

## Why Focussing On Your Strengths Is BS

Listen to most gurus these days and they'll tell you to focus on your strengths and ignore or if possible outsource your weaknesses. In other words spend time doing what your great at and get someone else (who is great at it) to do the stuff you're rubbish at.

**Now, in the work of tasks, of jobs, this is incredibly good advise.**

When it comes to us personally the same advice backfires hideously. You see our lives at any point in time are a finely balanced set of homeostatic systems.

Weight loss is the classic example here. We put on a bit of weight and to start with it's fine as it's only a bit, but we keep putting it on. This period of regression is what I call the downside. During this period we're often pretty down on ourselves, we know we should be doing better, and we're frustrated that we can't get ourselves to take action.

One day we look in the mirror and are horrified by what we see, we decide enough's enough. ***We have hit our panic point.***

When we hit our panic point a whole load of processes click into gear. We clean up our diet, we exercise more, we drink less booze. And slowly we move ourselves up out of the downside and closer to what we define as our acceptable point. We start feeling better about ourselves.

However, the closer we get to this acceptable point the less our desire to lose weight becomes and the more we start to self sabotage our efforts. We start having the occasional treat, we go for that McDonalds, we have a few more beers at lunchtime, Until we stop losing weight and start putting it back on again.

However we rarely lose as much weight as we put on in the first point and so over time the net effect is a downward one where we slowly get more and more overweight. It becomes harder each time to shift the weight and our panic point and acceptable point slowly shift downwards as our expectations and our standards slip.

Just like the boiler in our house which regulates temperature, every single thing in our lives follows this same pattern. Look at your bank account, I bet you have a panic point, a point at which you nail down and really start focusing on earning money and an acceptable point where you're happy to spend money on frivolities and slowly wear your savings away again.

The average of your life sits in the mid way between your panic point and your acceptable point. So the sad fact of the matter is, in any area of life...

***We are not the highest versions of ourselves we can imagine we are the lowest version of ourselves we can accept.***

Understand that you will do nothing to achieve your dreams but fight like hell to not breach your standards. If you want to achieve your dreams and goals you must turn them into irrefutable standards.

**Success in anything isn't about how much you make, it's how much you keep**, which is a direct reflection of how well you control the downside. In weight loss, it's not about how much you can lose, it's about how much you can keep off, in money it's not about how much you earn it's how much you keep.

The problem is the time spent in the down side of the homeostatic balance is many, many times more destructive than our upside.

*How much easier to spend money is it than to earn it? How much easier is to gain fat than to lose fat?*

Because of this in life the secret to success is actually surprisingly simple...if we can just protect the downside, stop from happening, the upside will pretty much take care of itself.

As an example I used to suffer from bi Polar disorder. **For me it devastated my business.**

When I was manic I would be working like a boss getting loads done absolutely clear in where I wanted to be and how I was going to get there, my productivity would go through the roof and I'd easily be able to pull back to back 18-20 hour days for weeks on end without blinking. In short I was a machine.

However when the depression hit I just couldn't bring myself to care about anything I was doing anymore, I got apathetic, but worse than that I questioned everything I was doing, everything I'd spent the last few weeks manically doing, which often resulted in my tearing down everything I'd been working on and starting in a totally new direction. The end result...I went bankrupt. In short, the down side (the depressive episodes) totally negated the upside (the manic episodes), but not only totally negated but pulled me much further backward than I could ever recover.

Once I got a handle on this and eliminated these big polar episodes (by following this program), my business flourished as I was able to consistently progress in the right direction, sure the manic episodes of insane amounts of work disappeared as well but the simple act of constant movement in one direction without the downsides was a much superior way to work and a superior model for life. By simply removing the downside the loss of the upside simply didn't matter as I was now able to progress in a balanced way.

***So how do we go about eliminating these downsides?***

Well first off, our resistance to these downsides depends on our Resilience. What is Resilience? Simply put it's our health. The healthier we are the more resilience we are going to have. If our body is already fighting off massive inflammation, a high toxic load, being overweight, hormone imbalances and we add extra stress to the system (and downsides are always stressful) it's going to fall over pretty quickly.

The more healthy we are the more capacity we have to absorb and dissipate any stress which would normally lead to a downside.

***What causes the stress which leads to these downsides?***

Anything which messes with our biology. Anything which causes huge shifts in our homeostatic system. Every action has an equal and opposite reaction, so the more balanced we can keep our biology the less homeostatic shifts we are going not have to worry about.

***What causes huge homeostatic shifts?***

Alcohol, stress, not exercising, not looking after ourselves, periods of depression or apathy (often caused by triggers totally under our control though we often don't believe it) crappy mental state, being depressed, lacking energy (how much easier is it just to grab a McDonalds than cook when your tired), lack of willpower leading us to making crapy decisions, to not doing what we have to do but what is easiest.

Now some of you may also suffer from depression, or insomnia or ME or something similar and your sat there saying, *“ah well Sam I’ve got a real condition,”* ( some of you may even have a note from your doctor confirming it) *“and it just creeps up on me and when it hits there is nothing I can do, how do I protect against that downside?”*

Simple...follow this program. In my experience all these industrial diseases are caused by something you are doing. By following this program I guarantee you (if you **actually follow the program**) in 6 months it will disappear.

I’ve seen Bi Polar disorder, Depression, ME, CFS, IBS, Migraines, Thyroid problems (and the list goes on and on) all clear up after 6 months on this program...again it’s simple we concentrate on the most important variable...you and your biology.

You see you have to realise we are more motivated than loss than by gain, we will do more to avoid losing something than we ever will to gain it. Use this knowledge against your dark side. Focus on the destruction these downsides causes and use that as your motivation to eliminate them.

Stop running away from your dark side, face the monster dead on and own it.