



As seen
on Sky TV

MIND, SET & MATCH

LIVE YOUR DNA,
CREATE A WONDERFUL LIFE

SUNIL BALI

This is a copy of the foreword and first chapter from
Mind, Set & Match by Sunil Bali.

To order a copy of the full book please visit
www.sunilbali.com

Foreword

I am often asked to write testimonials or forewords for books, especially business books. Usually I decline because most of them rely on a formula of half-baked amateur psychology and re-hashed corporate garble.

I am very pleased, however, to make an exception in the case of *Mind, Set & Match*, because this is an exceptional book. It is not just the simple philosophy and practical advice that it contains – that is true of many books, though not all authors express themselves as well as Sunil.

Nor is it the unmistakable energy which fizzes from its pages; there is an electric charge which is almost palpable and the reader cannot help but respond. It leaves you feeling good and ready for action.

Credible content and lively expression are great qualities in a book. But what I think makes *Mind, Set & Match* exceptional is that it really does have the power to change your life and create a lasting impact.

As Sunil says at the very outset, there is a huge difference between self development and shelf development. This is not just a book to be read and enjoyed, though there is no harm in doing that. At a deeper level, it is a book to be put into practice and lived out day by day.

Sunil writes from the heart. Clearly and concisely, he shows the way to realise your dreams in all their thrilling potential.

He has drawn from his personal and business experience to show how even the smallest changes in our lives can make huge differences. If you are seeking inspiration, guidance or just more clarity in your personal and business life, then this is surely a book for you.

I consider it an honour to be part of Sunil's inner circle and to see at first hand how he continues to transform the lives of individuals and organisations. He is a truly inspirational speaker, coach and leader; I am delighted, though not surprised, that he has now added 'author' to his list of achievements.

I am sure that anyone who reads this book will benefit from doing so. I know that you will enjoy reading Sunil's words and with his help can move towards living your best life.

Nigel Risner

European Speaker of the Year

Best selling author of *The Impact Code*

...it got to come out

Well my mama didn't 'low me
Just to stay out all night long
I didn't care what she didn't 'low
I would boogie-woogie anyhow

One night I was layin' down
I heard mama 'n papa talkin'
I heard papa tell mama, let that boy
boogie-woogie
It's in him, and it got to come out
And I felt so good

John Lee Hooker

CHAPTER 1

CHASE YOUR PASSION NOT YOUR PENSION

Chase Your Passion Not Your Pension

I don't know why you've picked up this book, but I suspect it may be because you're looking to achieve more in certain areas of your life.

It might be that you're looking for more success, more money, better relationships, or more happiness.

If that's the case, then you've come to the right place.

However, a word of caution before you continue to read this book:

Self Development vs Shelf Development

Think for a moment about why you haven't got everything that you want in your life.

Whatever your answer, I can tell you one thing – what you have been doing so far has not given you the results that you want.

You need to do something different.

If, after having read this book, you're going to do the same things you've always done then there's not much point in reading it. Sure, it's a very enjoyable and inspirational book with some great stories, but nothing will change unless you decide to take some action in the direction of your dreams.

Given that there's a multi-billion dollar industry in popular

Insanity: doing the same thing over and over again and expecting different results.

Albert Einstein

psychology and self help products, you would expect to see a lot more happy and successful people out there, but the vast majority of people would rather grow their libraries at home, than grow themselves.

This book doesn't contain table-thumping rhetoric from a self-styled motivational guru, which pumps you full of adrenalin, but a few days later leaves you empty because you don't know what to do next.

It's intentionally not a weighty tome that over-intellectualises. On the contrary, it's a careful distillation that will tell you what you need to know clearly and concisely, while inspiring and motivating you to live the life that you deserve.

The numerous headings and quotes mean that it's easy to dip in and out of once you've read it. I suggest that you write your inspirations and ideas in the book as you read it.

**People don't care how much you know,
until they know how much you care.**

John C. Maxwell

The Greatest Software Ever

We're taught many things as we grow up, not all of them conducive to our well-being, by people who project their own insecurities and inadequacies onto us.

When we buy a piece of electrical equipment it always comes with a manual on how to use it. Yet it's amazing that we're never taught how to use the greatest piece of software known to mankind – our brain, because it's our thinking that creates our reality. We really can learn how to be successful by changing our beliefs and the quality of our thinking.

The aim of the book is to show you how you really can have it all, without the need to struggle and suppress your innate passion for life.

This book will challenge your current thinking in all areas of your life and show you how to transform your thinking to achieve results that you never dreamed were possible.

It doesn't matter where you are in your life at the moment. If you're heading in the right direction that's great, but this book will help you get there a little quicker and perhaps dream a little bigger. If you're heading in the wrong direction, or perhaps you don't know what you want to do with your life, this book will help you to create the life of your dreams.

By the end of this book, you'll know how to get from where you are to where you really want to be.

**Man is not the creature of circumstances.
Circumstances are the creatures of men.**

Benjamin Disraeli

Get Out of Your Own Way

I remember the biology class at college when I studied one of the most basic living organisms on the planet – a single celled animal called an amoeba. Even the largest ones are less than 0.5mm in size and need to be examined under a microscope.

If you prod or poke an amoeba you'll see it move in the opposite direction. If you shine a light on an amoeba, it will move away from the light source. So despite being such a primitive life form, without a brain or nerves, the amoeba will change its behaviour when it doesn't get what it wants.

It's remarkable then that as human beings, at the very top of the evolutionary tree, we keep doing the same thing when we don't get the results that we want. And if this keeps happening, we then go and find someone else to blame!

The only thing that can stop you from living the life of your dreams is you. If you can learn to get out of your own way, flow with the universe and not swim against the tide, then everything that the universe has to offer is yours for the taking.

Ask yourself how badly you want to change. Do you want to carry on living the way you are or would you prefer to do things a little bit differently and have some fun along the way?

I'm not talking about huge changes. At 99 degrees Celsius, water doesn't boil. However, an extra 1% increase in temperature

Life is not to be measured by the number of breaths we take, but the moments that take our breath away.

George Carlin

creates steam – and steam can power trains weighing over 500 tonnes.

You have now within you, and have always had, everything you need to create the life that you've dreamed of. What you might not have had is the awareness, motivation, focus, or clarity to manifest your dreams.

By the end of this book you will.

**We define ourselves by the best that is in us,
not the worst that has been done to us.**

Edward Lewis

Live to Work, or Work to Live?

“Even if you win the rat race, you’re still a rat.”

Lily Tomlin

We are at the dawning of a new era. Our current models of the world simply aren't working. So many of us seem to live to work, rather than work to live. We continually suppress our true self, because we think we have to hold on to a steady job to pay the mortgage and the bills. Many people hold off living today and intend to start living tomorrow, when they've got a much smaller mortgage and less debt. But tomorrow never seems to happen.

The psychological contract between employer and employee is increasingly breaking down, because the values and aspirations of the individual often don't reconcile with those of the organisation. Product and business life cycles are getting shorter and shorter and the only constant is change.

So many ambitious, well intentioned people go through life rushing around at a hundred miles an hour, with never enough time in the day. In terms of their career they sometimes get what they want, but the results in other areas of their lives are often poor.

Authentic success is where you take consistent action in the direction of your dreams but you don't have to spill blood, sweat or tears. It's success that leaves you feeling happy, fulfilled and bursting with energy. There are many Type A achievers,

Anyone can conquer fear by doing those things that he fears to do.

Eleanor Roosevelt

often well-known people, who achieve career success but at a terrible cost to their health or personal relationships. There's no doubt that stressful action can deliver your desires, but in the long term it's self-defeating because it destroys you. When you pursue instant gratification what you achieve is outer success, but it's quite often at the cost of inner success, which is the quality of your experience and the quality of your life.

My wife is a GP and her surgery is frequented by a growing number of patients whose 'dis-ease' is attributable to key areas of unhappiness and discontent rather than any physical illness.

I've coached numerous senior business executives who have been earning very large sums of money working twelve hour days and most weekends under huge pressure. They seem to have it all, but it doesn't take long before they tell me how unhappy they are. Many of them are in a job that they don't want to do, their health is suffering and a real strain is being placed on their family relationships. They expend enormous amounts of energy to get themselves to somewhere that they don't actually want to be.

But there is an alternative. You do have a choice. You can stop running on the hamster wheel of life, get off and create the reality that you desire.

How do you do this? By quitting trying to be something that you're not, and becoming who you really are. When you

**We don't stop playing because we grow old,
we grow old because we stop playing.**

George Bernard Shaw

change, so does the world around you. It's as if you and the world are locked in an intimate dance, and when you lead in a different direction, it follows step. It cannot help but follow.

**The tragedy of life is not that it ends so soon,
but that we wait so long to begin it.**

W.M. Lewis

Psychological Handbrake

In recent years I've helped countless individuals to get out of their own way and, in so doing, turn their desires into reality. I get a huge sense of achievement and fulfilment when they throw their baggage of harmful conditioning and limiting beliefs out of the window, and learn to drive down the highway of life with the psychological handbrake off, headed straight for their dreams.

This is why I decided to dedicate myself to helping individuals who are genuinely seeking to make a change and live happy, fulfilled and meaningful lives.

It's my experience that people who lead wonderful lives have a hugely positive impact on those around them. They radiate energy and abundance and inspire others to do the same.

The Secret

The facts are that 96% of the money in the world is owned by 1% of the population, and one in four of us will suffer some form of mental illness at some point in our lives. Why does such a small proportion of the planet achieve success whilst the vast majority seem to wallow in mediocrity? What is the secret to success?

Well, the great secret is that there are no secrets to success.

Over 2,300 years ago, Aristotle concluded that more than anything, men and women seek happiness in all areas of their

**Normal is not something to aspire to,
it's something to get away from.**

Jodie Foster

lives. The things that we value most like health, relationships and money are only valued because we think that they will make us happy. While the world has changed a lot since the time of Aristotle, our deep-rooted desire for success and happiness remains undiminished.

Research by an army of psychologists from all over the world clearly shows that life's true achievers, from Buddha to Bill Gates and Lance Armstrong to Leonardo da Vinci, have all had one thing in common – the quality of their thinking. True achievers have beliefs which empower them. These beliefs lead them to think the right thoughts, which result in the right actions which, in turn, produce the right results.

If you want to achieve more, then you need to challenge your current beliefs and thinking. Unfortunately, millions of people don't fulfil their desires because they believe that there's nothing they can do to change their lot. This simply isn't true. As Napoleon Hill said in his book *Think and Grow Rich*, "Whatever the mind of man can conceive and believe, it can achieve."

As long as I have to die my own death, I have decided to live my own life and not let others live it for me.

Hanoch McCarthy

Reconnect to Your Passion

“If you can’t do it with feeling, don’t.”

Patsy Cline

Success doesn’t happen by accident. It’s a process which starts by listening to your heart, then using your head. It doesn’t work the other way around, because the head is conditioned to “do the right thing” and conform to the conventions of society. This makes your ego feel good.

The heart on the other hand, will always reconnect you to your passion. If you follow your heart and take action, then you have to be successful. It’s a universal law, just like the law of gravity.

When you throw a ball up in the air, it has to come down. It doesn’t matter who threw the ball, how intelligent they are, how old they are, whether they are a good or a bad person, the ball will always come back down.

It’s only by expressing your true nature, your authentic self, that you can be both happy and successful.

By successful, I mean being free to do what you want and leading a happy and fulfilled life. Notice that there is no mention of money in my definition of success. This is because happiness is the key to success. Success is not the key to happiness. When you’re happy and doing what you love, the money will flow to you.

**It’s never too late to be the person you
could have been.**

George Eliot

In short, the more you do who you are, the better you'll do.

When you're passionate about what you do, your overwhelming energy will break through any barriers and obstacles that appear in your way, and you'll attract everything you need to be successful.

When you're happy and bursting with energy, you'll leverage the world around you by resonating with everyone and everything in it. By spending time "in the zone", as sportsmen call it, you'll be in flow with everyone and everything around you and so deliver results in all areas of your life without struggle.

It's when you're able to control your energy that you can control where your life is heading.

We are all born originals - why is it so many of us die copies?

Edward Young

Zero to Hero

I do a lot of public speaking on the subject of success, because it's a subject that's very close to my heart and one that I'm passionate about.

I'm the son of first generation Indian migrants who came over to England in the early Sixties. In a foreign land with very few friends, the most important thing for them was to have security for the family: a roof over their heads with a steady job to put food on the table.

As many of my Indian contemporaries will acknowledge, the children of these migrants were under enormous pressure to increase the status of their family in the community by becoming the ultimate professional ... a doctor.

The problem was that, come my A-levels, the fairer sex and sport captured far more of my attention than the periodic table ever could. Even though English was by far my best subject at school, I was instructed by 'she who must be obeyed' (my mother) to take three sciences at A-level as this was the best way to become a doctor.

It came as no great surprise, therefore, that I never managed to comprehend the intricacies of quantum physics and my grades were just about good enough to secure a university place studying Sports Science and Psychology.

My mother was very disappointed, but relieved as I had at

**We make a living by what we get, but
we make a life by what we give.**

Winston Churchill

least got into university and not a polytechnic. Otherwise she would have had to hide away for three years until I left such a second rate establishment. If truth be told, it was one of the very few courses that would accept me and I was not too displeased as the syllabus actually seemed quite interesting. But what does one do when one leaves university armed with such a degree?

Well, my mother wanted me to become an accountant. So off I went to work at our local County Council with a place on their graduate finance scheme, leading to qualification as an accountant.

Eighteen months into the scheme, having barely scraped through two sets of exams, it became clear that for me accountancy was as about as interesting as watching paint dry. I would have left much earlier, but I had already let my mother down by not becoming a doctor. Now I couldn't even accomplish the next best thing and become an accountant.

However, my employer was very reasonable and quite understanding, given that I'd wasted 18 months of their time and money, and let me transfer onto the graduate IT scheme. But 18 months later, guess what – structured systems analysis and design methodologies had a hypnotic effect on me. My employer and I parted company by mutual consent.

So in the space of three years I had managed to drop out of two graduate trainee schemes. I was now unemployed at a

**Life is either a daring adventure
or nothing.**

Helen Keller

time when the graduate job market was at its worst for many years. My confidence and self-esteem were at an all-time low and my situation seemed hopeless. I felt that I was on the scrapheap at the tender age of 25.

I managed to get a job selling advertising space for a magazine, but after four weeks I hadn't sold a single ad. I left before they asked me to. To compound matters, I was being compared by my mother and relatives to three of my cousins of similar age who had become a dentist, accountant and solicitor.

After a few weeks of being unemployed I secured a job in recruitment. There was no great career plan at this stage. I was just thankful to be in a job.

It wasn't a particularly stimulating job, but at least this was something I could do. I was completely driven by the need to be recognised as a success by my mother and relatives and I worked incredibly hard.

I had only been in the job for two months when my father died suddenly at the age of 54. I had an exceptionally good relationship with my father, who had always told me to do whatever I wanted to do, but be the very best that I could be in my chosen vocation. However, his wise words were drowned out by mother who maintained a vice-like grip on all the decisions that were made in our house.

At this point I thought to myself, what's the point in worrying? What more can go wrong? I'm just going to enjoy what I do

**A wise man knows that he has only one
enemy - himself.**

Ben Hecht

and if I don't, then I'm not going to do it. The result was that within the space of just over three years I went from being unemployed to becoming the Director of Talent & Resourcing for Cable & Wireless, a \$10 billion turnover company, managing a spend of over \$100m. I had also completed an MBA which the company paid for.

This was immediately followed by a multi-million dollar management buy-out and my earnings had gone from zero to over \$500k per year. At last I was getting the approval that I craved from my mother.

My last two roles were as Director of Talent & Resourcing of two of Europe's largest and most successful companies, Vodafone Group and Abbey, part of the Santander group.

I don't tell this to impress you, but rather to impress upon you that once you actively follow your passion, the success looks after itself.

But then suddenly one day I gave it all up and phoned all the head-hunters telling them that I was leaving mainstream work and wouldn't be coming back. At the time I was managing a team of nearly 100 people, earning a six figure salary and responsible for hiring over 5,000 people a year.

So what made me do this? Had I gone mad?

Well, let me tell you about the week prior to my resignation.

At the beginning of the week, on Sunday evening, my wife

We teach people how to treat us.

Philip McGraw

checked my blood pressure as I had been feeling very tired for several weeks. I put it down to working very long hours and pressure at work. Being a couple of stones overweight didn't help, but I didn't have time to exercise and meal-time usually meant a sandwich on the run or a take-away on the late train just before I went to bed.

I was shocked to learn that my blood pressure was sky high and my resting heart rate was considerably higher than it should be. "You're suffering from stress," my wife announced. "But I don't do stress," I retorted in my best Neanderthal voice.

That week, as part of the overall talent management programme, I had arranged to see several of the directors, in complete confidence, to canvass their opinions on how the introduction of an executive coaching programme might help them.

By the middle of the week there was a distinct pattern emerging in their feedback. Despite being very well paid, over 80% of them were complaining of working very long hours, feeling exhausted and stressed, all of which was having a negative impact on their family life.

I went home that night and told my wife. "Why are you surprised?" she said. "They're just the same as you. Nearly half of my patients come to me with symptoms that are related to workplace stress."

The following day I noticed that one of the Finance Directors

It wasn't raining when Noah built the Ark.

Howard Ruff

had cancelled our meeting. I phoned his PA, rather annoyed at this late cancellation, to be told: “Graham has had a massive heart attack and is in intensive care, critically ill.”

That day’s meetings revealed more severely stressed directors. At the end of the day I met with the HR team to compare notes as they were conducting a similar exercise with a view to providing coaching at middle management level. The results were no different – over two thirds of the managers were stressed out, would rather be doing something they were really passionate about and felt that the only reason for coming to work was to pay the bills.

So much doom and gloom. Anyway, the following day was Friday and in the evening I went to Wembley to watch England vs. Brazil with three of my mates. What should have been a wonderful evening turned very sour 20 minutes into the first half.

I suddenly felt a sharp pain in my knee and at first thought that someone was attacking me. What had actually happened was that a man had fallen into my aisle seat and then hit his head on the concrete floor. It became clear very quickly that this man had either suffered a heart attack or a brain haemorrhage as his pupils were fixed and dilated and his breathing, at first shallow, had actually stopped.

The medics managed to get a very weak pulse with the use of a defibrillator before he was stretchered away, barely breathing

If opportunity doesn’t knock, build a door.

Milton Berle

and unconscious. As this happened I overheard one of the group he had been with utter, “He’s got such a stressful job – his wife’s been telling him for ages to take things easy.”

To make the whole experience even more traumatic, the man bore an uncanny resemblance to my father and his teenage son was not dissimilar in appearance to me when I was younger.

I suddenly realised that this scene could easily have been me and my son, and that the events of the week were clearly trying to tell me something.

There were 88,000 people in the stadium that day, so there was a 1 in 88,000 chance that the man would collapse into my lap. And then what were the chances that the father and son would bear such a striking resemblance to me and my father?

The incident reduced me to tears and as I wandered behind the stand trying to compose myself, I suddenly realised that I had got my priorities all wrong. My whole identity and self-worth were wrapped up in trying to maintain a job that was actually killing me.

There was no time for fun in my life. My wife and kids were lucky to see me at all during the week, and only a pale, exhausted imitation of the real me at the weekend.

I thought back to that last time that I had been both happy and successful a few years earlier when I had managed a multi-million pound management buy-out. The difference

Never mistake motion for action.

Ernest Hemingway

was clear: I had stopped doing what I loved. While my pride and sense of service drove me to do a good job and add value wherever possible, every day was like swimming uphill in treacle with one hand tied behind my back. I had absolutely no passion for my work.

Within six months of leaving my job I had lost over 25 lbs in weight and my blood pressure returned to normal. I spent quality time with my family, started learning to play blues guitar – something I had always wanted to do – played football every week and saw much more of my friends, who told me that I was looking much younger and happier.

I'm now completely passionate about my work, and continue to do those things that make me happy, like playing blues guitar, sport and spending quality time with friends and family. I've rediscovered how great it feels to be fit and healthy and have not only managed to keep the weight off, but have a six pack – not bad for a 46 year old!

Dreams don't die until we let them.

James Ojala