

CIA™ Principle

Here is an example of a helpful tool for dealing with life's frustrations and in understanding the best and most appropriate response to a situation. This People Rich technique is now taught by psychologists and coaches in helping people deal with life situations.

In life, some things we can only Control, such as our behaviour and actions; there are some things we can only Influence, such as the actions of other people who are needed to help us achieve our goals; and lastly, some things we have to Accept and find workarounds. An example of acceptance is where we are unable to do something due to there being a law in place to prevent it.

Remember these three: Control, Influence and Acceptance. We call this the People Rich *CIA Principle™*.

An example of this principle at work would be if (hypothetically) we made an offer to you that we would give you a million dollars to get to a place 30 kilometres from where your standing now, without the aid of a plane, helicopter, car, bus, truck, motorbike or train. In other words the challenge was for you to walk the distance. Now if you knew I had the money to make this offer, chances are you would start walking independent of your current fitness level. You have total control to achieve this distance. Now if you were a quadriplegic and we gave you the same offer, the first thing you would need to do was accept that you were not able to walk or achieve this on your own. Then you would need to determine how best to influence someone else to help. In effect, the CIA Principle helps you to identify as fast as possible what you need to focus on to minimise any frustration in your life.

In all things, consider what you can control, what you can influence and what you have to accept. If you remember these three responses, you will be less likely to become frustrated when you acknowledge the level of impact you have in all situations.

Now the difference between achievers and non-achievers is their response to obstacles or things they have to accept. Achievers see obstacles and immediately look for innovative ways to get around them, whereas non-achievers get the "its too hard" mentality and later wonder why they do not succeed.

Getting back to the point, there will be some goals that you alone can not realise on your own merits. For example, if you had the goal of having your own biological children, then you would need a partner. If you were a workaholic, working seven days a week and never leaving the office, with no partner prospects at work, then these behaviours are unlikely to result in you finding a suitable partner, or at least one that would happily put up with you and this situation.

This is an example of putting yourself into the right environment, which is something you can control, to meet a suitable partner, which is something you can only influence. We call scenarios that result in success, where we can only influence others, as having the 'luck factor'. We had better explain this one further, as luck to People Rich personnel may be a very different word compared to your definition or use.

There are situations where we might be in the right place, at the right time, and with the right people, but this on its own is not enough. The other part of the equation is having the right attitude, the right skills and the right response to be able to exploit the opportunity. This means that there are things you might have to do to better influence an opportunity.

As we have noted, when your goals only impact and involve you and your actions, you can have total control. When they involve other people, you can only influence them and not force them against their will. The luck factor is when your influence or circumstance works for you in realising opportunities as they arise. The funny thing about opportunities is that they are around us everyday. Even the old adage of "when the student is ready the teacher will appear", in my opinion is only a half truth. In this example, the teacher may simply always be there, unknowingly waiting for us to wake up and become aware of them, and possibly seeking them out.

We believe that it is often more the case that we could be limiting ourselves and may not have the awareness at that time, to see the opportunity and then exploit it. There are opportunities right now in front of you that can change your life that you may not be consciously aware of.

This is why you should respect everyone, as every single person on this earth can teach you something different. Be careful of not judging a book by its cover, as the wise come in many varieties and many disguises. Every person in this world could teach you something, and that is because we are all unique. So this step is about considering how you might influence or increase your chances at creating or recognising an opportunity.

For example, our Todd Hutchison had a personal goal to become a graduate and fellow of the prestigious Leadership Western Australia program. This program takes up to thirty professionals a year who get to hear from more than one hundred leaders over an 11 month period, with the intent of having a commitment at graduation to move the state and nation forward. The only catch, was that for Todd to realise this goal, he had to get invited into the program. This is where you have to see how you can best prepare yourself for the goal to become achievable. In Todd's case, he had to submit a thorough and insightful application to get into the interview process, and then prepare himself for an interview and convince the panel members that he was a worthy candidate. If not accepted he could have never achieved this goal, as he did not have the total control over the elements of achieving the goal himself.

Goals that fall into this category are like team work goals, and you're the leader. You don't do all the work yourself, but you are responsible for the ultimate outcome.

Equally, if you try to build business-related people networks, you may join a professional association and turn up to their monthly meetings. This means that you are in the right place, at the right time and with the right people, but it does not mean instant success. Clearly you have to do something yourself.

In preparation you may be careful that you dress professionally and are well groomed. You may have business cards on hand. To make the most of the opportunity you might need to prepare things like a short 30 second response to questions they may ask, such as "what does your company do?".

Your response needs to be clear, succinct and convey the important information, without sounding like it was a staged response. In this way your response will be efficient in delivering the desired message, which hopefully will entice the prospect, and potentially convert this lead to a new client. When you trial your response, it is best to note how effective it was, and go back and try and improve it and keep doing this until you have a winning script.

Please send us an email at info@peoplerich.com if you would like more information.

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