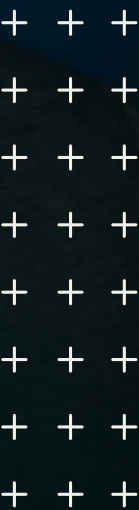

MINDSET ZONE



Stickability: An Essential Mindset for Success

with Greg S. Reid



Note from Ana :

“I had the pleasure of speaking with Greg Reid, a top 10 keynote speaker recognized by Forbes and Entrepreneur, acclaimed author with books in 45 countries, and producer of “Wishman”. He also founded the Forbes and Inc. Magazine endorsed event, Secret Knock.”



WE DISCUSS:

- The power of persevering through challenging times
- Clarity of goals and dreams as a guide for decision-making
- The value of seeking counsel from experienced and knowledgeable individuals



The power of persevering through challenging times

Stickability—alongside its essential counterpart, flexibility—means persevering through challenges to reach a goal. The methods used to reach a goal may shift with time and circumstance, but the end goal remains the same.

When we embark on a path with every step planned out, we're likely to run home at the first sign of an unexpected element. Greg challenges us to push forward instead and adapt to new circumstances.

“It's what we say to the universe, to our God, to ourselves, to our subconscious mind that really matters. It is that self-talk where some people might say, ‘God, why does this always happen to me?’ Then the universe goes, ‘This is why, you dummy,’ and gives you more of that,” he says. “But for myself and my friends, we always say, ‘What's the

solution and the challenge I'm facing right now? What's the opportunity on the other side that may not be apparent?”

That shift in mindset is a sizable part of what differentiates the 95% of dreamers from the 5% that achieve their goals. If we tell ourselves we'll only accept one version of success, we may end up stuck on the couch no matter how much we wish we were walking down the street.

Clarity of goals and dreams as a guide for decision-making

We've all had brushes with people-pleasing behavior, either from ourselves or others. We say yes to everything even if we're not 100% committed to that project or workload and overextend. That type of living is a killer of stickability. We can't focus on the projects that truly matter to us if we're only taking

on things that matter to others.

“I became selective, and I started only saying yes to things that I’d have stickability with. I’d see through the end, and it changed my whole paradigm,” Greg says. “And, unfortunately, now people see me as this stickability guy knowing I get things done, and every day I get phone calls and texts and emails from people trying to put their projects on my back ‘cause they know they’ll get done. So I have to say, ‘No, no, no, no,’ if it does not serve my higher good.”

Time is precious. It is our responsibility to decide what we devote our time to because time is one thing that is constantly slipping by. Clarity supports a life full of what matters most to us.

If a project does not support a higher-end goal or ignite passion and resonance, that is probably a sign that it is not the right project to say yes to. Decisions become easier when weighed against value and energy.

We are all tasked with asking ourselves a few key questions before committing to something:

- Does this support my goals?
- Can I combine this with my most pressing project(s)?
- Does it ignite passion or resonance?
- Will I have stickability for this project?

The value of seeking counsel from experienced and knowledgeable individuals

Successful people seek counsel, and failures listen to opinions. What is the difference between the two?

Opinion typically comes from a family friend or an acquaintance who has never done what we’re looking to achieve. Their opinions likely come from ignorance or even a sense of protectiveness. Opinions

should be taken with a grain of salt—if they have not lived the topic of discussion, all is a matter of baseless opinion.

Counsel, on the other hand, comes from experienced individuals who have already paved the way and are succeeding in the relevant field or venture. Their advice comes from tangible experiences and hard-won lessons. Counsel comes from wisdom.

“If we would spend our activity only seeking counsel and ignoring opinion, that’s the day our life shifts, and that’s a day our lives change forever,” Greg shares. “Surround yourself with people who are getting the results that you want.”

Don’t ask the starving artist for tips and tricks; hang out by the galleries and watch whose work is flying off the shelves. Call them. Reach out to them and learn whatever they are willing to teach.

“When I wanted to become a bestselling author, I went to the bookstore. I bought every bestselling book ‘cause that was my goal,” he continues. “I called every single one of them and said, ‘Teach me the system. Teach me the plan.’ And they did.”

Surrounding ourselves with people we have respect for, not influence over, is a critical step for gaining success and building a joy-filled life.

What is a goal you’ve applied stickability to? What has that looked like for you?

Be sure to check out [Greg's full episode](#) for further insight into stickability, and learn more at [GregReid.com!](#)

2023 | EPISODE 142

The Mindset Zone Podcast



Ana Melikian, Ph.D.

Host of the MINDSET ZONE, one of the top 1% most popular podcasts globally, Ana is on a mission to support purpose-driven leaders and organizations to increase their impact and results while avoiding burnout and being over-extended! Dr. Melikian was also selected for the LeadersHum PowerList 2023 for her work unlocking Human Potential and Self-Leadership.



Greg S. Reid

For 25+ years, Greg Reid has empowered millions to unlock their potential, earning recognition from global leaders and a star on the Las Vegas Walk of Stars. Author of 38 bestsellers in 45 languages, including "Stickability" & "The Millionaire Mentor", he's the founder of Forbes and Inc. Magazine's top-rated Secret Knock event and producer of "Wish Man". Commended by a former US President for youth mentorship.

Expand What's Possible.

Listen to this episode and get the full experience and other resources at:

MindsetZonePodcast.com

The MINDSET ZONE podcast was selected for The Huffington Post's "15 Podcasts That Will Leave You Pondering Life's Big Questions," listed alongside the Peabody Award-winning "On Being" and "TED Radio Hour" by NPR.

