

HOW TO GET TO THE NEXT LEVEL WHILE BEING YOUR AUTHENTIC SELF



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Fortune 500 Leadership Advisor,
Best-Selling Author &
Breakthrough Catalyst

A transformative interview with Breakthrough Catalyst,
Best-selling Author, Business Builder and
Fortune 500 Leadership Advisor

Keri Smith

FOREWORD BY TREVOR E S SMITH

SUCCESS WITH PEOPLE ACADEMY

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Foreword

I have been invited to write the foreword for this compelling and transformative publication.

On reviewing the wisdom and insights to be gleaned from my interview with Keri Smith, I am convinced that I would do well to sound a warning about DOUBT.

The Dictatorship Of Doubt

3 Bible events could have changed history. They reveal the stark truth about an issue that continues to shape the world and your life today.

Event #1

Israelite spies return with glowing reports of the land but said accessing it was impossible. (Numbers 13)

Event #2

King Saul was willing to surrender to enslavement when challenged by Goliath.
(1 Samuel)

Event #3

Peter risked drowning and earned the rebuke of Christ for his doubting.
(Matthew 14)

DOUBT!



The dictatorship of DOUBT!

The Israelite spies were willing to give up the promised land swayed by the dictatorship of doubt.

Saul and his army exposed the nation to servitude in submission to the dictatorship of doubt.

Peter risked drowning, incapacitated by the dictatorship of doubt.

Doubt Dampens Desire Yet Desire Determines Destination

Doubt Dampens Desire

Have you had an inspiring thought that you filed away because it did not seem feasible?

Are you currently facing a challenge and your confidence level is low?

Are you confronting the future fully assured that you will overcome obstacles and reach your goals?

When doubt takes charge, we lower our expectations and re-set our goals to protect ourselves.

We do not want to feel like failures so the safe thing to do is to play into the hands of Dictator Doubt and downplay our hopes and dreams.

Think back to an idea that caught your imagination, but you shelved it or modified it because of concerns about how you could do it.

Tyranny of HOW



Tony Robbins speaks about the tyranny of HOW.

Focusing first on the HOW has frustrated many an initiative and numerous aspirations.

The spies were trapped in the HOW.

Saul's army were hamstrung by the HOW.

Peter sank when he shifted his attention to the HOW.

WHAT

WHAT is two-sided. It not only sees the benefits, but also the consequences of the alternative. Caleb knew that going back to Egypt was not an option. Going forward was the only option.

David understood the implications of Goliath's challenge. Win and be free, lose and be enslaved.

Clarity about the WHAT fuels desire and desire determines destination.

When you burn with desire to achieve a goal, concerns about how you are going to get there fade into insignificance.

WHY

Caleb added the critical element of WHY to the WHAT.

This land has been promised to us by the God who took us out of Egypt and has fed us and led us to this point. This is the promised answer from a God whose promises never fail.

David's WHY was that this issue is bigger than the human players. *"The LORD, who delivered me from the paw of the lion and from the paw of the bear, He will deliver me from the hand of this Philistine."* (1 Samuel 17:37)

What is it that you really need to do but you are assailed by doubts because you can't see how you can get it done?

What extraordinary achievements have you failed to pursue because you did not have a blueprint?

Trevor E S Smith

Success Strategy



The secret to achieving more is to identify your WHATs and IF-NOTs and underpin them with WHYs that you can be passionate about.

Elon Musk has the vision of colonizing Mars. His WHY is wrapped around how vulnerable planet Earth is and the need to protect mankind from extinction. He has adjusted the HOW but not the WHAT and WHY.

The Cure Cancer Project is a major non-profit initiative to develop a complete and total cure for cancer. The WHAT and the WHY are clear. The HOW is not clear but research continues.

I challenge you to bring back into focus some of the ambitious projects and goals that you have shelved because you were not sure how you could get them done.

Train your mind to avoid falling prey to doubt and its master HOW. Complete your work with WHAT and WHY before you pay attention to any questions about HOW.

Make a commitment never to surrender to DOUBT.

Are you ready to step out in confident pursuit of your WHAT given the level of passion that you feel about its achievement?

Will you commit to refusing to allow doubt to dampen your desire?

Do you accept that desire determines destination?

With clarity about your WHAT and a compelling WHY that you are passionate about you will achieve great heights

You will make a difference and be different.

Revive dampened desires and drive those desires to new destinations.

Getting To The Next Level

Feeling stuck in your career?

Your business in a rut or your start-up not starting?

On a plateau with no energy to rise to the next level?

Your dreams and aspirations not coming to reality?



If any of those questions hit home, you are among the large throng who are desperately in search of a breakthrough. Given the widespread nature of this challenge, I conducted an interview with best-selling author **Keri S Smith** to get insights into how individuals can get to the next level by achieving breakthroughs in their careers, business and lives.

Keri is an International Best-Selling Author, Business Builder and Senior Advisor to executive management in Fortune 500 companies. She has worked with corporate leaders, churches and women-in-business programs to consistently drive next-level results. She has answers!

Trevor: Keri, many individuals make commitments to do something that will advance or improve their careers, but they get stuck. Share with me keys to achieving breakthroughs that could make a difference to these individuals in 2018.

Keri: Trevor, it often comes down to the connection to our “why”.

Why is it that we want to achieve this commitment?

Why is realizing this outcome a MUST for us?

While we understand intellectually that realizing the defined goal will lead to positive results in our lives, we still sometimes lose momentum. This can be

frustrating, especially since it seems obvious that the commitment we have made is the right one.

So, why is that not enough to get us to success?

Willpower can get us started and even allow us to achieve key milestones along the way, however, a goal achievement process anchored solely on willpower, often peters out. A common gap is that we have not truly created and connected to a strong enough reason why we are determined to realize the commitment.

What will our life be like when we achieve this?

What will the benefits be for us?

For those we care about?

For our community?

Why is that important to us?

How will we feel once we achieve this result?

We need to articulate and visualize the end outcomes in a way that inspire or excite us.

We should also consider what will happen if we never achieve our commitment.

What will our life be like then?

Who will we disappoint?

How will we feel?

What dreams will we crush?

Associate with the pain of this scenario of non-achievement of the goal.

The objective here is to create motivation to achieve more, utilizing either the joy and pleasure we will get from goal achievement or the abject pain that will result from never achieving this outcome. We then will have our compelling “why” -- a key factor in unlocking that energy to persevere, especially when we begin to lose momentum or get stuck.

Trevor: You advise top executives in some of the highest performing global organizations. Are their identifiable characteristics that underpin their success?

Keri: Yes, Trevor, working with some of the best minds across industries and regions, I have seen common patterns regarding what it takes to realize results.



There is a definite blueprint for success and **BELIEF** is one key ingredient for this blueprint. As I have studied factors leading to consistent goal realization, I have seen that in each case the leader had an unshakable belief that the outcome would be achieved.

They were certain that the result would happen and were uncompromising in their pursuit of that result. No plan is perfect, and setbacks would often occur. However, because of that strong belief system, these top leaders, pushed themselves to find new approaches to achieve the outcome.

They believed the outcome was certain, but they were flexible about how to achieve that outcome. An exciting additional benefit has also been greater levels of creativity and innovation in those organizations as leaders uncovered ways to address roadblocks encountered on the journey.

Another identifiable characteristic for success of these high performing executives is **COURAGE**. Keith Cunningham, successful entrepreneur and business mastery expert says that, “the #1 reason for failure in leadership, at the core, is a lack of courage.” This concept resonates with me, and I have written about what it takes to be courageous.

GOOD NEWS

Keri will be in Kingston in person for the [2018 Exclusive Breakthrough Bootcamp: Guided Path to Realizing the Next Level of Your Journey](#) February 16, Spanish Court Hotel.

Taking Off The Masks: The Courage To Be You

We often hide our true feelings and wear masks. We take on camouflage personas to get ahead. At times, we feel hypocritical.



Having the courage to be our authentic selves can be challenging. In my interview with International Best-Selling Author, Fortune 500 Leadership Advisor and Breakthrough Catalyst Keri Smith, I pressed her on the issue of having the courage to be the authentic you. I wanted to know what was the inspiration to be her authentic self in a truly challenging environment and to share her story.

Keri: I got sick of living a muted life. I saw how often I suppressed parts of my personality because it appeared to make life easier and success and acceptance more accessible. This was wearing on me and I often wondered about the meaning of authentic leadership. How do you successfully navigate the complexities of your own humanity and combine and channel the resulting composite effectively as a leader? Can you effectively lead if you are not courageous enough to be your true self?

As an adult, I learned to mute myself. This manifested in being sometimes uncomfortable with expressing the non-standard aspects of my personality, as I worked on projecting a polished exterior. I was hamstringing some of my uniqueness. The inner me screamed for release and often reminded me of those moments when I allowed myself to live from my authentic self.

I remembered that I was a Six-Year Old Daredevil!

I looked with fondness at my early life and that carefree girl who laughed often, took risks, loved herself, and shared her joy with others.

I was a daredevil! I remember being six years old and I woke up one morning and decided that my goal for that day would be to jump out of a moving vehicle! I wanted to re-capture that freedom. To live each day in complete self-acceptance. To be an authentic leader.

I wanted a personal example of her use of courage to drive one of her passions.

Keri: One recent example was last November for our church's fifth annual turkey giveaway. This is a successful church-sponsored program, spearheaded by our singles ministry which I chair. The year before, we gave 150 turkeys to families in need and challenged ourselves that in 2017, we were going to double that amount. We were keen to help more families.



We then upped the challenge— our church is planning to multi-site, i.e. be present in two locations - so we decided to double the number of turkeys in each location.

$300 \times 2 = 600$ turkeys, 4 times what we had ever provided.

There were shocked faces, doubt, challenges, but we rallied together and thank God, we exceeded our stretch target and provided over 700 turkeys to families in need!

I wondered if she could share her formula for being courageous to the benefit of others.

Keri:

I will share two of these with you today.

One: Understanding the “Why”

A key step to authentic living is having clarity and purpose. Understanding the broader meaning of why we are here on this earth helps put day-to-day activities in perspective and guides prioritization.

Who am I?

What is my identity tied to?

Who or what defines my self-worth?

What is my compelling vision?

Am I living in alignment with my purpose?



I take time to refocus on the life I want to live, evaluate my current motives and actions within that context, and identify the necessary adjustments.

I also think about the many souls who would give anything to have one more day above ground and remember that life is a gift – one that I want to honour.

There is meaning here. It is more than just the rules and busyness. There is joy to be had, and there is also responsibility to make the most of what has been entrusted to me.

Two: Remembering the Blessings and to Be a Blessing



Gratitude (and music) are great mood-changers. When I stop and think of all that I have been blessed with, it transforms my frame of mind. No matter how awful life gets, there is always a reason to give thanks.

I can walk, talk, think, see, breathe, and smell. I can laugh, feel, hear, and cry. I'm alive.

Thank you, God!

Remembering to be thankful and acknowledge the spectrum of blessings granted to us awakens an enhanced state of being. It creates a truly positive energy that is calming and freeing and reenergizes you to powerfully create from your authentic self.

A key human need is to contribute to others. A quick and enjoyable path to your authentic self comes through giving. Encourage someone. Love your neighbour as you love yourself.

Action

Keri will be in Kingston in person for the **2018 Exclusive Breakthrough Boot Camp And Mentoring Program: Guided Path to Realizing the Next Level of Your Journey** February 16, Spanish Court Hotel.

Full-details and online registration at:

<http://www.successwithpeople.org/2018-breakthrough-bootcamp>

Call: (876) 315-1345, 970-5662, 831-1387, 535-6677

E-mail: info@swpacademy.com

Looking at the Man / Woman in the Mirror

Keri shared a post in LinkedIn and got unusually high response rates. I asked her to allow us to share it here for your convenience and edification.



Tony Robbins' Business Mastery was an intense and invaluable conference. I have found immersion learning experiences to be some of the best methods to expedite growth!

We were blessed to hear origin stories and success clues directly from some of the top global business builders. We also received varying perspectives on how to be future ready given the rapid evolution of technology.

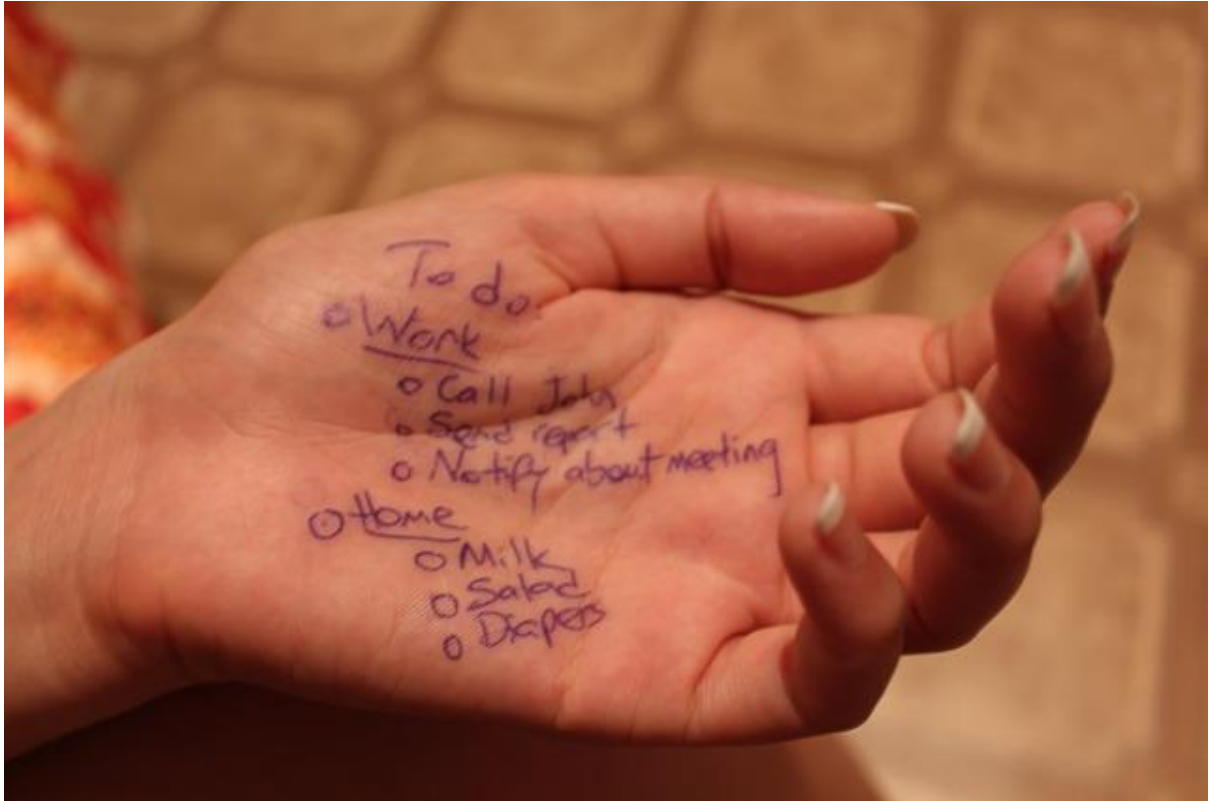
Core to the program was also deep work on who we need to be as leaders, including understanding of some of the critical pitfalls in our belief structures and self-/mind-management that often impede our progress and impact.

The conference also reinforced for me the importance of managing and maintaining a peak state. Our energy and attitude, when harnessed effectively, can help transform any situation. Looking at the man / woman in the mirror (Thanks, Michael Jackson) and getting that being ready, is an important foundational step.

I like an article from Trevor E S Smith where he speaks to the importance and universality of "being". Who we are and not only what we do. What do you think?

Beyond TO DO Lists

TO DO lists abound in various formats.



Even those who do not formally document their plans have a mental picture of what they need to do.

Our lives are ordered by what we need to do.

I want to suggest an alternative approach to the fixation on what we need to do.

We are driven by our DOING.

I suggest that there is more to be gained from focusing attention on our BEING.

If we focus attention on who we ought to Be then what we need to Do will flow from that persona. Your Being will drive your Doing.

A Case

A leader decides to prepare her team for the new year. She invests a lot of time going over a meeting agenda. She then spends a lot of time fine tuning each point that she wants to make.

After much revision of the agenda and her talking points she sends out her meeting invitation.

The team leader can be commended for her rigorous planning. She has DONE the right things. However, there is a missing dimension that could make a huge difference.

What if she had invested effort in determining how she ought to BE in the meeting?

What is the atmosphere that should be created by how she IS in the meeting?

What are the key traits that she wants to portray in the meeting – persuasion, listening, flexibility, courage, decisiveness, vision?

Who will she Be in the face of pushback from colleagues?

Who will she Be if she encounters a lack of engagement and members drag distractions into the meeting?

These Being Factors are not usually addressed in To Do planning. Yet, they can have much more influence over results.

Note: The team leader who has clarity as to who she is to be in the meeting and prepares herself to demonstrate those qualities, is likely to have a great meeting regardless of the agenda.

Others

Let's take it further.

The norm is that members of her team will scramble to see what it is that they need to do or should have done, going into the meeting. They are focused on DOING considerations. Their participation in the meeting will be greatly influenced by what they perceive they need to do. Some will be distracted by feelings of guilt. Others will raise their level of defensiveness.

Few might actually share the vision that the team leader has for a breakthrough meeting.

What if the team members focused instead on who they ought to BE in the meeting?

What if they decided to be open-minded and willing to express their genuine opinions?

What if others decided to be less defensive and be more open to feedback?

What if one member recognizes the fact that they belabour points and decides to be more concise in their statements?

What if members who are constantly bickering decide to listen objectively for a change?

The universality of Being

This Being versus Doing approach is not limited to an agenda and the issues being discussed. No matter what the content, paying attention to fine-tuning the attitudes and mind-set will bear fruit.

Indeed, the team leader is not only going to have a great meeting but there will be spill-over positive effects beyond the meeting.

Focus on how you ought to Be and what you need to Do follows.

Missing component

There are numerous ways to get things done. Deloitte surveys point to low levels of Employee Engagement. So, while organizations are somehow getting things done, there is a missing element.

Paying closer attention to who we ought to be at work and creating the environment in which those personas can be comfortably manifested is a step in the right direction.

Bottom Line:

Step back from being ruled by To Do lists. Shift focus to who you ought to Be and work to bring that persona to life.

Create an I AM list that defines who you ought to be over the next 90 days. Work at being that person consistently for 90 days and notice the transformation in your life.

Call to Action:

Book to attend the [2018 Exclusive Breakthrough Bootcamp: Guided Path to Realizing the Next Level of Your Journey](#) with Best-selling author and Fortune 500 Consultant, Business Builder and Breakthrough Catalyst Keri S Smith. Kickstart February 16 with a full-day immersion learning experience followed by a 12-month Mentoring Program including an exclusive Membership Community.

Breakthrough Opportunity



We are excited that Fortune 500 Leadership Advisor, Business Builder and Best-Selling Author Keri Smith has agreed to give back to Jamaica by facilitating and mentoring a 12-month **2018 Breakthrough Boot Camp and Mentoring Program** for leaders.

Keri is subsidizing the one-year program to make it a virtual no-brainer. I wanted to give you a quick heads-up as space is limited.

[Here is an overview of the program](#) along with further discounts and bonuses for teams that register by February 9.

One important benefit of registering or discussing your registration before the 9th (this Friday) is that you will get individual and revealing Team Diagnostics from Extended DISC on the revolutionary FinxS Platform.

We kickstart the 12-month Mentoring Program with a **full-day immersion learning experience at the Spanish Court Hotel on Friday, February 16**. We have created an exclusive online Membership Community stacked with a cross-section of courses, insightful articles and a powerful Discussion Forum.

Please call us at (876) 315-1345, 831-1387, 535-6677 if you have any queries and to indicate how many of your leaders will be participating.

Take a minute to [Check the details here](#).

Thanks

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