

Chapter 10

Creating Desire

In 1960, John F. Kennedy was president. ABC's Wide World of Sports was spanning the Globe. And in the small town of Graz, Austria, the 13-year old son of a local policeman sat in the only movie theatre in town. It was a cavernous old theater. Up on the screen was *Hercules Unchained*, one of the many Hercules movies starring Steve Reeves or Reg Park, two of the great body builders of the 1950s. As these scantily clad muscle men fought on the screen, the teenager decided to design his destiny. He said to himself: "**I can be there** " and he saw himself on the screen, felt his muscles rippling under the rough texture of the toga.

In this moment, he composed his master plan: He would move to America, become the world's greatest



Designing The Future

Extraordinary people live their lives backward. They stand in their future and determine how they would like their life to be. This vision of their future gives them a way to be in the present, and their actions spring naturally from this sense of who they are. Ordinary people simply live their past over and over again.

-Fred Shoemaker



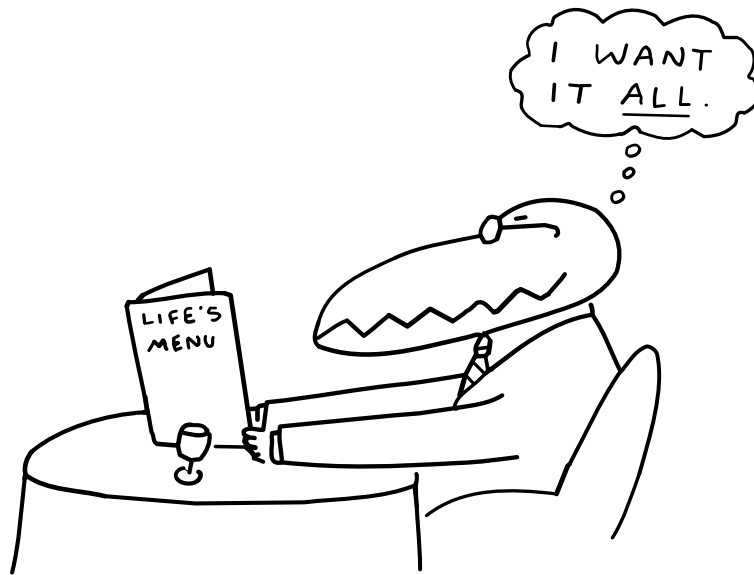
body builder, and, by the age of 30, star in his first movie and be a millionaire. Now many people have great dreams, but he began to make his more real. He read body building magazines. Can you imagine him in his room, trying out all of the various poses? "Feels fantastic!" What if his mother had come in and said: "Arnold, Vat are you doing? Forget this silly nonsense. You are going to grow up, get a job, get married, and have children, just like your father." But she didn't. Both his parents supported what his unconventional career choice.

Imagine what happened when he discovered that body builders shave and oil their bodies before competitions. He probably locked himself in the family bathroom, snapped on a pair of Speedos, grabbed his father's safety razor and started shaving the soft hair on his legs. When he was done, he'd lather himself in baby oil, smelling it, feeling it on his skin. Posing before the tiny bathroom mirror. In this way, he began to make the future so real, so familiar that it was only a matter of time before he would succeed.

We know a lot about this man who became known as the Austrian Oak. Five years later, he won the Mr. Europe title. He would win five Mr. Universe and seven Mr. Olympia contests. He would marry into the Kennedy family and become one of the highest paid actors in the world.

There's nothing more motivating than a compelling future. And I know something about each person reading this book. At some point in your life, just like Arnold, you heard THE CALL of your destiny. You may have seen someone, heard someone, read a story or been

Destiny



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touched in some way, but in that moment you knew exactly what you wanted to be. Most of you, however, didn't take the time to build a rich, 3-D experience of that future so that you knew what it was like before you arrived. So now I want you to begin to design your destiny and experience it now.

First, look out into your future, which for most of you is off to your right or out in front of you. See a role model, standing there waiting for you in your future. In your mind's eye travel out and step into their body. Snap them on like an ability suit. Feel what it's like to be in their clothes and skin. Look around you. Notice what you see, what it feels like, listen to the sounds around you, smell the air. Where are you? Who are you with? What are you doing? What are you learning? What do you own or have?

Now come back into the present and realize that this is just the little beginning of what you can do to enrich your mental maps of the future. You can do this in your mind or physically walk out into your future and experience it again and again, each time more fully. Each night as you dream, your unconscious can enrich this map even more. And as you design your future, it will become so real that it will carry you beyond your wildest dreams.

Schwartzenegger Strategy

Arnold's strategy uses the following steps:

1. See someone already "where you want to be," a role model. Say to yourself: "I can be there."
2. Step into your role model and feel what it feels like to already be there.
3. Repeat daily until you feel a sense of calm, like you're already there.



Design Your Destiny

*The winds and waves
are always on the side of
the ablest navigators*
-Edward Gibbon

Remove Your Barriers and Design Your Destiny

- 1. Intention** - set your intent to transcend some limitation or achieve some desired outcome. Make it a 3-dimensional experience that engages all five senses—sight, sound, smell, taste, touch. Who else is there? What you doing?
- 2. Action** - start taking steps to resolve the limitation or to move toward the desired objective. Make sure the steps are small enough that they can be done easily.
- 3. Review** - assume that *everything is feedback*. What can you learn from each step of your journey?



4. Take action to close the gap between where you are and where you want to be.
5. Stay hungry: set new limits, raise the bar, set new thresholds or standards for excellence.

So what stops people from achieving their destiny? In some situations, people stop themselves by thinking about the time and effort involved in achieving their outcome. Or they may not have any *desire* for the objective. As one person put it: "Fat cats don't hunt." To get motivated, each person needs to get hungry for an outcome that would benefit them personally as well as the community around them.

In most cases, motivation comes from our desire to get from where we are now to where we want to be. To do this, you need to be able to:

1. Experience the end result (see, hear, feel, taste, and smell it with all your senses.)
2. Feel good about achieving the result
3. If the task is large or long, ask yourself what piece you can do *right now* in the time available.
4. Trigger yourself into action ("Just do it!")

Industry Futures

In the *Art of the Long View*, Peter Schwartz describes Shell Oil's planning process. Futurists call this "having your radar out." To anticipate and design the future, teams of managers can gather together and develop "scenarios" for each of the following possibilities:

- Optimistic - best possible outcome (toward)
- Status Quo - everything stays the same
- Pessimistic - worst possible outcome (away)

Teams can begin with big, high level world scenarios and then narrow their focus down to specific situations.

Designing the Future

The following series of questions have been designed to help you create a detailed internal map of a desired future.

1. Think about your future now. What do you truly want?
2. How will you know when you've achieved it? What will you see, hear, feel? Who will you be? What will you do?
3. Where, when, and with whom do you want this future?
4. What will having it do for you that's even more important?
5. In what ways have you already demonstrated that you have some of what you want?
6. As you think about it now, what resources—beliefs, values, capabilities, and behaviors—do you already have that will take you in the direction that you want to go?
7. Who is a ideal model for the type of person you want to become? Where can you learn more about them, study and learn their skills, abilities, beliefs, and values?
8. What skills will you need to accelerate your journey?
9. What's the first small step you need to take?

Haven't you waited long enough to embrace more of what's possible and to avoid the consequences of an unfulfilled life? Only you can decide to take the right steps to achieve your destiny. So learn how to ecologically and ethically motivate yourself and others. Bring your originality and uniqueness to healing and nurturing the world you live in.