to do." And the second thing he learnt was the art of how to model.

During the program we have a certain session called the design your destiny session, where people set their goals. During that session he set his goals, do you know what he said? He said. "Adam, after this program I am going to make my first million in 12 months" I looked at him and said," 12 months, a bit unrealistic." But then he said, you said everything is possible.

Honestly I never thought this could be possible. I thought, how to make a million in 12 months, even I cannot do it.

And not only that, when he set all his criteria, one of his criteria was this, no overheads, no fixed costs; no employees, I said, "how to do it? Sell drugs?"

But he left the program with that goal and he said that he will find away to do it.

Now 5 years ago, something started to become popular in Singapore. And its called trading, options trading. So he was one of the first people to begin learning options trading. To cut a long story short, he used a lot of the techniques he learnt in this program because 80% of trading is psychology. So he went to Chicago to model all the top traders in the world and he came back to start trading options.

Within 6 months, he was making more money trading than his actual business. So he sold his business and went full time into options trading. And then later he started his own company called "Freely" where he teaches people trading options and he does it for a living. Did he make his first million after 12 months? No he didn't, but he made it within 24 months.

And today this man makes over 3 million sing dollars per year. And he was featured on the Straits times, on Sunday times on Business times, on the Executive, on Channel News Asia.

But not everybody who comes into this program comes with the intention to make more money.

I have people who come who come for one reason, to turn their life around. Their life is in a lot of difficulty. And this is one good example, this is also one student of mine. She appeared in Sunday Times half page. This was March 2005.

She used to be someone who was very successful, she was a high flier many many years ago. Now about 24 years ago she took her O levels, so you can imagine how old she is today. When she took her O levels she scored 9 A1s. Now 24 years ago to score 9 A1s is that a big deal?

Yes, not anymore now. She became one of the top students in Singapore. She was in Mensa her IQ was a hundred and thirty six. And she got a scholarship to do her master's degree and then she became a pharmacist. She married a doctor and had 2 kids. Very successful.

Then what happened was when she had a third child her whole life turned upside down. Because when she got pregnant and delivered her third child, she suffered a stroke, and she went into a coma for 20 days. When she woke up from her coma, 80% of her memory was wiped out. Half her body was paralysed and she couldn't talk anymore, she started stuttering. At that point of time her doctors told her, I'm sorry but you will never be able to be anywhere near where you were last time in term of capability and intellect. Her IQ of a 136 dropped to 80 and 80 is below average.

So she got totally depressed. She gave up on life, she started overeating, she got overweight, she went into depression, her husband almost left her. And this was about 3 years ago. And at the lowest point in her life, her friends told her, why don't you come for this program, this program will change your life. And this program was so called her last resort.

She came for the program and to her it was not easy. Imagine she had such bad memory, because of her stroke, when you talked to her, 5 minutes later do you know what she would say, and "Did you talk to me?"

And she couldn't t speak, she would stutter. And because of this she believed, "I could never work and no one would ever hire me. To cut a long story short when she went through the program she was so inspired, you know what she said to herself? "I am going to get my life turned round again. I'm going to get my job back from the start again."

One of her first goals was to learn to be a speaker. So she joined toastmasters. She went back and she started excising and losing weight. She got her job back and started her second business, and started a website called [recoverystory.com](http://recoverystory.com) which she tells people of the story of how she recovered.

And about 6 months to 8 months later, this article appeared and if you read this article, one part where they interviewed her neurologist, her doctors, and they asked her doctor how is it that she achieved all this miraculous recovery. Her doctors said, "we don't understand. It's a miracle". And you know what she said, "It's not a miracle." "It's Adam Khoo". She said it in the article and I was really touched when she said it.

But my point is, I'm not saying that I can cure people. So please don't bring all those blind people to me. But what I'm trying to say that a lot of things in our life start where? From our what? From our beliefs and our mindset. Even our physical health. Even our wealth for that matter.

I'd like to share with you another example. This another example is a student. Her name is Venice Liu. She was the person who said, before the program I was lost, I didn't know where to go. And at the last part she said nothing can stop me now.

How did she appear half page in the Straits Time? She did something remarkable. When she first came, she was in Nanyang polytechnic. She was a typical student, totally bochap, she was forced to come by her parents.

But as she went through the program she became to discover herself. And she asked herself, what have I been doing with my life so far? So after learning all the skills she set herself a lot of big goals and one of her goals was to get into NUS. Now from poly to NUS is it easy? No you must be the top 5%. Now, not only did she get into NUS, one year before she graduated from poly she was granted a place in NUS already. And in 2005, she was specially mentioned by name by the prime minister during his national day rally.

She was mentioned as one of the Singaporean role models. You know what she did? Basically what she did was to take part in the world's skills competition. It is conducted in Finland and about 700 youths from 28 nations compete in the area of science, technology and humanities.

She represented Singapore and became the first woman and the first Asian to win the competition by the highest margin. And the interesting things is this, the person who represents the world skills competition in Singapore is called Victor, and when she went to the program and did that, after that every year he sent all the students to this program and he himself came to the program in the last batch.

This is my insurance agent, after she attended my program I became her customer. Her name is Lorraine, some of you may have seen her in the papers. Lorraine before the program she was already pretty successful. She was in the million dollar roundtable. How many of you have heard of this before? The MDRT is the top 5% of insurance agents. So she was already pretty successful and was making something like about 80,000 a year. But she always wanted to be what you called the court of the table. The court of the table is like the top of the top.

And for 5 years she tried to reach that but she could never do it. Because everytime went she tried to achieve it she would lose her steam and concentration. So she came here with that sole purpose, She said," Adam I am here to achieve that". After the program she went back and she set a goal.

In 6 months or less, I think it was less than 6 months. She became the court of the table. Some people ask, was it a fluke? Was it just a one short kill? The next year she did it again. And not only that, the next year she was ranked the top 15 in prudential out of 3000 insurance agents in Prudential, the next year she became top 10 and today

top 5. She said Adam I am going to be number 1 the next time. This is how amazing it is.

This other person, last person I want to share with you. This person her name is Mei Mei from Malaysia. She works for HSBC and as a building relationship manager. And for them they have a basic pay plus a commission.

When she came to Singapore at first she had a lot of limiting beliefs. She said Adam, "I am Malaysian, not as clever as Singaporean". I said, "what rubbish is this". And she can't speak English as well. So she was intimidated when she met all this high net worth individuals. So her goal was to earn a very high income from HSBC. But she knew that in order to make this high income she would need to meet all those high net-worth individual. She asked, "Why would these people listen to me?"

So when she came to the program she began to change her beliefs, she set a goal and she said I am going to increase my financial equity. So she also went to my wealth academy program. She went back and she started to do things differently. Within a couple of months she was so excited she came down and showed me her pay slip. Sep 2005 her income for that month alone was 41,000 dollars.

This is not sales, this is her income. And her gross pay for that year was a hundred and sixty seven thousand. That year alone she closed at a quarter and million dollars. She is only 27 years old. Why am I showing you all these examples? Because these people come from different walks of life. Some of them are lady, men, students, some of them are salespeople. Some of them are top student in their class. If they can achieve all these exceptional results, what more can you achieve for yourself.

But I'm sure you came tonight not to listen about me and about these people. You came to listen about who? About yourself or what you can do. And this is what I am going to focus on. A lot of people ask this question, "Adam how you help people to achieve all these exceptional results?" Understand that this program is not a motivational program. Motivational program means I motivate you," You can do it!"

"Does it work?" "Maybe for 3 days". Because honestly, does motivation last? "NO". "No it doesn't." Motivation is like bathing. Motivation is like brushing your teeth, doesn't last. That's why you must do it daily. So if I motivate you it is not going to last. But in this program you are going to learn specific skills sets on how to at least number 1 motivate yourself and learn the strategies of how you are going to achieve things in your life.

And this is based on a method logy we share called NLP. How many of you have heard of NLP before? What does NLP stand for? N stands for this thing called Neuro. What is Neuro? Neurons means our neurons, our nervous system, our brain. So in this program we are going to learn about how your brain works, how the brain functions. Not from a biological perspective but from a psychological perspective.

Like for example, why do you think the way you think? Why do we all think differently? Why do you have certain emotional patterns in your life? It is because of the way your brain forms patterns. So we are going to learn about how your brain affects your behaviours and your results.

The second part is called Linguistic. What does linguistic means? Language. So in this program we are going to learn about how language affects your neurology. Now, not foreign languages but the structure of language.

Think about it, is it possible when you talk to someone, let's say you talk to your client, or you talk to your child. Is it possible that something you say can inspire a person, at the same time is it possible that something you say can totally upset someone? Because words affect people's thoughts and emotions.. So NLP is a study of how your words affect you.

Do you also communicate with yourself? We communicate with our self all the time. So if you are always feeling depressed, or you are always feeling motivated, do you know why? It's the way you are constantly communicating with yourself, your language of the mind.

What does P stand for? P stands for programming. So you are going to learn about the programs you run as a person. Not computer programs, but what you called neurological habitual programs.

How many of you have this thing called the sian program? Do you know what's the sian program? Its when you tell yourself, I need to do this, I should do this but I am sian. You get into that pattern, it always happens, we call it procrastination.

How many of you have this thing called the fear program? You want to do something and before you do something that fear stops you. A lot of people have this thing called the fear of public speaking. And some people when they talk to you they feel totally comfortable and they can talk to you for hours.

But the moment you put them on the stage they, they see the audience what happens? Their mind cannot work any more. Why, because their brain runs certain neurological patterns. They start to imagine themselves screwing up and their stomach starts to get all those butterflies, their legs start shaking. But another person looks at the audience and feels totally relaxed. Why?

Because of the neurological conditioning inside us, does it make sense? Now, if you have certain patterns in your head that sabotages you, can you change this pattern, yes or no? Yes you can but a lot of us were never taught of how to do it, we were taught just to work hard, just do it, but how? How comes sometimes you want to do something, logically you know you got to do it but something holds you back.

Now, what is the thing that holds us back? How many of you want to produce a lot more results in your life? Now, what is the one thing that creates results? In your career your relationships in your wealth? What is the one thing that create results?

Action. Is that true? Now when you take a certain action, when you take massive action in a certain area of your life, you will definitely get results, You either get results you want or the results you don't want. Sure there will be results.

Here's the thing. If you take a lot of actions and you get the results you don't want, do you at least learn something from it? Are you still better off than those people who did not take action at all? Yes and by learning something from it, and you change your strategy and you continue to take more and more action, would you eventually get better results? Yes, but then if you take no action you get no results. Does it make sense?

And you find that a lot of people in life just don't take action. How many of you in your life, you feel you want to take action, but something stops you inside? What stops most people from taking action? Procrastination. How many of you procrastinate by the way? Fear. Laziness and procrastination.

By the way, procrastination is the number 1 killer of success. Its when you know you should do something, you want to do something but you don't do it. How many of you feel in your life, if you had more motivation you would achieve a lot more? How many of you feel that if you were more confident you would do a lot more things in your life?

Motivation, confidence, fear, procrastination, laziness. What are all these things? All these things are called your emotions. Is fear an emotion? Is procrastination an emotion? Is motivation an emotion? Yes and in NLP we have a certain term for it. We call it your emotional state.

As human beings, are we more driven by logic or are we more driven by emotion? Emotions right? That's why logically we must do something, we know that we have to do it but we don't do it because we don't feel like doing it. As human beings sometimes we logically feel we shouldn't be doing something, like we shouldn't smoke, but we still do it because we feel like doing it. So it is the emotions that drive our behaviour and our results.

How many of you have on certain days of your life you woke up and found yourself in the right state? And on those days it was like you got a lot of things done. Like once a year. And for those days for some reasons the thoughts just flowed, you said the right thing at the right time. How many of you on certain days, you woke up and you just didn't feel like yourself. You just couldn't get anything done. Now on both days were you the same person? Yes or No? Yes.

Did you have the same brain. Its just that your brain was in a different state. We are going to do a exercise. Take out your pencil. Think of a typical day, maybe yesterday. Think, the time you wake up in the morning to the time you sleep, what are the 5 most common emotional states, you experience in your life? Go and write it down, think about it.

Think about it, the moment you wake up in the morning, what state do you find yourself in. Depressed, go write it down, depressed. Some people they wake up in the morning, what state do you think there are in? They feel very lethargic.

But some people they wake up in the morning and they feel very energized. How many of you are people who wake up in the morning and you feel energized?

How many of you wake up in the morning and you feel very happy? How many of you are happy risers? These are the people who like to call to you, "Hi! Good morning".

But there are some people they wake up in the morning and they feel very depressed. Now what state are you normally in the morning? The moment you go to work the moment you go to your office what state do you find yourself in? Some of them the moment they enter the office, they feel passionate motivated very excited.

But some of them the moment they enter into the office they feel anxiety. Some they walk into the office they feel even more lethargic. Some they walk into the office they feel stressed. So right now, what state do you normally go into when you go to work?

Be honest. Do you feel motivated when you go to the office. Do you feel lethargic, do you feel stressed. Do you feel worried? Think about it.

When you are doing your work, what state are you normally in? Like for example, let's say you are a teacher and when you are teaching you are having fun feeling relaxed and you do what you love to do, do you think you will be a good teacher? But if you were a teacher and inside you feel very frustrated all the time, do you think you will teach very well? No because our state affects our performance, is that true?

If you are a salesperson and you are talking to your client, you feel very confident, you feel very passionate about what you are selling, this comes through your sale. But if you are selling to your client and you have all this fear inside, you know what, this comes through to your sales as well. Think about it, when you are doing your work what state are you normally in? You feel confident or do you feel stressed? Do you feel confused.

How many of you, sometimes in life, things don't go your way. For example, let's say you are a boss you tell your people to do things and things are not done the way you want, or you didn't close a sale. Think about it, when things do not go your way, what state does it normally trigger off in you. Some of you will get frustrated. Some people get angry, some people don't get angry, they get depressed. You know some people get stressed, some get even more motivated to work even harder. So what is your pattern?

It's called emotional programming, so write it down. When things don't go your way, how do you normally react. You get angry you get stressed you get motivated. You get really pissed off, you get frustrated. Write it down, go ahead.

And you should have about 4 or 5 of these states. Good, do me a favour, I want all of you now to tell me some of the states which you have written down. Just shout out any of the states, anyone.

Stressed, thank you very much. Agitated. Excited. Depressed. Encouraged. Feel confident. Feel dejected. Fear. Any of you wrote down motivated? What else? Bored? Anxiety.

My point is this, when you think about it, all the states you experience everyday can be divided into two categories.

The first category of emotional states are called unresourceful states. Why are they called unresourceful, that's because when we get into these states they tend to sabotage us. When we don't feel like taking action it doesn't bring out the best in us.

At the same time we have states we call resourceful states. Say the word resourceful. They drive us. These states drive us to take action. When we are in the right state, we tend to perform at our peak, we do our very best.

Look at your list right now and I want you to do this. For those states which sabotage you, which are unresourceful, put a cross. For those states that are resourceful they drive you they bring out the best in you, put a tick.

And notice whether you have more ticks or crosses in your life. How many of you have more ticks in your life? How many of you have more crosses? How many of you have an equal number?

Now do you think these emotional patterns affect you? Yes or no? Yes, why? Think about it. Imagine that someone, you could be very intelligent you could be really talented. But every morning you wake up you feel very lethargic. And whenever you go to work for the first couple of hours you feel even more lethargic. You feel very stressed, whenever you got a new challenge, you feel all the fear. When things don't go your way, you lose a sale you get depressed all the time. Do you think you will achieve a lot of things in life?

But why is it for some people they have only got O levels, but they become multi millionaires true? Why because these are the people who wake up in the morning and they wake up with a lot of big dreams. They feel excited, driven to do all the things that have to be done. They are very motivated,, they go and get things done. And whenever they have got a big challenge, they feel very confident, they just go ahead and do it and even though they fail, guess what, they don't get depressed. They get motivated to do even more, true a not? So for the last 15 years, by training and counselling a lot of people, different industries, I find one thing, a person's performance is very much co related to their emotional state.

So as you look at your states, ask yourself, how is it affecting my life right now. Now how many of you feel right now you are able to control your states quite well. That means when you feel depressed you are able to get out of it when you want to.

How many of you, you feel in your life that your states control you. Here's the good news or the bad news, who creates your states? You. You create your states. That means when you are feeling depressed, who's creating that depression? You are creating the depression, that state that feeling.

When you are feeling motivated, you are creating it. Now, is this good or bad? Good, because it means that if you are creating it means you have the power to change it.

A lot of people when I tell them this, they agree with me. “What do you mean I create my state?” “He make me angry, she make me depressed. Because of all these things I feel sad”.

So a lot of people they blame the environment, they blame people for affecting their state. But what they don't realize is this, they are self generating the feeling inside. I like to share with you this formula and it really can change your life if you use it. It says  $E+R=O$ .

E stands for event. An event is any circumstance that happens in your life. So for example, let's say you get retrenched, that's an event. Let's say you got a promotion and that's an event. Let's say your wife nags you for two hours in the morning, that's an event. So events happen to us all the time.

And some events can be good and some events can be bad. Now question, “can we control every event that happens to us in our life?” No, we can't control the outer world. They just happen. Its like you are a windsurfer and you cannot control where the wind is blowing.

And if the wind changes direction. There's nothing you can do. You can't blame the wind, stupid wind. But for a lot of people in life they allow the events and circumstance to affect their emotions, their behaviours and hence their outcome in life.

So these are the people who say, because I was born poor so I have no opportunities given to me, that's why now I am poor. Because I have a lousy boss who does not motivate me, who always discourage me that's why I am more lousy. Now people who succeed in life, do they have the best circumstances? People who succeed do they have got good things happening to them? No sometimes they are born with the worst circumstances. But how come they can achieve more than so many other people. Because they believe it is not the event that affects their outcome in life.

It is how I respond to the event that affects my outcome. But the question is this, do we all have a choice of how to respond. You always have a choice yes or no. And that is the choice you make, yes or no?

For example, how many of you have ever worked very hard before? Like a relationship, a business or a project. You worked very hard and you lost something. How do you feel? Sucks so you feel sucky. What else, what do you feel? Like shit?

But how you feel depends on how you respond. Some people they work very hard and they lost the deal. How do they respond? Some people they respond by saying why? Why did this happen to me? Why is it so unfair, what is the point of working so hard? Why? What's wrong, why am I so unlucky? If you choose to respond this way, would you feel resourceful and empowered? Or do you feel lousy? Now if you feel lousy will you feel motivated to do more?

But there are some people do you know what happen to them? They lost the deal but they respond very differently. How do they respond? They say, what can I learn from this experience? How can this experience make me a smarter and wiser person? So I

can go out there and find a bigger deal than what I have lost. And when they respond this way, they consistently feel driven to achieve more in their life. It's how we respond to ourselves.

Share with you an example. How many of you saw this article before? It came out 2006. It about this guy, his name is Mr Lim Tong Yau. He is a very successful entrepreneur in his younger days. He started this company called Emporium Holdings. How many of you have heard of Emporium? Emporium last time was the biggest retailer in Singapore. Bigger than Yaohan and things like that. And he was so successful, he built this company, 300 million turnover in a year. He was the top entrepreneur in Singapore.

Then what happened? In the 1980s he was hit with the worst events. Recession, Asian financial crisis, and all the major foreign players coming in. Takashimaya, Ngee Ann City. What do you think happened to him? Die, he couldn't innovate fast enough, the whole company collapsed overnight. And when he collapsed ten years ago, at the age of 72, he was declared a bankrupt. How much did he owe the bank? 80 million. Let me ask you, most people at the age of 72, if you owe the bank 80 million, how would they respond? Die right? But what makes this guy a person who really succeeds in life? It's the way he chose to respond in himself.

If you read the article do you know what he said? When he lost everything, he told himself, you know what he said, "My true wealth doesn't lie in my bank account". "My true wealth doesn't lie in my company, because that is temporary." He said "My true wealth lies in the way I think." "And no one can take this away from me". "My true wealth lies in the years of experience I had in business". "And the friendship I had made all this years". And you know what he said? "At 72 years old I will start all over again". That is the choice he made. At 0? No minus 80 million.

Think about that, so he left Singapore, he went to Brunei, he went to Sarawak, to start all over again, and what happened? Ten years later at the age of 82 years old, he became a millionaire once again.

And last year, he threw a dinner for 1600 of his ex employees who used to work for him. He threw an dinner at the Ritz Carlton. And he gave them each a 200 dollar angpao for coming. Amazing story.

Because people like this person, its not about the money, at 82 he does not need 10 20 million. But to him it is about this thing called pride. Its about being the best you can be. Today he can die anytime, he said if I die today, I want to go down fighting.

Everytime I read articles like this, it tells me this. Whatever gives me the right to say I cannot? What ever gives me the right to say that I don't have money? Whatever gives me the right to say that I am too old? Its people like that that inspire me. But what is the difference between this man and all of us? Is he an educated person? Does he even have O levels? But I said it is not about your age education or experience. Its about the way you manage your internal states.

I'd like to share another story with you that really inspires me. How many of you have heard of this woman, maybe you have but you didn't know of her background. This woman was born to an unwed 13 year old mother. Alright, with no father, because her mother was raped and she was the result of the rape. Now if you think of a woman like that would you think that she would have a bright future? Probably not.

So when she was born she was abandoned by her mother. She had no family and she was adopted. But to her misfortune when she was adopted the people who adopted her were irresponsible, were very cruel, they sexually and physically abused her over a period of 15 years. She was forced to take drugs, she was sent to a juvenile home for delinquency.

She went in and out of rehabilitation for cocaine abuse. She was forced to steal. But the sad and ironic thing is this. At 13 year old herself, she was also raped. She got pregnant and she gave birth to a still born child. Now as I told you the story of this woman, would you feel sorry for her? A lot of us would. And lets say today this woman is a complete wreck, totally depressed, on drugs, would you blame her? A lot of people wont blame her, they will say its not her fault it is the environment.

But what if I tell you what happened to this woman today, she is one of the most successful respected and wealthiest woman in the world today. Oprah Winfrey. How many of you have heard of Oprah Winfrey. How many of you have watched her show Oprah primetime? Is it inspiring? And on the show she talks about things that inspire people. She talks about social issues, she interviews celebrities like bill Clinton, tom cruise. But that was not how she started. When she started her talk show ten years ago she was a nobody, and being a black woman there was a lot of racism.

And when she first started her talk shows, do you know who she interviewed? She interviewed people who had been raped, people who went through emotional trauma. People who are divorced, people who have attempted suicide. And during her 1 hour talk show, she would inspire and counsel them. And people who have attended her talk show, they would say my life is better after talking to her I will conquer the world.

And when people saw her show on TV that's how they became inspired and that's how she also became so famous as Oprah. The woman can change lives. And recently someone interviewed her. And they asked her, Oprah, what gave you the ability to do what you do today? You know what she said? Its because of what happened to me last time. She says its because of my tough childhood because of the pain that I went through that it has made me a very strong woman. And today nothing can shake my foundation.

And she said, when I look at the difficult issues at society, when I look at people suffering, I can talk about it, I can connect with all these people, why? Because I can empathize, I was there before. And I can use my life as a role model to change their lives. That's why I am Oprah Winfrey.

So successful people they all believe one thing, its not what happens to us that defines who we become. Its what we choose to do about it. And she also said one thing that

really inspired me. Which I believes it. What happened to me last time was terrible, but, it happened for a reason.

How many of you believe things happen for a reason? I don't know about you but I believe that everything in life happens for a reason. The worst things that happen to us happen for a reason. But the question is what is the reason we want to give ourselves.

Do we say for ourselves it is a curse? Or do we say to ourselves that it is a test? Do we say to ourselves that it is a blessing in disguise? And I always ask this question, out of so many Singaporeans that saw this advertisement, why did you come tonight? For example, is it by chance or are you here for a purpose.

Maybe you are here to listen to a certain lesson because you need that certain lesson. But only you can tell yourself what is the meaning of why you are here?

Lets move on, we say this, in life the results we produce is the result of the actions you take. They are called the actions you take. How much action are you taking in your career or your relationships. And what drives our actions and our behaviour? Its our emotional states, the state that we are in.

Just now we said that you create your state. Now here's the question, if you create your state, how do you create your state? That means when you are feeling depressed, how do you get yourself depressed? You think about a depressing feeling and you feel depressed right?

So the first thing is this, your thoughts affect your state. What else besides your thoughts affect your state?

There are two things that affect your state at any moment in time. Like now when I look at you some of you look really excited. Some of you look really sian. Some of you look really depressed I don't know why.

But your states are affected by two things? The first thing that affects your state every single day is your physiology. What does physiology mean? Your physiology is a fancy word, it basically means the condition and the use of your physical body.

Now I give you an example. Do you think your physical body affects how you feel? How many of you at certain points of your life you didn't exercise for along time. And you just felt really lethargic, anybody? Especially after a heavy meal. Because your muscles are all tense up and you have no oxygen in your blood stream that's why you feel very lazy. But how many of you have ever gone for a run, and after the run and the workout you feel very invigorated. Because your body affects your mind. It is all neurologically linked together.

Now it is not just your physical health. Like for me people ask me, "Adam, how do you have all this energy." Now what is your diet? What you eat affects you.

No 2 is your physical health. I am going to talk very much in detail in the program about how your physical health and diet affects your emotional state. Do you know that certain things you eat affects your mood?

Besides that, it is also how you use your body. Let me give you an example, how do you direct your physiology? A lot of us do this very subconsciously, we are not aware of it. The first thing is how we stand or sit. It is called out body posture.

Everybody right now I want you to slouch your shoulders. As you do that just stay there for a while. Now let me ask you this, when you are in this posture, does it affect how you feel? How many of you feel very lousy? This is called common sense, so common that some of us are not aware of it. But do you realize something, your mind and body are neurologically linked together. When you put your shoulder down this way, it sends certain signals to your brain that will make you feel lousy, does that make sense?

Now when I say go, sit up straight, shoulders back chest up. Now ready, 123 go come on. Now when you are in this posture do you feel different. When you are walking this way do you feel different? But a lot of us are not aware of it. So sometimes when you don't feel confident, one of the easiest ways to do is this, change your posture. It sounds so simplistic but it is how powerful this thing is.

That's why you look at the military, you know soldiers, how are they trained to stand? So posture affects you, be aware of that. How many of you know any people in your life who have perpetually bad posture. Some people just have this habitual bad posture. If you are always like that you will never feel the state.

The second thing is this thing called your breathing. The way you breathe affects how you feel. How many of you have really felt angry or really stressed before? And someone told you this, take a few deep breaths. And after that you feel better? You know why, its because your breathing patterns directly affects your state. Why is it that some people when they go on stage they start getting very nervous and they forget, its because they start breathing very fast. They are not aware of it, I know, because it happened to me last time.

When I first started public speaking I was so nervous, I learned this, I slowed my breathing down. When I slowed it down, it changed my state. If you think about things like Qi Gong, yoga, meditation, you know all these things? All these things teach you one thing, what's that? Breathing. When you control your breathing it controls your state of mind instantly. That's how powerful it is. So be aware of that.

No think about it, why do people smoke? One thing is for entertainment, they're bored. People also smoke because their stressed. Like in my advertising company, a lot of my colleagues they smoke. After they get really stressed they must go to the stairwell.

But if you think about it logically, why does cigarettes relax you? Nicotine doesn't relax you, in fact nicotine is a stimulant. But do you know why people feel relaxed after they smoke? It is because they take deep slow breaths. So those of you who smoke, don't waste your money, just take the pen and suck.

Now, besides breathing, the next thing is called tonality, everyone say the word tonality. Now the way I speak, my tonality, my volume does it affect the energy in the

room? It does right? And when I speak this way, not only does it give you more energy, it also creates more energy in me.

I mean think about it, imagine I came in just now, and I did this, I said “good evening everybody, thank you for coming for the introductory seminar, for the next 3 hours I am going to share with you how you can succeed in your life, you can do it.”

How many of you will die? You laugh? Ask yourself, this question everyday in your life when you speak to your clients, to your colleagues ,to your children, to your staff, what is the tonality you use?

You know great leaders and successful people, they know how to speak in such a way that energizes the people around them. Or do you speak and make people fall asleep. But it is a conscious effort. But if all times since you were young, you mix around with people who are sian, you will become a very sian person.

But you got to shift energies, make sense? Again, ask yourself this other question. When you speak to yourself, what kind of tonality you use in your head? A lot of people before they do a project you know how they say to themselves? “ hiyah... I must do it now.” I want you to repeat with me in the same tone ok? Ready, 1,2,3. “Hiaaa...I must do it now.” Again one more time.

Do you feel like doing a not? But how many of you honestly talk to yourself in this kind of tone all the time? Yes? But imagine if you change your tone. Say this. “I must do this now!” Ready. 1,2,3.

Does that change your state? Successful people have a habit of talking to themselves in a certain way. Before they do something, “Let’s do it”. People who keep failing in life, they say “I must do it...” They are not aware of these patterns running inside of their head.

Are you aware of the way you are speaking to yourself? Now besides tonality, there are many other components, I am going to cover them in detail in the program but I am going to give you an overview right now. Tonality, your movement, the way you move your body. If you move faster do you feel more energy? Your movement, your gestures, your muscular tension, all these things affect you.

Do me a favour, all of you smile. How many of you when you smile, you actually feel better? Do you feel happier? You do right. Why? Why does smiling affect your state? Is it psychological or is it biochemical? How many of you say it is psychological? How many of you say it is biochemical? How many of you say it is both? It is both. How many of you know that the human brain creates chemicals? And it affects our state, these chemicals.

That’s why when you drink caffeine, you feel differently. The chemicals affect our state, that’s why people take drugs. But do you know one thing? Your brain, whatever chemicals you take to change your state like heroin, like morphine like example, do you know that your brain create the exact same kind of chemicals?

You know when you smile, your brain releases a chemical called “serotonin.” How many of you have heard of serotonin before? It is a prescribed anti depressant by doctors. But they discovered recently that your brain creates the exact same drug when you smile. That’s why if you want to feel happy you can feel happy just like that. But the funny thing about society is this, how many of you, sometimes you feel bad for no reason? And that’s acceptable right? How many of you sometimes feel good for no good reason? If you do that they will think that you are mad. But what’s wrong with that?

Do you know something, How many of you have heard of morphine? Morphine is a pain killer, do you know your brain produces a drug 4 times more powerful than morphine? It is called endorphins. How many of you have heard of endorphins? Endorphins are a very powerful drug that your brain produces and your brain produces another drug that make you very unstoppable. When you have this drug you think you can do anything. Adrenalin. Heard this before. Now when does your body produce this drugs called endorphins and adrenalin? The answer is through your breathing patterns and your muscular movement.

Anyone of you happen to be runners? Are you a long distance runner? Have you noticed when you run you find that you start getting tired but when you just keep going on you come to a stage you can just go on, why? Because once you reach to a certain heartbeat level your brain releases adrenalin and once that goes into your body you don’t feel the pain anymore and you just feel like going on.

Why am I telling you all these things for? Because basically, any emotions you want, motivation or confidence, does it have to come from an external source? You don’t have to drink coffee, ovaltine or all of these things. You can create all these states within yourself. But a lot of us we are not taught how to use this manual called our mind. Now what is this module all about? It is about learning how to control your mindset so powerfully.

Now if you can control how you feel, can you control your life? Yes you can. Let’s move on. Besides your physiology, there’s another thing that affects your state, and it is called your internal representation.

Internal representation is just a fancy word. It basically means your thoughts. Why do we call it internal representation? Because it is how you internally represent what is going on around you. Now do all of us represent things the same way? No, that’s why two people you can tell a joke, one will laugh and the other person will say stupid joke. That’s because we represent things very differently. Lets imagine two of you are my colleagues. Let’s imagine I am your boss, I come in and I say, “how can you do this kind of work?” “No standard, you all should know better than this right!” “You all better buck up and then I go away.”

How would they feel? Good or lousy? Angry or happy? Well, how they feel depends on how they choose to represent, what I said and how they represent my intention, true or not? “And the 1<sup>st</sup> person who heard what I said, “Our boss gave us a motivational pep talk, I am so touched he was so honest with his feelings”. “He could see the potential in us, he was willing to tell us about it because he knows that we can succeed in life.” “Yes, I’ll do it.”

But the second person who hears the same thing and says what,” What an asshole, how dare you talk to me like that, who the hell does he think he is? I’m pissed off.”

So you notice there are some people in life, no matter what happens to them, they always represent things in a way that makes them feel miserable. But there are some people in life, no matter what happens to them, retrenched, bankrupt or raped, they represent things in a way that empowers them. It is how we represent things in our mind.

How many of you, one of your goals in life is to be happy. Can I ask you an honest question be honest with me. How many of you right now you are happy in your life? How many of you are not? If your goal in life is to be happy. I am going to tell you some good news and some bad news.

The bad news is this. If your goal in life is to be happy, you will never ever achieve this goal. The good news is this, the reason why you cannot achieve this goal is because happiness is not a goal to be achieved. Happiness is a state of mind, you choose to be it. In other words right now if you want to be happy, could you? All you have to do is to focus on all the things in life you can be grateful for. And you will be happy.

But if you want to be miserable right now, could you? No matter where you are right now, you could be Bill Gates right now. But do you think everyone in life has got problems? Anyone will have problems at any stage of their life. The more successful you are the more challenges you will have. The only people with no problems are the people in the graveyard.

So think about it, if today you want to be miserable, very simple, just focus on everything in your life that is not working. Focus on everything you want to have but you don’t have. And you will be miserable.

So my point is, if you can’t be happy now, even if you have a million dollars, a bungalow and a Mercedes Benz, you also won’t be happy. And I tell you this, because I have seen so many people come for my program, with that state of mind.

About 6 batches ago there was this guy who came. He was a senior partner in Ernst and Young. Do you know how much the senior partners in those top accounting firms earn? Easily 2-3 million dollars a year. Now when he came to the program he was already in his 50s already. And I asked him, why are you here, you are already successful. He said, “I don’t know why Adam, I have got all these money, I’m at the top of my career, but I am not happy”

And he really came to this program not to make more money but to learn how to manage his state. A lot of people have this mindset, I must now work hard, achieve, achieve, then when I make all the money already I can be happy. But I believe in the other way around, you have to happily achieve now. If you are not happy with yourself, no matter what you do, you will never be good in anything, you will never be the best in what you do.

How many of you for example have heard of Britney Spears? Yes. Would you consider her a lucky person? She was born lucky, she was born with looks, talent and had a wonderful family that encouraged and loved her. She became so famous, she made all the money, what happened to her? She's twice divorced, she's drug addict, shaved her head, went cuckoo, Why? Because it shows in life, you can give a person everything, all the resource, all the money, but if they cannot control their emotional states they will destroy everything.

How many of you have heard of Whitney Houston? Same thing right, Whitney Houston was multi Grammy award winner, a movie star, now today she is a bankrupt and a drug addict. Mike Tyson, same thing, because this people they cant, manage their emotional state. And that's the price we pay when we cannot manage our emotional state. And when you can manage your state you can control your entire life. That's what I basically teach people in this program.

No how many of you would like to control your thoughts in order to control your state. Yes or no? Now, before you can control your thoughts, you must first understand how do you think. How do you think? Because when you know how do you think you can control your thoughts. You see we do it so naturally that we are not aware of how we think.

Lets do this experiment, everyone just close your eyes for a while. I promise I wont touch you. Now as you close your eyes, I want you to think of something that makes you happy. Something that you want to achieve in life or something that makes you feel really happy. How many of you tend to do this, sometimes before you do something, before you meet a client, before you go to work, before you go on stage to speak, and the more you think about it you see yourself screwing up, you see yourself being overwhelmed, and you don't feel like doing it anymore. So these images we play keep affecting us, these patterns. Successful people, people who are always motivated, what pictures do you think they play?

They see themselves what? Getting results, they see themselves achieving their goals, they see themselves having fun. So what happens, it drives them to want to do it.

So the question is, are you in control of this movie theatre you have up there. You see, all of us have this mental movie theatre. The question I have for you is this? Are you directing your own movie? Most people don't direct their own movie. Most people they allow their old habits to direct them. That's why they shift into all these lousy states.

Now, in the program we are going to spend many hours teaching you how to direct your that movie, how to shift the images in your head. And its what we call sub modalities. But sub modalities is basically learning how to take charge of your mental thoughts, and how to shift them in order to shift how you feel. Imagine you are depressed and something and you can shift your depression, will that be powerful. Or you want to go on stage to speak and you felt fear and you can shift that, would that be powerful? But we have never learnt how to manage this kind of thing.

Now besides the pictures we play, we also think in another way. We think in sounds. How many of you in your head, sometimes you talk to yourself. Some of you are

thinking, do I talk to myself? Yes all of us talk to ourselves. Now let me tell you the frightening fact. The average person, we talk to ourselves about 60,000 times a day. And you know what they discovered, 80 percent of the time, what we say to ourselves tend to trigger us into unresourceful states. And all of us are not even aware of it. I give you an example.

Do you know what is the first time you talk to yourself everyday? In the morning. How many of you do this, the moment you open your eyes, you do this, “more time to sleep”. How much longer can I sleep”.

Now, when you say this to yourself, do you focus on waking up or do you focus on going back to sleep? That’s why some of you like to oversleep. How many of you open your eyes and you say this, “5 more minutes”. And it becomes a pattern.

But are there people in life, the moment they open their eyes, they get up? Why are they different? It is because they have different emotional thought patterns. These people the moment they open their eyes, right do you know what picture they see? They see themselves doing something they really want to get done. And they say to themselves, what time is it, time to get up. Boom, their up.

How many of you do this,”5 minutes more.....” But eventually you do get up. You know why eventually you do get up? Because the voice change right? “Oh shit I’m late”. You know what I’m saying. So be aware of these matters.

Now, ask yourself this, when you encounter failure in your life, how many of you have encounter failure before? What do you say to yourself? Some people the moment they encounter failure in their life you know what they say to themselves? Why am I so lousy? Now when you ask yourself this question, why am I so lousy, your brain will focus on all the times you think you were lousy. But you can ask yourself this question, how or what can I learn from this. Do you focus on the problem or do you focus on the how?

Now in the program you are going to learn all these things. How your words affect your neurology. Some people when they do something difficult do you know what is the first thing they say inside? “Die ar Die Die”. How many of you say that to yourself? Now if you keep saying die die die, guess what? You are going to feel even more anxiety, and that’s not good. But some people when they look at difficult they say, how can it be done.

You know they did a study in the US, on self made millionaires. They interviewed 5 self made millionaires. People who were not born with wealth, they made it themselves. And they studied their thought patterns over the years compared to the person who did not become a millionaire.

Do you know the discovery? Average people for example when they see a yacht or they see like a big house , do you know what is the first thing they say? “I can’t afford it” “I can never afford it” But these self millionaires, even before they become millionaires, you know what they say? “How can I afford it” Because when you ask how can I afford it the mind will start to focus on the how. On finding out. And they

will start to search. But the other person who says I can't afford it they shut down their thought patterns. So be aware of what you are saying to yourself.

So far everything I have shared has got to do with only the first part. And this first part is what we call the personal mastery. But the other major part of this program is the people mastery part. Communication.

I say again, your ability to achieve anything in life, depends on your ability to influence people. How many of you believe that to be successful and rich, you must learn how to sell. What is the first thing you must sell? Yourself, if you think about it, if you go for a job interview, who are you selling? Yourself. When you go on a date, who are you selling? Yourself. Some of you got the sale. Some of you didn't get the sale. Some of you after you got the sale you went for a refund. So in the program all these you are going to learn, how to become a master communicator.

I honestly tell you this, I managed to make a lot of wealth and success is because I learnt the skill of how to sell myself. I learnt the skill of how to influence and communicate. How to build business is about aligning people to me. Now before you can influence people to do anything. Before you can influence your children to listen to you. Before you can influence your clients to buy from you. What is the first thing you must establish with them? Rapport.

How many of you have ever met people before and for some reason you talk to them and you felt like the wavelength matched? You felt like you could trust them you felt comfortable. Because in those circumstances you were in rapport. And there are some people in life who are able to build rapport with anyone. They have that ability. How many of you have ever met people before and they just irritate you? You feel like punching them? Why? Because they did certain things that broke rapport and some are not aware they keep doing this.

In the program you are going to learn the strategy of how to build rapport with people, you know why? Because everyone is different. Different because people have different models of the world. And as a very good communicator, as a leader, as a very good salesperson you must learn how to match people differently.

Now once you build rapport with people, you must learn how to influence them in the right way, how to motivate them, how to use certain language patterns to shift their mindset. And these techniques are called reframing. You are going to learn all this things in the program, all these are powerful stuff. You can apply this to sales, to your kids, even to your family relationships.

I have people who come to this program, and they say, "Adam, my wife is very negative." Or "My husband is very negative". There was a woman who came 3 years ago, she came solely for her husband. For many years, her husband was so negative, her husband brought her down. She said, "I love my husband, I don't want to divorce him", "I want to find a way." And all these things really helped her in life.

I am going to share with you one technique in communication that will really help you. Want to learn say yes.

First you must understand, communication. How does a human being communicate? We communicate in three ways. The first way we communicate is through the words we use. Everyone say the words, “words”. But we all know one thing, it is not just what we say, it is how we say. And this is called our tonality. Our tone of voice. And the third thing is body language. There are entire books written on body language yes or no?

Now if you add all these 3 things together. All these adds up to a 100% of your communication. Out of these 3 things, which one has the greatest impact on your communication?

How many of you say that it is words? What we say has the greatest effect? How many say it is tonality? How many of you say that it is body language. All 3 yes? But in proportion, words account for roughly 7 percent of your communication. Only 7 percent. I am not saying that words are not important, obviously what you say is important. Like if I talk rubbish all of you will walk away. But what I am saying is this, you can use the best words on yourself like trust me. You can use the best words, but, if your tonality is wrong, the meaning completely changes. Tonality they found out accounts for 38% of your communication.

Like for example, if I say to you, “Eh its great to see you!”, compared to “yar great to see you”. Does it make a big difference? It’s the same words but it’s 1<sup>st</sup> one that conveys the sincerity and the emotion.

I have worked with so many sales people before. And for some sales people who come to my program, they say, “Adam, I don’t know why, I use the best sales script, I don’t know why people they don’t trust me” Its because the tone is wrong.

I used to have this lecturer, one of this university lecturers. He came to one of my preview and he read my book, and after the program he was very inspired. So he went back and used it on his students. Then he came back to see me, you know what he said? He said “Adam, I don’t know why, but when I go back to my lecture theatre, I tell the kids what you said.” I said the E + the R, I tell them to change their emotions, I tell them to believe in themselves, but no matter what I say ar, they sleep”. I think there’s something wrong with your program.” I said,” I think there’s something wrong with you, change your tonality!”

The problem was this, his words was saying you can do it but his words were saying go and sleep”. Does it make sense? You know tone can change everything, like if I am a lady and I went up to this man and I said in this tone, “Ah san! You’re back!”. Its got a certain meaning right? But if I say in this tone, “Oh Ah san.....You’re back....” Does it have a different meaning? Do you know what I’m saying? You change your tone the whole meaning changes.

Now but at the same time, you can have the best words, the best tone but the moment your body language changes, the meaning changes. Like if I were to go to you and say this, “I will do my best for you, please trust me, I will do my best.” But if I say I will do my best for you, you can trust me”. Will you trust me? You will run away right? You know I am exaggerating it, but the point in life a lot of people they are not aware

but their body language sabotages them. How many of you have ever spoken to people before and no matter what they said inside of you you don't trust them.

You know why? Because there is something called incongruency. Incongruency means the words say one thing, but the body language says something else. Like some people are not aware their eyes, shift around or they keep looking down. All these affect the communication process.

Do you notice the way I use a lot of gestures? Gestures affect people. Like when I use this kind of gesture, "I say guys you know what? I want to share something with you." What's the feeling you get? How many of you feel it is a positive feeling? But if I were to use this gesture, "I want to share something with all of you", is the feeling different?

Different, it is because of what we call very sharp and very cutting gesture. This is very open and very warning gestures. A lot of people are not aware of this. And a lot of people ask me, why people don't listen to me? I say, "Change your body language first!"

So you are going to learn a lot of this in detail. And how powerful this is when you are able to communicate to your kids in the right way.

Like for example, this gesture of touching yourself this way, like I want to share with you something it conveys a lots of sincerity. In life you can be very sincere. But if you cannot communicate to people to buy your sincerity, does it make sense, so far useful?

So, all I've shared so far, I want to put it in a certain formula for you. How many of you think that there is a formula for success in life? How many of you think that people who succeed use certain formulas and we can learn this formulas? How many of you think that there are no formula for success and you think can anyhow hantam?

So there is a formula right? I'd like to share with you this formula. And this formula is called, the ultimate success formula. Everyone who succeeds in life, whether you want to be a successful sales person, a successful parent, a successful student, it boils down to this formula.

Now what do you think is the first step to this formula? What is the first thing that all these successful people have in common? Positive thinking? They are useful? They use the same way to talk? They got certain skills.

What is the first thing that successful people have in common. People who are in the top 5%? They are confident, ok.

Let me share this with you, first thing, people who succeed, it is because they have one thing in common. These people are very focused on what they want. They set very clear goals. They know what they want. This sounds like a lot of common sense. But the truth is a lot of people in life they are not clear about what they want. They know what they don't want. But they don't know what they want. How many of you,

you honestly know what you want, you are very clear about what you want to achieve. Be honest, how many of you are not clear?

Ok you know why? Because you are going to learn how to find out. Most people are not clear, they don't do things in a very clear direction. But you got to know what you want.

I would like to share with you this interesting research. Many years ago, in the year 1952 they did a ground breaking research. At this place called Yale university. How many of you have heard of Yale university? Is it a good university? It is one of the top Ivy league university's in the world. So what they did was this. They did a survey on the graduating batch of students that year. And they asked all the students a very simple question. How many of you actually have your goals written down in your life?

Your life goal, that means after you graduate you have a goal or you know where you will be in 5 years time. How much you earn, where you live. And after they did the survey, they discovered, only 3 percent of the students, at Yale the graduating batch had goals, they had a plan written out. How many percent everybody? 3 percent. Now this people were very clear about what they want.

Like some of them said ok, after I graduate, my dream is to work for a top 10% company, let's say IBM. And when I work for that company I give myself 5 years. In 5 years I want to learn everything about their business. I want to become the head of the software division.

And they say, my goal, once I get enough resources, once I get enough experience, then my dream, my dream is to start my own business, my own computer company. When I start my own company, 5 years from now I want to list my company in the stock exchange. They have got clear goals.

But, the 97 percent of the students, the majority, very intelligent, very hardworking, from a good university, but these people have got no clear goals. When you ask this people, after you graduate, 5 years from now, when you graduate, how much will you earn? What's your target? They say, how I know? It depends! They say depends on what? Depends on how much my boss pay me for.

Ask them, 5 years from now, where will you be in your career? They say, how I know? It depends! They say depends on what they say depends on the environment, depends on my boss, depends on my luck, depends on the economy.

So what is the difference? The difference is in their mindset. This people their mindset is I design my destiny. I decide exactly what I want, and I find the way to go and get it. Now will they always get what they want? Yes or No?

No, in life we don't always get what we want. But even if they don't get what they want, will they be somewhere around there? Or will they be at least moving in that direction?

But these people, their mindset is what? Whatever will be, will be. Let's see how. So this people right, what is their approach like? This people are proactive. They make things happen. This people their mindset is reactive. Wait for things to happen to me and react to it. And what happen? 20 years later, they did a foreword research, to find out the impact of the goals they set, and they discovered something interesting. The 3 percent who set their goals, their combined income, the total amount of money they earned combined, was 3 times greater than the total combined income of the total 97 percent. You all don't seem excited.

I don't know about you, but this really impacted my life. I learned goal setting at the age of 13 years old. I read it in a book by Anthony Robbins. How many of you have heard of Anthony Robbins. I read this book when I was 13 years old in 1987. It was called Unlimited Power. It was his first book I have ever read. And honestly this book really changed my life. Because it told me one thing, success rarely happens by chance. Its not like one day you wake up and you say, how come ar, I am the CEO of the company. Its not like one day you wake up and you find out why I am not the number 1 golfer in the year. Its not like one day you wake up and you say how come I have these great kids I have a close relationship with. Things rarely happen by chance. Things happen because you work on it. And you work on it because you have a very clear goal, a very clear direction.

So the first thing ladies and gentlemen, in the patterns of excellence we are going to spend a lot of time to get you to chart your own path. To get you to set your own goal. Because a lot of them they don't know what they want. But when you come to the program you are going to find out what is your passion. What are your dreams. How many of you have got dreams. Be honest. You wake up every morning and you have these dreams. My dream is to start my own business. My dream is to be the number one sales person.

Those who have no dream, very sad. Every morning you wake up, sian ar. Then they wake up they see the wife face, sian ar, then they go to work see the boss face, sian ar. So first thing, you must know what you want. I've got people who come to the program and they say, Adam , my goal is to become a millionaire. Like Dr Clement Chiang. I got this guy called Conrad and this guy called Norman Tian, they came they were bankrupt, they said I will get out of bankruptcy to earn 100,000 per year.

I got people who come and they say I want to be the number one in prudential like Lorraine. People say my goal is to be a best selling author. Whatever dreams you got to have that goal.

So once you know what you want. That's the 1<sup>st</sup> step. Second thing. People who succeed, once they are very clear about what they want, what is the next thing that they do?

What they do is this. These people, once they know what they want, they will go and find the right what? The strategy is the how. Now let me ask you, let's imagine, you say ok, my goal is to become a millionaire. Or my goal I want to be a top investment trader. My goal is to be a public speaker, a fantastic teacher. How do you find the strategies? How do you find the strategies?

Talk to people? Who will you talk to? Successful people, thank you very much. Here's the thing, whatever you want to achieve in life, are there people out there who have already achieved what you want. And you find successful people have got one thing in common. They don't reinvent the wheel. They learn from the best and they learn from this concept called modelling. Everyone say the word modelling. They say, who is the best in what I want to be good in, and they model that strategy. And in the program you are going to learn the art of how to model people.

I achieved so much at a young age. Not because I am smart, but because I am very good at modelling people. Where do you think I learn my skills of public speaking? I modelled the best speakers in Asia, in the US. Where did I learn how to write best selling books? I modelled the best writers. How did I learn to become a great student? I modelled great students. That's why I wrote the first book I am gifted so are you. Where did I learn how to invest? I modelled great investors. So all this people achieve those things like all those people I mentioned just now, because they learn how to model. Because when you model people, what happen to you? You cut short your learning curve. So you are going to learn the art of how to model.

Now next thing, once you have got the right strategy, the most important thing is what? You got to take action. Not only action, you must take consistent and massive action. So the next thing is that you got to take action.

So what did you learn today? You learn that what are the things that drive human beings to take action? Is it logic or is it emotions? It is emotions. And why do most people not take action? Its because they are not in control of their emotional states. So in the program you are going to go very deep in how to manage your state. How do you shift your states by using your physiology, by directing your internal representation. You got to learn certain techniques called the swish pattern. Called Anchoring. These are techniques you learn on how to change your state.

How to motivate yourself, how to build your self confidence. Now when you take action, two things can happen. No 1, you take action and you move towards your what? Goals, alright. And when you move towards your goal, what is it called? It is called success. Now when you take action, do you always move towards your goal? No, sometimes you take action, and you don't get what you want. So you don't get what you want and a lot of people they call this failure. Now does everybody fail in life? How many say yes? How many say no? How many of you don't care.

The answer is yes, everybody fails in life, at 1 time or another. I have failed many times. So will you, and so will I. so it is okay to fail sometimes. Please turn to the person next to you and tell them, "its okay to fail sometimes."

But the important things is this, when you fail, what do you do about it? What is it that make the difference. I discovered that there are 3 types of people in life. The first type of people in life, are people who will take action, but the moment they fail, they give up. The moment they fail something, they will give up.

And why do they give up? They say I set the goal, I tried, I couldn't do it. And this people they give up right, do you know what they do? They give themselves a lot of excuses. They say you know what? Maybe I am too young. Maybe I am too old,

maybe my luck is bad. Maybe the weather is too hot. They give all the excuses. Maybe it is because I have no time. And after they give the excuses they will blame everyone except who? They will blame the whole galaxy. And this people, will they ever succeed? No, and this are people, they will never ever try again. Because they will never dare to dream.

How many of you have got friends in your life who are in that category? Where they just live their lives day by day by day with no goals and no dreams. Why? Because they have failed before and they do not want to set anything higher than that anymore. Don't ever allow yourself to be in that kind of situation.

Then you have a second group. The second group of people they take action. And when they fail, they say never mind. Even though I fail, brush myself up, get up and try again.

So they go back and they take action again. And if they still fail, never mind, try again. And if they still fail, try again. They keep trying again and again and again.

Eventually will they succeed? Yes or No? The answer is No! Why? Because these are the people who keep trying the same thing. They keep doing the same thing the same way and keep getting the same results. Maybe a bit better. But you will never have a quantum leap. Never have a breakthrough, so these people they try again and again and again, but after a while they get very what? They get very frustrated. They become very tired and very disillusioned, eventually you know what they say, give up. How many of you have done that to yourself.

And do you know what's worse than giving up? Some of them don't give up. And after a while they begin to accept this thing called mediocrity. They just say maybe I'm just not good enough. So don't allow that to happen to you.

People who succeed, their pattern is very different. These are the people they take action, but when they fail. To them when they don't reach their goals they don't see it as failure. They say there is no failure. They say I didn't fail but I have some interesting feedback. They see it as feedback. And what is the feedback, the feedback is not they are lousy, the feedback is not I cannot do it. The feedback is this, I am using the wrong, strategy. Or I am not taking enough action. So they take that feedback and they go back and what do they do? They change their strategy. If what I do doesn't work, let me change my approach. And if it still doesn't work what do I do? They learn from their mistakes again. They model people who can do it, they change their strategy again until what? Until they get what they want. They do whatever it takes. That's the point to it.

By the way, what I am sharing with you here applies to literally everything. I give you an example. Those of you who are parents, how many of you? Lets say your goal is to motivate your son to study. Your strategy is to nag. Because you modelled your own mother. So you take action, you nag, nag, nag, nag, nag. If you don't study what you do, nag some more. If you keep nagging and nagging everyday, do you think one day he is going to change? Will he say, finally, after 7 years of nagging, it has worked I will change my life. I'm sorry it wont work.

So those of you who are nagging and your son is not studying, what do you do? Stop nagging! Change your what? Strategy. Instead of nagging, what should you first do? Listen. Because when you listen to your kids you find out what are the deep rooted issue why they are not studying. And when you ask it is easier for you to find out how to help them instead of just nagging.

Same thing, I meet a lot of sales people. And some of them they come to me and say, "Adam I don't know why", I see twenty people and only make one sale. What is their conversion rate? Just 5 percent. Sucks. So I say, "instead of selling, stop selling and change your strategy, why is it they are not buying? Maybe it is because you are targeting the wrong market. Maybe it is because you are not building enough rapport with them. Maybe its because you are not coming sincere enough. Maybe its because you are not selling the way they want to be sold. Maybe its because you are not appealing to their needs and benefits. Maybe its because you are not handling the objection well enough. And it could be many reasons. But you got to find out and stop doing things the same way.

So in the program you are going to become more flexible in your way of thinking. If you feel stuck in a certain area and you don't know what to do. Come to the program and learn how to widen your horizon.

Now question, you say you set your goals and you learn all these things. If to succeed is so easy, why doesn't everyone do this? So again, why doesn't everyone set goals? Why doesn't everyone model the best? Why doesn't anyone change their strategy? Because all these things don't work, unless until we first have got this one thing here. This thing drives the whole thing.

This is called out beliefs. Do all of us have the same beliefs? All of us in this room right now have got very different beliefs about life. We all have different beliefs about people. We all have different beliefs about ourselves.

Let me ask you this, how many of you believe that you could become a millionaire in 5 years? How many of you believe that there is no way? How many of you believe that it is possible for you to write a book? How many of you believe that there is no way to write a book? How many of you believe that you can stand on stage and speak to 500 people? How many believe that there is no way.

Now as I ask this questions, different people raise their hands. Because we have got different beliefs in our head. And our beliefs affect what we will or will not do in life. It affects how what we will or will not explore. It affects the way we perceive the world. Now, how does your belief affect you?

Lets imagine, lets say right now, you have already a strong belief, you believe in 5 years, I can be a millionaire, I believe I can do it. Now if you believe with all your heart and all your soul, will it change the way you do things in your life? Would you begin to think differently.

Would you begin to look out for new opportunities? Would you look for certain programs to upgrade certain skills? Will you learn how to invest, to learn to start a

business. Will you take a lot more action? And by taking a lot of action, will you definitely become a millionaire by 5 years, yes or no? No.

There is no guarantee in life. You may or may not. But even if you don't become a millionaire so what? Would you definitely do a lot better than what you are doing now? Because you have put in a lot more effort. If you put in a lot more effort, you tap in into more of your potential.

But the moment you have got a limiting belief, you believe, millionaire, no way. "I cant sell", you have all these beliefs you don't even, try. And your beliefs hold back your potential.

How many of you believe as human beings we have phenomenal potential, when fully utilized. How many of you believe in your life right now you are not making full use of your potential. What is stopping you from making more use? It is your belief systems. Your potential is like a huge water tank of potential water. But how much you release depends on the tap. And this tap is your belief. When you believe, I can do something, it is possible, you turn on the tap and you unleash the potential. But if you believe it can't be done, you switch off the tap.

So in the program we are going to explore a lot of these things we call beliefs. By the way, the program is very experiential. Why? Honestly, can beliefs be changed through a lecture? Cannot. I can tell you you can do it one million times it won't work.

Beliefs cannot be changed through logic. Beliefs are changed through experience. When do we have a belief change? When we start to do something we thought we could never do. That is why this is a very experiential program. Where you learn by doing than just talking about it.

I can tell you, be motivated 1 million times it will not work? If you can't be motivated now when you go back you can't be motivated. That's why in the program you are going to learn by doing. Where you are going how to learn how to shift your state, shift your mindset, shift your goals.

Last thing I want to share with you. How many of you in your life, you feel that you lack the drive, how many of you feel that you used to have a drive but along the way you lost it. Now this is going to be very useful to you. What drives us in life? What is the thing that drives human behaviour? Why are some people so driven but some people are not. Desire? But what creates desire? Emotions, but specifically what kind of emotions? Jealousy? True in a way. Let me ask you this, do goals motivate you? How many of you say yes, goals motivate you? How many say not all the time? The answer is not all the time.

Because I know some people they set all their goals, they say they want all these things, but I don't feel like doing. Goals do not motivate you, goals only give you a direction of where to move towards, yes or no? Goals only give you a benchmark of where to hit but it is not going to get you there.

Let's imagine you are a spaceship. This is you and you set a goal. You say my goal is to reach the moon. So by setting a goal you give yourself a direction. Gives you a bench mark of where you are going to hit. But what gets you there is not the goal it is the what? It is the thrust it is the push and this comes from the what? That fuel. In a human being, what is this fuel that pushes us everyday? What creates that fuel? Passion. One of them is passion. You see when you set yourself a goal you are telling yourself what? You are telling yourself I want this. But besides the what you also have a how right? The technique is how. But besides the how there is another thing called the, why.

Now, between the how and they why. How many of you say that the how is more important? How many of you say that the why is more important? Why? Why is the why more important?

Because it gives you a purpose. You see, when you have a strong enough why, will you find the how? You will find the how. But I can give you all the how and you don't have the why, you will never achieve anything.

What is this why? This why is called our values. Everyone say the word values. Now what do values mean? Values are so called your emotional hot buttons. It is the emotional reasons why you want to do something. There are some people who are driven very much by freedom. Some are driven very much by competition. Some are driven very much by security. And I discovered this about 7 years ago.

7 years ago I did my first corporate talk for AIA. I was invited to go to shanghai, to talk to 300 platinum premium agents. And these were the top agents in the whole of AIA. And I was very curious so I started interviewing them. Because you know insurance is not easy to sell, you face rejection all the time. Everyday you must be self motivated.

So what happened during that seminar, I even interviewed one of the top agents in CIA, this woman, I went to her and I asked her, what drives you, what motivates you. She said Adam, what motivates me is everyday I wake up, and I look at my son, and when I think about him I am so driven to work so hard. So that I can give him all the opportunities that I never had in my childhood last time. So I said, why do you feel that way?

She told me, "Adam. I am a single mother, because my husband and I splitted 5 years ago. And I want to make sure that my son doesn't pay for the mistake I make. That's why I am so motivated to go out there to work so hard to give him because he deserves it. And she said. "everytime people slam the door at me and they reject me I don't care, I think of my son and that drives me".

In other words this woman, what was her why? Her son is the person but the emotion behind her son was what? Love, that love and at the same time you can say it was a sense of responsibility. It was also in a way guilt. It was that emotion that drove her. So I said okay that's interesting.

So I interviewed the second agent. This is a guy and equally as motivated. So I asked him, “Sir, what makes you so motivated? I said is it your family? He said no, I am not married. I said what drives you? He said Adam,” At the end of the year I want my face to come out in the newspapers.”

And I want my face to be one of the biggest ones. And he said at the end of the year I want to go to the annual awards dinner, walk on stage and collect the awards. I want all my friends to see and I will feel great. I want my name card to have that million dollar round table on it. Then I show my relatives, and I want to buy that Mercedes Benz, I want to have all the money. So this agent is driven by recognition, he wanted so badly to be recognized, and that is what drove him.

Now is there anything wrong? But you must know what drives you. What drives you may not be the same thing that drives another. Then I interviewed the third agent, who had a completely different set of values in her life. You know Donald trump? What do you think drives Donald Trump? Winning, he is a man who loves to win.

So in the program, you are going to learn about what are your personal values and what drives you. Why is it there are a lot of people who are not motivated in life. Its because their goals are not aligned with their values. Or they have this thing called Values conflict.

But the moment you discover your values and you align them to your goals you have this thing called natural motivation. All of us are lazy, let us put it this way. When we do things without a purpose. When we do things with a very clear purpose all of us we become naturally motivated. And you owe it to yourself to find what is your mission.

This is one of my students. She didn't come for this program but she came for my superkids program. And after the program she got so inspired do you know she read all my books, secrets of self made millionaires all the books. She said Adam, “I want to become a best selling author like you”. She was only 10 years old that time. Now she is 11, and I said “Great”, and she said Adam I am going to write a book right now.

And I didn't believe her. One year she came back with a manual script and she said Adam, here's the book”. And she had the book, the book was called, “I read 320 books at 9, so can you”. Does that sound familiar? Her goal was to make it a best seller, but did it become a best seller? For 1 week only. Within 4 weeks after its launch it was ranked top 5 on the national bestsellers list. Only for a while. But the point is this, she is only 11. Do you think she is an achiever? And the next moment she said Adam, I am going to write 5 books by the time I finish my PSLE.

Now, how does all these apply in your life. You may say Adam, “why do I need to attend the program for? “Attend the program if you want improvement in these areas. 1<sup>st</sup>, your own personal peak performance. If you feel in your career you can achieve a lot more, come and discover the secret.

Next thing, in the area of education, training and learning. I noticed that there are no teachers here tonight. But if you happen to be a teacher, a lot of teachers come for this program. Because a lot of their kids come for my kids program. And they say “Adam,

how am I able to inspire these kids, to teach them to learn how to learn.” They say I also want to learn that.

Those of you who are trainers, anyone of you are trainers? You will learn how to be a master communicator, how to change people’s states. Those of you who are in sales and marketing, especially direct sales, like insurance and property, network marketing, this program will help you a lot.

I am very proud to say, I have trained a lot of the top sales people in Singapore. Because sales is a lot about personal mastery. In the area of management, how many of you are managing people? Or you aspire to be managing people. All right so you are going to learn a lot about management. How to manage people. Managing people, you notice in a company, all problems are people problems.

And we are very much recognized in the field of leadership. Ministry of Defence, Singapore Technologies, these are all our major clients. We train almost all of the managers and up to the colonel levels.

The last field is the area of communication and relationships. If you feel that you have got a wife or husband, who is really negative, for example, or you have kids who are negative, you want to learn how to shift them to become positive, come with them or come yourself.

Now let me tell you about how the program is structured. If you look at the brochure, it is a 8 day program broke up into 2 modules, the basic and advanced modules. I am going to talk about the basic module. Module 1 because module 2 is only available to graduates of module 1. So module 1 is called the empowerment module, it is 3 and a half days. It is Thursday evening, Friday, Saturday, Sunday full day.

Now this program, how many of you have been to other programs before, out of curiosity? It unlike any other workshop. Most workshops usually corporate workshops are very academic, very 9 to 5 a lot of coffee breaks. This program is a bit different. It is a very intensive program.

We start at 9 am and we end at 1.30 am. Sometimes we even end at 2 am and sometimes even at 3 am, for a very simple reason, this program goes on something called results. If you don’t get the result you want, You don’t have to go home. Its not that I don’t let you go home, I’ve ended this program at 5 am, that’s because people wanted to stay. And we learn all the way. Because we have a philosophy like, do whatever it takes.

People always ask me, “Adam, why don’t you run a weekend program”? For two days 9 to 5. I can do that, and maybe you learn something but you will not have a big breakthrough. But you have to ask yourself this question, why do you want to come? Is it for the sake of just coming for a seminar? Or do you want to really make a change in your life? I am going to share this with you, people who come, fall in to 3 categories, there are some people who come to my program, were already very successful.

They are big CEOs and billionaires, then there are people who come who are average, mediocre. But they search to get better. Then they are people who come who have gone through a lot of adversity. Bankrupt, retrenched, whatever.

By the way about 2 months ago I ran a special preview just for Citi bank, that means they are all Citibank bankers all the relationship bankers in Citi-bank. The first four that signed up were the top four in citi bank. The highest income earners in the sales force. Why? The reason behind why these person are so successful, is because their mindset is this, I always want to improve myself and learn and learn and learn and they always go to many workshops, not just mine. But anyone else, that's why they come because they want to be the best.

Then why do these people come? Because this are a lot of people who are going through a lot of pain in their life, and they feel like I got no choice I got to do something. They are sick and tired and this pushes them to come for the program.

But these people are the most suay one. This people are neither here nor there They are not happy where they are but it is not painful enough yet. And these people are the people who need to come but they don't come. And these people will just browse browse, browse.

But the fact that you came tonight tells me one thing. I don't know where you are today, but if you happen to be here, the fact that you came tonight is at least you are bothering to walk across this line. And for some of you may make a choice, you say you know what I choose to step across this line. But a lot of people you know what they do. They will just stay there. And they will do it until one day it becomes so painful until they do something.

They day when they become retrenched, the day when they become too old, the day they go through a lot of pain, they say I'm sick and tired. But why wait for that situation to happen? When you are still up there, even for those of you who are here isn't it better to push yourself to the next level. And these are the lessons I have learnt from the last so many years training people who have come for the program.

So this is the curriculum we are going to cover. First you are going to learn how to master the ultimate success formula. Tonight is about theory only. That's all I can give you tonight. But the program is experiential.

Next thing, you are going to learn how to identify and eliminate your limiting beliefs. All of us have a certain belief about ourselves. How many of you honestly, if you are put into a group, and there was no leader and something had to be done, how many of you would normally be the one to take charge. How many of you would normally wait for somebody to take charge? Why?

Its because of the way you see yourself. Some of them they see themselves as "I'm a leader". Some of them they see themselves as I am not a leader. But it's the way you have chosen to program yourself. And you ask yourself, the way you have programmed yourself over these years, will it help you to achieve what you want in life. And until you recognize these beliefs and begin to shift it will always hold you back. And that's what we will talk about next.

How to install a powerful mindset that will drive you towards success? How do successful people think in life?

Next thing, you will learn how to ignite your passion and drive. By using the power of values. If you feel you lack the fire, the passion, and you feel you want it back, come discover it. I am not going to give it to you, you are going to discover it within yourself. You already have that spark, but maybe it has been lost over time.

Next, you are going to learn how to achieve anything you want by learning how to get focus. A lot of us can achieve what we want but we lack the focus. How many of you feel you lack the focus, or you lack the commitment.

Next thing, how to take control of anything in your life? And turn chances into opportunities? In life do we always get the cards that's life deals to us? The cards that we want? Do we always get the boss we want? Do we always get the wife we want? We don't always get what we want in life.

But what do we choose to do? You choose to let the world control you or you control the world. All right, what else, you got to find out what is your purpose in life. How to design your life plan that you can achieve in the next 5 to ten years. How to take charge of your emotional states. How to break through limiting patterns like procrastination and fear. These are the things they don't teach you in master degree courses. They don't teach you this in university, they don't teach you this in school.

How to use the power of anchoring to instantly trigger a powerful resource state. How to build rapport with people, even with resistant people.

20<sup>th</sup> to 23<sup>rd</sup> of September 2007. limited seats are available. Now what makes this program unique? No 1, this program comes with a lifetime re attendance. Which means that when you come for this program, you are not coming for 1 program, you are coming for membership, in other words if you choose to re attend the program 1 year 2 years from now, it is free of charge. If I die, someone else will take over.

You get very individualised session, we have learning and regular networking events. What it means is this, this is not one of those programs when you go and whether you learn or don't learn, nobody knows and no one cares. This one you come you don't learn we will come after you. But with your permission. You know why? I don't care who you are. All of us we need someone to kick us.

And in this program with your permission. We will push you and sometimes we will be harsh. But all of us we need to be pushed sometimes, to get out of that comfort zone to move forward.

What we are going to do right now is this. I would like to ask you this question, how many of you want to achieve your goals in life? How many of you are committed to achieve your goals in life?

Let me tell you something, I've discovered in live in any industry it is only 10 percent of people who are committed to succeed. Is this good or bad? Good, why? Because if

only 10% are committed to succeed then easier for you to succeed. Because you have got less competition. But some people ask me, “Adam are you saying that some people do not want to succeed”? No, the 90% of people out there, majority, they wish to succeed, they hope to succeed, they like to succeed, they think they should succeed, they prefer to succeed.

What is the difference between saying I am committed to quit smoking, compared to I think I should quit smoking. What is the difference between saying I am committed to become a millionaire, compared to saying I think ar, lets be a millionaire”. What is the difference? What is the difference between I’m committed, a wish and a want. Take action, some more?

The main difference is this, when you are committed to a goal, when you are committed to a certain thing in your life. Its not a wish, its not a hope, its not a I want. It’s a must. It is a must. Becomes when something is a must in your life, will you operate from a different form of mind? When something is a must for you, you see things very differently, it become priority number 1, it becomes an obsession. When something is a must, nothing gets in your way.

And when something is a must, you will do whatever it takes. If it means you got to work 18 hours a day, you work 18 hours a day. If you need to totally change your strategy, you will totally change your strategy. If it means you got to get out of your comfort zone, you get out of your comfort zone. And life when you do whatever it takes, will you find a way? You always find a way. But provided it is legal, ethical and moral.

But a lot of people operate from this frame, I wish to succeed. I hope to succeed. Will they take action? Yes a bit. This people will try, they will take action as long as it is within their comfort zone. As long as it is convenient. But the moment you must be pushed out of that comfort zone, they will start to give a lot of excuses. How many of you do that to yourself?

A lot of excuses and the number 1 excuse, I got no time. I would like to start a business, I would like to learn how to invest, I would like to lose weight, but got time to go shopping, watch TV.

But when something is a must do we always find a time? If you say I have got no time to do it now, you will never have time. People always ask me, how do you have the time to write all these books., I am amazed, people always ask me. You speak everyday, you run all these companies, how? I say you know why? It is a must. When something is a must you will find the time. People ask me how you find time to spend time with your kids? Everyday I play with my kids I talk to my kids everyday. I make it a must and I find the time. And that is how you get results in life.

The 2<sup>nd</sup> excuse people give, I want to succeed, but I have got no money. When something is a must will you find a way? Id like to share with you a very interesting example. His name is Norman Tian. And when he came from my preview he came for my second batch of this program which was, 5 years ago. During the preview he came up to me he said Adam, I really want to come and learn all these things. But I got a problem, I cant afford to pay. I said why? I said I am a bankrupt. And ironically he

was made a bankrupt on the day of the program. But he said I will find a way to come. Surprisingly he attended the program and he turned up on the first day.

I said, Norman I thought you couldn't come. He said I borrowed the money from someone. Now not only did he borrow the money to come, he convinced the guy who lent him the money to come with him. He had 2 goals, number 1 was to get out of bankruptcy, number 2 was to lose weight. He was a very overweight guy. And for a person like him do you think it was a must to change? It was a must it was a do whatever it takes. Because I got no choice.

And you could see he was those people you could see in the way he participated he would give his 100 percent. He would ask the most question, he won't complain he would just do. He went back what happened, he restarted his career all over again. He is an engineer by trade.

His engineering company, he lost about 300 thousand dollars in debt. So when he restarted he had no money so how? He became a tutor, a private tutor teaching mathematics. But he focused on a specific niche, em3 you you know em3? These are the so called slower kids. Its not that they are stupid but these kids tend to be more right brain, more kinaesthetic, they find it hard to adapt to the traditional school system. So he came up with a technique of how to teach maths in a fun way. He helped these kid who were failing to get As and all that. And he used a lot of those motivational techniques that he used to motivate these kids.

To cut a long story short, in Singapore the moment you get results in education what happen. Today he has got his own Norman Tian learning maths centre. About 6 centres and he makes around 300 k a year. And he has written two books on mathematics.

The third thing people give is this, I got time I got money but I have no ability. How many of you tell this to yourselves can I? Sometimes we self doubt. But if the lady I told you about who was half paralysed, who lost 80 percent of her brain, if she could give herself a chance, how about us?

In my 12<sup>th</sup> batch there was this girl called Emily she came to my program and she was mostly blind. At first at the preview, she said "Adam I need a favour to attend the program" and I said what? Can I record because I can't see. So during the whole program she recorded. And when I asked her to do exercises, she had to do it auditorially, she had to use the mike. And during the graduation you know what she told everyone? She said for many years I wanted to attend a lot of these programs. But people always told me that they don't cater to handicapped people. But thank you for giving me a chance. She said for the first time in my life it felt like I could see.

How many of you have heard of this guy called William Tan? By the way he is joining my company full time soon. He didn't attend the program but he came for my talks.

For those of you who are committed, let me share with you a bit on my program. How many of you interested to find out about my program? Before I am going to tell you about my program I want you to do a very important worksheet.

Those of you who are committed to succeed I want you to grab a pen, a pencil and fill up this thing here. The blue one, yes ok. Grab a pen and pencil and I want you to write down, first, what are the goals you are committed to achieve, in the different areas of your life, are you ready? First write down, at least 1 goal you want to achieve, in the area of your career your business. I am not going to read this, this is for you to bring home. Do it now, if you don't do it now you will never do it.

Write down 1 goal you are committed to achieve in the area of your career and your business and be as specific as you can. Know what you want. Like if your goal is to become the head of the division, to become a director in the company. Its your goal to be the number 1 sales person or the best teacher in your school. Or its your goal to start your own business. And those of you who are business owners, is it your goal to list your company, is it your goal to build more branches overseas. What is one goal of your career, write it down.

You must change first, for things to change I must change first. What do you want to change about yourself. What do you feel you need to change. What do you want to learn. You want to be able to change your beliefs, about certain things. You want to learn how to manage your emotional states. You want to be able to get more you want to learn to have more charisma, you want to learn to build rapport with people. What are the things that you want to change in life?

Have you written all these goals down? Look at your goals one last time. And get yourself to take action. By the way let me ask you this, by doing this tonight have you already invested something? You have invested your time to be here your money some of you, your petrol your parking to be here. So don't waste it, do all these things get it done.

Now for those of you who want to come for the program, let me tell you what's in the program. This program is not just a 3 or 4 day camp. It comes with a lot of other things. It is first of all, from the program you get a whole learning system. Because after the program you got to go back. Motivation doesn't last. Its like bathing. You got to do it regularly. So that's why we created a lot of products that you got to consistently read and listen to. To get your mind completely focused after the program.

And this products, number 1 contain the patterns of excellence 10 cd step audio training program. Where you can download as an mp3 or whatever, go back and my voice will follow you for the rest of my life. And that's worth 475 dollars.

Now if you sign up today , take your pen and write down the word free, next you get this book called master your mind design your destiny by yours truly Adam Khoo. You sign up tonight you get it for free.

The next one, you get this program called paving the way to the top, by myself and Stuart tan. And it is a 6 audio cd set audio program, where you got topics like example how to become a best selling author, how do you run a successful business, how to drive yourself to success, the psychology of selling and influence. How to create wealth. This is all interviewed on me. So you get this audio program together

with a set of transcript. Next you get and that is free by the way write down free, exclusive compilation of success scripts, called programming yourself for success, that's worth 97 dollars by my partner Stuart. And tonight it is what? Free.

Next you get the 33 killer persuasion techniques, it is a book on how to persuade, how to communicate. You can apply to direct sales, advertising, email writing brochure writing. Its worth 45 dollars and you also get if for free. Next you get a special report on how to help your loved ones to alleviate negative emotions. This is also part of the package write down free. You also get a modelling analysis of martin Luther king by Stuart tan. Also in the program you are going to learn about what we call language patterns. How do leaders speak, how do you create charisma, you are going to learn how to model them.

You also get 1 year personal email coaching by yours truly Adam Khoo. If you got questions I can help you online.

Next, the patterns of excellence 4 day training program, you sign up tonight it is 2000 dollars. So this entire package is only for 2000 dollars. You want to take advantage of it, take this form later behind, sign up, and I will see you at the program.

Now before I go I would like to share with you, a few last ideas. Can I ask you a question and please give me a very honest answer. This program is 2000 dollars, and how many of you honestly think, how many of you think this price is expensive. How many of you think this price is cheap?

Now let me ask you this, can you not come for this program, and still go and achieve all the things you want? Could you achieve all these goals without coming here? Of course you can. You don't have to come, you can achieve all these goals without coming. But I can tell you one thing, you are going to spend more than 2000. in terms of time, effort and other books you are going to read about, you have to spend some time.

So what you are paying for, is to cut short your leaning curve. To learn a lot of things in a short period of time, accelerating you towards your success. Now at the same time, if you choose to come, this money you are investing it on who? Not one me not on my program, but you are investing on yourself.

Now think about it, this money, lets say you put it in a bank. Fixed deposit, 2 percent right? What's 2 percent of 2000? \$40 right? If you invest it in say a stock, 20% return in the market, how much is that a year? 400 dollars a year right? Now if you invest in yourself, you are the asset, do you think that by investing this in yourself can you make more than 40 dollars a year?

Can you make more than 400 dollars a year? As a result of what you have learnt. Yes or No? if you can make more than this, come for the program. If you cannot don't come. Ask yourself, are you worth it to invest in yourself. If the answer is yes come for the program.

The final thing I want to say. I heard a story many years ago told to me by my mentor. And this story really had me thinking about my life. This story is about a professor,

one day there was this professor, who was very very intelligent. He has about 3 PhDs. He was the dean of a university. A very prestigious man. And one day this professor he went to a river, he had to cross the river to get to his university. So he saw a boat and he told the boatmen, boatmen boatman, row me across the river, so the boatman rows him across the river.

As he is going down the river, this professor was very arrogant. He wanted to show how smart he was. So he picked up a leaf from the river and he asked the boatman, boatman, have you ever studied botany? And the boatmen said har? Botany? No. and the professor said, boatman boatman, 25% of your life is gone. And the boatmen felt so sad. And he continued rowing the boat.

As he went further and further downstream. The professor again tested the boatman and he picked up a stone, and said boatman boatman, have you very learnt mineralogy? And the boatmen being illiterate, you know what he said? No. and the professor said boatmen, 50percent of your life is gone. So the boatman felt really sad and he continued rowing the boat.

And as he went further and further downstream. Suddenly the professor looked at the mountains and said boatman boatman, have you ever learned geography? The boat man said no. And the professor said, 75 percent of your life is gone. He was so sad and continued rowing the boat. But suddenly the boat started rowing faster and faster downstream. And the boat went so fast, that it hit the rapid and the boat was about to capsize and the boatmen looked at the professor and said, "Professor Professor!" "Have you ever learnt swimming in your life?" The professor said no.

The boatman said sorry, 100 percent of your life is gone. What's the moral of the story? The moral of the story is this, what does the river represent? Life, the river represents life. Life is getting more and more competitive and more and more challenging.

You see, twenty years ago, or 30 years ago these programs didn't exist. Why? Because 20 30 years ago our parents told us this, just study hard, get good results, then find a good job, in a good and big and stable company. And do as you're told. Don't rock the boat. And the longer you stay your value will automatically increase. And you get promoted. Until you reach 55 60 years old you can retire. In those days it made sense.

But honestly does that concept exist anymore. A lot of people are still living in that era. Because today technology is changing so fast. Information and people are changing so fast, 80 percent of what you learn in school, by the time you graduate is what? It is obsolete. My friend, he graduated from NUS com science. You know what he said to me, "Adam when I graduated, 90% of what I had learnt is obsolete already" That's a fact. And 50% of the jobs that exist today, in ten years time it will no longer exist.

And think about it, ten years ago and now, the insurance agent, is it the same job? Different, ten years ago insurance agents are sales people. They just sell insurance, o level can already. But today they are financial advisers. The level of training is

different, the way they consult and advise is different. And those insurance agents of yesterday are all what? All gone, they cannot survive anymore.

And they say today, the moment you work in a company, the longer we stay, our value drops if we don't change. And when we reach 40 or 45, there is a 75 percent chance that we will be retrenched. Why, because the boss can say I can hire someone half your age. Half your pay double your energy, and that's the scary thing.

I remember about few years ago, during the Asian financial crisis, Channel News Asia they did a interview, at a show called survivors. When they interviewed people who got retrenched and they were retrained? And I tell you this, there was this woman I saw, she worked for Swiss bank and she was a teller. She worked from a teller all the way up to senior in a period of 12 years. She upgraded in such a way that she had diploma and degree. She made \$20,000 a month. Will you consider her successful?

Yes right, but when the Asian financial crisis, hit of no fault of her own, she got retrenched, at 45 years old, she was retrenched, overage, overqualified. For 2 years she couldn't find another job.

And you know what happened? She found another job as baker. She was retrained as a baker, you know how much she got after that? \$1,500. the question I always ask people is that, do you call that security? I always tell my students, you may be a senior earning 20k per month but you don't earn your job. Someone owns your job.

Even if you are a business owner, you can lose your business anytime. But your true wealth lies where? It doesn't lie in those physical things. It lies in your mindset. And no one can take this away from you. When you have the right mindset, I can take away everything you have, but I can't take that away from you.

This program is about that. So those of you who want to join us for this amazing journey, do see us behind to ask questions before you sign up. I will give you a last added incentive to be the last to go behind. For the first 12 people who choose to join me in this program, I will give you a special offer of \$1,800. and by the way. this works out about how much a month? About a \$150 dollars a month, because we have got a 12 months interest free instalment plan. So this is affordable to anyone. So thank you very much, I wish you all the very best and I will see you in the program. Thank you.

**[www.Patterns-Of-Excellence.com](http://www.Patterns-Of-Excellence.com)**

## **About Adam Khoo**



**Adam Khoo is an entrepreneur, a best-selling author and a peak performance trainer.** A self-made millionaire by the age of 26, he owns and runs three businesses with combined annual sales of \$20 million.

He is the CEO of Adcom Pte Ltd, an advertising agency, the co-founder of Event Gurus Pte Ltd, an event management company and the CEO of Adam Khoo Learning Technologies Group.

**He is also the best-selling author of six books** including 'I Am Gifted, So Are You!' that was ranked MPH#1 best-seller in 1998 and 1999. His other books include 'How to Multiply Your Child's Intelligence' and 'Clueless in Starting a Business'.

His book '**Master Your Mind, Design Your Destiny**' which was the second highest selling book in Singapore in 2004, was on the best-sellers list for 36 consecutive weeks. His book '**Secrets Of Self-Made Millionaires**' also hit the No.1 spot on the bestsellers list in Singapore 2006. His latest book is '**Secrets Of Millionaire Investors**', which has also reached the bestsellers list once again.

Adam holds an honors degree in business administration from the National University of Singapore. As an undergraduate, **he was ranked among the top 1% of academic achievers** and became a pioneer in the Talent Development Program, which is the university's Gifted program.

**Over the last 15 years, he has trained over 245,000 students, teachers, professionals, executives and business owners** to tap their personal power and achieve excellence in their various fields of endeavor. Some of his corporate clients include Tupperware, Ministry of Defence, American International Assurance, Prudential, Lux Asia, Rolls Royce Marine and many more.

**His success and achievements are regularly featured in regional media** like the Straits Times, the Business Times, the New Paper, Lianhe Zaobao, Channel News Asia, Channel U, Channel 8, Newsradio 938, The Hindu, The Malaysian Sun and many more.

**Click on the links below to visit some of Adam's websites:**

[www.Adam-Khoo.com](http://www.Adam-Khoo.com)

[www.SecretsOfSelf-MadeMillionaires.com](http://www.SecretsOfSelf-MadeMillionaires.com)

[www.Millionaire-Book.com](http://www.Millionaire-Book.com)

[www.Patterns-Of-Excellence.com](http://www.Patterns-Of-Excellence.com)

[www.SuccessWithNLP.com](http://www.SuccessWithNLP.com)

[www.PavingTheWayToTheTop.com](http://www.PavingTheWayToTheTop.com)

[www.SecretsOfMillionaireInvestors.com](http://www.SecretsOfMillionaireInvestors.com)

[www.WealthAcademyInvestor.com](http://www.WealthAcademyInvestor.com)