

# ***The Early Years: My Disappointment With Conventional Training***

## **DIALOGUE WITH STUART GOODSHIP (Part 1) (WITH ROB RAVE)**

- R: I just want to ask you a few questions about your successful coaching business and see what makes you unique and achieve where I know so many others fail. But first of all, before we get started, I'd like to know how you personally got started in the area of achievement coaching?
- S: It goes back to the mid 80's when I first became a salesman. Virtually on the first day of joining my new company up in Leicestershire I found myself sitting in front of some video training. To put it quite bluntly, this training blew me away. It taught some very simple principles, things like the power of choice, the principle of goal setting and negative and positive thinking. At age 25 these were astounding to me because of where I found myself in my life. At 25 after experiencing a really bad emotional year, this training was like a breath of fresh air to me. I don't know if you remember the old Maxell cassette tape advert on TV, do you remember that chap sitting there and the French doors blow open and this chap's hair is blown back with some force? Well that is the feeling I felt just from the video training. Really amazing. I am still friendly with that sales manager to this day and he still laughs about the effect that video course had on me. I was the only sales person ever to ask to borrow the video training course and guess what? They wouldn't let me borrow it. My manager, Brian Smith, said, "what do you want to borrow that for?" Obviously to play at home so that I could go over it and absorb the ideas but he'd trained dozens of sales people and nobody had ever asked to borrow the training course before, so therefore I was not allowed to borrow it.
- R: Why do you think that is?
- S: It seemed to be so unusual for anyone to want to watch video training courses in your own time and in your own home.
- R: So exposing yourself to new ideas voluntarily?
- S: Yes. Going back a couple of decades it was even worse than it is now, this philosophy of you've got to have training imposed upon you by the Company and the Company have got to pay for it and you've got to do it in Company's time. Straightaway my gut instinct was that this material is powerful, this information made sense to me after the terrible year I'd gone through and to never have really thought about how my own thinking created my reality was just astounding to me.
- R: I remember you saying a long time ago about your Mother being an influence because she had books on personal development.
- S: Yes that was perhaps the second thing that kicked me off. The first catalyst if you like was this video training in Leicester, which was carried out over six week's. It created literal changes in my thinking and mind-set. Upon my return back home, I was at home with my wife and my Mum dropped in to see how I was, particularly after the bad year I'd had. She came round to see how I was doing in my new job. I said "Mum, wait until I tell you about this new job, it's really brilliant. I'm on this training course and they're teaching us about personal development and this psychological stuff". My Mum

smiled and said I've got many books on that, I've been into that for years. I said "pardon, what do you mean you've been into it for years?" She said I've studied that, I've got books and tapes on it. She said I must lend you some books.

The next day she was passing and she dropped in on purpose to deliver some of her books and these included the work of John Bennet, Ken Wilbur, and Carl Jung. (Many other truly great books were to surface from her library over the years.) The irony of this is that these books had obviously been in my home for all those years. Although I'd left home when I was 17, eight years prior, those books were in my home from when I was a small boy, but I'd never even noticed them! Isn't that amazing, it's like the old proverb, "When the student is ready, the teacher will appear". Obviously, I was never even aware of those books in my home because I wasn't ready at the time. I begun reading great books by these and many other people I was discover with a vengeance. I've never looked back since. The other irony was that I'd never read a whole book up until age 25. I had gone all through all my schooling and eight years of college while I studied for a career in Engineering, and I had never ever read. I was one of those students who just scraped by and just glanced at the pages and yet there I was reading this development and science material and completed the first book within a few days. I couldn't put this kind of stuff down.

R: So when you were aged 25 and reading these books, did you ever think that you'd ever get into imparting that knowledge to empower other people, the way you were empowered by the videos and the books?

S: Yes, well I'll tell you the sort of things I said at that time. When I watched the video-training course, and I can't remember if I ever stated this to Brian, my old sales manager, but inside I can remember saying inside my head, "I would like to do this myself". The impact that this knowledge had on me, I said to myself that I would like to help other people with this type of material. It made such a shift in my thinking I would like to get this knowledge out to other people, this needs to get out to the world because it was so powerful. The week after I started reading the first book, I actually said to my wife that one day, I am going to write a book like this because once again, they impacted me to such an extent. So yes Rob, it started virtually that day I first got into personal development. The seed was sown if you like.

R: How did your career develop from there?

S: The first year as a salesman I was a very mediocre salesman. I came from a manufacturing and engineering background and although the training had a marked effect, I was selling completely wrong. I was selling as an engineer. I was selling as a 'techee.' I was going into Companies selling computerised machine tools and to be quite honest unless the Company was desperate to buy I was useless. I never sold much in my first year because everything that I talked about was very technical, very engineering related. I got on great with engineers; people of like minds, but not company owners and MD's. However what started to happen because of my thirst for personal development, I started to go out purchasing books, I scanned all the book shops literally from that first day I started to read those few books and I used to go into bookshops looking for any kind of development books, looking for books on psychology, science, personal development, business, communications, anything that looked interesting and challenging to me. I can remember once being out with a colleague of mine from one of the Companies and we were out around lunchtime. I said I must pop into WH Smiths to have a look at the books. This colleague turned round to me and said, "I was with you last week and you bought a book, what do you want another one for?"

R: So you seem to have had a commitment to growth, like a quest?

S: Definitely, I often use that word quest myself. I said to my colleague "look, you remember that book I bought three weeks ago? Well, I got one idea from that which I believe helped me to close that sale a month ago and that was worth, £500 commission. Surely it is worth £5 to get that sort of return if you believe it's going to help you". (Yes, new books cost around £5.00 in those days!) My associate just couldn't understand it and I don't think can to this day! So what happened in a very short period of time was that my results started to improve as a result of absorbing new insights.

Another thing that happened was I started going on training courses and on one of these training courses, they were selling a set of audiotapes. I thought that they would be interesting. I paid for them out of my own pocket; I believe they were a set of four tapes for about £25/£30 twenty years ago. I started playing those in the car and of course, what happened, I started to absorb the material and within a very short period of time, say four or five listenings that material *became me*. I actually could relate to it. Not only did it make some changes in my thinking, but I also developed more confidence and belief. So I was able to start improving my actual sales skills and of course, started to see my sales results climb. After benefiting from this tape set I began to search for other tapes. My thinking was; "What if I could find some of the greatest minds that are on the planet on tape. I could then begin to learn from them. Why do most humans once they reach adulthood only learn, (if they learn at all), from experience. Why reinvent the wheel?" I thought. There are people on the planet that are already doing what I need to be doing, thinking the way I need to be thinking in order for me to be my best. So begun my search for audio programmes. Oh I can remember the disappointment now. Do you think I could find any other audio programmes in the middle eighties here in the UK Rob?

R: What happened?

S: Well I telephoned for days. I'm not joking. I tried; I believe just about every training company in the UK with no joy. Some of them said they had programmes that accompanied their training courses, but they were not available without taking the training. Until I reached a company known as Wilson Learning in Beaconsfield. They told me that they had a tape known as The One-Minute Salesperson by Larry Wilson and that it contained a free bonus tape titled The ABC's of Personal Power. Wow I thought at last. I was shocked at the price, but I had to have it.

R: How much was it?

S: It was about fifty pound, obviously it was geared for corporations, not individuals, because fifty pound for an audio tape in the mid eighties was quite a lot of money then, but it turned out to be one of the best fifty pounds I had ever spent. Not only was One Minute Salesman a great little tape, but also the bonus tape for me was literally transformational. It ended up being my next catalyst if you like after the books and the initial video programme. I still play that tape even today. To this day still receive great material from Larry who has become a friend. His newest programme fits in with my philosophy wonderfully, it's called 'The Great Game Of Life', and like my philosophy it utilises the 'Power of Process'. It's an Internet e-learning coaching system that is delivered over several months. Very powerful.

R: So you were starting to see some tangible results from this material you were taking on board?

S: That's right. If you like, I started to link the two together. Development of my mind and skills was linked with my results, and still is to this day.

R: You could see that you were getting something back from what you were putting into your mind?

- S: Exactly. It was almost as if every book increased my earnings. The more I listened to the tapes, the more books I studied the more I earned. I started scouring the bookshops, but years ago in Britain it was a job to find a sales book or a personal development book on the shelves, (Not as bad as the audio programmes though), but if ever there was ever one book on the shelf, I made sure I bought it. I can't live by that philosophy any more because there are so many books in the shops. But in those days, any book I believed was written by someone I perceived to be a 'Master' in there field, I would pick it up. In my mind it was associated with, another book, greater results. Another tape, greater improvement. Another book, greater earnings and the two were inseparable. My results soon became very respectable. Rob I remember hearing a quote by Ben Franklin who said, "Empty the coins from your wallet into your mind, and your mind will fill your wallet." I now knew that to be true.
- R: So you now have got this foundation of knowledge that you were starting to build on and you're developing that on from there. So what happened in your career? What led you through the changes that were getting you now thinking towards serving others in a positive respect?
- S: I left the first Company I was working for with respectable results and went straight into the computer industry selling CAD/CAM systems to large industrial companies. The interesting point, Rob, is that when I joined the Company I believe one of the reasons I was offered the position was that at the interview I pushed them to put me on training. Although they were taking on an experienced, successful salesman, I turned the interview around if you like and said, "Right, what sales training are you going to put me on". They were a bit surprised and said "you're a successful salesman, what do we need to train you for?" I said "Yes, I'm a successful salesman, do you know why I am? It's because I develop myself and I know there is even more room for improvement, in fact it should never stop".
- R: Once a boxer becomes extremely good, he doesn't stop training.
- S: Yes, exactly. So what started to happen in this company was that they had a small sales force and some of the sales people started to treat me as their manager, although I never had the title of sales manager. What I mean by that is that they would 'phone me up in the evening because I was getting good results and I would go in and do presentations to directors and managers and I was always confident on my feet. Once again, why, because of the development I was giving myself. So colleagues used to 'phone me up for advice.
- R: So would you coach them over the 'phone?
- S: Yes. I started to coach, although I didn't call it coaching in those days. I thought, hold on, I'm starting to inspire these people and I started to come to the realisation that perhaps I've got so much material that is unique to me. And the advantage that I had over so-called trainers was that it wasn't just intellectual knowledge; theory. I also had the background of experience and practicality. So I was not only learning the information but also using it and of course, making it work. I started to realise that I'd got a valuable, marketable skill here, I should get into training. There used to be a magazine in 86/87 called "Sales Direction" which was sent to all sales manager and sales directors. (The magazine is still going.) In 1987 Sales Direction were having an exhibition up at the NEC. I decided that I would go up on one of the days of the exhibition with the intent of becoming a trainer. I saw on the list of attendees that there was about four or five training companies at this exhibition. I put on my best suit, my best shirt and tie, went up to Birmingham, I went round all the training companies and left with a position. I actually left that exhibition with a position for a company called 'Advanced Training'. So I went with my objective and left having achieved it. Within a couple of months of

working with Advance Training in Basingstoke, and bear in mind I had only the experience of presentations to groups of 2 - 3 people, i.e. sales managers in Companies, I was speaking to groups in London hotels of over 100 people and around the country to groups of 20 to 30.

R: Weren't these training courses you were teaching all scripted courses?

S: Yes they were.

R: That was taken from a script and you weren't allowed to deviate with your own thoughts, ideas, etc. You had to learn it verbatim. How did you feel about doing that?

S: Well, within a short period of time I realised how narrow the material was. My own research and experience told me that this was not *cutting edge*. What I mean by that is that the books, tapes and courses I was going on back in 87/88 were sophisticated types of psychology, neuro sciences, and behavioural sciences. An yet, here I was working for a Company giving out material which we had to learn verbatim, which, I believed, was mostly 50 years out of date! There's a book from the 1920's called *The Psychology of Selling*, which contained a lot of the stuff we were presenting. Not to say that it was all wrong, just not the best available.

R: So you couldn't really believe in them in your heart.

S: No. So what I did was I thought I am getting great experience here speaking to large audiences, great experience as a trainer but I decided, in my mind that I'm not going to stay here for a very long period of time. I worked for Advanced Training for eleven months before finding another Company that I thought would be better. They were a Company called 'Integrated Training'. They were very different, most of their training was in-company work and most of their training was to the manufacturing industry and I had that sort of background myself. I was very lucky because they had a genius working for their Company. His name was John E. Davis, who is a great behavioural scientist. What I was able to do there was a totally different sort of training and pick up a large volume of some of the most highly sophisticated behavioural science skills. Also for many months I used to spend about one day per month with John at his home in Winchester. I thought I was just becoming familiar with the material, but I now look back upon that time as receiving coaching. I used to leave John's home 'buzzing.' I would drive home back to Kent, and felt as if my minds neurological pathways were firing off all over the place! I can remember John saying to me that it was so important to be receiving development material like this at the age I was (28/29). He said that, "if a mind is not exposed to the material that exists in the Human Potential movement by about 30, it becomes harder and harder as each year goes by. It becomes difficult to integrate new information because the mind hasn't been kept fit and the mind becomes set in its ways." That's where the familiar term 'Mind-Set' used in psychology and management comes from.

R: So they were teaching you things like personality and mind-styles.

S: That's right. John had a whole series of profiles that Integrated Training sold and marketed. What made John's system unique was that it was based upon the Triune Brain Research.

R: You gained a lot of experience through Integrated Training because of the understanding of the mind styles and that they had something unique to offer. Could you put your own points of view within the seminars you were giving?

S: I certainly could and another thing I did during my time from Advanced Training and Integrated. I stumbled across a whole range of other fields such as the greats in psychology such as Jung and his

many proteges. I discovered many great British Psychologists and thinkers that I still explore until this day. The studying of these great Masters, as I call them eventually led me to my concept of The Quintessential Self which has proven to be so empowering for so many.

R: Who were this British Thinkers?

S: There's a whole host of them that many British development people have never heard of. Yet in the USA most of these people have been quite influential. There's Jung's student Maurice Nicoll, Alan Watts, John Bennet, Lancelot Law Whyte. Let me now mention some that are well and truly alive. Peter Russell, David Whyte, there's .....

R: OK, OK, I think I get the point.

S: It's not that all the great thinkers are British Rob, far from it. I just like to get upon my soap box about how most people think what I do is American, because it is not. What I do is perennial and could be called the Perennial Philosophy if you like. ....And Rob, this is important, what I am going into here, so please don't stop me!

You see, these first great minds that I started to investigate led me on a very interesting, and dare I say it synchronistic journey. Unless, you went somewhere like Foyle's bookshop in London, you couldn't get many of these people's books, so I had soon exhausted my research supply of reading material. But I was still hungry for more. What happened next is important because the material I began to uncover was of inventors, great scientists, and great business people. I began to read biographies and autobiographies of what some would call geniuses.

R: Ah, who were these people Stuart?

S: Many of them were household names and many were a bit more obscure. I started to read the work of Einstein, for example. Henry Ford was another. Andrew Carnegie. Walt Disney was a very interesting one, particularly because I was to meet one of Walt's colleagues some years later (Mike Vance), who was to substantiate a lot of what I was discovering about him. Because of my Dad's love of classical music I was able to read about some of the great classical composers like Beethoven. People like Einstein led me to other scientists that I hadn't heard of then and eventually the path led me to the guy who I suppose is most responsible for the Thought Virus philosophy; Theoretical Physicist David Bohm. This is just a few of the people Rob, there are literally thousands of them now.

R: There's some serious work there isn't there? And you seem to draw from more people than anyone I know in this business.

S: This is what has made the Thought Virus work so integral. Most bodies of work are fragmented because they draw from a specialisation that is too narrow. Specialisation definitely has its place and is a necessity for so much of research, but it has to be synthesised back into the whole, otherwise without a connection to everything else, the work is doomed to create problems because it is an incomplete philosophy.

R: What did all these Great Minds do for you?

S: The most important thing they have all done for me is to create what I can only refer to as an Integral Self, which to use one of my brand names in the Quintessential Self. That's the major achievement, finding a real me! Gradually, even though I didn't grasp everything these wise ones said, particularly

all the science. I began to piece together commonalities between them. All of them were Integral Thinkers. A term I learnt from Ken Wilber and Jean Gebser who talked about Integral Consciousness many years ago. It's important I think to state, that I do not agree with all the people I have researched. Also, many of the minds contradict one another, which I wish more people would expose themselves to, instead of the polarised positions that are normally taken in our culture.

All the people I checked out, they seemed to overcome the constraints of their culture to create something unique. They were Creators Rob and they accessed some kind of 'insight' that was original and authentic. Through the inspiration that their insight gave them, they were able to overcome the cultural and personal constraints of their day to create a masterpiece or a breakthrough.

R: I see, what happened at those training companies and to you?

S: While at both Companies I had started studying further into the various sciences and psychologies. I went on training courses all over the world. At that time (1990), although I was having lots of experience at Integrated Training, they had their own marketing problems. Although they had material that was second to none, they couldn't market the material. They had a marketing fault within the Company. They didn't have a niche market, they weren't channelling their energies, and they were trying to be all things to all people. Although they were in industry, they were trying to cater to all industries. I was beginning to think that I've got all this knowledge, information and experience and I could really do this myself better and in my own style. At the same time, I got friendly with a dynamic, awake woman in London who had a training background. Her name was Janice Stanford. We talked together, we met at a seminar in London and before we knew it we decide to set up a company together. So we set up The Academy of Dynamic Development which was the start of my organisation today which evolved into Accelerated Dynamic Development (ADD) and now Thought Viruses. My approach has always been and will always be, to tackle with what is missing with virtually all training, the 'Missing Element'.

R: Now you have some of these insights and criticisms highlighted in a Director's Report, a White Paper called 'Breaking The Sales Barrier' don't you?

S: Yes, I go into what's wrong with today's 'normal' training in this report and I indicate what is wrong with some aspects of a methodology know as NLP.

C: Ah, now you were trained in Neuro Linguistic Programming in the 80's weren't you? That's how we met at an NLP Conference in London all those years ago wasn't it?

R: Yes, I found some of NLP to be very useful. They have some great information on rapport building and language patterns. The irony was that the Training companies I worked with back then thought all this stuff was weird. You see, conventional companies are usually behind the times. Today, many Training companies are trained in some kind of NLP, but rather than repeat myself hear, anyone interested in an insight to NLP should access my free 'Directors Report'. All I shall say here, is that it crucially important to know what to leave out from NLP, but many people, when they are first exposed to a technology such as NLP have no idea of the potential BS that is also incorporated into the so-called science.

C: Thank you Stuart let us have a break.

S: Thank you.

# ***Training Does Not Work When It Is Missing Personal Development***

## **DIALOGUE WITH STUART GOODSHIP (Part 2) (WITH ROB RAVE)**

R: Why did you choose to go into Achievement Coaching or what you call the Dialogue Process? Could you recap where we left off?

S: After my experience in training I began to see how dismal the results are of most training courses. Over a five year period of working as a trainer in several conventional training companies I would work with many individuals, whom I would meet again months or in many cases, years later. I would find time and time again, much to my horror, that the vast majority of these individuals were not using any, or very little of the training. Hence, I started to ask the questions such as, ‘what’s wrong with training?’ and, ‘why does training usually achieve abysmal results?’ The answers that I received from my own observation, my client’s feedback, and from the research all pointed to two major areas:

- 1) The possibilities of invoking permanent and lasting change from a one-off event are extremely small.
- 2) Unless delegates are given a mixture of skill development combined with emotional development, the knowledge and skills will not, and can not be utilised.  
E.g. we don’t have the belief, or the confidence, or the motivation to use the new information.

So to answer your question Rob, I’ve created a Dialogue Process to correct these issues, which even still today; most training companies still miss, despite the reality that stares them in the face. Training companies just will not discuss the ineffectiveness of their training. They just won’t!

R: I remember Erner Werhard of E.S.T. fame saying many years ago something like, ‘Knowledge, when it doesn’t become you is really the booby prize.’

S: Exactly, great quote thanks for reminding me of it. I knew how I had changed and developed over the years and it certainly was not from a one-off event. In fact the lecture room is usually one of the last places for change to occur. I had developed over time, through incremental growth, or accumulated development. Small and large changes, daily, weekly, monthly, where through spaced repetition, the ideas and skills actually became me, part of my being, part of my mind-set, and exposed, this is the most important aspect Rob, the Self that wasn’t defined by thought and things.

R: This spaced repetition idea, is this connected to what you call in your literature *The Power of Process*?

S: That is right, it’s one and the same thing. It’s really the same as the Japanese concept of Kaizen, which means continuous development and improvement. It’s like applying half a degree, or a quarter of a degree, or whatever, improvement every day, or week. If you keep on doing this, it soon builds up to monumental transformation. If you build a little on a little, and do this often, soon it becomes big.

R: So you would work with people for a period of time. How long would that be?

- S: How long do you want to keep improving your life? When do you believe you can no longer improve? When have you reached your development limit? How much fulfilment can you stand? Rob, I can work with clients who are *committed to being the best they can be*, for decades. How do I know? Because the majority of my clients are with me for years.
- R: Wow, how do find the room to take on new ones?
- S: Although I have a small nucleus of clients that have been with me for ten years, about 80% are with me for an average of three years, so there is always a turnover. Some clients come back after a one-two year gap for more coaching which is always nice.
- R: In addition to your coaching workshops, which I know you have hundreds of unique sessions, you also provide one-to-one coaching. In addition to that I have seen you speak at major conferences here in U.K. and overseas. Is it right to say that you are a motivational speaker?
- S: AHHGH! I'm not keen on being referred to as a motivational speaker Sometimes I'm introduced as Stuart Goodship - a motivational speaker. I stop that in its tracks (in the nicest possible sense). Sure, I would like to think that my presentations are very motivational but I go way beyond motivational speaking. My body of work makes just as many people angry as it does inspire, so that label cannot be correct. The truth is threatening to so many people Rob.
- R: Motivational speaking is becoming very popular in England at the moment.
- S: That's right, it certainly is. There are a lot of names growing in this country but what I do is coaching, sure, my presentations are motivational, but I can actually deliver the goods. I do invoke permanent change, not usually at the conference, but afterwards, if they take my services further. Motivational speeches have a habit of being very short-lived. A speaker goes in, the delegates listen to the speaker, there's lots of rah-rah approach, lots of motivational cliché' etc.
- R: A bit like watching a comedian on stage. The next day it's no longer as funny as the day before.
- S: Exactly. You might leave the conference room in a buzzed up, hyped, enthusiastic state, but you go back into your 'real world' and if you haven't been given strategies, tools, techniques, procedures, to change things in your world. What happens? You go back to normal, the way you've always done things, to the way you've always been.
- R: So how do you prevent that from happening to your coaching clients?
- S: What we do with people is to elicit their innate psychological health. I call this your Quintessential Self as you know Rob. And for most people, my Work, me, and the dialogue we have together triggers a very important element of the Work and that is the dialogue with yourself.
- R: I've seen in your presentations the idea of person's worldview, or paradigm, could you explain that term?
- S: Paradigm is the way a person perceives their world to be. The way they perceive people to be. The way they perceive business to be. What happens when you change someone's way of perceiving how business is, they are, the way the world is, it actually gives them a psychological boost. Everyone's gone through various paradigm shifts in their world. Everything is changing and when you experience that, you can totally change how you act in the world - how you get into action. To 'see' the world

from their essence, as opposed to perceiving from their normal fragmented conditioning and social roles which is made up from thought, from memories. This is one of the reasons why we get results where motivational trainers don't, we are making a shift in someone's concept of reality, aligning them with reality and not bound solely by thought.

R: So your workshops and coaching is different in the respect that you coach people to get results from what they are doing, you realign them to this different paradigm than the one they once had. Your information empowers them now by having a better map of reality?

S: It could be said that this new way of thinking is already there, it's just obscured by past thoughts. There is an old concept that if you do what you've always done, you get the same results. So many people want new results, so they just work harder. What they need to do is to change the strategies, their thought processes, their maps and begin the process of Integral Thinking. And this ability is within everyone, everyone has experienced at some time in their life an 'insight', you know Rob that kind of 'Eureka' phenomenon.

R: So those people who do not work on themselves could be said to be working in their business, but not on the business and that's where they fall down.

S: Exactly. You have to improve yourself first before you will ever improve the results out there. Work on yourself harder than you do on your business and your results will tend to improve; quite naturally you will rise to the top without struggle. This is the most effective way. Your life to a large degree does seem to be to some extent attracted to you based upon your *being*; your consciousness attracts your life. If you do not perceive accurately, you can't help but get into a mess is another way of saying it.

R: What makes you different? Why should I, if I have a need or perceived need of coaching, why should I come to you and not one of your competitors? What's different about you - what can you do for me that nobody else can do?

S: What a great question. What makes me unique? Well someone should come to me because, as I said earlier, I am not speaking from theory, I have been there. I get very passionate about the material and the information that I share. Why, because I have been through very tough times. How have I got out of those tough times? By living the very things I'm talking about now. This process works!

R: So you've sought out the information for yourself and you walk the talk?

S: Yes. It's the process that actually works. How do I know that? Because I've utilised it. I have actually applied it. Whenever I'm out working with groups or with individuals 99% of what I share with them I've used, lived and breathed. If I am sharing a concept that I haven't actually lived and breathed, I will tell them. It's a reality that I passionately believe in. Another reason why people should use me, is that I really care about the people I serve. Why, because once again, I have been in those places in life when you need help, whether it's overcoming a challenge in life, or wanting to achieve more.

R: And you wished you had somebody else that was like you perhaps?

S: Well in the mid eighties, if I'd had the information that I now have available, if I'd had Integral Thinkers who were then living beyond thought, I may have had a few years head start. But then, I wouldn't have such a solid, multi-dimensional body of work, would I? I would have been an Integral Thinker straight away; I would have been the Quintessential Self from 25 years old! As opposed to

building this philosophy up from a thousand or so great minds in a fragmented, piecemeal way. For example, if I could have met John E. Davies or Larry Wilson as soon as I had begun my research, I would have had an earlier advantage that is all. You see Rob, I read all about the great truths of Science and Psychology, but it so essential to have a real, live mentor who can get you beyond mere theoretical knowledge. Pure head knowledge is one of the traps as we have already said.

R: Didn't you have your Mum as one of these Integral Thinkers as you call them?

S: My Mum passed away just a couple of years after my discovery of all this.

R: So you deal with a large number of entrepreneurial type individuals, Managing Directors and Sales People. What is it do you think that you bring to them by your individuality?

S: I believe it is my approach. Remember my background in training. I believe that you can't impose change upon people. What I believe in this world that we live in is that, we've got training and education back to front. I've gone back to the root word of education and the root word of education comes from the Greek word 'educare,' which means to *draw forth from the individual*. Now the early training I was giving to Companies and organisations is what I now call a 'data dump'. Sometimes we need data dumps because in some contexts it is appropriate to acquire new information and not need to act on it, so I'm not knocking it entirely. But in the areas I'm talking about, in terms of personal development, of building people's belief, self-esteem, and self-concept of themselves. It's no good just telling them they are unique, that they have this potential in side them, it has to be drawn forth. One of the presuppositions that I work with and is one of the foundations of the work that I do is the belief that everyone has the resources within themselves to accomplish whatever they want. It's already there in the merchandise, but in a latent state. It just gets hidden in the dross of life, and has to be nurtured.

R: So you would be like an equivalent of a Socrates?

S: That's right. As you are probably aware Rob, there is a method called the Socratic method of learning and it was not telling people what to do.

R: No, in the early days Socrates used to tell them, and then he decided to change it around and ask his audience.

S: And how did he do that? He did it through dialogue and great questions.

R: And he got much more of an education himself as a result of that. So as you now go on and know that your uniqueness now comes from the fact that not only do you impart good information, but you understand and learn from the people you work with, what they do and how they do it.

S: Exactly, and do you know what else happens when you're using this method of dialogue and the drawing out from people? Not only do they benefit greatly because you do not have the resistance because it's their ideas. Sure I'm sharing models and concepts and giving them paradigm shifts but I'm drawing forth the information from them so not only is there no resistance, but I learn from every client I work with and I am able to share that. Because I'm not doing all the talking and lecturing to them, I am on this continuous growth path myself, where I am escalating and growing all the time. I know you are aware of this Rob, but we have been using this dialogue process throughout our meetings together and look what's come out from both of us at times.

- R: Yes, I see the benefit so clearly. Sometimes it's amazing what comes up.....So you could take on a new client, empower them and shorten the learning curve for them to go out and produce results and become fulfilled? Why doesn't every one take on a coach like you?
- S: Change should equal improvement, but for most people, change equals threat. All we have to do is turn that around. The paradigm shift is that change equals improvement, equals opportunities, provided people are growing inside. But most people avoid generative change, because it's threatening to them.
- R: So you lower the perceived threat?
- S: We actually diminish the fear and threat because we get people to embrace change. In this world of dramatic change, if people do not grasp embracing change, guess what will happen to them? Eventually those individuals will become obsolete. We know this happens with technology. The day you buy your computer it's obsolete. People don't recognise that it happens with people. Can't we look around our culture and see whole industries that have become obsolete? Do you know engineers whose trade no longer exists? Do you know miners that no longer have mines to go down? Of course, if they don't see change equals improvement, equals opportunity, if they see it as a threat, what happens? They are dying. They start to diminish.
- R: That is why people can't get jobs in the world they want because they are not developing themselves to see opportunities where there were none before. So your style of coaching helps them to do that.
- S: It helps people to grow and expand and embrace change without any threat. Does that mean is in not challenging? Of course not. But we need to experience the paradigm shift of being a bit uncomfortable. Just stretching a little bit at a time out of their comfort zone.
- R: Just a little scary for a while.
- S: Yes, not massively scary. We not asking for them to jump off a 50' telegraph pole or walk on burning coals, although these things work as well. They need to take the paradigm shift of embracing change. We've learned the most when we've been stretching. The things we learned as children, learning to walk. Did you hurt yourself? You bet you did! Did you fall over; did you graze your knees? But you never adopted the principle; 'I'm never going to learn,' did you? Children know they are going to walk or ride that bicycle. Very often adults start to give up. They start to believe that at age 25, 30, 45 that they have arrived.
- R: Once their bodies have stopped growing, they don't realise that their minds must continue to grow.
- S: Exactly. On of the things that have come out of all the research into the mind studies, behavioural sciences, etc. is that the mind never needs to stop growing. It can continue to grow until the day we die. We can continue to grow and expand with our mind becoming richer. I believe that is part of the purpose of life, for your mind to continuously grow in consciousness. It could be said, if this is not too esoteric; it's all a matter of consciousness.
- R: You've shared with us some of your own personal values. Give us some more of your personal values and things that you hold dear.
- S: Obviously, one of my values is continuous growth that you have probably uncovered from the last five minutes of talking to me. Continuous growth is a way of making sure that you have always got

fulfilment or if you're in business - as most of my clients are – that you keep the competitive advantage. So that's one major value. Another major value, and it's linked in with the first, is that you always keep an open mind. By keeping an open mind you allow new information, new references, and new experiences to be taken on board. I have learnt that the most expensive thing we can own in this day and age is a closed mind. I always keep a 'Beginners Mind'.

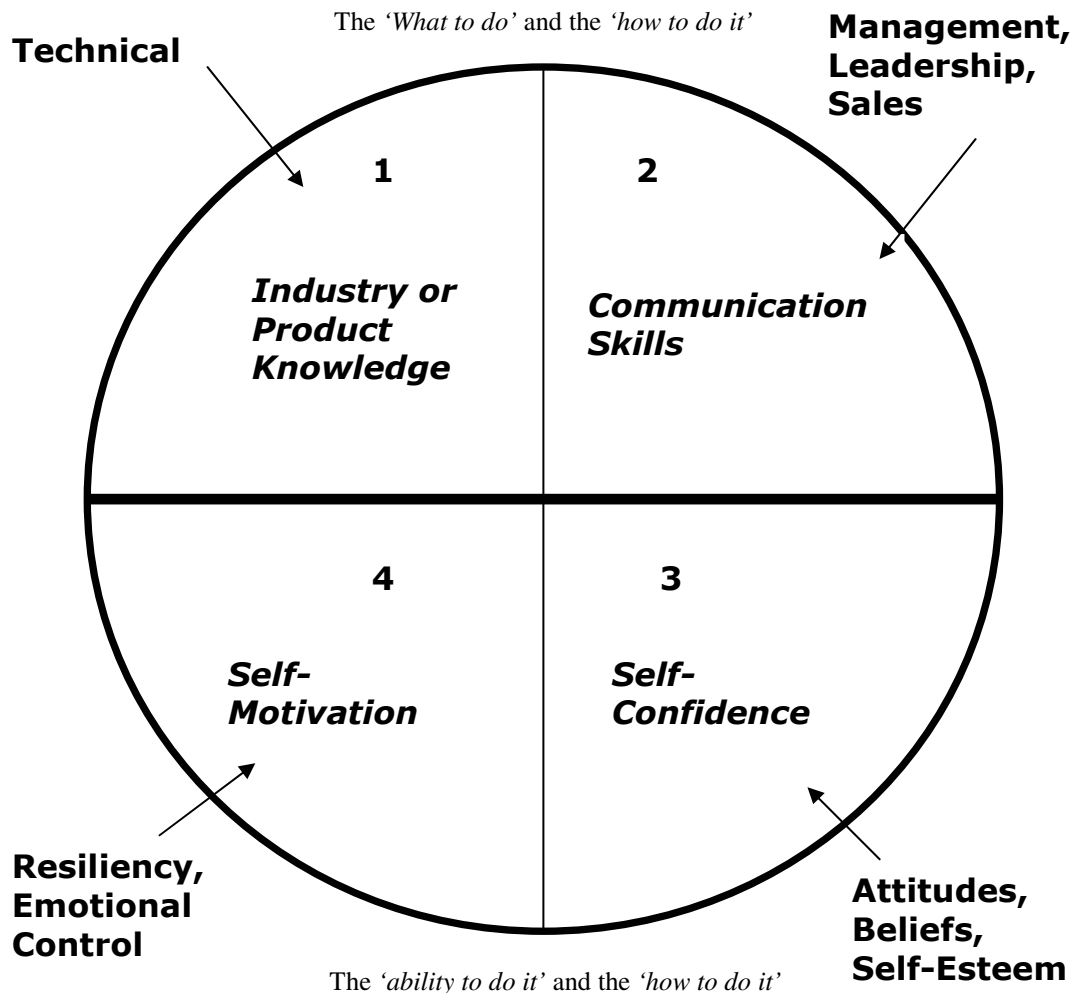
R: So you're not that naive to say that I've just gone this way so therefore this is the only way I can go?

S: No. What stops so many people rising to greater levels in business is 'expertitus'. They believe they've spent 5, 10, 15 years studying, or in a position, and they believe they are experts. As soon as you become an expert what do you do? You tend to shut out new information. You tend to adopt only one way of operating. Is there only one way of operating? No. how many ways are there in business and in life? How many paths up the mountain are there? Thousands! Imagine a map. You know where you are; your destination is at the top right hand corner. How many paths or roads are there across this map? Is there just one? So many managers, consultants, trainers - what they do is tell you, the way to do it. Remember what I said about people resisting change. If somebody tells you this is the way to do it - what do we do? We usually think I know better, and if we are forced to use their method, we usually don't make such a good job of it. What happens when you're inspired, you are empowered aren't you? You know what to achieve, but when you're left to your own devices, you can really learn and sometimes excel. You put your own personal fingerprints on it. You make the thing yours. It doesn't mean you won't make mistakes - that's another value - making it OK to make mistakes because that is how we learn. Remember trial and error. Some adults seem to forget the error part. The human mind doesn't like to make errors because it can be embarrassing. We go out and attempt something, if we get it wrong, we make a mistake, and so many people stop. So many people stop 6 inches from success because it gets too uncomfortable, too embarrassing, when they are just a tiny bit away from making it. What I would say to them - whatever is happening in life - it's not failure, it's feedback. Providing you have got the destination, every time it doesn't work is feedback. It's not failure; it's feedback in which you can change course in your direction.

Did you know if we were to fly from Heathrow to New York that the plane is off course for 99% of the time? So you know your destination but when we set a goal or mission we are not going to be on course all the time. Those mistakes are the feed back you need to change course and direction. What I've done for years is that when I've made those mistakes, I welcome them saying things like "Oh great, I've made a mistake, but at least I know I'm on my way and I now know what not to do".

R: One of the unique things about your company that nobody else does is a thing called 'Whole Person Development'. Can you tell us a bit more about the model that you use to explain this?

S: If you can imagine in your mind a pie diagram with four quadrants.



## ***The Four Elements of Maximum Performance***

This model we utilise to explain how anyone in any position needs to be developed in four quadrants and the coaching and personal development that we use develops people in three of the four quadrants. What are they? Quadrant 1 is knowledge. If you think of the quadrants from 9 o'clock to 12.00. This is quadrant 1, knowledge. What do we mean by knowledge? Knowledge of your industry, knowledge of compliance issues knowledge of regulatory issues, knowledge of your product or service. This is the quadrant I don't develop people in, as I'm not a master in all the industries that I work in. Do you know how many organisations only provide this kind of information?

R: I expect quiet a few, yes?

S: I am still shocked at how many people still believe that's the only type of information that you need to give people. With all the evidence obtained from the many studies over the last forty years or so. We know the importance of great communication skills and great interpersonal skills. (quadrant 2) Whether the person is a director. Manager or a Salesperson, we know the importance of self-confidence and belief. (quadrant 3) And boy, do we understand the importance of motivation and emotional control. (quadrant 4)

R: Stuart this makes so much sense, now I understand why you use the term ‘Whole Person Development’, tell me more about quadrants 2, 3 and 4.

S: Quadrant 2 is communication skills, whether that is Management, Selling or Leadership. The better companies give you this type of development, but as we said earlier, this is incomplete on its own.

R: People will give you a certain amount of knowledge and sales skills and tell you to get on with it.

S: That’s right. Anyone who has had any success or achievement in life knows that those two quadrants on their own do not equate to success. Do you know anyone with lots of knowledge and good communication skills that still do not make it in life? If those two quadrants were enough to make a person successful then every M.Sc., B.Sc., every professor coming out of university and everyone with high qualifications, would be totally fulfilled, totally successful? But is that the case? Of course it's not. These are the hard objective skills. You need to balance them with quadrants 3 and 4. Quadrant 3 for want of a better term is Self-Confidence. But I don't want people to think that this is just confidence. In this quadrant, there are fifteen attributes and all of them can of course be developed. That is quadrant 3 from the 3 o'clock position on the clock face to 6 o'clock.

The last quadrant, quadrant 4, is Self-Motivation or Emotional Control. What we mean by that is how someone controls his or her emotional energy. Do you know anyone that has skills, knowledge, a positive belief, good attitude, and the skills from quadrant one but still doesn't make it in life because they throw away their energy? Where do they put their energy? They put it on regret, on revenge, worry, stress, negativity, so they are literally throwing away 16 - 20 hours of energy that we have at our disposal per day. We help people to manage their state of mind. Actually stop wasting their emotional energy to build resiliency. Everything we do is affected by our state of mind and if your state of mind is negative you are literally fragmenting your energies. If your energies are fragmented, your results will be fragmented.

R: Now these two bottom elements that you have referred to as *being*, you also refer to as your Quintessential Self don't you?

S: Yes, the Quintessential Self term comes from a persons essence, their quintessence. It is simply a way of describing a human being who is being themselves; authentic, natural, and powerful without the usual ego construction made up from thought. Most people’s problems are created by their very own prefabricated units of thought. This is what prevents mastery, flow and maximum performance and it is not being dealt with Rob. You know about this in the sports world with all the Coaching you have carried out for many years Rob. Our thoughts, our limiting beliefs, our limiting images all prevent mastery. That’s what the huge body of work known as Thought Viruses is all about, but we should leave that for another time.

R: Spot on!.....  
What do you say this ‘Whole Person Development’ or Quintessential Self Process can actually do for people?

S: It creates an integral approach to coaching and personal development, which means that it enables the individual to begin balancing and tapping there own potentialities. Individuals become self responsible, they become highly self motivated and they become people who are part of the solution, not part of the problem.

- R: And most other development companies do not offer this?
- S: I would say that nearly all companies do not offer this. The focus of most training companies is purely upon 'doing' and techniques, and not enough upon *being*. Who else works at balancing the whole person, intellectually, physically, intuitively, and emotionally? That is what makes us unique. Think about what I said about quadrant 1 and 2 - the 'outer game of business'. Quadrant 3 and 4 are the 'inner game of business,' and without those you cannot make the knowledge and the skills work. So it's the integral approach, if you like to life mastery. In working with thousands of people over the years and hundreds of one-to-ones, I am convinced that becoming committed to the 'Quintessential Self' is crucial. (Of course it does not have to be called that!) But humanity needs to be exposed to and really grasp the pernicious nature of thought; this is the most important aspect of any self-development.
- R: You feel that is the Master Key if you like?
- S: We are multi-dimensional beings and most of us work on only a narrow part of the 'whole.' Peak Performance demands the development in all four areas. I have found that my extensive experience has proved that anything less than a complete balance of all areas of life will eventually lead to problems, and lack of fulfilment. And if thought is not understood, well we might as well stay in bed and go back to sleep!
- R: Thank you, I feel that we have only just scratched the surface as usual Stuart. Now you have placed a lot of greater detail in one of your free, downloadable ebooks called *The Missing Element* that is available upon the Web-Site for those who wish to know more about what makes your development process so efficacious and it lists the complete 30 attributes of this *being* side of your model.
- S: Yes, that is right, and it is available right now from the Web-Site.
- R: Can we do this again and look into this incredible and insightful technology of Thought Viruses that you have developed?
- S: Yes let's, there is so much more, thank you.

# ***The Facts You Should Know About Thought Viruses***

## **DIALOGUE WITH STUART GOODSHIP (Part 3) (WITH ROB RAVE)**

R: What are Thought Viruses?

S: Thought Viruses are false units of information that either usurps the Self or at minimum, disturbs the Self.

R: Why are Thought Viruses so dangerous and damaging?

S: Thought Viruses falsify your perception. They infect your Brain Operating System (BOS), corrupting your perceptual mechanism, forcing you to live in an erroneous, fabricated world. For most people Rob, their thought processing operates as a self-fulfilling prophecy. Each thought has a bias, a predisposition which obscures, colours, or filters an individual's perception. The human mind ends up being a battlefield for competing viruses creating disorder, disharmony and dilemmas. Just as biological viruses can wipe out whole organs or whole lives. Thought Viruses can wipe out whole lives or parts of lives.

R: What has this to do with the success of my business?

S: Your business success is greatly affected by the quality of the thinking engaged in by your organisations people. Your business needs the input of creative and innovative individuals; it needs the input of new ideas. The ability to innovate can be killed off by Thought Viruses. Your business needs a responsible, proactive, producing salesforce. The ability to 'make-things-happen' can be nullified by Thought Viruses. Your business needs leaders and managers who create an environment where by your people actually begin taping their potential and want to continuously grow. Empowerment can be stifled by Thought Viruses. Your people need to wake up and to become aware of how everyone colludes in the business of under-performing and mediocrity. Awareness can be blinded by Thought Viruses.

R: Dee Hock said something like; "The problem is never how to get new innovative thoughts into your mind, but how to get the old ones out."

S: Exactly.

R: What will be the effect of carrying out the process of a Thought Virus check in my Company? What you call the Thought Virus Prognosis?

S: If your people were to complete the one hundred question prognosis tool, you would discover exactly what Thought Viruses are holding your organisation back from achieving its potential. If you then

partake in the Thought Virus Advantage workshops and one-to-one coaching you would receive the cures, the treatments, and the inoculations for all the viruses totally eradicating the hold that dysfunctional thoughts can have.

R: What do you mean by the human mind becoming a battlefield?

S: Without vigilant self-awareness we become prisoners of the known, prisoner of the hypnosis of social conditioning. We eventually succumb to many of these lousy Thought Viruses creating a metaphorical battlefield in our own minds. With a commitment to the Truth and by becoming a Master of Awareness we begin living in the real world which really is infinite possibility.

R: What do you mean by the 'real world'?

S: All I'm saying is that Thought Viruses act like filters that distort and disfigure the real objective world that is actually out there and we become engrossed in a self-fabricated illusion which is reinforced by our memories and current experience.

R: Are Thought Viruses the reason most business people are drowning in confusion, complexity and stress?

S: Yes Rob. Each virus is competing to possess the 'stage' of the mind, so to speak. Thought Viruses cause a restriction or resistance to you tapping your potential as they literally take greater and greater possession of your thoughts, taking you away from your real Self and hence your potential.

C: Why haven't we heard about Thought Viruses before now Stuart?

S: What I have done is stood on all the shoulders of the Giants from antiquity, if you like. In 1960 Andre Siegfried created an incredible chapter in his book called 'Routes To Contagion' which introduced the parallel between the spreading of germs and the spreading of ideas or propaganda. So the idea isn't new, the research and insights are out there somewhere. Just as all of the Thought Viruses exist somewhere in the depths of psychology and the neuro-sciences to literally create a 'New Man' (forgive me ladies). The problem is that all the information is all over the place; it's fragmented over the centuries and hidden in a plethora of data. What I have done, is to pull all of the different fields together and created an Integral Model and an Integral Process for Whole Human Beings. The model is called Thought Viruses™. The diagnostic tool is called The Thought Virus Prognosis™. And the development process is called The Thought Virus Advantage™. Let me get back to the question. So all of the technology exists to transform today's human beings, but there is a pervasive unconscious conspiracy in our world today, the inability to face reality, the truth.

R: What do you mean by the inability to face reality and the truth?

S: Another way of saying it is that people basically do not want to wake up; they want to stay in their familiar known trance. By the term unconscious conspiracy I mean that it's as if people are saying to each other; *"I won't wake you, if you don't wake me"* or *"I won't confuse you with the truth, if you don't confuse me with the truth."* Does that make sense? You see it's as Leo Tolstoy stated; *"A man can get used to the worst lies, especially if he sees that everyone else around him lives in the same way."* The implications of this are huge. For people to transform their lives and businesses it is only necessary for people to wake up to the TRUTH, not what they think, or believe is the truth. The challenge is that it can be such a difficult thing, because our so-called truth is created by our thoughts and if our thoughts are basically corrupt, we are caught in a double bind. As Tolstoy is indicating, humans are additionally

burdened with Viruses, because most people around us are suffering from the various complaints, therefore maintaining the conditions as 'normal'. But as you may know from my work, being 'normal' is to be avoided like the plague, because, basically IT IS A FORM OF PLAGUE! It's represented as one of the one hundred viruses known as Terminal Normality.

R: So Terminal Normality as you call it, keeps a person stuck or asleep, hence even if they uncovered some of these complaints in any Personal Development work, normality would act like an opposing force?

S: Exactly. Keeping people asleep and blind to the fact that this type of transformational material even exists. It's all out there, but you have to go out into the world awake, aware and with an attitude of exploration.

R: So is Thought Viruses new or old?

S: Yes - both new and old. I do not claim that it is an entirely new model, only that it is a brand new synthesis of several sciences and psychologies, using a truly transformational process, models and tools. My unique experience of using these concepts since 1990 over and over again have created something entirely new, entirely unique, although it's built on the wisdom of the ages.

R: Are Thought Viruses Real?

S: Thought Viruses are communicable from one person to another and follow natural laws like those governing the transmission of computer viruses and biological viruses; therefore, they are very real.

C: Why is there mass Thought Virus contagion's in our businesses today?

S: Through technology the world is truly now the global village. Modern means of communication and transportation mean that Thought Virus contagions are easily propagated. This means that these invisible enemies continuously assail our minds on ever increasing fronts. Thought Viruses truly are ubiquitous and our ignorance of them means that we are easily susceptible to being infected and to infecting others.

R: How do Thought Viruses affect me?

S: Each virus has a different affect on you, but in general they distort your perceptions and prevent you from perceiving or understanding reality, forcing you to live in a frustrating, unfulfilling and under performing world. What this means in basic terms is that these lousy Thought Viruses rob you of your energy and of your life; they are literally death to joy and fulfilment. When you are severely infected by Thought Viruses, it is as though you live in a highly restrictive prison. The great tragedy is that for most people, this way of infected thinking and being has become normal.

R: Tell me more about this restrictive prison and how does a person begin to free Himself Stuart?

S: I like the way you stated that question Rob because the only person who can set anybody free in a psychological sense is himself. There's that ancient old story that tells us of a man who had lived in a prison virtually his whole life, until one day he falls against the prison door and it swings open. Unbeknown to him, he was always free, but he was unaware that the only key required for liberation was his own choice and his own volitional power to act on that choice. This man had learnt in his old age that no individual loses his freedom except through his own ignorance and weakness. For me to

free myself, I must first of all be aware that I am in a prison created and manufactured by me and my own virulent thinking and all its rules and restrictions.

R: You are making this sound very important work Stuart?

S: Most people think that their enemies are external in the current climate, in competition, etc. But the greatest enemy is within our own minds. If individuals are not provided with the awareness and tools to uncover their own errors, bugs and viruses, then our organisations, our homes, our lives run the risk of escalating problems and the continued crises and malaise can only get worse.

R: How would you describe the purpose of the Thought Virus Advantage which is your 50 workshops.

S: The purpose is to reduce and eradicate the pervasive virulent thinking that exists in our businesses today. To create individuals who are immune to infection and hence become fulfilled producers of values. The purpose statement is; ***'Discovering the Thought Viruses That Are Preventing Your Organisation from Achieving it's Potential.'***

R: I know you have more than explained this, but I'm going to be the devil's advocate here. Why should I have to invest into a body of work such as this?

S: Without knowledge of these 'thought bugs' and without being able to pinpoint whether we may be suffering from these forms of dysfunctional thinking, we are destined to a world of escalating error and we remain wondering why our life and business does not provide the abundant returns that they could. Let me sum it up with some of the questions that I ask Company Director's, CEO's, and Entrepreneurs:

***"Is anyone on your senior team tracking the costs of rampant Thought Viruses?"***

***How many of the problems that you experience in your Organisation could be down to Thought Viruses?***

***Of those people in your business that are falling short of their potential, how much of that is due to Thought Viruses?***

***What are you losing because of Thought Viruses?***

***How much is it costing you?"***

I often say as well;

***"Offer Brain Operating Software (BOS) Reprogramming Classes or remain with a Highly Virulent Culture."***

R: We discussed earlier this term the 'Quintessential Self'. What is that?

S: The Quintessential Self is a huge body of work in itself but to keep it brief it simply stands for the authentic, ultimate essence of who you really are, without all the infected, conditioned thinking. It is synonymous with being awake, reality, or truth. I can illustrate its significance by drawing an analogy with our immune system and biological viruses. All that stands between us and domination by biological viruses is our immune system. All that stands between us and domination by Thought Viruses is our Awakened Quintessential Self. Therefore, for those people who do not understand the

enormity of the implications of understanding a body of work such as this literally are doomed to under achieve in their lives and businesses.

R: What will be the effect of becoming aware of the Thought Virus System?

S: By becoming aware of Thought Viruses, the restrictions and the blocks on each participating individual are reduced, allowing the better performer, the better Self to emerge. Those who understand the Thought Virus System will begin to wake-up to who they really are and will have an ever-increasing *advantage* in life and business.

R: Being the Devils advocate, how exactly does a person access this better Self?

S: For a moment let's use an alternative to Thought Viruses. Most people I have worked with have used other terms of their own that depict a self-defeating, dysfunctional thought process. I heard people use 'my inner gremlins', my demons', my 'self-destruct button'.

R: Your 'personal nightmares'.

S: Yes, even 'my monsters!' With several Clients who used this term themselves I was able to use an old Psychotherapy phrase while working with them. "Kill the monster while it is little." This makes sense, because the Work can do this.

R: But how?

S: I'm getting there.....Now we could use any of these terms Rob, but let me pick one. Your demons. Now demon (as any of these terms could indicate), is a thought programme, a routine, a reaction that can just pop-up or can be triggered by a specific stimulus. When this happens, the routine, the demon is 'on the stage of your mind' so to speak and you loose control. Now the Work cures and can eradicate this demon, and this is the key, by objectifying your demon. You can control them, instead of them controlling you by becoming aware that they are just thought.....just old thoughts. Now there are hundreds of awareness tools in the book, but this is the essence of it. You witness your demons and this means you are no longer identified with them. Non-identification – you are not the same as your thoughts. And when you observe your thoughts, they change, but you have to really see this. You have to really be serious about the investigation of this, otherwise, people just here these words and they don't really SEE. We think we do, but we're usually just caught within the boundaries of our thoughts.

R: Is it like cultivating a 'pause' between the stimulus and the reaction?

S: Yes, it includes the 'pause', but I have found when you simplify in too much as in a phrase like that, people don't provide the necessary sincerity and conviction to actually dialogue with themselves and really observe.

R: What is The Thought Virus Prognosis and what is it used for?

S: It is a software based diagnostic tool that provides information on specifically which Thought Viruses an individual is suffering from. Its primary applications are (1) for the professional and personal development of yourself and your people and (2) for taking the guesswork out of the recruitment process.

- R: How is the tool used when developing people?
- S: It is a tool that enables you to pinpoint where the weaknesses are and whether the psychological baggage that exists in all of us, is great enough to prevent an individual from performing maximally.
- R: What benefits will I receive if I use the prognosis?
- S: Imagine using a process that highlights the 'thinking bugs'? The prognosis will provide you with the degree to which an individual will make progress in your organisation and produce results. It also indicates their degree of self-motivation, self-confidence, their ability to be managed, coached or led, and their ability to business build or obtain new business.
- R: Why should we use a tool like the Thought Virus Prognosis Tool for recruiting salespeople and executives?
- S: A new salesperson/executive almost never ever appears in the interviewing process as they do on a day-to-day basis. They are putting up a 'false-self', of what they feel the employer is looking for. This false-self can be very misleading. The Prognosis will get below the surface and expose who they really are, not what they say they are. It not only uncovers the Thought Viruses that they are hiding, but also the viruses they wouldn't even know about themselves.
- R: What specifically does the Prognosis do for my recruiting process?
- S: It shortcuts the process of getting to know someone and eliminates the guesswork, saving you tens of thousands of pounds. Every company has taken on a salesperson or an executive only to discover weeks or months later that they were fooled. It's like waking up on your wedding morning to find that you are next to a different person than you thought you married the night before. Surely, it's not just what you have paid an unsuitable employee in salary, tax, and NI contributions, but what they have cost you in terms of lost opportunities, lowered morale, and the wasted time and hassle?
- R: I know your book is now available on-line and soon to be published conventionally. I have benefited from it greatly since you completed it in 2005, so I personally know Stuart that we're scratching the surface here. Therefore, can we at another time explore deeper into the nature of Thought Viruses, the distinctions between thought and thinking and what this means to the Quintessential Self? And the next time we dialogue together like this, can we cover Professor David Bohm, whom I know has influenced your work significantly?
- S: Thanks Rob, I shall be looking forward to it, it would be my pleasure. And let's Video our dialogue next time shall we?