

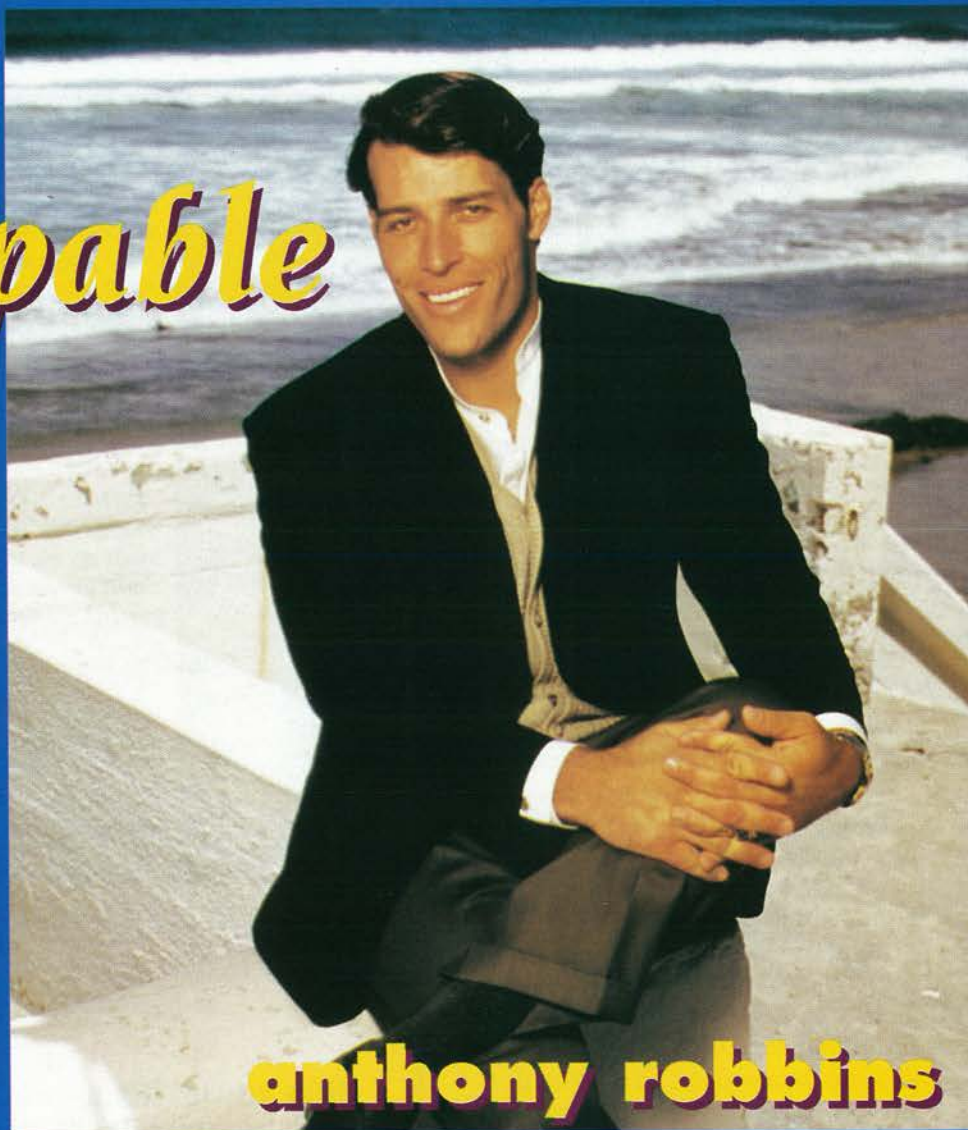
# The unstoppable you

What do many famous and successful people do when they need to improve their performance?

*They all call on motivational guru - Anthony Robbins.*

36 Year old Anthony Robbins teaches people how to 'unleash their personal power'. Champions Magazine brings the wisdom and experience of the world's most respected motivator to you in a series of revealing articles.

In this issue Anthony follows the first two lessons with...



**anthony robbins**

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## Lesson 3

### THE UNSTOPPABLE YOU: DECISION MAKER

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I've said throughout this little book that there is a power to change any part of your life. So where is it? How do we engage it? We all know that to get new results we have to take new actions, but we must realise that all our actions are fathered by a decision: the power of decision is the power of change. Again, it's true that we can't always control the events of our lives, but we can control what we decide to think, believe, feel, and do about those events. We must remember that every moment we're alive, whether we admit it to ourselves or not, a new set of choices, a new set of actions, and a new set of results are merely a decision or two away. Most of us forget that we have this power to choose.

#### ULTIMATELY, IT'S OUR DECISIONS, NOT THE CONDITIONS OF OUR LIVES, THAT DETERMINE OUR DESTINY.

How you live today is the result of who you've decided to spend time with, what you've decided to learn or not to learn, what you've decided to believe, your decisions to give up or your decisions to persist, your decisions to get married or have children, your decisions about what to eat, your decisions to smoke or drink, your decisions about who you are and what you're capable of — all of these have literally controlled and directed your life. If we sincerely want to change our lives, then we've got to make some new decisions about what we stand for and what we're going to do... and what we're committed to.

When I use the word decision, I mean a real and conscious choice. Most people say, "Well, I decided that I'm going to lose some weight," but that's too general, not specific enough. They're just stating a

preference; in other words, they're saying, "I'd like to be thinner." A real decision is made when you cut off any possibility except what you've committed to do, when you will not look back, when you will not even consider the alternative of giving up.

Let me give you a great example of a man who understood the power of a real decision, someone who, once he decided, would not give up. His name is Soichiro Honda: founder of the Honda Corporation, the maker of Honda cars and motorcycles. Mr. Honda never allowed tragedy, problems, challenges, or the twists and turns of circumstance to get in his way. In fact, he often decided to see some of the biggest obstacles in his way as mere hurdles in the race to reach his goals.

In 1938, Mr. Honda was a poor student who had a dream of designing a piston ring that he would sell to and manufacture for Toyota Corporation. Every day he would go to school, and all night long he would work on his design, up to his elbows in grease. He spent what little money he had on his

project, and it still wasn't finished. Finally, he hocked his wife's jewellery to continue.

After years of effort he finally designed the piston ring he was sure Toyota would buy. When he took it to them, they rejected it. He was sent back to school to suffer the humiliation of his teachers' and friends' telling him what an idiot he was for designing such a ridiculous gadget.

Was he frustrated? You bet. Was he broke? Yes. Did he give up? No way.

Instead, he spent the next two years continuing to find ways to make the piston ring better. He had the key formula to success:

- 1 He decided what he wanted.
- 2 He took action.
- 3 He noticed whether it was working or not, and when things weren't working out,
- 4 He kept changing his approach. He was flexible in the way he went about things.

Finally, after two more years, he refined his design, and Toyota actually bought it!

In order to build his piston factory, Mr. Honda needed concrete, but the Japanese Government was gearing up for World War II, so none was available. Once again, it looked as if his dream would die. It seemed no one would help him. Again, did he quit? Absolutely not. He had decided to build this factory. Since giving up was not an option, he got together a group of his friends, and for weeks they worked around the clock trying different approaches until they found a new way to manufacture concrete. He built his factory and was finally able to produce his piston rings.

"But Wait, There's More...."

The story doesn't end here. During the war, the United States bombed his factory, destroying most of it. Instead of feeling defeated, he rallied all his employees. He said, "Quickly! Run outside and watch those planes. What they'll do is drop their fuel cans out of the sky. We need to find out where they drop them and get those cans, because they contain the raw materials we need for our manufacturing process!" These were materials they couldn't get anywhere in Japan. Mr. Honda found a way to use whatever life gave him. Finally, an earthquake levelled his factory, and he was forced to sell his piston operation to Toyota. But God never closes a door without opening another one, so we need to stay alert to see whatever new opportunities life presents us.

When the war ended, Japan was in total turmoil. Resources were scarce in all parts of the country gasoline was rationed and, in some cases, nearly impossible to find and Mr. Honda couldn't even get enough gas to drive his car to the market to buy food for his family. But instead of feeling defeated or helpless, he made a new decision. He decided he would not settle for this quality of life. He asked himself a very powerful question: "How else can I feed my family? How can I use things I already have to find a way to get there?" He noticed a little motor he had, one that was the size and type to drive a traditional lawn mower, and he got the idea of hooking it up to his bicycle. In that moment, the first motorised bike was created. He drove it to and from the market, and pretty soon his friends were asking him to make some for them, too. Shortly thereafter, he'd made so many "motorbikes" that he ran out of motors, so he decided to build a new factory to manufacture his own. But he had no money, and Japan was torn apart. How would he do it?

**"It is in your moments of decision that your destiny is shaped."**

**Anthony Robbins**

Instead of giving up and saying, "There's no way," he came up with a brilliant idea. He decided to write a letter to every single bicycle shop owner in Japan, telling them that he thought he had the solution for getting Japan moving again, that his motorbike would be cheap and would help people get where they needed to go. Then he asked them to invest.

Of the 18,000 bicycle-shop owners who received a letter, 3,000 gave Mr. Honda money, and he manufactured his first shipment. And then he was a success, right? Wrong! The motorbike was too big and bulky, and very few Japanese bought it. So once again, he noticed what wasn't working, and instead of giving up, he changed his approach again. He decided to strip his motorbike down and make it much lighter and smaller. He called it The Cub, and it became an "overnight success," winning Honda the Emperor's Award. Everyone looked at him and thought how "lucky" he was to have come up with this idea.

Was he lucky? Maybe, if L.U.C.K. means Labour Under Correct Knowledge. Today, Mr. Honda's company is one of the most successful in the world. Honda Corporation now employs over 100,000 people and outsells all but Toyota cars in the U.S. — all

because Mr. Honda never gave up. He never let problems or circumstances get in his way. He decided that there is always a way to succeed if you're really committed!

## Decisions, Decisions

You and I both know that there are people who were born with advantages: they were born to wealthy parents in privileged environments; they seemed blessed with strong, healthy bodies; they were taken care of in every way you can imagine and never lacked for anything. Yet you and I also know that many of these same people end up fat, frustrated, and chemically addicted.

By the same token, we constantly meet, read about, and hear of people who against all odds have exploded beyond the limitations of their conditions by making new decisions about what to do with their lives. They've become examples of the unlimited power of the human spirit.

How did these amazing individuals do it? They all, at some moment, decided that they'd had enough. They decided they would no longer tolerate anything but the best. They made a real decision to change their lives.

What do I mean by a "real decision"? So many people say things like, "Well, I really should lose some weight. I should make more money. I should do something to get a better job. I should stop drinking." But you can "should" all over yourself, and things still won't change!

The only way to change your life is to make a real decision. A real decision means you cut off any other possibility than the one you've decided to make a reality.

If making decisions is so simple and powerful, why don't more people make them more often? Because they don't know what a real decision is. They think decisions are like a wish list: "I'd like to quit smoking," or "I wish I'd stop drinking." Most of us haven't made a decision in so long we've forgotten what it feels like!

When you make a real decision, you draw a line, and it's not in the sand but in cement. You know exactly what you want. This kind of clarity gives you the power to do even more to get the results you've decided to go for.

The people who overcome the odds and turn their lives around make three powerful kinds of decisions every day:

- 1 what to focus on
- 2 what things mean
- 3 what to do

Another of my favourite examples is the story of Ed Roberts. He's an "ordinary" man confined to a wheelchair who became extraordinary by his decision to act beyond his apparent limitations. Paralyzed from the neck down since he was fourteen years old, each day he uses a breathing device that he's mastered against great odds to lead as normal a life as possible, and he spends every night in an iron lung. Almost dying several times, he certainly could have decided to focus on his own pain, but instead chose to make a difference for others.

Just what has he managed to do? For the last fifteen years, his decision to fight against a world he often found condescending has resulted in many improvements in the quality of life for people who are disabled. Ed Roberts educated the public and initiated everything from wheelchair access ramps and special parking spaces to grab bars. He became the first quadriplegic to graduate from the University of California, Berkeley, and he eventually held the position of director of the California State Department of Rehabilitation, again pioneering this position for people who are disabled.

Clearly, this man chose to focus on something different from what most people in his position would focus on. He focused on how he could make a difference. His physical difficulties meant "challenge" to him. What he decided to do was anything that could make the quality of life for others in his position more comfortable. He absolutely committed himself to shaping the environment in a way that would improve the quality of life for all physically challenged people.

Ed Roberts is powerful evidence that it's not where you start out but the decisions you make about where you're determined to end up that matter. All his actions were founded in a single, powerful, committed moment of decision. What could you do with your life if you really decided to?

### SO DECIDE NOW!

All human progress begins with a new decision. So what are some things you've been putting off, some things you know you need to do to make your life better?

Maybe it's a decision to replace smoking or drinking with jogging or reading. Or to start each day earlier and with a better attitude. Maybe it's a decision to no longer blame anyone else, and instead to figure out some new action you could take each day to make your life better. Maybe it's a decision

to get a new job by finding a way to be more valuable than almost anyone else. Maybe it's a decision to study and develop some new skills that allow you to earn more or give more to your family and friends.

Right now, make two decisions you're willing to follow through on— whatever it takes. First, make one simple decision: a promise to yourself or others that you can easily keep. By making this decision and acting upon it, you'll prove to yourself that you can make even bigger decisions. You'll begin to develop strong "decision-making muscles"!

Now, make a second decision that you know will take even more commitment from yourself. Make one that inspires you. Write the two decisions in the space below, tell your family and friends the decisions you've made, and enjoy the pride of sticking to them!

### TWO IMPORTANT DECISIONS I'VE MADE AND COMMIT TO KEEPING!

ONE
TWO

Whether you make your decisions real or not will depend upon your ability to...

### Build Your Beliefs

See Lesson Four next issue

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