

## Getting into the Zone

I have a secret to share, but you've got to promise not to share it with anyone. Here it is...when I sit down to write my newsletter, I have no idea of what I am going to write about until I sit down to write it.



Are you surprised? I kind of am and it amazes me that I can stay fresh and current when I post up a new article on my newsletter/blog. It kind of comes to me naturally. I don't force it. I just sit down and start punching the keyboard and usually I write something meaningful.

My best creative piece was when I came up with the "SWIFT" method for living. "SWIFT" is about setting goals in the 5 key areas of your life. "SWIFT" stands for Social, Work, Inner, Financial and Taking Care of.

So under a social goal you might want to set goals around your social life, under work...you set work goals and under inner you set goals like pray, read, meditate, study. The "F" is for financial goals...are you saving money, paying down debt asking for a bailout? Last but not least the Taking Care of, is about the time you spend at the gym, going for your physical, taking the family out...taking care is about taking care of the things that really matter.

### In this post I want to talk about your Inner game, or how to get into the zone.

These days it's critical to stay in the zone. I don't know about you but the negative news, horrific world events and change has kind of thrown me off my game.

My sense is this may be true for you. Are you as sharp as you used to be? Confident about life? Optimistic? Nope? Here too.



Being a big baseball fan, I relate being in the zone to what a good hitter does when they are on a hitting streak. You'll hear terms like, "he's really seeing the ball well" or "they see the play unfold in front of him as if the whole game has just slowed right down".

The athlete that is in the zone has somehow found the sweet spot and an ability to be totally in the moment, all senses working at once, magically doing the big things naturally.

So how can we get to the zone in these wild and interesting times?

First of all it takes practice. This is not something that you can just do without applying some very critical daily rituals.

First of all you want to **meditate daily**. This doesn't have to be for an hour on end, but just meditate, visualize your day happening and unfolding the way you want it to.

Second of all, **exercise every day**. Change your routine too. Mix up aerobics, with weights or strength training and yoga to incorporate a full work out regimen.

Third, **eat properly**, your mom was right...eat your fruits and veggies every day and when grocery shopping and yes I am guilty of this...don't go into the middle of the grocery store, stick to the perimeter or the outside, because that's where the good nutritious food is.

Stay hydrated. **Drink your water**. It enhances fat loss and helps you look younger...you'll have better skin...and it contributes to your health and well being.

**Take mini-breaks during the day**...little time outs to re-charge the mind, soul and battery. All work and no time outs makes for an evening of being grumpy and tired...let's face it your family deserves better.

**Surround yourself with creative, idea people and connect to set your daily intentions and goals for the day as a group**. If you're on purpose and have a purpose with clear cut goals that you want to take on...then you will have more of a focus.

**Do up a daily do list.** Before you wind it up for the day, do up a daily list of what you want to take on. It's critical that you have that clear direction each day or you will be like a boxer flailing in the boxing ring, throwing punches wildly in the air and never landing a bop on the nose.

**Don't work too long.** Recent health studies show that working more than 8 hours a day on average actually contributes to stress, heart disease and diabetes...and if you think about it, you're probably at a desk job, working hard, stressing out...that's why that trip to the gym or a break in the day helps you...you can even meditate or nap during the day.

**Know what you're playing for.** Remind yourself as to why you're doing what you're doing. Is it for your kids? Are you inspired by someone, or something? Connect with what inspires you on regular basis so you don't lose the passion or interest.

**Always connect to what inspires you and what your passion is.** I get passionate about different things in my business and work and it's in a state of flow, yet the work remains consistent.

**Let go of the struggle.** When an athlete is in the zone or is seeing the ball well, they aren't even thinking about struggling, they're into the fun of it all...the game. Let go of all struggles and get back into the "game" of it all. To me a "game" is the part of the work that's akin to having fun.

**Be of gratitude.** Each day when it ends be thankful to whatever life brings you. Remember...one of my favorite lines in the Mel Brooks movie "Young Frankenstein" when Gene Wilder asked his trust worthy assistant Marty Feldman about a mistake he had made, Marty Feldman replied, "it could always be worse...it could be raining"!!!

If you saw the movie, the minute after he said that...thunder roared, lightning struck and sure enough it started to rain! Talk about being optimistic!

So yes even though we are overwhelmed by change and challenges, it can always be worse.

This month, I encourage you to get into the zone and let me know if you adopt any of these daily rituals if it improves your "game."

I hope it does and would love to know if these strategies had a positive affect on you.



Until our next posting, stay well. Enjoy our motivational video included with this newsletter posting and I look forward to connecting with you soon.

David Cohen

David is a coach and facilitator working in Toronto, Canada  
You can email him at [thecoach@smallbusinessbigideas.com](mailto:thecoach@smallbusinessbigideas.com)  
Or log onto [www.smallbusinessbigideas.com](http://www.smallbusinessbigideas.com)