

## **Skinny, Rich and Irresistible**

**By Vince Poscente**

*This article based on the book, [The Ant and The Elephant: Leadership for the Self](#), a parable and five-step action plan for transforming workplace performance. By learning ways to clarify a vision, engage team commitment, execute consistently, build confidence and control processes, the reader will have a better handle on guiding the elusive realm of subconscious thought.  
Word count for this article: 500 words.*

The sheer number of diet, financial and relationship resources would cover the entire United States in a blanket of books. Yet, how can this much information fall short of creating any sustainable change in eating, spending or communication behaviors? Being either skinnier, richer or more irresistible in our own lives is a concept that is often left unresolved. A person can be left scratching his or her head, asking, “What to do?” The answer is at your fingertips... (assuming your still scratching your head...)

Research from a study by Lee Pulos, PhD revealed that in one second of time, your conscious mind uses 2000 neurons. Amazingly, in that same second, the subconscious mind utilizes 4 billion neurons. 4,000,000,000 NEURONS! Now, who’s in control, your conscious mind or subconscious mind?

You can try to execute on a strategy. You attempt to appeal to your own logic. You even have little reminders (and books) around the house about healthy living, finances or relationships. Then, a few weeks later... little or no results. Why?

Think of the ratio between an ant and an elephant. The ant is the conscious mind; the elephant is the subconscious mind. The ant, riding on the back of an elephant, sees only a gray, bumpy landscape. The ant decides on a goal: *Go west to the oasis*. Yet, unknown to the ant, the elephant is walking east. Which way is the ant actually going?

East!

People think and act the same way. People hear “it,” say they get “it” and maybe even go through the motions of executing on “it.” But the results disappoint and you stand in front of the mirror going “What am I to do?”

Here are some highlights from [The Ant and The Elephant](#) that you can use starting today:

1. **Clarify the Vision.** Internalize a vision that creates an emotional buzz. Emotions reside deep in the elephantine subconscious. Clarify a vision that fires up you up. Get the power of the “elephant” behind your efforts.
2. **Commit to the vision.** Commitment from an ant is not nearly as effective or powerful as a commitment from an elephant. You aren’t committed until there is evidence of an emotional buy-in. There is a healthy way to commit and an unhealthy way. Just ask a lung cancer patient who is evaluating their smoking habits or a heart attack patient

considering a better life style. Finding a less dramatic way to change is clearly a better option.

3. **Consistently execute on the vision.** It is a fact that you will execute on your own *truth* and *dominant thought*. A fantastic tool for keeping on track is to put little gold dots all over the place. The gold dot represents your emotional buzz and acts as a goal-reminder.
4. **Confidence is key.** Negativity destroys confidence. Keep activities and even thoughts aligned with your emotional buzz – gold dot. If the infamous elephants, *Nega* and *Holic*, show up, redirect intention back on the gold dot.
5. **Control pre-performance.** Design flashcards that outline stressful scenarios. Imagine how well you would handle any given situation. Ensure this is done consistently and repeatedly. You will ultimately influence how well you perform, in almost any given situation.

*About the author:* **Vince Poscente** is the author of [\*\*\*The Ant and The Elephant: Leadership for the Self\*\*\*](#). He is a business strategist focusing on aligning peak performers behind a common goal ( [www.beinvincible.com](http://www.beinvincible.com) ). The above article is an abridged adaptation from *The Ant and The Elephant*, released across the USA October 1<sup>st</sup>, 2004. He can be reached directly at [vince@beinvincible.com](mailto:vince@beinvincible.com).