





















## *The Power of Possibility*

The 4 Steps are as follows:

1. **Attitude and mindset:** Your *will* – your passion, resilience and desire
2. **Vision:** Your *why* – your dream, goal or purpose
3. **Strategy:** Your *what* – the keys to achieve your vision
4. **Action:** Your *how* – knowledge, process and skills

### **POSSIBILITY VERSUS TRUTH**

‘Possibility’ is such a positive, uplifting word. It inspires hope, even when you are in a tight spot. It can make you feel empowered and like there is a way forward and a light ahead. What I like about possibility is that it’s contrarian; it flies in the face of facts, or the truth as we currently see it. One of my mentors, entrepreneur Paul Martinelli, says ‘Possibility is the flipside of truth’. It sounds controversial, doesn’t it?

In Australia, we are seeing some positive changes in financial services and wealth management. Some people in these industries are clinging to facts, while others have embraced possibility.

I have clients on both sides. The key difference is the approach of their leaders.

One of my clients operates in the packaging business and manages two big accounts. One day, he met with his first key account and heard that its leadership team was nervous about the potential economic downturn (apparently economists have a pretty poor record in accurately forecasting recessions, by the way), so his client needed to halve its orders for branded packaging for the next six months. Later that day he visited his second key account. Walking into the meeting he sensed a similar theme, and sure enough, the marketing manager opened the meeting by saying, 'Our leadership team has seen an economic downturn on the horizon'. My client's shoulders slumped. However, he was quickly revived when the manager went on to say, 'Given this, we think it is a unique opportunity to gain market share as we can buy in-store advertising for the lowest cost we have seen, so we want to double our usual orders for the next six months'. Same city, same day, same market; the difference was in attitude and mindset.

Clinging to 'facts' can cause us to miss many great opportunities. Often, supposed 'truths' are backed up by research that proves to be incorrect when it is examined from a different angle or approached later with the benefits of time and technology. Sometimes all it takes is for people to move past their self-imposed limitations. Here are some examples:

*Before the early 16th century, it was thought the sun and planets revolved around Earth. We now understand Earth and the planets orbit instead around the sun, thanks to the theories of Copernicus who challenged the prevailing theory of his time.*

*Until the 1950s, experts and evidence had shown humans could not run a mile faster than four minutes (this was disproven by Englishman Roger Bannister, who asked 'How might I?' and famously did it).*

## The Power of Possibility

*Speaking broadly, Isaac Newton's theories were superseded by Albert Einstein, who was then superseded by Stephen Hawking.*

*It was believed a monohulled yacht could not sail faster than 600 nautical miles in 24 hours (in 2015 my friend Ken Read and his crew on Comanche did 618 nautical miles in 24 hours).*

In 2009 I competed in the World Masters Games in sailing, coming 6th overall in the Laser Radial Class. In 2017, I competed in the World Masters Games in Auckland in road cycling. If you had suggested to me in 2015 when I bought my first road bike that I would swap my lifejacket for lycra I would have laughed at you. But if it's possible for me, it's possible for you to shift gears too (pun intended!).

Am I saying that anyone can be anything they want if they just try hard enough and have a strategy? No. But I am saying that anyone can *be better* at what they want if they are willing to put in the time and effort it takes to do so. Certainly, there are physical and mental problems that can act as constraints, but many have shown that problems can be overcome with determination and perseverance:

*Doug Flutie, star NFL quarterback, was told he was too short to play pro football.*

*Tom Dempsey, born without toes on his right foot and missing four fingers on his right hand, kicked the longest field goal in NFL history.*

*Quentin Kenihan was born with a rare bone disease and was confined to a wheelchair, yet he went on to star in his own TV show and in movies including Mad Max: Fury Road.*

*Ludwig van Beethoven overcame deafness and depression to become one of the world's greatest composers.*

*The Power of Possibility*

*Bethany Hamilton lost her left arm in a shark attack and still became a national champion surfer in the US.*

*Jessica Cox, born without arms, flies planes, drives cars, and holds a black belt in taekwondo.*

Be very cautious about setting limits on people – including yourself.

## **BELIEVE IN THE POWER OF POSSIBILITY**

In his book *Mentors*, Russell Brand outlines the 12 Steps he took to break his drug addiction. The first three are:

1. Admit you have a problem
2. Believe in the possibility of change
3. Ask for help and follow suggestions.

The second one is vital. We must genuinely believe in the possibility of something better, and we need to see and experience the possibilities that are open to us – even if it is only through visualisation. I still find this part hard, and it takes real concentration, focus and intentionality to seek out the possible. I know it can be done, and so do you. How many times have you heard yourself or someone else say, ‘I didn’t think that was possible, yet I have achieved it’? I am told drug rehabilitation programs that are run by people with lived experience of addiction are much more successful, because it is much easier to believe in possibility when you see someone like you achieve success.

That is the underlying reason I wrote this book. I am not a celebrity, I don’t have superpowers and I am not from a wealthy background. I am a dad from the suburbs in Australia having a go and seeing what is possible.

To order *It's All Possible* go to [www.robhartnett.com/shop](http://www.robhartnett.com/shop)

