



Your Success Place: What's Your Success Style?

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We think in images. If you hear the word “book”, what comes immediately to mind? Do you have a mental image of the letters “b-o-o-k”? Or, perhaps you see an image of an actual book. For most of us, we find that this is universal. What is even more interesting is what kind of book image might come to mind for you. That is where our own unique experience begins fine-tuning the image even more. For one person, it might mean a great novel; to another, a travel book; to another a fantastic cookbook; and another, a textbook. You get the picture!

Now think the word “success”. What image do you get? What represents success to you? Don’t think in terms of just a particular goal, possession, accomplishment or place. Think about the idea or concept of success. **When you have achieved success, what does that look like? What image can you put with the word?** This is the power of visioning where you create that specific, image-based definition of success unique to you.

This works for businesses, teams, families, individuals, for just about any situation where success is an objective. **We understand something more fully when we can “see” it.** Why does this matter? Because when we are working toward something with clarity, we are able to perform more efficiently and effectively. Everything we do, can (and will be!) laser focused toward getting us to that place.

We have all experienced this without even realizing it. Let’s use a specific goal as an example for the concept. Have you ever participated or followed a fund raising event? Was there a sign showing the goal and a progressive tracking toward the goal that was very clear? It’s one of the single most effective tools used in raising funds for non-profit organizations because it’s clear what needs to be done and how much work remains. How does it do that? The mental image or picture of success translates itself into our thought patterns



and then our actions so that everything drives us instinctively toward that specific result. **That image is what success looks like.**

When working with clients in creating their own success blueprint, at the very beginning we first think in terms of lifestyle. This is particularly true for business owners. All too often in the chasing of particular goals they lose sight of what success actually meant for them initially. Because if you are not living your life the way you want to live it, nothing else is going to make it feel like success.

Before we talk about lifestyle, there is one key point to understand: There are no rules. There is no universal “right” or “wrong” answer for this part of the exercise. **Do not accept someone else’s definition of success as your own.** Allow your own unique perspective into your “picture”. One of my mentors taught me a very powerful lesson with this statement: “Make certain that whatever you do is based on what you believe and that what you believe is the product of your own conclusion.” Remember that this is about defining a lifestyle that for you is the ultimate image of success.

Now we are ready to talk about lifestyle. First, what is it? If you understand this, it will not only make the exercise easier, it will also help you begin immediately seeing a difference in your own life and success path. This is the important take away, the game-changer for you in your own quest for success. **Lifestyle is not about what you have. Lifestyle is about how you use what you have.**

Take a moment and really let that statement sink in. It is the key to everything. If you go to any print or online community information site such as news channels or magazines and check out their “lifestyle” section, you are going to find that it is not about how much money people have. It is about how, where and when they are spending their time and money. Is your image of success getting clearer?



Put yourself there now. You are standing in the midst of your success. Where are you? What are you doing? Who are you serving? Who is serving you? That is your unique success lifestyle. To attain it, you need only to align the way you are investing and spending your resources to that image.

The most exciting part about this is that while there is undoubtedly a scale of possibility that can and should grow over time, **there is no reason why you cannot serve your success ideal right now.** You see, the scale is not what makes you successful. It is the clarity of knowing what you want and aligning that knowledge with how you spend and invest your time, your money, your mind and most of all, your heart.

The laws of the universe guarantee that if you know what you want, and you are very clear and specific about it and working toward it, you will achieve it.



A Guide for Finding Your Success Style

Question Group 1:

Where are you? _____

Where do you want to live? Nearer to loved ones? By the ocean? In the mountains? In another country?

Is weather a factor in your ideal place?

Question Group 2: What type of home do you want (be specific!!)? _____

Are you a nester? Do you need space? Or maybe your home needs to support mobility? Do you want multiple homes because you want to live in more than one place? Perhaps you are a car enthusiast and the garage means more to you than the house!

Question Group 3: What type of things surround you? _____

Are you a collector? Is nature the ultimate décor for you? Are you a patron or enthusiast of a particular form of the arts? Are you a musician or a lover of music? What about sculpture or other art forms? Are you an avid reader? Is a fantastic library your ultimate pleasure?

Question Group 4: How are you spending your time? _____

Are you running a company? If so, what type of company? If working for someone else, in what role? Are you involved in sports or some form of athletics? Are you involved with the arts? Are you performing? Are you creating? Are you semi-retired? Or completely retired from any professional work?

What are your hobbies?



Question Group 5: Who is with you? _____

Are you married? Do you have family close to you? Do you have a large group of friends? Or is your inner circle smaller? Are you social? Or more intimate? Who looks up to you and sees you as their role model? Who are your role models? (Note: It is said that we are the average of the five people we spend the most time with. Who are your five in your success picture?)

Question Group 6: How are you giving back? _____

Who are you serving? Who are you teaching? Who are you leading? Are you active in the community? In your church? In other organizations? What are you doing to serve?

Going through questions such as these will help you begin to visualize what success really looks like to you. The next step for you might be to find images that represent those desires and put them together on a vision board that you can refer to whenever you need to just check-in with how you're doing in getting to that "place". The key is to **have something visual that you can attach to the word success.**

Remember that **a success lifestyle vision is progressive.** It will evolve as you evolve. The key is always to have a clear mental picture of what represents success to you at that point in your life. On the subject of progression, remember that getting clear about where you want to go has value beyond the destination. The journey is rewarding as well. Another one of my mentors was very clear on this and it made a big profound difference for me.

Getting to the place of success is not the real point. **The real point is always going to be the person you are becoming in order to get there.** That is why it is important to begin to think in terms of this ideal right now and live to it now.



You are going to change. Immediately. Continuously. In other words, you are going to grow.

Our lives become better as we become better.

If you do not live now where you want to live, you need to be asking yourself why. How do you get to where you want to be? What progressive steps can you take to both get and "be" there? If you want to run your own company, start one. There are unlimited possibilities to get started. Consider this Chinese proverb: "The best time to plant a tree was 20 years ago. The next best time is now." Go ahead - Plant your tree!

What collections do you want around you? If you are an art lover with limited funds, discover new aspiring artists. What is important is that you engage with art. What people surround you? Get the right five around you right now! If you want to travel, start now. You may be on a different budget, but that does not mean that you cannot have the lifestyle.

Having the framework allows you to begin to **paint in the colors that will ultimately bring that vision to life.** Do you see how success begins to crystallize into something very specific and as a result, very attainable?

It is within your power to produce success and not just in the future: Now. The key is that while the definition or image of success may be different for each of us, **the first step remains the same for all of us. We have to decide.** We have to know. If that foundation is not there, the result will always be frustration and discontent. Begin today by starting to draw your own image. **If you are living the life you want to live, the way you want to live it, then you are successful.**

A word about your ideal vision image: Do not try to finish it all at once. What you decide initially will change over time. The key is to begin. Start with the



question group that seemed to resonate with you the most in terms of success. Once you have that decision made, and have started forming your success vision, then add answers to the other questions as you go along.

Have you ever watched an artist at work? The work forms in layers and sections. There may even be times you believe the work is done but the artist continues to paint, to form, to shape until they achieve their vision. The lesson is that **even before it becomes a masterpiece, it is art.**

Always ask yourself first what you want. What you believe success is for you. Then ask what you need to do to have that in your life. Then do that. The journey is your own. The joy is your own. The beauty of this is that the rewards will be for everyone because as each of us serves our own purpose, it serves us all.





About the Author

Kathi Laughman is a life and business strategist, inspirational speaker and best-selling author.

Referred to by her clients as the “Plan B to Z expert”, Kathi Laughman serves professionals committed to continuously creating new pathways to success and significance. Her philosophy and body of work demonstrates that there is more value in the “rest of the story” than we ever dreamed possible.

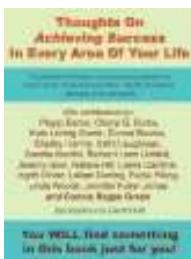
In addition to a highly successful corporate career as an executive working with business intelligence, Kathi has founded The Mackenzie Circle, a life coaching and personal leadership company in order to champion entrepreneurs as their possibility partner, coach and mentor. Her personal mission is to inspire, facilitate and invest in the success of others.

To connect with Kathi, please visit her [website](#) and blog (<http://www.mackenziecircle.com>) or find her on social media at the links provided.

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