

# High quality intentions bring



# S U C C E S S F U L outcomes

Are you familiar with phrases like ‘you are what you think’ and ‘what you think about, you become’? Both are true, however, one thing these phrases do not focus on is the intention you set before you actually start thinking. CHRISTINE MCKEE shares how clear intentions lead to brilliant success.

**Based on the intention you set for outcomes you desire in your life – whether in business, family, friendships or community activity – your beliefs, thoughts, feelings, words and actions will automatically align.**

If you set high quality intentions you will create and influence high quality outcomes through your beliefs, thoughts, feelings, words and actions. Conversely, if you do not set high quality intentions you will create outcomes that match.

The simple and easy-to-apply tool to enable you to set awesome intentions for any and all areas of your life is the five-stage Intention Model.

## SET YOUR INTENTION

Choose to pause and think through potential consequences of actions and reactions before responding to a situation. This will ensure you make choices likely to result in the highest good for all involved. To stimulate fabulous intentions, ask great questions to kick-start your brain into action. For example:

- What is the best possible outcome for all in this situation?
- What are five actions I can take today to showcase my business?
- What other people and resources can I draw on to assist in this situation?
- What can I learn from my past actions that will lead to a more successful outcome today?

## IDENTIFY YOUR BELIEF

Once you have set an intention, your belief about whether or not you can achieve what you intend will kick in. The wonderful news here is your belief just needs to be aligned with the possibility of success in whatever you are intending; you do not have to 100 per cent believe it! The possibility is enough to get your brain taking action in the direction of the intention.

## THINKING/FEELING

Thinking with purpose is the highest form of creativity, as thoughts manifest into action or inaction. Always focus your thoughts on the opportunity that sits before you and on the best outcome for all people involved. This leads to positive feelings that motivate action.

## BEHAVIOUR/ACTION

Now you will find yourself speaking and acting based on your intentions, thoughts and feelings. In this stage, put your attention on the doing of the action rather than on the potential outcome. Your results will automatically reflect your actions.

## OBSERVE THE OUTCOMES/ CONSEQUENCES

The outcomes and consequences you experience will reinforce your initial intention. Your results will be a direct reflection of how you choose to think and act in every moment. If you love the results you are experiencing, keep

up with the intentions you are setting. If you are not thrilled, simply take a moment to pause and set a brilliant new intention.

Let’s work through the five steps using a business example.

### 1. Set your intention

To build strong, respectful, supportive relationships with other business women where you assist each other to grow and prosper in business. Useful questions to consider include:

- What is my target audience?
- What are five opportunities I can create to meet these women?
- How can I be of support to them?

### 2. Identify your belief

I am capable of starting conversation and initiating relationships and connections.

### 3. Thinking/feeling

You may think, “What can I offer in terms of support to these woman in business that will be of value to them?” which leaves you feeling focused and positive.

### 4. Behaviour/action

You start researching who the business women are that you can best align with for a win-win outcome; you make a connection whether on the phone, through sharing information via social media, create an event that you invite them to or attend a relevant networking function.

### 5. Observe the outcomes/ consequences

You find that this leads to the outcome of forming respectful business relationships, where you support each other, and share information and resources.

If you use these strategies and follow the five steps to set several clear intentions for your business you will realise how easy it is to create what you want! ■



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