



THE SECRETS OF A SUCCESS LOG

by Leigh Wallinger

The human brain would appear to contain vast amounts of untapped potential. It is widely acknowledged that the average person uses 5% or less of their brain's capacity. The brain is also like any other muscle in your body – if you don't use it you lose it. There are many self-development programmes around that claim to help you to get the most from your brain.

However much you use your brain, over time it seems to filter out your bad experiences so that when you look back in your life, events appear in a more favourable light. What's more, it seems to diminish your achievements of the past and tends to dwell on the problems of today. Sometimes, your brain needs to be reminded of all your achievements so that you end up in a positive state of mind. This motivates you to tackle new challenges. One of the ways to do this is to build a Success Log.

Why have a Success Log?

Many successful people use a Success Log to regularly remind themselves about their past achievements. This is not about living in the past or trying to revel in past glories but about giving yourself a psychological boost. Your Success Log will remind your brain of the successes you have achieved and make you feel positive about the challenges that lie ahead. It is surprising how much can be achieved in a month, most of which we either forget or take for granted. A Success Log will itemise your achievements and make it easier for you to recall them.

Your Success Log can take many forms – computer, PDA or paper based – just select what is best for you. For a paper-based Success Log, an A5 notebook is ideal. In it, you list all your achievements, both large and small. Consider your Success Log as private unless you are working with a Mastermind Group or a Coach, when it would be beneficial to share its contents with these trusted people. Only let people see your Success Log if you know that they will reinforce the positive images and messages that it contains. Never give people who will diminish your achievements access to your Success Log.

Over time your Success Log will grow into a source of inspiration and motivation that you can review at any time, but especially when you need a boost. It will give you the confidence and drive needed for you to meet your current challenges and goals.

It will act as a reminder of all the achievements you have realised, in chronological order. Your Success Log can relate just to your career, your personal life or both. Add to it each week or each month, whatever feels right for you.

What do you write?

Make the entries in your Success Log both short and positive. You are not writing your memoirs, you need something that you can read and review quickly. Only write positive statements about your achievements, your successes in reaching goals and sub-goals and situations that made you feel good about yourself. Avoid negative statements in your Success Log, but don't ignore the time when things go wrong or don't work out. Draw out from these times the lessons that you have learned and put these into your Success Log.

It is important to accept that things in life do go wrong, sometimes you make errors of judgement. Don't dwell on these times but recognise that the lessons you learn are achievements. By adding them to your Success Log you will train your mind to hold on to those lessons and avoid repeating the same mistakes again.



If you want to make space in your Success Log for longer entries, these can be added at the back of your A5 book, or in a separate Word document or PDA document. Don't clutter the main list of achievements with longer entries otherwise the impact of the Success Log will be reduced.

What do I do with my Success Log?

The Success Log is for you. Use it in whatever way you want. Use it to review the progress you are making to major goals by accomplishing more and more of the sub-goals you have defined. Use it as a tool to help motivate yourself to strive for greater achievements than in the past.

Read it...Review it...Analyse it. Use it as frequently as you wish.

Read it monthly to remind yourself of your achievements. Read it at times when you are looking for inspiration and motivation. Your Success Log will demonstrate how successful you have been, even if you feel nothing is going your way.

Use it in goal setting to give yourself new goals that exceed your previous achievements but which are, nevertheless, achievable based on what you had previously accomplished.

Make sure that you date your achievements and your entries. This will prevent you from forgetting when specific achievements were realised. It is useful in goal setting to know how long goals took to be achieved. Many happen in a much shorter timescale than your expectations.

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