

# Lifting your game ... so it sticks

by Gus Griffin

*“Everybody knows” that the better you get at doing something, the tougher it also gets to **keep on** improving—more and more effort being required for smaller and smaller gains. You also have to work harder to hold onto those gains.*

*But now a way to produce the **opposite** result has been discovered. New insights into the neurophysiology of learning now turn this ‘diminishing rate of return’ from all training and education on its head.*

*The closer you are to being the best already, the more you have to gain from this new approach **because it harnesses your current ability** to lift you to higher levels. Outdoing previous achievements, surpassing “personal bests”, becomes routine in any field of human endeavour you’re already good at.*

*In neurological terms, you have already done the hard work developing the necessary neural pathways, now it is simply time to ‘supercharge’ them. Neuroscientists call this innate and natural process: long-term potentiation.<sup>1</sup>*

*A method for promoting this effect naturally, routinely and predictably—called **Instinx Performance Coaching**—has emerged out of research first initiated in the late 80s. Here’s how it came to be developed ...*

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<sup>1</sup> For science buffs: There are other modern training techniques which claim to increase long-term potentiation (LTP)—thus apparently increasing conductivity of neural pathways. However, they require either a lot of work to achieve or the benefits are temporary. It is the deeper discovery of *degrees of versatile conductivity* in neural pathways that makes the unusually quick and permanent benefits of this new technique possible.

**Instinx Performance Coaching** resulted from a series of challenges which began for me in the 80s when, as a management consultant, I was looking for a faster way to diagnose what my clients *really* needed, as opposed to what they thought they needed.

After much trial and error, I boiled it down to this simple approach: whether you run a small business, a well-established enterprise or a large corporate department, every single problem that you might encounter will be caused by one of three factors:



For example, to build a winning crew in sailing, you've got to help them get the right *skills*.



Develop the right *system*  
(including the right equipment).



And lift your people  
into a winning *attitude*.

With this model, no matter what I was asked to help with, all I really had to determine is whether it was a *skills*, *system* or *attitude* issue. After that, the solution was usually obvious.

Of course, more than one factor often needs attention, but I found there was always one that had to be addressed *first*—and if tackled from the wrong angle, it wouldn't resolve completely.

Management consultants are usually called in to help sort out *persisting issues*, so even before I arrived I knew I could rule out whatever the client thought was wrong ... or they would've solved it already. Narrowing my options down to just *this* or *that*.

If they saw it as a *skills* problem, then paydirt was more likely to lie in addressing *systems* or *attitude*. If they couldn't make *system* change stick, I'd look for what lack of *skills* or *attitude* was getting in the way. Easy.

I impressed a lot of people with how quickly I could zero in on 'the real problem'. And the proof was in the results: which were soon flowing again with this approach.

But beyond mere troubleshooting, I wanted to take our clients to completely new levels of operation. So whatever we fixed had to *stay fixed*: steadily building toward excellence one lasting solution upon another. To ensure this cumulative effect, I returned three months and again six months after every "fix" to measure carefully how things were holding up.

And whenever they had slumped back—whenever the problem re-emerged—sure enough, it turned out the real culprit was *attitude*. I had either incorrectly tried to fix *systems* or *skills* first, or 'the attitude factor' needed more attention.

Though many have said it before, this finally convinced me that *attitude* is the primary factor determining whether *skills* and *systems* actually produce the results desired. (This applies to *personal* performance, by the way, in exactly the same way: with 'system' equating to tools.)

Skills & System Depend Upon Attitude



The legendary New Zealand Rugby Union team, the All Blacks, are a great example. Yes, you've got to give your team members the right *skills*, but it's still the *attitude* with which they're applied that determines results:



Yes, you've got to develop effective *systems* that harness your team members' skills, but it's still the *attitude* with which the system is implemented that creates the breaks:





It's personal *attitudes* like that of team captain Richie McCaw (see above) and star fly-half Dan Carter (left), *carrying into effect* their excellent skills and proven systems, that help the whole team win through when the going gets tough.

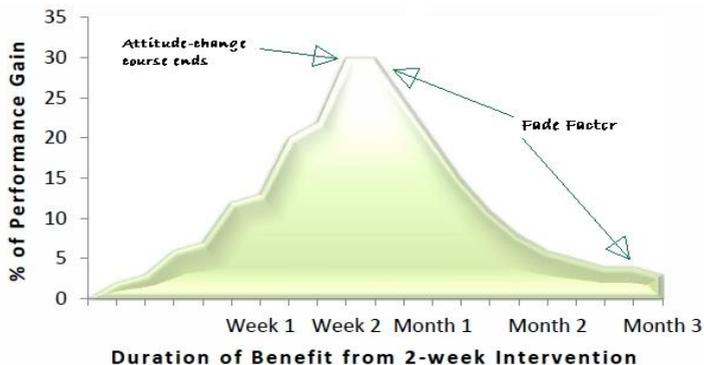
The more I worked with this, the more obvious it became: *get the attitude right and the rest is actually easy*. People and teams with good attitudes acquire the skills and develop the systems necessary for success almost as a matter of course. And when you *don't* get the attitude right, no matter how much you work to improve skills and systems, long-term gains are seldom more than marginal and unstable.

As I concentrated more on this area, long-term results for our clients kept growing until we'd left our competition far behind. Today, we only address 'system' to make sure employees are utilised for their *strengths*, which also brings out their best attitudes. We then take performance upwards from there through addressing *attitude*, which also raises *skills*.

However, as we came to specialise in this, I found the greatest challenge still to overcome was the *short-term nature* of attitude-change. Let's face it, virtually all high profile "attitude-changers"—known commonly as motivational gurus—deliberately mislead the public by reporting only their successes, glossing over the sad reality that most of their customers fail to achieve the results promised, *except temporarily*. And the testimonials which do report their so-called successes are always obtained as the course concludes, while the client is 'pumped up', before the inevitable disillusionment sets in weeks after.

Looking for the best solutions, we tested all the leading methods, applying the same metrics I used to verify my own "fixes". But careful measuring of 'what sticks' soon revealed that benefits from *every single* method tested were subject to an inevitable 'fade factor'.

Cutting through all the biases influencing so-called "attitude change"—the expectation ... belief ... placebo ... and effort justification effects which distort a person's perception of benefit—and instead measuring *actual lasting improvement in ability to produce real-world desired outcomes*, this made it clear how rare significant and stable change really is.



Searching the world over for some approach that lived up to its hype continued to reap the same disappointing result: within six weeks or so, the student’s hindering patterns re-emerged, dragging them back to their old limited range of performance.<sup>2</sup>

But if such methods could make people perform so much better at all, *then why not longer?* The *short-term changes* seemed natural enough: people often expressing how excited they were to finally be that person they always knew they could be. So why *couldn’t* that seductive gain last?

It just didn’t *feel* right: there had to be a way to escape this mysterious “elastic band effect” that inevitably dragged people back to their bad old ways. So finally, in 1989, I bit the bullet, deciding to throw all my resources into finding out how to defeat this ‘fade factor’ once and for all.

If the “experts” were unwilling to acknowledge these limitations, let alone fix them, perhaps *sheer necessity* would reveal to me what they couldn’t see. My lack of formal training in the field might even prove to be an advantage.

As a result, decades of research and 4,500 case studies later (including many senior execs, business owners, pro athletes & media celebrities) we now have ***Instinx® Performance Coaching***: which *does* routinely produce truly permanent, significant change in a person’s objective effectiveness and thus performance.

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<sup>2</sup> Not to say these “gurus”, some of them quite famous, delivered no value at all— but certainly little of what was promised beyond the short-term. What lasting gains we did see stemmed from *changes in circumstances* obtained while the student was ‘up’, not from authentic inner-driven behaviour change. They got a better job more aligned to their strengths, escaped a toxic relationship, or simply got more serious about work now they knew they were capable of more, etc.



“Instinx has made my output and concentration in work a thousand times better and completely rejuvenated my career. Originally I only did it as research for an interview, I didn’t expect it to change my life ( cliché I know, but nothing else describes adequately the effect this coaching has and continues to have).

After all the inspirational stories I’ve heard and all the approaches to enhancing human performance or well-being I’ve undertaken and researched, THIS is the only one that has made a lasting and lifting impression!”

**Verity James**

TV & Radio Celebrity; popular talk show host, TV news presenter and public speaker

“This is the most productive and beneficial executive training course I have utilised in my 25 years in senior management positions. In producing significant and permanent improvements in each executive’s individual performance, it surpasses anything I saw come out of Harvard, Cambridge or the other leading sources of corporate training.”

**Thomas Black**

IKEA Franchise Owner; former CEO Toyota Saudi Arabia (3,000 staff) and Group Manager (7,000 staff) Lex Group UK

“Before this coaching I wasn’t really leading in the way I knew things could be done. I was constantly trouble-shooting. Now I’m living a new life. It’s shocking me how well people respond to me. I’m hugely more effective, growing a much bigger international business and now I have received a prestigious award for setting an example of leadership excellence.”

**Angelyn Toth**

Canada’s Leading Distributor of cutting-edge natural wellness products

“In my career I’ve let my results speak for me. I have always brought projects in (even billion dollar ones) under budget and ahead of deadline, but this was no longer getting me the cooperation I wanted from my Board.

Since Instinx coaching, I’m naturally marketing our achievements more. I’m much more adventurous and spontaneous. Whenever I need something, I simply ring the Chairman up if necessary and get it. My career is on a whole new trajectory now.”

**R.S.** – Division Head & Senior Engineer of Multinational Mining Corporation

“Before this coaching, an unexpectedly high bill would send me into wallowing on the futility of trying to run a business. I let the pressure I felt make me cut all sorts of corners which got me into a lot of trouble.

... / continued

... Thanks to Instinx, now nothing phases me—it is what it is—and I do mean nothing. After being jailed for tax evasion (I was coached during visiting hours), I paid back every cent and opened new restaurants afterwards, which are now some of the most successful in the country. No brooding for me anymore; I'm less serious, happier and healthier. I play it straight (no more shortcuts!) and nothing gets in the way of upholding my own integrity and wellbeing."

**N.C.** – Owner of National Restaurant Chain

"I used to be too caught up in my business, not getting above it like I needed to. I was procrastinating, constantly stressed, poorly organised, utilised time badly, didn't communicate & delegate properly and avoided dealing with problem staff. Since Instinx, I'm definitely operating from a different place. I've moved the worst troublemakers on and quarantined those I can't get rid of. I don't dwell on things, so stress is down and implementation is higher (delegation still needs work). I read people better and so I'm communicating more effectively."

**M.C.** – CEO of National Recruitment Network

Please note: these testimonials, all submitted a year or more *after* coaching was concluded, describe lasting real-world performance change. We challenge you to find their equal from any other training course anywhere in the world.

### Some of the things that permanent attitude change improves:

- ✓ job performance
- ✓ career progress
- ✓ learning outcomes
- ✓ exam results
- ✓ sporting performance
- ✓ teamwork
- ✓ leadership
- ✓ handling difficult people
- ✓ stage presence (all media)
- ✓ creativity/innovation
- ✓ concentration/willpower
- ✓ assertiveness/application
- ✓ negotiation/selling
- ✓ communication/service
- ✓ cooperation/interaction
- ✓ facilitation/efficiency
- ✓ personal fitness
- ✓ resilience (mental & physical recovery time)
- ✓ social competence
- ✓ time management
- ✓ accumulating wealth
- ✓ conflict resolution
- ✓ parenting
- ✓ family harmony
- ✓ relationships
- ✓ intimacy
- ✓ dependencies
- ✓ stress reduction
- ✓ self-control
- ✓ machine handling
- ✓ animal handling



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