

CHAPTER 8

HOW BAD DO YOU WANT IT?

I've had the honor of professionally coaching since I was just out of college. The privilege of coaching athletes, politicians, business owners, executives, medical and health care professionals as well as normal people like “myself.” Seeing them get the results they want is an incredible pleasure and rewarding experience. I've also seen many people who said they wanted a certain result and never even got close to that result. They either did not have the drive, the passion or the heart to persevere and either start or finish the effort to get done that which would have led to the results.

So, I want to know before you actually launch into this chapter: do you have what it takes? Are you committed? Can you finish? Do you really want it? Are you willing to go all out? Will you finish? Are you willing to push through what stops you? (OR) For what has stopped you in the past, do you know what it is, and will you push through it in your present and future?

HOW BAD DO YOU WANT IT?

We all have desires and wants; we all have things that we think about and jokingly say we want to achieve. And some of us talk about those things all the time. But, how committed are we? How badly do we really want it to happen? Does it burn inside of us like cold breathe in the winter? Does it mean more than anything in your world at this moment. How badly do you want it? When you wake up, is it what you are thinking

In order to succeed,
your desire for success must
exceed any of your fear factors.

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**about, when you go to sleep and or nap is it one of the things
you're thinking about.**

How badly...do you really want it?

**I was in a conversation recently at a local hospital, with a
colleague whom I have come to admire. The gist of the
conversation or at least the element I found to be insightful was
related to the idea of “how badly do you want it.”**

Kelly: I want to be healthy but it's so hard.

Christopher: Concrete is hard, metal like that paperclip in your hand is hard. Human thoughts are pliable, changeable, not hard.

Kelly: I know that makes sense but I just can't seem to get it going again.

Christopher: Ok, so what does that mean?

Kelly: Well, even my doctor says I've done good, and I need to just get the next twenty pounds off. I just need to get going, I'm stuck and don't know how to start.

Christopher: Here's a thought, you've already taken off twenty pounds, which is rather significant. So, it's not that you don't know what to do or how to do it, it seems like it's an issue related to how badly you want to. Something stirred you the last time, and what's true is that it's not present at the moment. If you can figure out your motivation and discern how bad you really want this, you can take off the next 20+ easily.

The healthiest competition
occurs when average people
-win by
putting out
above average effort.

-Colin Powell

At this point a physician walked by and overheard enough of the conversation to politely enter the conversation and contribute the following thought:

Dr.: “Interesting thought, I get it- I used to be obese. (Both of us express shock and she continues.) You know when I was twenty six years old I was seriously obese, I was almost 100 pounds more than I weigh now. And I was showering one morning when it occurred to me that I could no longer live like this; I was embarrassed and hopeless until that moment, and even afraid of whether I could actually get rid of the weight. But, this was that moment- when everything had to change. I couldn't be fat anymore.” (“I took off almost 77 pounds over the next year”). And I spent the last 26 years obsessed (NOTICE HER WORD CHOICE, “obsessed”) with keeping it off”

Here is a doctor who is at least 52 years of age based on her comment and REALLY, gets what it means to want something so bad that she describes it as an obsession. Although, I had seen this woman from afar in our work when she spoke these words I knew and recognized the kindred spirit. She knew what it meant to want something in a way that causes you to ache, dream, burn with passion, and be consumed by thoughts that translate into congruent, consistent action. Her description was the perfect demonstration of the answer to the question “how bad do you really want it?” It is unfortunate however, that most people never get to feel that level of passion for something where nothing else matters at that moment-mentally, socially, physically and maybe even emotionally. I knew that regardless of our backgrounds, our responsibilities, and stressors we can crack a smile with each other knowing that we have

Hardly ever, instantly disregard what your friends and co-workers tell you – they are your mirrors in society and could very well be telling you the truth.

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traveled the same road to get to the point of obsession, and change.

She went on to say:

Dr.: “When you are obsessed with something it doesn’t mean that you don’t have a life, it just means that you’re willing to pay the price to keep or to obtain whatever it is you’re passionate about. For instance, I went out of town this past weekend and struggled with whether to eat certain things. In the end I chose to let my hair down and indulge myself in different kinds of food and other things I would not have normally consumed. Yesterday morning, even though I didn’t feel like it I went to the ‘Y’, and worked out. While I was working

out, I thought about the weekend, and how much fun I had, realizing that my work out was simply the price I was paying for an incredible weekend. Other times I realize that I can't be like everybody I call friend and I can't even do what they do. I have to be unique to achieve what I want- their dreams are not mine and they will never understand my passion and my drive...very few people really get what this means in life.“

Naturally, I was amazed to hear this philosophy because I absolutely get it. The idea that often “to be massively successful at something, you may often have to travel alone and not be fearful of doing so.” This was refreshing that someone understood the uncomfortable place of what it means to really go after something and feel like you have to do it by yourself, for yourself and literally leave even your closest friends behind...(sometimes temporarily and sometimes permanently).

So, the notion of how bad you really want something is not just a colloquial term, or hypothetical question. It is a question designed to gauge whether what a person says they want is congruent with what they're willing to do to achieve it, and whether or not they're willing to pay the price for the small victory of having their dreams come true. Often this means learning to enjoy life alone and not be dependent or codependent on another for a while.

It could mean that we're willing to learn about ourselves long enough to be good at being ourselves rather than being absorbed into someone else's personality, someone else's drama and even living out the life they plan for or advise for us. Certainly, when we find ourselves working diligently on their life issues and not our own passions then we have lost temporary hope of achieving our own dreams. Another way to look at the matter is whether that person is “really” willing to work for their desired results, and then work to be able to keep what they've obtained? It is here in my opinion, where dreams are won and lost, in the end, they go outside the boundaries of success and into the fields of distractions.

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Ultimately, everyone is motivated by something. Many of us however, are not aware of what it is that actually motivates us. What motivates you as it relates to your passions or the things that are important to the quality of your life are often unknown. In any case however, motivation is the key to why we do nearly everything.

It is the fuel that provides the reason, energy, willingness, and follow-through to achieving nearly everything we set out to achieve. So this notion, of, "How bad do you want it," has to be a way of life, a quest for a place you're not at or have been. If you have been there, and are consciously aware of it, you would know what it's like and will want the experience of it again. What does it take to answer the question however, so that you get the result you want? I believe there are three things you must have and understand to want something bad enough, that it is all you think about, all you are focused on, and all you live your life for within a given timeframe. According to most performance coaches these three parts are necessary, critical and vital.

Nothing you tolerate will ever
change, nor will it ever be
changed.

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Number one: you must have the courage to change, and often stand alone. Some people describe this as heart; some people describe this as “guts” or intestinal fortitude, and ultimately it is the want to that drives all of us to do anything and everything. Do you have that courage? Are you obsessed? Are you willing to fight through the challenges and tough times to get the result you want? Are you ready to do what it takes, even if this means sacrificing your time, energy, friends and even your resources to get the results that you want? What if it costs you physical effort; what if it costs you diligence; what if it costs you sleep; what if it costs you social gatherings, events and relationships? Do you have the strength, the guts to fight through this to achieve your results, because it’s going to take real heart and lots of guts to do so.

Secondly, as Eric Thomas says, you must be able to sacrifice at any moment what you are for who you can become. It is the notion that no matter what’s happened to you, no matter the state that you find yourself in and, no matter how difficult it is to get to the place where you feel healthier, look healthier and ultimately are healthier. As well, your past “never”, in no way, equals your future and so between the present moment and your future, which will occur at any given moment past this one, you must be willing to give up who you are to have who you want to be and even in the moments of depression, frustration, confusion, and seemingly a state of inability or loneliness you have to find a way to push through these moments. So this too requires a commitment that in some ways can be very tough for most and requires the intestinal fortitude to overcome the natural unwillingness to give up ourselves to be come someone else. Ironically, in this instance as we deal with taking off weight; when we have that end result we will in fact have become someone else.

In the end all that
matter is results.

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Thirdly, the idea of “how bad do you want it”, because it’s related to change always has a measure of pain associated with it. This pain is temporary; it may last for a minute, an hour, a day, or even a year. Eventually, it will subside and something will replace it.

- A. If you quit, it will last forever
- B. When it seems like you cannot take any more that’s when you’re on the verge of breakthrough. So, hold on.
- C. If A and B, are in place and if you are prepared, when the pain subsides you’ll be able to replace it with what you’ve prepared, to go in its place

“At the end of pain by the way, is success”

How bad do you want it, requires you to have laser focus. Your behavior has to be very intentional and deliberate. Your maturing thoughts must support you with an understanding that all men are created equally and that some work more diligently at becoming, doing, and finishing the work that is their / your passion.

So, HOW BAD DO YOU WANT IT?

When you want it as much as you breathe then you will be successful. Many of us say that we want to change the way we feel, change the way that we look, change our eating habits, take off excess weight, be able to run again, feel better about ourselves, change our wardrobe, do some things we haven't been able to do, change our health status, get back to certain weights we've known in the past, become who we believe we are capable of becoming, achieve a certain life goal and or simply be a healthier version of ourselves; not everyone will.

In spite of what we might say, and what we want, many of us are not willing to do with it takes to get this done. We've been unwilling to get up an hour early to exercise so that we have no

In my years of observation, it appears that many successful people were driven by the self propelled desires of their goals not the dependence on the personalities and influence of others.

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reasons to use the excuse “it’s too hot,” and ultimately get it done. Or many of us are unwilling to go to bed an hour later, so that we can go walking in the evening. We’ve refused to go to the gym, we’ve turned down the invitations from others to work out and instead we sat watching TV, lying around, eating unhealthily, and feeling sorry for ourselves.

When you want something as bad as you want to breathe, then it becomes very easy to sacrifice a few minutes of sleep, a few minutes of time, a few social appointments, sitting around on Facebook, instagram, pinterest, twitter, tumblr, stumbleupon, google +, and OMG, the other 290 social media platforms that could occupy all of our time, and you’d be willing to DO SOMETHING about your health or other goals in life.

When you answer the question “how bad do you want it?”, the desire to change and become your potential has to be a burning desire inside of your belly that emanates to every other part of

you, every limb, every digit, every brain cell, every neuron, and every hair follicle. To change that which is not been easy to change (or you wouldn't be reading this book, and you would've already changed it), you must be consumed with the idea night and day, and it has to be the thing you think about when you wake up, when you go to sleep, and even in your dreams. It has to be part of your conversation; it has to be part of your imagination; it has to be a part of your personality.

When you want it as bad as you want to breathe, nothing else matters. This does not mean that you don't have a life, it simply means that you willing to give up probably less than 1% of your life to truly live the 99% well.

All humans are motivated by something, every single time we do anything. Ultimately everything we do is designed with some purpose even if just to be silly. It is what makes us

Who Are You?

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human. Furthermore, the ability to purposefully or intentionally change who we are by virtue of our personality, our physical being, and our habits makes us unique and fully human. This goes without saying that you and I can in fact have in most cases whatever we want as long as we are willing to do what it takes to get that very thing. Sometimes it requires us to learn; sometimes it requires us to experience pain for a short period of time; sometimes it requires us to sacrifice sleep; sometimes it means that we have to work instead of going to the beach, to the pool, golfing, out to eat, or having a drink. More than less, it may mean that we have to move when we'd rather sit still; it may mean that we have to eat less of the thing that is our favorite and exists in abundance.

This is the beginning of what it means to want it more than you breathe, and even then the question still lurks as a reminder that until you achieve your goal completely, you will have to answer it, if only to yourself:

How Bad Do You Want It?

Do it, if you are going to do it, just then go all the way, there is no try, there is just doing. Do it! Do it! Do it!

As I think about what it means when someone asks “how bad do you want it?” I’m reminded of a story told by my good friend Eric Thomas.

He shared the story of a young man who says to a wealthy guru I want to be on the same level that your on, I want to have as much money as you do. I want to have the same access to any and everybody. I want to do the kinds of things you do. In a welcoming but solemn tone the guru said if you want to be on the same level as me then meet me at the beach at 4:30 AM tomorrow morning.

Thinking that this would be a great business meeting, the young man showed up at the beach at

4:15 AM, in his suit and tie, thinking that he would beat the guru there. As he walked out onto the beach he notice that the guru was already there waiting. As the young man approached, the guru asked "so, you want to be on the same level as I am?" “I do”, said the young man. “Then walk out into the water with me,” said the guru.

The young man dressed in a business suit, uncomfortably began to walk out into the water. As he walked out so that the water was around his knees he turned to the guru who said to him, "please continue walking with me", as he moved deeper into the water. As the water rose around

the young man's waist, he began to think this man's crazy, all I wanted from him was to show me how to make money, I just wanted to know what he knew, this is crazy. As the guru moved even deeper into the water, the young man found himself in water around his shoulders.

With no conversation being held the young man began to look at the guru wondering why in the world he was being asked to follow him into the deeper waters. Now, with the water around the young man's neck rising up to his chin, he looked at the guru who was much closer to him than before, and just as he looked, the guru reached over grabbing his head pushed him under the water. The guru then held him there under the water as the young man flailed and fought to get free so he could resurface. It seemed like an eternity . . .(and). . . just before the young man was about to pass out, the guru let him up from beneath the water. As the young man gasped for air fighting the water that was flowing into his mouth and nose, the guru turned to him and asked him, "what did you want more than anything while you were under that water just now?"

Gasping, the young man replied, "to breathe, I just wanted to breathe."

The guru calmly asked him, "did anything else matter in that moment?"

The young man, still gasping responded, "no nothing else mattered, I just wanted to get some air, I only wanted to breathe."

The guru slowly turned and began making his way back to the shore with the young man close behind. Just as they had gotten back to where the water was around their knees the guru turned to the young man and said, "when you want it as bad as you want to breathe, then you will be successful."