

INTRODUCTION:
NEVER GO BACK

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"We all make mistakes but the people who thrive from their mistakes are the successful ones."

- DR HENRY CLOUD

We've all made mistakes in our lives. Hired the wrong person, did a deal with the wrong partner, gotten into the wrong relationship, should have seen it coming, and paid dearly for it. Anyone who has ever built anything or done anything significant has made mistakes. We've all been there.

But the good thing is that we learn lessons from our mistakes. And once we learn that lesson, we never go back. We never do it again.

The essence of it is this: There are certain awakenings that people have—in life and in business—that once they have them, they never go back to the old way of doing things. And when that happens, they are never the same. In short, they got it.

What are key awakenings that successful people go through that forever change how they do things and that propel them to succeed in business, relationships, and life? Identifying these keys could change lives significantly.

And, once we intellectually understand what we should never do again, how do we actually change? It's one thing to "understand." It's quite another to live out that understanding. Unfortunately, we often repeat the same mistakes over and over again. How do we stop?

In the next 10 modules of this **program**, we'll explore ten key realizations about behaviors and thought patterns that hold us back and keep us from our goals.

The following 10 key realizations for success in all areas of life and the pathway to implementing those realizations are what you will explore in the 10 modules of this program. Once you understand the very real consequences of doing things in an unproductive way – once you truly "get it" – you will never want to go back to your old ways. You will be forever different.

While this program can certainly be a project you do on your own, you may want to consider inviting a trusted confidante into some or all of this process. Sometimes getting a different perspective, advice or honest feedback from a person you trust can help you ensure you "never go back" to those life patterns, situations or relationships you want to change. Just remember that there is no one right or wrong way to work through these modules. There may be some modules you feel most comfortable doing individually, and some modules where sharing experiences with others can be powerfully enlightening. We encourage you to make this yours.

1. **NEVER AGAIN RETURN TO WHAT HASN'T WORKED.** Whether a job, a business deal, or a relationship that ended for a reason, you should never go back to the same thing expecting different results. There is a reason it did not work. If you are going back, make very, very sure that something is different and that reason is no longer there.
2. **NEVER AGAIN DO ANYTHING THAT REQUIRES YOU TO BE SOMEBODY ELSE.** If you have to be someone else in order to do something, don't do it. Be honest about who you really are and be that person. Find your strengths and exercise them with full engagement.
3. **NEVER AGAIN TRY TO CHANGE ANOTHER PERSON.** You can't force someone to be or do something they do not wish to be or do. When you realize this, you give others the freedom to make their own choices and experience the consequences. In doing so, you find your own freedom as well.
4. **NEVER AGAIN BELIEVE THAT YOU CAN PLEASE EVERYONE.** You cannot please everyone in your life and you don't need everyone to like you. Once you understand this, you begin to live purposefully and make decisions based on what is best, not on who is going to like it.
5. **NEVER AGAIN CHOOSE SHORT-TERM COMFORT OVER LONG-TERM BENEFIT.** Don't avoid doing something you need to do just because it will be difficult or painful. Anything of value has this rhythm to it: pain first, payoff later. If you face the pain early, the payoff will come. Living out this principle is one of the most fundamental differences between successful and unsuccessful people, both personally and professionally.
6. **NEVER AGAIN TRUST SOMEONE OR SOMETHING THAT APPEARS FLAWLESS.** When someone or something looks too good to be true, he, she, or it probably is. This world is imperfect. No one and no thing is without flaw. When you realize that, you become less vulnerable to being seduced by people and situations that seem perfect.
7. **NEVER AGAIN TAKE YOUR EYES OFF THE BIG PICTURE.** Our brains are wired with the capacity to see the long term, not just the moment. No one event is ever the whole story. When you view an event in terms of a longer story, your mind can put that event into a different context—the big picture. Focusing on the big picture enables you to function better emotionally and perform better in life.
8. **NEVER AGAIN NEGLECT TO DO DUE DILIGENCE.** When making decisions, take your time and confirm that what you are getting is what you think you are getting. You owe this to yourself. No matter how good something looks on the outside, it is only by taking a deeper, diligent, and honest look that you will find out what you truly need to know.
9. **NEVER AGAIN FAIL TO ASK WHY YOU ARE WHERE YOU ARE.** In any situation in love and in life, in relationships and in business, you must ask yourself, "What part am I playing in this situation?" "What do I need to learn from this, so I can turn this situation around or make sure I never find myself in it again?"
10. **NEVER AGAIN FORGET THAT YOUR INNER LIFE DETERMINES YOUR OUTER SUCCESS.** People who are fulfilled know that their happiness and success does not depend on external factors, but internal ones. Always remember that your success comes from inside you—your heart, mind, soul, strengths, talents, and energy—and how you take all of that to the outside world and invest it in life.

Now What?

Knowing that you should never go back, and being able not to go back are two entirely different things. So once you understand what you don't want to go back to, how do you truly change your life patterns to ensure you never go back?

The first step in never going back is . . . **Wake up. Any way you can. Whatever it takes.** Wake up, come out of denial, and decide that you want to change your mind about what you are doing and to turn in a different direction. Turn around and never go back.

Our wake-up process only begins when we fully embrace the need to wake up. We may embrace that need for three basic reasons:

<p>"I DON'T WANT THIS PAIN ANYMORE." <i>(We want something negative to stop)</i></p>	<p>"I WANT SOMETHING BETTER THAN THIS." <i>(We want something positive to happen)</i></p>	<p>"I DO NOT WANT TO HURT ANYONE ANYMORE."</p>
<p>Does this sound like you? If so, record your thoughts about this reason to wake up:</p>	<p>Does this sound like you? If so, record your thoughts about this reason to wake up:</p>	<p>Does this sound like you? If so, record your thoughts about this reason to wake up:</p>

ARE YOU READY TO WAKE UP?

Where are you in the wake-up process? Are you dead asleep, totally unaware of the patterns that are keeping you stuck? Are you hitting the snooze button? Are friends and others talking to you, and are you listening?

To get your feet out of bed and onto the floor, you must come out of denial and see that the time for snoozing is over. You must be convinced that your current patterns are costing you in pain or missed life. It is time to change.

Be honest with yourself as you work through these questions. Get very specific in your answers.

HOW AWAKE ARE YOU TO A PATTERN THAT HAS BEEN KEEPING YOU STUCK?				
DEAD ASLEEP	SLEEPING	BEGINNING TO ROUSE	LYING IN BED AWAKE	AWAKE AND OUT OF BED
Totally unaware of the patterns that are keeping you stuck	Fumbling around with the idea of change but not getting anywhere	Becoming aware of the need for change	Contemplating the need for change	Taking at least one step to implement change
WHAT ALARMS ARE GOING OFF? WHAT INCIDENTS HAVE OCCURRED?				
WHAT PAIN IS SPEAKING TO YOU? WHAT NEGATIVE THING DO YOU WANT TO STOP?				
WHO IS TALKING TO YOU? WHAT ARE THEY SAYING? WHAT ARE YOUR TRUSTED FRIENDS, FAMILY OR ADVISORS SAYING TO YOU?				
WHAT ARE YOUR CURRENT PATTERNS COSTING YOU? LOSS? PAIN? THE DELAY OF GOODNESS?				
WHAT HAVE BEEN THE CONSEQUENCES?				

PERSONAL NOTE FROM DR HENRY CLOUD

How many times have we tried to make a change and failed? And then, when we become aware of something new that we need to change, we fall back on our past patterns? Does this sound all too familiar? In this program I'll walk you through the process of change. We'll learn how to:

- Strove for Progress, not Perfection
- Realize You're Not the Entire Solution
- See Today's Actions in a Different Time Zone
- Establish and Utilize External Gauges and Limits
- Stop Listening to the Bad Internal Advice
- Do it Before You Know How
- Do the Right Thing at the Right Time for the Right Amount of Time

Mistakes are normal. Repeat mistakes are the real errors. Let's learn how to avoid making those

WHAT DO I WANT TO WORK ON FIRST?

As time moves forward we grow, develop, and transform into newer, more complete and mature lives. Unless . . . we are stuck. And there is no better way to remain stuck than to repeat what has already been. The last thing you want to do is relive the past all over again. Tomorrow should be new and improved—always!

Am I stuck in a pattern of going back to the same relationships or situations, hoping for or expecting different results?

So ... where do you want to begin? What do you want to work on first?

