

# The Key to Success: Undefine It

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Definition by definition alone limits what is possible. When you define anything, you limit it to the smallest possibility available. How many definitions do you have of success that are limiting what you can create?

For example, what does success mean to you? To be successful, does it mean you have to be making a certain amount of money? Does it mean you have to have control of a company? Does it mean you have to have a certain position in the world? Do you have some picture of what “success” should be? For you, or your business?

All of those meanings are places where we have, in some way, defined what success would be. We all have our own version of that and this is how we begin to define what success is without considering all the possibilities that are available.

What happens when we define something is that we cut off our awareness of everything that doesn't match what we have already decided.

Now, this doesn't mean you sit back and not take any action. It means, you change your perspective so that more success can show up.

Here are some simple tricks to start having an undefined, ever ending level of success:

## **1) Set Targets, Not Goals**

Most people set goals for their life and for their business. The problem with a goal is that once you reach certain point,

a defined place, you stop. Which also stops the forward movement of your life. Instead, start setting targets. A target is a more undefined, you can shoot for them and you can celebrate as you hit them and then move on to the next one. And, if you miss your target, you can always shoot again.

This is how you continue to succeed in your life and your career. If you look at who you consider to be successful, you will realize that they never stop they always keep creating and keep reaching for more.

## **2) Ask More Questions**

When you ask a question, you are taking limitation and turning it into possibilities. For most people, their definition of success is limiting them because it's not asking for a big enough target to stimulate the creation that's required to actualize success in their world. Ask yourself the question...

*"What target for success can I have that would make me so successful I never have time to fail?"*

When you ask a question, or set a target, you want it to be something that doesn't give you an answer or a completion, but something that always leads to more. This is how you trick yourself into always creating something greater.

## **3) Choose Something Different**

Getting clear about what success means to you is the first step. If you would like to have a greater life, then the next step is to choose something different. This is the place where you get to change what was limiting you into a possibility that's available to you.

If you have been making success about the amount of money you make and paying no attention to what your product or service is creating in the world, you are missing out on many forms of

success. The way to change this is to choose something different.

Ask, *“What can I choose here to create more success than I ever thought possible?”*

When you make a choice, you begin to see what is available to you that you couldn't see before you made that choice. It might still mean you make more money and it will make your life and the lives of others greater.

If your life is always about, *how can I make this greater?* then you will always have success. It's not about making your definition of success wrong, it's about choosing something that will continue to create more.

A friend of mine says that if he changes one person's life he is a success. He has changed many people's lives and continues to succeed. That's the difference that creates the ongoing possibility in people's lives. The willingness to ask for, choose and create success every day and never stop asking, never stop choosing and never stop creating.

If you keep creating, you will always fail to never succeed.



***About the Author:*** Brendon Watt is a speaker, entrepreneur, business and life mentor. He is the Australian CFO of Access Consciousness®, a set of simple-yet-profound tools currently transforming lives in 173 countries, and the facilitator of several special Access programs including Joy of Business. Drawing upon his transformation from a struggling tradesman and single dad to global speaker, Brendon facilitates classes and workshops all over the world, encouraging others to step out of judgement and

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