

SPECIAL REPORT

HOW THE

**ULTRA-
SUCCESSFUL**

IMPROVE

EVERY ASPECT

OF THEIR

LIVES

The Value of Coaching: How the Ultra-Successful Improve Every Aspect of Their Lives

If you've seen the film "Moneyball," you're at least somewhat familiar with the work of Michael Lewis. Lewis is the financial journalist and author who wrote the non-fiction book the movie is based upon. "Moneyball" was nominated for six Academy Awards in 2012, including Best Picture.

It's the story of the relationship between Major League Baseball's former Oakland A's general manager Billy Beane and a young scout named Peter Brand. Beane hired away Brand from another team because he was interested in a new way of scouting.

Brand – based on the real-life Paul DePodesta, now Chief Strategy Officer of the NFL's Cleveland Browns – was a the pioneer of what's now called "analytics" in sports. He was a numbers guy who used data, rather than traditional scouting "eye tests" to judge players.

Beane was intrigued by Brand because he was looking for a way to make the A's competitive even though they were losing some star players and had a small payroll. Brand's use of statistics that no one else was really using could be a way to build a roster of undervalued players that might mesh into a strong team, Beane thought.

That was in 2002, a season in which Oakland went on to win a then-record 20 games in a row at one point. Despite being 10 games out of first place early in the year, the A's won their division and made the playoffs – all with lesser-known players than the year before.

In one scene of the movie, when Beane had just met Brand, he asked him if he would have picked him high in the draft if Beane would have been a player Brand was scouting. Beane had been a former first-round pick, a guy all the scouts said was a can't-miss future star, but whose major-league career was a bust.



Brand told him he wouldn't have selected him until the ninth round. It was then that Beane hired him, and the two started working together. At first glance, you might assume that the older Beane was a mentor to the young Brand, and in some ways he was. But if you believe that Brand's data played a large role in assembling the team, you could also say that Brand was Beane's analytics coach. He advised him and helped him look at things from a fresh perspective.

After the 2002 season, Beane was offered the GM job of the Boston Red Sox, who wanted him to bring the data-driven approach to their team. He turned it down, and they got others to "coach" them on the analytics of

building a team. They won the World Series two years later.

Michael Lewis

Two more of Lewis's books went on to become best picture-nominee films, including his other foray into the sports world, "The Blind Side," which centered around a well-off suburban woman's effort to mentor a kid with a rough background. A true story, "The Blind Side" central figure, Michael Oher, became a professional football player in the NFL.

It should be no surprise that Lewis has been able to write best-selling books – which turned into critically acclaimed films – centered around finances and sports. It's less of a surprise, even, that both films focused on relationships that were about mentoring and coaching. He's big on coaching.

In 2005, Lewis wrote a short book titled "Coach: Lessons on the Game of Life." The book examines the concept of character development through sports and education, especially when it comes to self-esteem. The subject of the book is Lewis's high school baseball coach, whom he credits for helping him become successful in many aspects of life.

In an interview with NPR, Lewis detailed one of the first experiences that's etched into his mind about Billy Fitzgerald, whom he knows mostly as Coach Fitz.

There was a time when Coach Fitz had to pull his pitcher late in a tight game. With runners on first and third and only one out, the young Lewis, an average player, was called upon to take the mound. It was a moment bigger than he was ready for, and he knew it. From the NPR interview:

"The first thing he says is, 'There's no one I'd rather have in this position than you.' Now the amazing thing is that I believed him.

And he handed me the ball, and he said, 'Pick him off.' He meant the runner on third base. And I picked him off. And I struck out the next batter. And this is where Coach Fitz's real genius, I think, kicked in. And he did this with kids over and over. He would create these very dramatic moments on the ball field and make them feel so important. And when they worked out well, he would seize on them as the sort of defining moment of your character.

After the game, he handed me the ball, and told the whole team that I was this person--and this was a completely implausible description of me--that I was this person who was good in the clutch, and that in pressure situations, that's who he wanted to have the ball. And this is sheer invention.

But I tried to become that person. And from then on, my behavior changed in every way. I started to take the classroom seriously. The headmaster of the school called me into his office when school resumed to discuss this moment over the summer with Coach Fitz. And I later found out that Coach Fitz had gone to his office and said, 'This is a moment in this kid's life. We can build on it. Bring him in.' And the headmaster said, 'We're expecting more of you, you know, Billy Fitzgerald speaks well of you,' and that was a big thing. You don't think of such trivial moments being turning points in lives, but I actually regard that moment as a turning point, and that that man orchestrated it."

Lewis wrote a 90-page book about Coach Fitz. The premise was: **"How is it that this 40-year-old man is still hearing the voice of his coach from when he was 18, every time he finds himself in a pressure situation?"**

Obviously, a single coach made an impression on an 18-year-old that has endured for decades and shaped who he is and how he sees himself. That's powerful.

These days, in addition to his writing, Lewis hosts a podcast called "Against the Rules." It combines his two passions, finances and sports, and illustrates the parallels between the two. The second season of "Against the Rules" is all about coaching.

But coaching, as the podcast points out, is no longer synonymous with only sports. There are life coaches, career coaches, executive leadership coaches, health and fitness coaches, college entry coaches, personal finance coaches, even online dating coaches. Coaches are everywhere, perhaps with good reason.

You might think that someone who needs a life coach doesn't have their stuff together. You might believe that successful people, such as the wealthy, wouldn't feel the need to lean on coaching. But Lewis's podcast carries a theme that says: The MORE successful you are, the more likely it is you have coaching.

One of the podcast's Season 2 first guests is Richard Thaler, a renowned economist who remarked that the best tennis player in the world, Roger Federer, has about 10 coaches. Oscar-winning actresses such as Meryl Streep rely on the coaching provided by directors, voice coaches and more. It's as if being successful doesn't mean you don't need coaching, but rather that having good coaching contributes to your success.

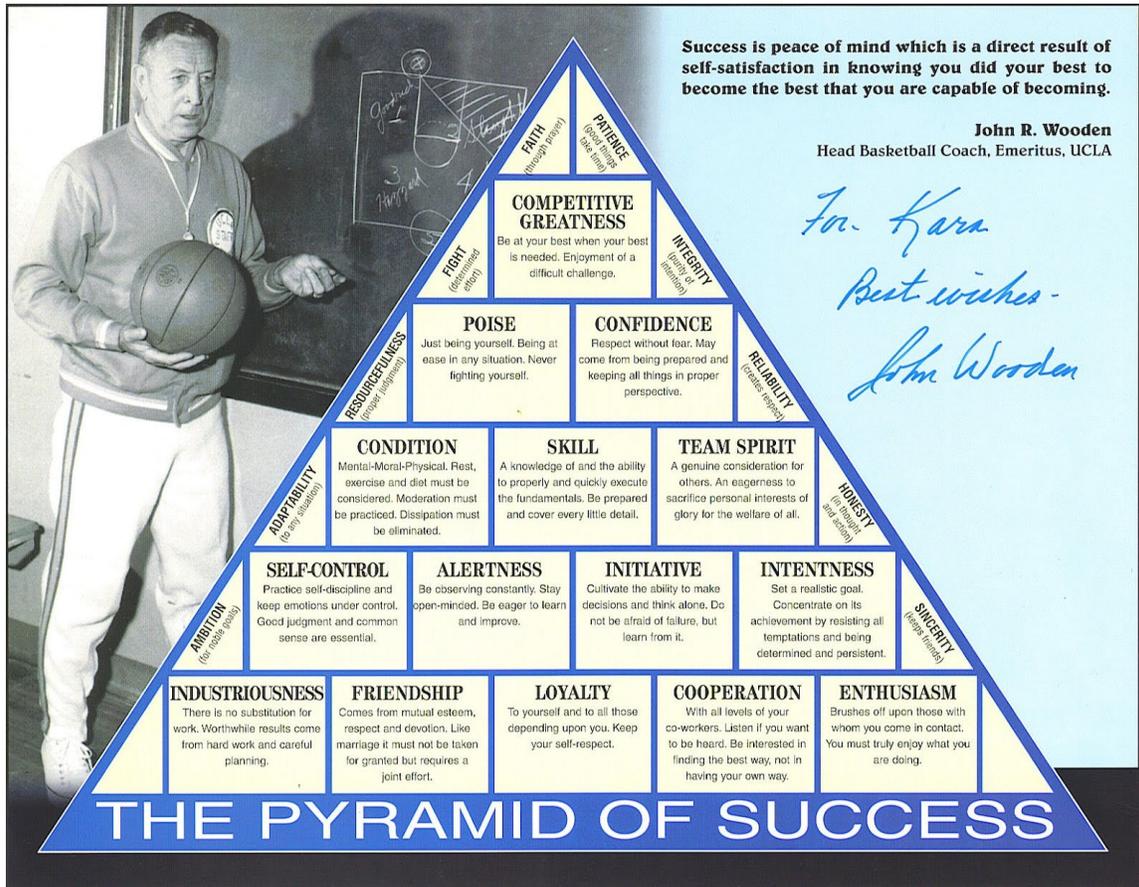
In the interview with Lewis, Thaler said:

"The richest, best-performing people in the world have the most coaching."

Thaler points out, by contrast, that someone like an entrepreneurial ride-sharing driver might be hard-working, dedicated and determined to be successful. Yet there's nobody with the "been there-done-that" pedigree who guides them on the best hours to drive or what to do when you take a fare to an airport and want to maximize the potential for business there. Maybe the regular Joe who might benefit most from coaching doesn't have as much access to it.

As Lewis puts it: "Coaching just ends up just making the rich richer."

It's said that the smartest people in the business world are the ones who know what they don't know. When that's the case, those smart people hire those who DO know. That's what coaching boils down to, really, whether you're Roger Federer or an ambitious Uber driver.



The late John Wooden, a former UCLA basketball coach and hall-of-famer, is considered by many as the greatest coach of all time. His "Pyramid of Success" became widely used outside of the sports world. He was asked to speak by corporations and other organizations, becoming one of the first sports coaches to influence businesses.

In 1974, Wooden's last year of coaching, former college tennis player Tim Gallwey wrote a book titled "The Inner Game of Tennis," which has sold over two million copies. It was so well-received that he also penned Inner Game books on golf, music, skiing, work and stress. Gallwey eventually created a coaching company of sorts and consults companies such as Coca-Cola, Rolls-Royce, Apple and AT&T.

Like Wooden, he was an early pioneer of applying coaching outside of sports. The Inner Game approach to sports was about the mental side of things, more training of the mind than of the body. Focusing on mental technique, rather than physical technique, improved performance.

“What shocked me, what thrilled me,” Gallwey said on Lewis’s podcast, “was to see the tennis improving without the student trying to improve. All I would do was ask them awareness questions or give them awareness instruction.”

Giving students awareness instruction simply meant saying things that made them focus on what was useful and ignore what was not useful.

You can probably imagine how that philosophy can transfer to the world of business, relationships, school and more. Coaching sometimes simply means advising and reminding others to focus on the right things. The best coaches are the ones that help you stay focused on what’s important. Ultra-successful people often have a lot of irons in the fire, a lot going on in their lives, so they rely on a coach to keep them focused.

There are quite a few other benefits coaching can provide to just about anyone. Here are five big ones.

1. Coaching can provide mentorship and guidance

British business magnate Richard Branson has a net worth of \$4.1 billion as estimated by *Forbes*, putting him among the top 500 or so wealthiest individuals in the world.

In the early 1980s, however, he was known mostly as the founder of Virgin Records, a record label. He picked the name “Virgin” because he and his partners were brand new in the business.

Branson was also brand new in the airline business when he launched Virgin Atlantic Airways. For this venture, he sought out a mentor: Sir Freddie Laker.

Laker was a fellow entrepreneur who had established his own airline, Laker Airways, back in 1966. Even though Laker was a founding father of the no-frills, low-cost model that many airlines still employ today, and Virgin provided a more first-class experience, Branson leaned on him for direction and advice.

He once wrote in the British newspaper, *The Sun*, that he absolutely needed guidance as he struggled to get a new airline off the ground.

“It’s always good to have a helping hand at the start. I wouldn’t have got anywhere in the airline industry without the mentorship of Sir Freddie Laker.” Branson wrote. “Understandably there’s a lot of ego, nervous energy and parental pride involved, especially with one- or two-person start-ups. Going it alone is an admirable, but foolhardy and highly flawed approach to taking on the world.”



There’s a certain level of expertise experience provides that nothing else really can. Want to build an airline from the ground up? Get mentoring from someone who’s done it.

It’s the same in just about every aspect of life. Think about it: When you’re about to do something you haven’t done before, don’t you seek knowledge from someone who has?

A beginning investor would be wise to follow the advice of an experienced one. A young medical student might learn more from a seasoned surgeon than from one of their surgical textbooks.

When building any sort of business, it can be a huge help to know what steps to take in what order, what mistakes to avoid and how to handle adversity when it arises.

It's also helpful to have someone who knows your business inside and out, which comes from having previous experience. When you're running a business, there are so many responsibilities to juggle all at once that it can be easy to lose sight of any one particular task. Someone who knows your business well will be able to tell you when you've taken your eye off the ball.

The same goes for your personal life. If you wanted relationship advice, you'd probably ask people who have been in relationships. If you're skydiving for the first time, you probably want someone in that plane who's jumped out before. If you want to know how to train for a marathon, you might want to ask someone who's run one or more.

A mentor/coach who has themselves already gone through what you're going through now can be as valuable an asset to you as any other asset you have, in various aspects of your life.

2. You can get the brainstorming effect

You've probably heard the phrase "Two minds are better than one." If you've ever been in the corporate world, you might also be familiar with "Nobody is smarter than all of us." The idea behind these phrases is what could be called the Brainstorming Effect.

Brainstorming is a collective effort, occurring when multiple people get together and throw out ideas in order to solve a problem or spur creativity. The collaborative effort tends to produce more creativity and a larger quantity of ideas than a single person would on their own.

If your endeavor is a solo effort – whether it be a new business, type of investing, hobby, sport, et cetera -- you alone will be responsible for all the ideas for that endeavor. Even if it's just one other person for now, a coach, you multiply the ideas when you bring someone else into the mix.

And adding a person into the idea mix doesn't always just mean adding their ideas. One of the biggest benefits of brainstorming is that it can work exponentially – you have an idea, which can give another person an idea, which, in turn, gives YOU another idea. This is not something you can truly accomplish on your own by just sitting down with a piece of paper and writing down every idea you can think of. Someone else's thinking will stimulate your own in different ways.

It's believed that an advertising executive, Alex Osborn, came up with the brainstorming concept in 1939. He was frustrated with his team's inability to think up creative ideas for ad campaigns on their own. Osborn discovered that when he got all the individuals in a room together, both the quantity and creativity of ideas improved.

The employees started calling these meet-ups "brainstorming sessions," and Osborn might have officially coined the term in his 1942 book "How to Think Up." Osborn had four general principles for brainstorming. They are, he wrote:

1. Go for quantity: This rule is a mean of enhancing divergent production, aiming at facilitation of problem solution through the maxim *quantity breeds quality*. The assumption is that the greater the number of ideas generated the bigger the chance of producing a radical and effective solution.

2. Withhold criticism: In brainstorming, criticism of ideas generated should be put on hold. Instead, participants should focus on extending or adding to ideas, reserving criticism for a later "critical stage" of the process. By suspending judgment, participants will feel free to generate unusual ideas.

3. Welcome wild ideas: To get a good long list of suggestions, wild ideas are encouraged. They can be generated by looking from new perspectives and suspending assumptions. These new ways of thinking might give you better solutions.

4. Combine and improve ideas: As suggested by the slogan "1+1=3." It is believed to stimulate the building of ideas by a process of association

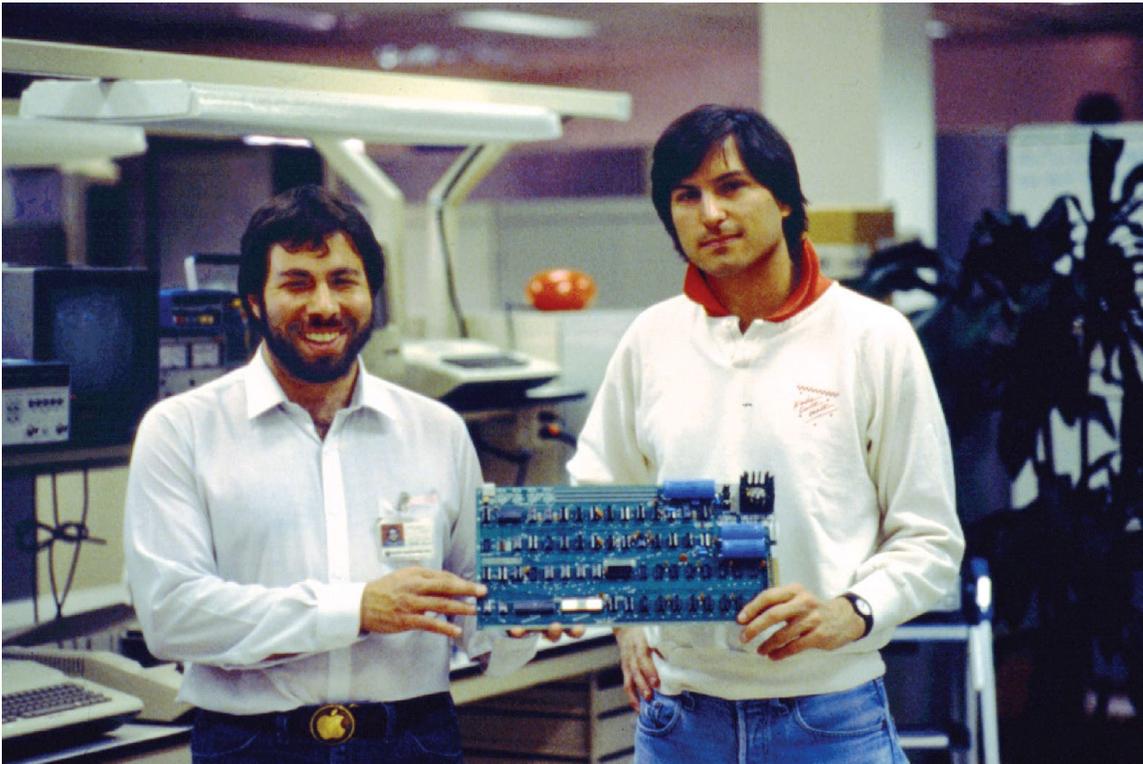
If you're starting or running a business without employees, you obviously don't have a team to brainstorm with. Adding a coach can move you toward that goal by adding his or her ideas, but a coach might also be able to connect you to others in your situation.

Mastermind groups, for example, can be a way for entrepreneurs and investors to take advantage of brainstorming without necessarily having their own team. Someone who coaches several people in similar situations can get them together for brainstorming sessions. There are plenty of such groups out there for small businesses, real estate investors, solo practitioners, non-profits and more.

Having a coach doesn't only add their ideas to yours, but it could help you gain access to other like-minded people with similar goals in similar situations.

3. A fresh perspective and different mindset

Steve Jobs and Wozniak met and became friendly while working a summer job together in 1970. It's true that the two remained friends, but some of their success in founding Apple Inc. in 1976 had a lot to do with how different they were.



Wozniak in the early '70s was building a computer. Jobs didn't really know much about the details, but he DID recognize the potential to sell it, something that never really even dawned on Wozniak.

Wozniak told the *Seattle Times* in 2006: "I was just doing something I was very good at, and the thing that I was good at turned out to be the thing that was going to change the world...Steve [Jobs] was much more further-thinking. When I designed good things, sometimes he'd say, 'We can sell this.' And we did. He was thinking about how you build a company, maybe even then he was thinking, 'How do you change the world?'"

The partnership that evolved into the most successful electronics company in history was successful in part because the partners had different mindsets and different perspectives. In business, it's really not all that uncommon.

But a fresh perspective can help in many situations. A marriage counselor, for example, can offer an outside perspective on a relationship. A parent might be able to solve an argument between their children because they bring an outsider's view to the conflict. In school, a fresh set of eyes might help solve a complicated math problem that has you stumped.

Having a coach means getting a fresh perspective. A coach can identify with you, even empathize with you, but they're likely to have a more objective opinion of things than you do because they're not as personally invested as you are. In sports, coaches sometimes see what a player can't. It's the same way in any other coaching relationship.

People get bogged down in the day-to-day of their lives and sometimes can't take a step back and look at things. As the saying goes, they can't see the forest for the trees. Being so intent on minute details of a challenge or obstacle sometimes means missing the entirety of it. That's where a different perspective or someone with a different mindset can help.

A different perspective, especially from an outsider, can:

- **Push you out of your comfort zone.** Being set in your ways can prevent you from trying new things, avoiding what seems uncomfortable. Someone who can get you to see something a different way might motivate you to push those boundaries.
- **Inspire you to try harder to look at things differently yourself.** You might read things you don't necessarily agree with. You might be moved to learn more about something you don't know enough about. If someone else is able to see things from a certain viewpoint, maybe you can learn to as well.
- **Give you experience you're otherwise missing.** Having experience in something is great, but it's YOUR experience only. When you get someone else's views, you also gain their experience. The "two heads are better than one" proposition might work best when both heads don't have identical backgrounds or experiences.

Wozniak most likely would have completed the work on his computer even if he'd never met Jobs. Jobs probably would have built a billion-dollar company in some other field had he not met Wozniak. But they built Apple together because Jobs saw something about Wozniak's project that Wozniak couldn't see for himself.

4. Added accountability

Accountability occurs when someone is held to account for their actions. Generally, being held accountable by others guides you along a path to progress in various areas of life, from a young age.

As a child, your parents hold you accountable. You have rules to follow, chores to do, standards of behavior to meet. When a parent withholds allowance because your household tasks aren't complete or doesn't let you have dessert because you didn't eat all your vegetables, they are holding you accountable for your responsibilities.

The same continues as children reach school age. Then, on top of their parents, they have others to hold them accountable: teachers. Teachers give you assignments, tests and grades throughout your entire educational career. They let you know when you're meeting the acceptable standards as well as when improvement is needed.

Once you get a job, you are also held accountable by someone with more authority than you. Your supervisor sets expectations, gives you work and lets you know it when you're doing well or not-so-well. Just about any grown-up with a job has someone holding them accountable at work.

But what about outside of work? Once you're an adult, you don't really have parents or teachers providing accountability, and the only accountability that's left is specific to work.

A spouse might hold you accountable when it comes to helping around the house and raising kids, but it's likely you don't have as many people holding you accountable in your personal life as you did when you were young.

Accountability is part of the reason people hire personal trainers. They push and motivate, but they also will let you know when you're lacking effort or focus. Without that accountability, you might get lazy or distracted when it comes to your fitness. It's no wonder why super-

successful people who have gotten coaching in other areas of their lives so often hire personal trainers to coach them through their fitness goals.

And goals are a big part of the accountability factor in coaching. Everyone can set goals, but not everyone consistently always meets them. Why?

Perhaps one reason is that they have no one to answer to if they don't. You might have a goal to lose 10 pounds, or write a chapter a day of your new book, or learn a second language by a certain time. But what happens if you don't reach those goals?

Nothing, really. There's nobody to hand out any real consequences if you don't finish what you set out to do. Friends and family might offer support, but that's not the same as accountability.

A lack of accountability will also affect different people in different ways. Someone who's been a "people-pleaser" all their lives and thrived when parents and teachers were setting goals for them and holding them to account might not fare as well when suddenly nobody's providing that.

Meanwhile, someone who's a "self-starter" or overachiever – one whom presumably holds themselves accountable a little more – might not need as much pressure from outside sources. Their makeup could be that their own inner drive matters more than someone else's expectations.

Here are the main benefits that coaching accountability can provide:

- **Help with goal-setting.** Some people set goals from themselves that they know they can easily reach. Having a coach to help set goals from the start makes you accountable from the start. Someone is making sure you don't shortchange your own capabilities.
- **Someone else to track progress.** It's difficult to improve what you don't track. You never know how far you have to go without knowing how far you've come. Making progress toward a goal involves tracking, and a coach who provides accountability provides another person to track it.
- **Someone to say no.** Think about how often many really

successful people hear the word “no.” If you own your own business, you have no true supervisor to tell you no. If you’re eating at fancy restaurants, the staff is never going to refuse a request. Being surrounded by “yes men” can be a detriment to progress. An accountability coach can be the person who will finally tell you no.

- **Help with habit formation.** Sometimes, an area of life you want to improve is going to require a change in habits. Getting rid of old habits that hold you back is hard enough, but success often means replacing them with new habits. And forming new habits can be hard. Having someone to hold you accountable can sometimes force you to form new habits.

From the time you’re young, you have people in your life hold you accountable. As you get older, those people become few and far between, especially in your life outside of work. Working with a coach on a specific goal or set of goals is a way to bring accountability back into your life.

5. Confidence-building

Confidence-building is the fifth and final of big five benefits that coaching can provide. When Michael Lewis writes about Coach Fitz – and speaks of him on the podcast – remember what one coach’s words and actions did for one young player’s confidence, basically for the rest of his life.

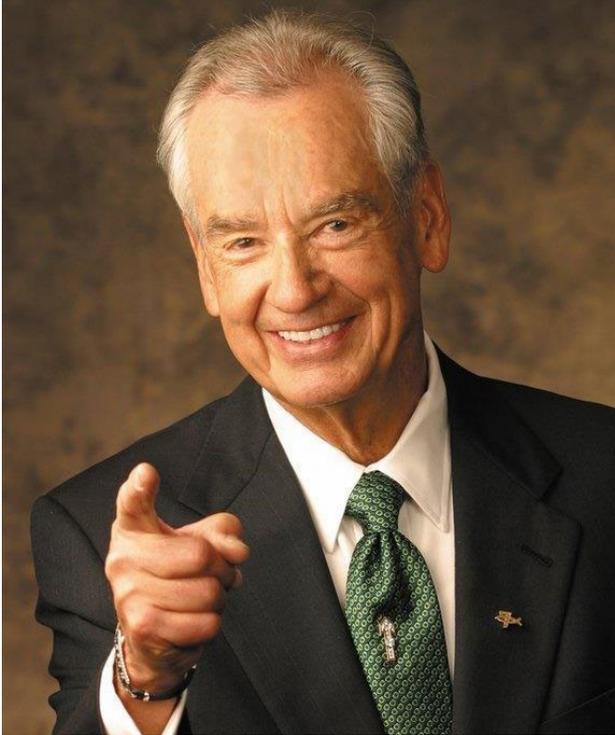
There are confident people who aren’t very successful, **but there are probably many fewer ultra-successful people who aren’t confident.** It’s a commonality among successful people.

Dictionary.com defines confidence as: “full trust; belief in the powers, trustworthiness, or reliability of a person or thing.”

Being confident in yourself – having self-confidence – would mean having full trust in yourself and belief in your own powers of trustworthiness and reliability. It boils down to knowing your strengths and weaknesses, the value that you provide and being able to convey that to others. Nobody else is going to perceive you as confident if you don’t perceive yourself as confident.

You probably recognize what confident people look like, which means you also probably realize the benefits confident people seem to receive in life – at work, in dating and relationships, in sports, politics and

more. Getting others to have faith in your abilities and reliability, however, is difficult if you don't have that confidence in yourself. That's where coaching can also come in.



Before there were life coaches, career coaches, dating or fashion coaches, there was Zig Ziglar. He was one of the early founders of the "motivational speaker" movement, which at least partially paved the way for a lot of the non-sports coaching you see around today.

Ziglar started his career as a salesman, and what became a career as a speaker and author began with other salespeople as the target audience. One of the tenets he professed for successful salespeople was confidence.

He once said: **"Confidence is going after Moby Dick in a rowboat and bringing the tartar sauce with you."** He was a firm believer in being self-confident.

He was also a testament to self-confidence and a good example of why confidence is so important to success. Ziglar wound up writing more than 30 books in his lifetime, but his first, "See You at the Top" is still his best-known and probably best-selling. It was rejected 39 times before being published in 1975. It's still in print and has sold over 1.6 million copies.

Ziglar kept submitting the book, over and over, despite rejection after rejection, because he was confident. In doing so, he was displaying probably the biggest reason why confidence is so important to success. It's so important because ...

You will have setbacks

It's inevitable. Not everything you do will result in immediate success. You will face rejection. It's OK; everyone does. What matters is what you do AFTER failure. After you're knocked down, do you stay down or

get up? Do you try again or just give up?

It's extremely difficult to try again if you don't have confidence. Confidence is what helps you give it another go. Confidence is what makes you believe in yourself to the point that you're willing to get off the canvas when you've been knocked down. Without confidence, Ziglar would have accepted defeat after a publisher's rejection or two. Instead, his confidence allowed him to bring to the public one of the most powerful and top-selling self-help books ever written.

Being confident in yourself, of course, starts with you. But having a coach who believes in you can be incredibly valuable for building that confidence. Just as a coach will hold you accountable, tell you when you're slacking, they should also encourage and celebrate you when you do well.

Just as Coach Fitz changed a young Michael Lewis's life with a single pep talk that instilled confidence, so might a coach do the same for you. It's hard to find ultra-successful people who aren't confident, and, remember, it's the ultra-successful people who tend to have the most coaching.

Hopefully, you can see how having a coach could change someone's life with regard to their job, wealth-building, health, relationships and more. And, hopefully, this report has opened your mind a little about what coaching can provide. Great coaching has made a difference in sports for a century. Is it any wonder that people are turning to coaching for success in just about every aspect in life?

To your success!

Vince & Mike
Author & Cashflow Coaches

P.S. This report outlines the benefits that coaching provides, but it's important to remember that coaching may not work for everyone. It requires having an open mind. Ultra-successful people are generally open-minded, especially when it comes to self-awareness of their strengths and weaknesses. As good as coaching sounds, if you're close-minded or unwilling to accept another person's expertise, it's probably not for you.