



Creating + Positive + Change



A Must-Have Book on
Corporate & Personal Mindset



Thinking positively in all situations. Being grateful for every little thing. Letting go of the fear of the future. Living fully in each moment.

What are the things you think can help you live a fulfilled life?

Well, all of these and other recommendations in self-help books can help. But merely reading them certainly does not work, neither does the willpower to act work too. You have to change your environment if you want to change your mindset and ultimately change your life. I know this from not only my work, but my personal experiences, and I'm going to show you how.



My Journey

At the very tender age of 8, I picked up a rugby ball for the first time competitively. By the age of 12, I had played rugby, football, cricket and

golf for my county, and I was given the tag of being a 'natural.' But ironically, at age 20, I played none of these sports. I quit collegiate level rugby and prioritized the college party scene, and long summer holidays spent traveling and partying some more.

That was until I heard that story that changed my life forever. I was 26 years old, unemployed, broke, and living above a Pizza shop with my then girlfriend when I first heard the **Story of the Gods.**

That story inspired me to make a positive change in my life, and you will find out why after you read the story.



The Story of the Gods

Many, many, many, many, many years ago, there was a meeting of the gods. Not just any gods, but the oldest and wisest gods to ever grace the universe.

The reason for the meet was clear; the gods believed that humans were becoming too powerful than the gods themselves.

The gods feared that humans were close to finding the 'secret to life,' close to discovering the most empowering thing a human can own. Something that only the gods currently knew; the reason that the gods were so powerful, so fulfilled and had limitless potential.

One god spoke and said, 'we should hide the secret to life at the top of the tallest mountain, a human will never reach these

summits, and the secret to life will be safe there.'

Then another god spoke and said, 'No! Someday humans will conquer the mountains. We must instead hide the secret to life at the bottom of the deepest, darkest ocean.'

Another god interjected and said, "No! Someday humans will build machines that can reach these parts of the ocean. We need to do more!

Then, very calmly, softly and very soothingly, the oldest and wisest god of all spoke up and said, 'I know where we will hide the secret to life. We will hide it inside the humans. They will never think to look there!'

Listen to me

talk more about the story of the gods
on the **'Beyond The Mind' podcast**

watch some videos

on how the story of the gods applies to our lives
on the **'Beyond The Mind' YouTube channel.**

BOOK YOUR FREE 30-MINUTE POWER CALL

with me to find out how the story
can change your life too!





You Have Everything You Already Need

The day I heard the story of the gods was the day that I took control of my life. What the story of the gods teaches is that everything you need to live a fulfilled life is already in you. You only need to change your environment to create a shift in your mindset and, ultimately, positive change in your life.

I want to help you change your environment, change your mindset, change your life. I want you, like many athletes I have helped, to move from frustration to fulfillment. You have all you need to succeed; small changes to your environment will be the key to unlocking all the secrets that lie inside you.

This is why I've written the Creating Positive Change book to engage you in practical tasks, games, and challenges that will cause changes in your environment and help you move from frustration to fulfillment. When you read this book, your only limit would be your commitment to carrying out the practical frameworks outlined in it.

Continue reading to learn more about this powerful book, or go here to check out the full book now!



The Power of Changing Your Environment

The self-help industry has blown up over the last 20 years. There are a ton of self-help books on mindset, positive psychology, and so on. Unfortunately, many of these books only sell the theory of positive change and not the practical application. So many people read and gain the knowledge in these books; they understand what they need to do and why, but do not know how to apply it to their life.

Thus, the knowledge gained from these self-help books are just words that do not lead to a behavior change. It means that simply having the willpower to turn your life around does not work. You have to know how to make practical changes to your environment that can truly change your life and move you from frustration to fulfillment.

Over the last decade, I have taken the positive change theory and created challenges or environmental constraints that, when adhered to, lead to behavioral change. This change then leads to a change in the brain structure and causes a shift in mindset that will help you move from frustration to fulfillment. All of the ways to do this practically, I have shared in the *Creating Positive Change* book.

I used the experience I gained creating highly-demanding training environments for elite athletes – some of the best in the world, and adapted my performance coaching philosophy to help more people



practically apply (not just think about) habits of excellence in their lives. It's understandable that this may sound like one of those motivational and self-help gimmicks. After all, so many coaches promise and fail to help people to live a fulfilled life. So, I reached out to four individuals who I've shared my principles with and have practiced it, and here's what they had to say:

“Iain’s approach to high-performance coaching is innovative and something I wish I had been exposed to as a young athlete. This book will revolutionize the practical application of performance coaching.” – **Yael Averbuch, 26 caps for USA Soccer**

“When Iain speaks on stage, people listen. His delivery is engaging; the way he breaks down complex topics to their simplest form is excellent and his innovative approach that makes his content very practical leads to lasting positive change.” – **M.D. Scothorn, Vice President, Bank of Mellon NY**

“Iain’s passion for high performance is infectious and he is very knowledgeable on the subjects that he speaks on. This is why we invited him to appear on NBC’s golf channel and give our viewers an insight into his excellent work” – **Martin Hall, host of Golf Channels ‘School of Golf’.**

“Iain’s knowledge on the science of learning and human performance is changing the way golf is practiced. The environments he teaches coaches to create and players to immerse themselves in lead to the development of high-performance habits and positive changes in mindset” – **Simon Dyson, 6-time winner on the European Tour**

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the **‘Beyond The Mind’ YouTube channel.**

Visit my website at

<http://iainhighfield.com/HOME/>

With the Creating Positive Change book, I'm not aiming for your link clicks, likes, or testimonials. My goal is for you to change your mindset. I want you to practically apply what many are saying but few are actually doing because they do not understand how.

How to practically apply positive change into their environment, so it changes your mindset and ultimately your life.

Here's a Practical Excerpt from the Book



“You want to put your phone down. You want to have a better relationship with the ones you love. You want to be present, but you just can’t stay away from the connected world. Scrolling endlessly on your phone is a mindless addiction that is costing you valuable, love, connection and happiness.

You want to change this but you can’t. This is because, in this instance, your brain is running you; you are not running your brain. It is so tough to win this battle that you must change your environment if you want to break this undesired habit and replace it with control of your mind and connection with those important to you.

STEP 1 Think about the set up in your house. Do you walk in the door, hang up your coat, and hang your keys at a specific place? What is that first action you take when you walk in the door? Likely that this action is automated and takes very little, if any, thought. Once you are aware of these habits, move to step 2.

STEP 2 Purchase a box that is big enough for all the phones in the household to fit into. Make sure this purchase is an investment that you both like the look of and costs an amount that will lead to you having some 'skin in the game,' i.e., keep you committed.

STEP 3 Place this box somewhere that is on the track of your routine that you visualized in step 1. You can place the box on the entry to the house or above the TV. Just ensure it is placed in a strategic position.

STEP 4 Meet with your family, your partner, and decide the rules and the consequences for when you will place your phones in the box. Will you do it when you walk into the house? It has to stay in there for 60 minutes minimum, and if you get it out before there is a \$100 fine? Will whoever accumulates the most phone-in-the-box minutes per week win a prize from the others?

However you choose to do this, what you need to know is that this change to the environment is more likely to work than relying on willpower. You see, willpower fails because when we pick our phone and endlessly scroll, shop or watch the Kardashians live out the modern daydream, we don't know we are doing it. It's automatic, and if we want to stop this action, we must first change our environment, to change our behavior, to change our mind, to finally become happier."



[Grab your copy of the Creating Positive Change](#)

**book now to read more practical
principles** that you can implement to
change your environment and **create some
positive change in your world.**

You can also

[Listen to my podcast](#)
for more insights on how to change
your environment to transform your life.



Take Action Now!

Twelve years on, after losing my job and hearing the story of the gods, I've helped numerous people, including some of the world's best junior, collegiate and professional athletes, make positive changes in their lives.

But I want more; I want my work to go BEYOND the sports industry. I now want to transcend the world of sport and teach you, using the data bank of knowledge that I have accumulated over the last decade, how to make positive changes to your life.

The simple frameworks that I have developed have helped golfers play for millions of dollars, climb world rankings, compete and secure their dream scholarships to compete at the college level. And, it can help you too take control of your environment, your mindset and ultimately change your life.

Are you ready to start taking action
that will change your environment
and transform your life?

Here are the things you have to do now!

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