

## **One Giant Leap**

### **Where I was**

In January of 1995, while under the employ of a local architect, a co-worker and I started a small architectural firm and operated out of my Dallas home. Shortly thereafter, we left the security of a reliable source of income, moved out of my house and into a succession of offices (each slightly less offensive than the previous), and began an educational journey so vertical that at times it threatened to fall over backward. Thankfully, we have settled into our current location and have been here for eighteen months.

As we begin our fifth year in business, I can recall the lessons learned both personally and professionally that have contributed to our current level of success. We now employ ten professionals, have a large monthly overhead in excess of our entire first year's revenue, and are competing with large, established firms all over the country. Sometimes, I shake my head and wonder to myself, "How did this all happen?"

It's simple, really. *I got what I wanted.*

### **Where I went.**

I met Susan in the fall of 1996 at a critical time in our firm's development. After several months, I enrolled in my first NLP class. At the time, I was what you might call "skeptical". After two classes and an opportunity to work with Susan one-on-one, I was what you might call "convinced".

NLP has made an enormous difference in the quality of my life. And while some of Susan's clients discover profound insights that may defy description, the value for me as a son, a brother, a husband, a father, and a professional has been quite tangible and easy to identify. Certainly, I owe a great debt to Susan and NLP for my continued business success. The most valuable lessons that I have embraced have enabled me to reach out and touch those around me in phenomenal ways. It's the usefulness of the model of NLP that I have found so valuable.

### **Where I am going**

I see opportunity in every circumstance. I embrace change knowing that the best outcome is the only outcome possible. I understand the relationship between the quality of my life and the quality of my communication. I realize how much easier it is to have a positive outlook, and how expectation plays such a critical role in achieving my outcomes.

Most of all, I know what I want, and I know how to get it.

I imagine, at a time when I am much older, that a younger person will ask me to name some of the things I have done that have most contributed to my astounding success in business and in life. I will recall several things, but most importantly, I will leave that person with a question that a "wise person" once asked me to ask myself...

"Is what I am doing right now getting me what I want?"

... and I will remind them that if the answer is no, it is their responsibility to change it.

**Allan Brown**  
**President, Azimuth Architecture**

**Allan's (and his partner, Gary Turk's) story is a great reminder of how important Well-Formed Outcomes are. Well-formed outcomes go beyond goal setting. They are the foundation of all thinking that leads to peak achievement. If you have a goal or want to make a change in your life that you have not been able to accomplish, chances are it is because the goal or change (outcome) is not well-formed. Well-formed outcomes must be stated in positive language patterns, demonstrated in sensory experience (see, hear, feel), self-initiated and maintained, and in appropriate, achievable chunk size. Ask yourself the next time you are struggling with achievement of a goal, "Am I using the well-formedness conditions for this goal?" Start with this foundation. You could be the next "Allan Brown".**

**Susan Stageman, Principal**  
**NLP Training Concepts**

### **Communications Confidence Test**

**Are you completely confident with your communication skills? Check any statements which you cannot confidently answer YES. If you check even a few, The Building Productive Relationships in Business and in Life class will increase your communication skill and confidence.**

- Are you aware of words you use that may have difference meanings for others?
- Do you look for ways to improve your listening skills?
- Do you recognize it when the message you've sent was not received as you intended?
- Do you patiently listen to ideas, even when you don't agree?
- Do you assess your listener *before* you say anything?
- Are you consistently clear and to the point?
- Do you avoid the use of jargon and slang with those who may not understand it?
- Do you avoid using words that may upset or distract others?
- Do you avoid writing or telephoning when face-to-face communication is possible?
- Do you prevent your opinions and preconceptions of other from overriding what they are saying?
- Do others perceive you the way *you* want to be perceived?
- Are you confident in our ability to "sell" yourself and your ideas?
- When you have something to say, do you say it...in the way you intended?