

'This book is going to wake up your innate ability to create results.'

—Sháá Wasmund MBE, author of the
Sunday Times No. 1 bestseller *Stop Talking, Start Doing*

RESULTS

Think Less • Achieve More



Jamie Smart[®]
Bestselling author of *CLARITY*



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RESULTS

Think Less. Achieve More.

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‘*Results* is a pleasure to read and full of deep insights into preparing ourselves for a more innovative way of thinking and organizing – it provides a guiding philosophy which puts our innate capacities at the heart of everything. It is a book that anyone interested in innovation – both inside and out – should read.’

Paul Sternberg, Associate Dean and Head of Design
Innovation, Ravensbourne University

‘There is a magic in this book, offering wisdom to everyone. Blink and you’ll miss it. Blink and you’ll get it.’

Jim Lewcock, CEO, The Specialist Works

‘Jamie Smart has cracked the code for creating real results in a way that fits perfectly with who you really are.’

Rich Litvin, Founder, 4PC and co-author of
The Prosperous Coach

‘As an owner of a business a key success factor for me has been to focus on discovering and working with authentic people that enable me to continually deliver results. Without doubt the clarity principles and Jamie’s insights have been an exponential multiplier for me in my business and personal life.’

Chris Norton, Director, Mentor Group

‘*Results* provide a refreshing approach to personal and entrepreneurial transformation, and most importantly – to achieving results!’

Vlatka Hlupic, award-winning author of *The Management Shift*

‘We all know we can have our best ideas, have a clarity of insight, at unexpected times. In this book, Jamie Smart shows how we can have more moments of lucid clarity and how we can marry that clarity with a propensity to action to achieve results.’

Peter Lake, Managing Director, Aztec Aspire

‘Jamie Smart’s book connects the dots... so often missing... between understanding and excellent, creative actions that get results in the real world. A very stimulating book!’

Steve Chandler, author of *Time Warrior*

‘If you want to know what it really takes to get results and live your life to the fullest, this book is the answer. The human pursuit of success is never the problem. It’s our understanding of how life works that gets in the way of our natural capacity to create, thrive and prosper as individuals and as a society. In a clear, engaging and practical way, Jamie

lays out a crucial road map that will show you how getting results is far easier than you realize. Highly recommended.'

Chantal Burns, No. 1 bestselling author of *Instant Motivation*,
www.consciousleadershipschool.com

'*Results: Think Less, Achieve More* is total wisdom power. Understanding what Jamie Smart presents will allow you the insights and realizations that awaken your innate ability to create truly transformative results.'

Mark Howard, PhD, Three Principles Institute

'*Results: Think Less, Achieve More* points you to the blueprint of where success truly comes from. This book will guide you to the source of life-changing insights. Well-done Jamie!'

Catherine Casey, M.A. Clinical Psychology,
Principle Based Consultant

'*Results* is an insightful and impactful book that flies in the face of the all too common shallow and ineffective self-help advice. This book has the potential to make a significant positive impact on your life.'

Simon Hazeldine, bestselling author of *Neuro-Sell*

'In this compelling book, Jamie Smart de-mystifies what underlies true transformation and your ability to get results in any aspect of your personal and professional life. Put on your seat belt and be prepared to have your conventional way of seeing the world be rocked, while simultaneously being introduced to an exciting new way of perceiving yourself and your world!'

Dicken Bettinger, Ed.D., retired psychologist, global seminar leader, founder of 3 Principles Mentoring, and co-author of *Coming Home*

'The power of a clear mind is pretty much universally understood when it comes to stillness, tranquility, and happiness. Yet almost never is it linked to achievement, excellence, and consistent results. Until now. In this profound book, Jamie Smart walks us through the extraordinary (and innate) process of experiencing a shift of consciousness or change of heart, first. Then cultivating the outcomes of our dreams becomes as simple as one, two, three.'

Garret Kramer, founder of Inner Sports and author of *Stillpower* and *The Path of No Resistance*

‘The simple, yet profound, principles discussed in this book reveal our true nature and with it the inherent, natural potential to relax, enjoy life, be our authentic self, find clarity and create the results we want in our personal and professional lives.’

Rita Shuford, PhD

‘It’s perfect for those seeking to live out their purpose, looking for motivation and inspiration and those who want to challenge themselves and better understand the interconnectedness of personal and business transformation. This book is an incredible resource allowing you to have the clarity to be the change you want to see in the world!’

Conor Houston, Programme Director, Centre for
Democracy and Peace Building

‘This book is an insightful, powerful and unforgettable gem. Jamie Smart gently guides the reader to experience profound insights which will forever alter their view of reality – and transform their results. A must read!’

Carl Harvey, Founder, Abundance Book Club

‘Simply captivating. Well articulated and to the point. *Results* is without a doubt Jamie’s finest work yet. A must read for any busy business owner who wants to accelerate their results with less effort.’

Dan Bradbury, Entrepreneur and author of *Breeding Gazelles*

‘*Results* is the blueprint for a world of more love, connection and true prosperity. We often live under the misunderstanding that motivation and success should come easy, when actually it takes courage. If you are willing to take that step, this is your book.’

Virginia Salas Kastilio, Snapchat Influencer, Speaker and Strategist;
CEO of Ginicanbreathe Consulting www.ginicanbreathe.com

‘I have worked with the CLARITY principles personally and with my leadership team. The results we have achieved are remarkable in terms of the impact across our business, the velocity we are able to achieve these in and the engagement of our people into the leadership direction and vision. Clarity is our guiding principle as a team. Smart’s new book *Results: Think Less, Achieve More* shows in a clear, easy-to-understand way what we’ve discovered through our own experience: that clarity plus action equals results!’

Murray Pearce, Managing Director, Infinigate UK

To Team Clarity

Foreword

The first thing you need to know about Jamie Smart is this: He's nuts.

I'm not talking about the *'locked in a padded cell, claiming to be Napoleon'* kind of nuts. I'm talking about something much more dangerous; the *'here's to the crazy ones'* kind of nuts. The *'willing to be true to yourself and do whatever it takes, no matter what the cost'* kind of nuts. The kind that sets out to do the impossible and transforms how you see the world in the process. The totally lovable kind of nuts.

I first met Jamie in 2006, shortly after I sold my digital startup to BSkyB. In the course of the conversation, he asked me if I'd mentor him on growing his business. I refused, not because I didn't want to, but because I simply didn't have the time, but the second thing you need to know about Jamie is this: He's persistent. *Extremely* persistent. He kept asking and I kept refusing over the course of several weeks until finally, we made a deal: I would mentor him, but if we agreed something was the right thing for him to do, and he *didn't* do it, I would fire him as a client.

I expected this arrangement only to last a few weeks, but it's now 10 years later, and I still haven't fired him. Instead, he's become a dear friend, and we've each grown in ways that neither of us could have anticipated. Both of us have walked away from 'sure thing'

ventures to follow our hearts. I left Smarta, the company I founded and grew through the midst of the recession. Jamie left the field he was a leader in and headed in the opposite direction to explore the principles behind clarity of mind and high-performance. And that's the third thing about Jamie: He's willing to follow the truth, wherever it leads. When my first book *Stop Talking, Start Doing* got knocked off the top of the bestseller charts after 14 months at number 1, it was no surprise to me that *his* first book *CLARITY* was the one that took its place.

Which brings us to Jamie's latest book, *RESULTS: Think Less, Achieve More*. The reason I habitually used to refuse to coach and mentor people (and said 'no' to Jamie initially) was this: The people who asked me to coach them inevitably turned out to be unwilling or unable to take the action needed to create the results they wanted. They seemed to get paralyzed with fear of criticism, fear of failure or fear of success. They'd get stuck and make excuses, claiming they lacked that 'special something' they needed to move forward. They'd say '*I'd do it if only I had more confidence...*'.

More self-belief... Less doubt... More creativity... Less uncertainty... More courage... Less fear...

This had always puzzled and perplexed me. *I* could see people were capable of great things; why couldn't *they* see it? *I* knew that we each have the ability to create the results that matter to us; why didn't *everyone else* know it? Why is it that people so often struggle to create the results they want?

RESULTS: Think Less, Achieve More doesn't just *answer* this question; it takes you much further, giving you a practical solution that's both simpler and more powerful than you may ever have imagined. And the answer has never been more important. The world is in a state of constant flux, with massive uncertainty and huge opportunities. There's never been a better time to be dreaming big and taking action. Twenty years from now, people will look back on this as a 'golden age', a time when the field was wide-open and there was everything to play for.

This book is going to wake up your innate ability to create results. As you go through the three transformations that Jamie covers so masterfully, you're going to get more in touch with who you really are, and what really matters to you. As you tap in to your authentic purpose and direction, you're going to start discovering an unsuspected ability to take action and move forward, even if you can only see the next step. And, while that's great, the key to all of this is something even *more* important: discovering who you really are (I know that may sound strange, but bear with me). Most of us have spent so long trying to be who *others* have told us we should be that we've lost touch with our true selves. And this is the real genius of *RESULTS*. You see, your ability to get results flows *directly* from who you really are. Your *authenticity* is the source of your *power*. One of my favourite artists, Curtis Jackson (aka 50 Cent) puts it beautifully:

'The greatest fear people have is that of being themselves. They want to be 50 Cent or someone else. They do what everyone else does even if it doesn't fit where and who they are. But you get nowhere that way; your energy is weak and no one pays attention to you. You're running away from the one thing that you own – what makes you different. I lost that fear. And once I felt the power that I had by showing the world I didn't care about being like other people, I could never go back.'

You're going to start waking up to that same source of power and fearlessness as you read this book. And don't be too surprised if you find yourself having more fun, bigger ideas and better relationships in the process. As you get an understanding of the principles behind *RESULTS*, you're going to find yourself having less on your mind, and being more present to the richness of the here and now. And here and now is the best place to start creating what matters to you.

We live at a time of increasing volatility, uncertainty and complexity. We're each here for a reason, with our own unique gifts to give. It's never been more important for each one of us to wake up to who we really are, and play our part in the shaping of our lives, our

communities and our world. As well as answers, we need visionaries; people who are willing to challenge what we hold to be true. And that's the other thing you need to know about Jamie: What he's about to show you may turn everything you've ever believed on its head. And it turns out that's a wonderful place to start.

Sháá Wasmund, MBE

London, 2016

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Introduction

*However beautiful the strategy, you should
occasionally look at the results.*

Sir Winston Churchill

Former UK Prime Minister, winner of the
Nobel Prize in Literature, 1953

‘What’s the number one result that you believe would have the biggest positive impact in your life?’

Over the years, I’ve asked variations on this ‘number one result’ question to many thousands of people during talks, workshops and one-to-one coaching sessions. And while their backgrounds are incredibly diverse, their *initial* response is remarkably similar. Invariably, people...

Stop... Go quiet... Get reflective...

Your biggest return on investment

As the responses begin to emerge, they reveal something very powerful. Your answer to this question shows what you currently *believe* would give you your biggest ‘return on investment’ (ROI) for the time, energy, effort and other resources it would take to achieve it. When I was first asked the question by my coach (a successful entrepreneur) in 2006, I didn’t know the answer, and I felt foolish. After all, I *should* know, shouldn’t I? I was working 14-hour days growing my business, but if I didn’t know the answer to this, what was I spending all my time, energy and money on? This powerful, unsettling question issued a challenge:

Are you willing to raise your head from the daily routine of tasks, habits and distractions, and focus your energy on what matters most to you, no matter how daunting that may seem? Are you willing to shift your attention from the soothing familiarity of ‘routine’ to the sometimes uncomfortable adventure of ‘results’?

Results...

We all want them, yet many of us struggle to achieve them. Or we get spectacular results in *one* area of life, while failing to attain even modest success in other important areas. There are plenty of examples...

- The successful businessman who knows he needs to lose weight and get fit, but never seems to find the time.
- The manager who's passionate about becoming a consultant or executive coach, but fears stepping away from the security of a full-time job.
- The graduate who wants to find work with meaning and purpose, but doesn't know where to start.
- The holistic therapist who has a big impact on her clients, but struggles to make ends meet.
- The CEO who wants to leapfrog the competition, but can't find the right strategy.

You probably know someone who dreams of writing the book/starting the business/clearing the debts/finding the soulmate creating the lifestyle/getting the six-pack/making that first million, but never quite seems to get there. You may even *be* that person.

Five essential questions

Motivational speakers claim we can achieve whatever we want if we believe in ourselves, set clear goals and work hard. But history is littered with examples where enormous self-belief combined with clear goals and massive action yielded *little or no* satisfying results. Why? As you're going to discover, there are powerful but little-known factors that have a profound impact on your ability to create results. In fact, this book sets out to answer five essential ones:

- 1 What are the key factors that influence your ability to create the results you desire, and how can you develop those factors?
- 2 What are the obstacles that may have been holding you or your organization back from getting the results you want, and how can you avoid, eliminate or overcome those obstacles?