

THE GUIDEBOOK TO A U T H E N T I C SUCCESS

BEYOND THE MEASURE
OF MONEY
CARL MASSY

THE GUIDEBOOK TO AUTHENTIC SUCCESS

BEYOND THE MEASURE OF MONEY

CARL MASSY

BOOKS IN 'THE GUIDEBOOK SERIES'

The Guidebook to Happiness

The Guidebook to Optimum Health

The Guidebook to Authentic Success

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DEDICATION

To my amazing partner, Ferry, who is still here after book three. Talk about dedication! You make me and my life so much richer. Thank you.

To all of the amazing teachers, past and present, I have had the privilege to learn from and share experiences with — thank you for sharing your wisdom. And to every person I have had the privilege to work with, you help me to learn and grow.

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CHAPTER 1 Introduction

For those of you who have read *The Guidebook to Happiness or The Guidebook to Optimum Health*, I welcome you back and truly thank for joining me again as your part-time guide.

These days I deliver numerous presentations, workshops and seminars, and when I ask people in the audience to put up their hand if they would like to be more successful, there's not a hand in the audience that remains down. Everyone wants to be more successful. But what does being successful mean for each of us?

What does being successful mean to you?

I ask all of my coaching clients this and all too often the default answer is income—the amount of numbers on your their paycheck. But is the person who earns \$50,000 a month but spends more than they earn successful? Are they happy?

In our slightly materialistic world (yes, I'm being sarcastic), there is an unhealthy focus on fame, power, beauty and financial wealth as the determinants of modern-day success. We think, "When I have money then I will be fulfilled and content." Hmmm. Sorry, but that may not actually be the case. Positive psychology and social psychology therapists suggest that the happiest people are those who have better relationships

and better health and that happiness actually comes *before* success and a higher income as opposed to the other way around.

Most of us have been conditioned by society to see success looking a particular way. We 've been lead to focus our attention (and our game plan) on LOOKING successful, which means having all the toys of success—the hot cars, the swimming pool, the Rolex watch. And if someone picks up a book on success, they expect to read about how to make a business work, or how to make a killing in the market, or become an expert in their chosen field so they can make more money and get those things. But listen, I've worked with clients that are multimillionaires who still have a scarcity mindset. I can assure you the money thing is a piece of the pie. But it's not the whole pie.

I want more than that for you. I actually want a LOT more than that for you. The desire I have is for you to FEEL successful. There's an enormous difference between looking successful and feeling successful. And I want to assist you with not just being and looking successful, but feeling deeply successful and fulfilled in your entire body.

Are you ready for that kind of success?

A little background

Those returning will be familiar with my background story becoming a strategic planning expert and personal development and health coach (except this time around I'm telling it from the perspective of success). So please bear with a little repetition in this introduction while I get everybody else up to speed.

My working life started at the tender age of 17 when I stepped a tentative foot into the Australian Defence Force Academy as an Army Officer Cadet. We'd made it through a grueling selection process with thousands of other applicants from all over Australia, and were told by the Academy we constituted the top five percent of talent in the country. I was sure I was already successful! From that point onwards I had a strong success mentality.

By the time I was 34 I was working as a senior security consultant to the Athens 2004 Olympic Games, living in downtown Athens in an awesome apartment (party pad). My income had more than doubled since I left the Australian Army as a major. I was provided with a car, plenty of annual leave, and rarely worked more than 40 hours per week. I was part of an elite team in a specialist role of explosives management. (Bomb defence to health coach? Go figure!)

I definitely looked successful.

Thing is, I was not taking good care of my health. As you can imagine, work conditions were emotionally stressful. And yet I and my team were taken for granted and there was little emotional reward. I felt disconnected from myself and my bigger purpose. As a result I ended up with pneumonia, followed by pleurisy—an infection of the lining of the lungs that makes you feel like you've been sucker punched in the ribs by Mike Tyson. At that point I was definitely not feeling too successful.

The great thing about adversity is it causes us to wake up and pay attention to what is and isn't working in our lives. At that point I decided to reevaluate what what success meant to me and what I wanted my path to success to look like. I also started to hatch a plan to finally do what I'd always wanted to do: Inspire people — not freak them out by telling them stories about bombs exploding and showing them horrific graphic slideshows.

A seed had actually been planted in 1999 when I attended a seminar

by Anthony Robbins, and saw what a success coach was all about. I got charged up about helping people experience more joy by becoming the best version of themselves, whether that was physically, mentally, or emotionally. But first I had to do it for myself. As I reassessed my life, I rapidly moved away from defining success in terms of money and my party pad to doing what made me happy. Which was a huge step. But I still hadn't defined what being successful actually *meant* for me.

It's only been in recent years, after the inevitable highs and lows of life matured me, that I've taken a closer look at what success actually means ... what leads to a FEELING of success. How it's possible to *feel* successful in my bones. How it's possible to experience success at the cellular level and in all the different areas of life.

As I studied success more thoroughly I found an amazing thing happened when I put the word 'authentic' in front of the word: It changed the tone and depth of the conversation. Suddenly the theme of success started expanding sideways into other aspects of life. It touched on relationships and health and whether we're making a meaningful difference in the world. It made success about *me*.

One of my favourite quotes is by Earl Nightingale, writer, speaker, author and advocate of human character development back in the 1950's. He said, "Success is the progressive realization of a worthy ideal."

I love this quote and use it often because it's short and easy to remember and because the focus on a "worthy ideal" is what breathes meaning and depth into life. It also reveals the fact that you can feel successful as soon as you *start moving in the direction of something you have deemed to be worthy and meaningful*. You can feel successful before you arrive at your destination—*if* you choose a meaningful goal and stay the course.

Authentically feeling successful before material success even occurs? Wow! That's huge!

It's been a long journey for me getting beyond the superficial trappings of success into the heart of what success is really all about. And I've been really excited to share this information with you.

Do I consider myself to be successful today? By my own terms of success (the only terms that matter which you will learn for yourself!), I can say, "Yes." I run a successful coaching business. I'm an owner in a successful yoga centre in Bali called *The Practice*, which is focused on helping people to become healthier, happier, more joyful and more successful by using yoga and its teachings as a tool. I have an amazing, loving and joyful relationship which I have been in for more than eight years. My health is fantastic and I look younger than my chronological age (I think I look 10 years younger, but it might be closer to 9;-) I have more vitality than a lot of people 20 years younger.

Am I a bazillionaire? No. Do I want to be? No. Would I like to increase my net worth? Yes. Would that allow me to do more meaningful things for others and myself? (My worthy ideal) Yes! Am I human? Yes! There are definitely some days I feel more successful than others. And there are some areas in which I feel more successful than others. I'm not about to stand on a pedestal and tell you I have it all figured out all the time and have the perfect life. That would be total BS. And if anyone else tries to present that image you can be certain they are full of it too.

What I am certain about is that I can show you specific tips, tools and strategies that will have you feeling even more successful right down to your bones, and provide you with a useful roadmap to guide you along the path of your worthy ideal for the rest of your life.

Is this a book about how to get rich in 30 days? Hell no. I don't want

you being the richest unhappy person on the block. I want you to be the most wealthy, healthy, fulfilled and joyful person on the block. This will definitely make you more fun to hang out with and, at the same time, make the world an even nicer place to be.

Am I going to give you tips on how to increase your income? You bet. Over the course of this book you'll discover the tools and strategies that will trigger a feeling of deep success in your life. You'll learn what else besides money is required for being and feeling successful. You'll learn what is missing in your life, keeping you from success. You'll be guided to find other means than pure cashola to experience the feeling of success in a meaningful way. And I will assist you in discovering your worthy ideal.

The structure of this book

This book is presented in 4 Parts and has two different interlaced frameworks. The first framework is one I use in coaching programs to help clients experience success in their lives. It looks like this:

- 1. A clear vision
- 2. The right mindset
- 3. Effective strategies
- 4. Available energy and vitality

The second framework, which is specifically relevant to the subject of this book, are the 8 pillars for achieving authentic success.

Part 1 helps you establish a clear vision and ensures that you have the right mindset to achieve the highest level of success possible. Part 2 explores the first seven of the 8 pillars of authentic success. Part 3 presents the 8th pillar: Optimum Health and Vitality. And finally Part 4

gives you Bonus Strategies that will make a difference in the quality of the decisions you make and the results that you get.

Ready to get started? Great! I'm SUPER grateful to be your guide through this book. I not only look forward to providing you practical and applicable strategies, but I also hope to entertain you along the way because remember: The greatest learning is achieved with a light heart.

CHAPTER 2 Authentic Success

Let's get clearer about what I mean when I say "success." Then we'll get into *authentic* success which is where the sweet spot is. Here's a scenario based on a previous client of mine—a great woman who happened to be a lawyer.

Dorothy (or so I'll call her) worked for a large firm for a number of years and then teamed up with a colleague to start her own law practice. Working in a small practice, she had autonomy and a lot more input into what clients and specific cases she took on. She had the prestige of owning her own business. She earned very good money and it allowed her to live in a nice apartment, to experience international travel (both business and personal), and to buy all the physical possessions she wanted.

Was she successful? From external appearances, it would appear that she was quite successful.

But when she came to me for coaching and I asked her, "Are you happy?" that's when I started to see more of the actual picture and a few cracks started to show. Turns out everything looked good on the surface. But she wasn't happy all the way through. She was successful in some areas but not successful overall. Which brings me to my point about authenticity.

Authentic success is holistic. It's supportive of the whole. It requires us to address a number of different areas if we want to not only feel successful, but also feel happiness, joy, and a healthy flourishing sense of ourselves.

Authentic success is long-term, not a fleeting moment. It's dependent upon more than one or two factors. Most of all, authentic success is about being unapologetically, unequivocally and unashamedly yourself in a "down to the bones" sort of way. As it turns out, Dorothy was trapped in a classic "imposter syndrome," putting a mask on every day to earn her success—something you may have experienced at some level yourself.

She not only had to wear a suit to work everyday, she also had to wear a metaphorical suit as well. She had to go from being this caring, creative, intelligent, attractive woman to being a hard-arsed lawyer mixing it up with the guys. She couldn't show up as the beautiful woman that she was in fear of sending the wrong signals.

Which means she wasn't authentically successful at all.

As I've said, success is more than a healthy financial balance sheet. Sure, there's a bunch of research that suggests that money is a factor in our happiness up to a certain level. And I'm all for having money. But as Martin Seligman, one of the founders of Positive Psychology, suggests in his updated framework on what leads to an individual flourishing, the quality of our relationships has a major impact on whether or not we flourish—especially our relationship with ourselves.

Now, for those of you who'd like a little more (or lot more) cash lining your pockets, don't think I've gone all hippie on you. Money is DEFINITELY part of the whole success thing and it can greatly serve you—as long as you aren't serving *it*.

But honestly, I've found that it's less about the amount of money you have and more about the belief you have in your ability to generate more when you need it that counts. A person may have millions but still feel financially *insecure* (which is a whole other topic). Whereas a person may have \$5,000 in the bank and feel good as gold because they have a strong belief, supported by personal experience, that they can generate more cashola if they need to.

Which begs the question: Who is actually more successful in this case?



CHAPTER 3

The Authentic Success Pillars

I'd like to share with you the key pieces that make up the authentic success picture—where the feeling of success is not just skin deep but saturates every cell in your body.

The pillars are not listed in order of priority order—they ALL matter. And I'm also not arrogant enough to think the list I'm presenting is the Eight Commandments to Success, chiseled in granite and eternally written. After working with a diverse range of clients over the years I've realized everybody's definition of success and value structures vary. However there are some common factors that lead to a deeper experience of success and seem apply to just about everybody. These are:

- 1. Daily joy
- 2. High-quality relationships
- 3. Feeling connected
- 4. Growing/evolving
- 5. Meaningful life goals
- 6. Financial flow
- 7. Being aligned with authentic self
- 8. Optimum health & vitality

It's my experience that it's difficult to feel deeply successful if you sacrifice any of these key pieces. That said, please know the importance of each item will vary from individual to individual. Different people will be stronger in different areas going into the process of creating authentic success. Life is an OPPORTUNITY for learning and growth. And part of the process of growth is figuring out the things that need more attention in our lives, what we need to work on more, redefine and refine, and perhaps get help with.

Now let's look at each item in more detail.

1. Daily positive emotions (aka: Daily Joy)

Joy represents a range and cocktail of feelings that come under the positive emotions umbrella. The word is pretty joyful to say. It's got a sweet taste.

Joy is not about planting a silly grin on your face. It's a feeling of wellbeing, excitement and love for life that wells up in your body, automatically bringing a smile to your face. You feel great just to be alive.

Are you truly successful if you don't experience joy on a regular basis? (And when I say a regular basis I mean daily.) What about if your your daily level of joy rates a seven out of a possible ten. Are you successful?

2. High-quality relationships

Are you successful if you don't have high-quality relationships with your intimate partner, children, family, business associates, and friends?

And what do I mean by a high-quality relationship?

A great relationship with somebody means you feel better about yourself after you spend time with them. You feel more energized as opposed to feeling more drained. Great relationships cause you to grow. They allow you to become an even bigger and better version of yourself. Great relationships provide you with a sense of safety and security so you feel confident to stretch yourself, take chances, and lean into uncertainty knowing you have support if things end up looking more like a disaster movie than a bed of roses.

Great relationships bring out your best. They challenge you to be authentic, to show up as yourself and feel free doing so without judgment. A great relationship also means you can count on the other person to call you on your crap if you're a being a lightweight, insensitive, phony, etcetera.

High-quality relationships have nothing to do with having thousands of "friends" on Facebook or getting a lot of likes or hearts on the posts you make on your social media sites. A key trait to high-quality relationships is DEPTH. Remember we're not here to settle for superficial success. We're after the stuff that's authentic and rests deep in our core.

3. Feeling connected

Are you successful if you feel disconnected from yourself? From other people? From the environment? From your work or calling and from life in general? I would say not.

Yes, this borders on being a spiritual thing. But feeling as if we're an integral part of life as it unfolds around us is really vital to our sense of stability and wellbeing. Feeling we're part of something bigger, feeling

that the universe, life, God, Allah or whatever you want to call it, is *for you* and not against you gives us tremendous security.

For the guys reading this, I want you to hang onto your seats now and go with me on this one. (Consider it prep for when I get to the "L" word, which I will in a minute.) Connection is about feeling accepted and worthy of being on the planet. It's about feeling accepted for being your imperfect perfect self—the one who makes mistakes, is inappropriate at times, offends people on a regular basis (that would be me), who reacts with the intelligence of a dog in certain social circumstances, who is crap at some skill that everyone else has apparently mastered, and a host of other very human qualities. Connection is about you accepting, approving and loving who you are—you being connected to you and connected to this joyous thing called life.

4. Growing

Are you truly successful if you don't feel like you're evolving? If you don't feel like you're stretching yourself and becoming greater? I know my answer. What's yours?

I don't mean to be melodramatic here, but do you know what's happening when a plant stops growing? It's on its way to dying. Tony Robbins—that 6'7" success coach and successful author from the USA who's worked with thousands and thousands of people in his 40-year career—has formulated a list of basic human needs which are: Certainty, uncertainty, significance, love & connection, contribution, and GROWTH.

It's very hard for someone to feel fulfilled in life if they don't have a sense of growth. Just as the universe is growing and expanding, we, too, have an inbuilt need to be expanding, whether it's physically, emotionally,

mentally, or spiritually. I've worked with a number of couples over the years, and when their relationship stops growing and they as individuals stop evolving, the relationship is definitely in trouble. Unless they bring more challenge and growth into the relationship it will stagnate even more, become an arduous chore, or burst apart at the seams.

5. Meaningful life goals (making a difference)

When I teach about goals, goal setting, and getting clear on your vision, I take everyone through a mini checklist—a quick three criteria test (which I learnt from some other smart person) to determine the meaningfulness of someone's goals. I ask them:

- 1. **Is the goal good for you?** Does it make you a better person in a healthy, non-narcissistic way that contributes to your life experience? That helps you evolve and become even more? Is your goal something that brings out the best version of yourself?
- 2. Is the goal good for others? Is your goal good for the people around you? It's not very healthy striving for a goal that negatively impacts your family and friends in a major way. A meaningful goal needs to be worth what it will take to get. And losing your friends, partner and family along the way is definitely not a part of the success formula. Although we've all seen people do it, this is not something I wish for you. I want you to flourish. So do ask this question and pay close attention to what feedback you get.
- 3. **Is the goal positive for the greater good?** When I say greater good I'm talking about things like the environment, your community, or the planet. Is it going to have a positive impact and make a difference in peoples' lives? Are you going to leave the planet in a better state then before you came along? This doesn't mean you

have to be a Gandhi or a Mother Teresa. Goals that are healthy for the greater good can mean raising two amazing children, or being an outstanding role model in your community, or teaching your life lessons to disadvantaged youths.

Basically we humans have an inherent need to contribute beyond ourselves—what you might also call "making a difference." The more we can make the attainment of our goals positively impactful for others, the better we feel about ourselves and the more authentically successful we feel.

6. Financial flow

What I have come to learn about the money scenario is, it's not so much about the amount of money we have, but the feeling and beliefs we have about our ability to generate more when we need it that count. Which translates into the feeling of genuine CONTROL over our financial situation.

I've worked with clients who thought they needed more money to feel financially secure, when the reality was having more money just meant they were a more wealthy insecure person. What's the good of that?

Perhaps the ideal mix contributing to a feeling of success around money is having an amount of savings for unforeseen situations, a regular flow of money that allows us to have the lifestyle that is most desirable for us, and then an unerring belief in our ability to generate money if and when we need it.

Despite social belief to the contrary, having a huge desire for a lot of money isn't even healthy. In his book *Why We Do What We Do*, Edward Deci, a professor of psychology and social sciences, says "Researchers

found that having an unusually strong aspiration for material success was associated with narcissism, anxiety, depression, and poorer social functioning as rated by a trained clinical psychologist."

Financial flow isn't about wealth accumulation. It's about letting money be the *by-product* of doing what you love in a way that brings you joy, connects you with amazing people, helps you grow, makes a positive difference, allows you to stay true to yourself, and maintains your health. If lots of money is your central focus at the expense of these other pieces, you might feel financially rich. But you are unlikely to feel fulfilled and jazzed .

Life is what's it's all about. And that's a much bigger game than having bucket loads of bucks.

7. Aligned with authentic self

Are you successful if your heart's not in the game? If you're constantly looking over the fence at the other people having a good time, wondering why you're doing what you're doing? Are you successful if you have to put on a mask every day to show up at work or show up in your relationship?

There's a good reason that the best actors get paid the big bucks. It's bloody hard work and a real energy drain pulling off being someone other than who you are.

The purpose of our lives on planet Earth is to fully express our **authentic and unique self** in ways that serve us and others. My most rewarding work as a coach and teacher is to help people truly express who and what they are—to let their individual gifts shine—to step into the biggest version of their authentic self—to bring the dream they have

burning in their chest into the light of day.

In my experience it's very hard to feel successful if we're not being true to who we are and what we have to offer. Suppress yourself and you're suppressing life and a remarkable gift for humanity.

Are you showing up with integrity? Do you like yourself? Do you like how you are and how you interact with the world? Do you walk the talk? Are you in alignment with what you know to be right and good for yourself and the people around you?

Living a life of integrity aligned with you you really are is not about being perfect or perceived as perfect. We all make mistakes. We say and do the wrong things on occasion. We hurt others by accident. We fail at a goal we've set ourselves. That's just life. Integrity is being true to ourselves, knowing we're doing our best as much as possible.

Who could ask for anything more?

8. Optimum health and vitality

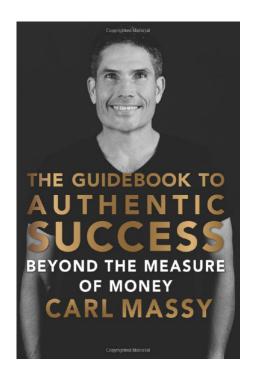
Is someone successful if they have millions of dollars but their body is giving out on them? If they re sick and feel like crap, have no energy to do anything and look ten years older than they are? Of course not! Remember the old saw about the man who sacrificed his health to create wealth then spent his wealth in a desperate attempt to recover his health?

How about playing the game of life a little more strategically and consciously?

If you know anything about me, you know I'm extremely passionate

about health and vitality. My second book was called *The Guidebook to Optimum Health* for a good reason. I believe it's difficult to get the most out of life or become the best we can be if we don't have the vitality and health to go the distance. What good is having lots of money if you don't have the energy and health to fully utilise it?

We all know people who've let their health suffer and their body go pear shaped who don't feel good about themselves at all. It's hard to feel truly successful if you don't love the person you see in the mirror.



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