



EBOOK

Change Your Attitude, Change Your Life

Uncover and Replace the Toxic Mindsets
that are Holding You Down

By Bill Cox

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Attitude is Everything

Introduction

I am passionate about coaching because I am passionate about change, positive change. I'm passionate about the kind of change that can lift you to new levels and propel you forward into the life you were meant to live -- a legacy life. A legacy life is one that enables you to maximize your gifts, talents, skills, and personality and unleash them in this world to add value to and have an impact on others who desperately need it.

I want change for me -- and I want it for you. You were meant for more. You were meant to make a positive and irreplaceable difference in this world.

I also know where the journey of change begins. It begins on the inside. It starts with the thoughts you think, the things you say to yourself about yourself, about others, about money, about your life's daily circumstances, and the list goes on.

In short, the changes you want to make, the changes that you long for and dream about, will all depend on the mindset you hold, in a word, your attitude. That's the topic of this book. I hope that, in reading this, you will be reminded about the power of your attitude, what influences it, and the steps you can take to develop the kind of attitude that lifts you to new heights and propels you into living a legacy life.

Happy reading! And after you finish, reach out to me. Schedule your strategy session with me, and let's talk about the changes you need to make to step into living your best life.

Change Your Attitude, Change Your Life: Uncover and Replace the Toxic Mindsets that are holding you down.

"No single change you make in your life will have a greater positive impact on you and those around you than making a choice to improve your attitude." ~ Viktor Frankl

Do you believe this? I know I do. The mindsets you adopt will serve to be your greatest ally or most significant enemy standing between you and the success you seek in any (and every) area of your life.

In my work with thousands of leaders over the past two decades, I have learned that **you can change your life if you change your attitude.**

I don't know of a story that more powerfully illustrates that than Viktor Frankl's story.

Viktor was an Austrian Jew who labored in four different concentration camps between the years 1942 and 1945 (including Auschwitz). During this time, he witnessed the death of his parents, his brother, and his pregnant wife. Witnessing horrors like this for three years, while daily enduring the pressures of laboring and fearing for his own life, he wrote this:

"No single change you make in your life will have a greater positive impact on you and those around you than making a choice to improve your attitude."

When someone who has endured these types of trials has something to say about attitude, I tend to pay attention. Viktor Frankl knows what he is talking about – because he has lived what he professes.

Frankl believed that many things happen to us outside of our control. However, there is one thing we always have control over...and that is our attitude. Because of his deep belief in this truth, Viktor developed a form of psychotherapy known as Logotherapy. Through this therapy, Frankl helped people find their purpose for living and a deep sense of meaning in and through the most painful circumstances of life.

Do you believe that? Do you realize that it is not what happens TO you, but what happens IN you that matters? While you and I often do not control our lives' circumstances, we do have total control over our response to those situations. We always have the power to choose our attitude -- always. And we do. Frankl's message is clear -- irrespective of how good or bad things are, we can find meaning and move forward with a renewed sense of purpose.

Can you imagine how different life would be if you adopted this philosophy?

I will repeat it; there is no single change you make in your life that will have a greater positive impact on you and those around you than a choice to improve your attitude.

So, what is attitude?

By definition, attitude is a **settled way** of thinking or feeling or about someone or something, which is typically reflected in a person's behavior.

Think about this. You and I have a settled way of thinking that influences how we live our lives -- every day and all the time. Your attitude is settled. You know -- it is fixed or established; unlikely to change, like a well-worn path. Your attitude is simply the reflection of the consistent patterns of thought that occupy your mind. Why is this significant? I think James Allen helps us understand its significance.

In his book, *As a Man Thinketh*, Allen penned these words, "A man is literally what he thinks, his character being the complete sum of all his thoughts. As the plant springs from, and could not be without the seed, so every act of a man springs from the hidden seeds of thought, and could not have appeared without them."

What a powerful statement. You and I are the sums of our thoughts.

Think about your life -- along with the actions and behaviors that consistently define it. Reflect on the effects that these actions are producing. Do you like what you see? Are you happy with your results? Think about the results of your health, your relationships, your performance at work, the way you handle conflict, the way you deal with failure and setbacks, etc. James Allen is telling us that we can trace all of these results back to the seeds of thought that you and I choose to harbor, reflect on, or allow to influence us.

The seeds grow and shape your character. They tell the story of your Life and my Life.

And do you know what's crazy about all of this, even scary? James Allen describes these thoughts, these mindsets that control our lives, as *hidden seeds*. Wow! Think about that. If they are hidden, then it stands to reason that we can't even see them. We're often unaware that they are present, operational, and leveraging influence over our lives!

If that's the case, I bet you're thinking, "Well, how did these hidden thought seeds, or hidden attitudes get there? Who put them there?"

In short, they come from our environments. Environments are the surroundings or conditions in which we live. And one of the most powerful truths about our environments is that they continually influence and act upon us when we are in them. We can control some of our environments, and others we have no control over. I'm going to touch on three of your most influential environments briefly. These are your family of origin, your people environment, and your mental environment.

Three environments that profoundly influence your attitudes

Your family of origin

Let's start with what I believe to be the single most potent environmental influence in your life, your family of origin. Think about your family of origin. You were born into (and

grew up in) an environment that had an enormous influence on your life. Maybe your family was loving, safe, and conducive to growth. Perhaps it was critical, demanding, unstable, or abusive. Regardless of what characterized your family atmosphere, the environment you grew up in shaped you – and it still influences you today. You've probably heard it said that we are who we are partly because of nature and partly because of nurture. Your family shows up in both of these aspects.

Let me give you an example from my own life.

My father worked extremely hard. He was an electrician by day and farmer by night. My father believed that hard work was the foundation of success, and it seemed like he was always working. The grass did not grow underneath his feet. He was the consummate blue-collar guy. Dad believed that all men should work hard because that's what it meant to be a man. Through hard work, men should also be the primary breadwinners for the family. You may or may not agree with this (and that's fine), but this was a strong belief and attitude that my dad held.

So guess what he taught his sons? Yep, you guessed it -- to work hard. A significant part of my childhood was centered-around working with my dad on the farm. We got up at five o'clock every morning and did chores twice a day. We were responsible for feeding and milking cows, planting crops, fixing equipment, harvesting crops, fixing the equipment again, planting, and weeding the garden. (Sidenote: I sucked at...and hated weeding the garden, but my brother and I still had to do it!)

We worked. We never played corn hole on Memorial Day weekend. We were planting corn, not hanging out at a picnic. I doubt that the game of corn hole was even a thing back then, but you get the point.

And do you know what attitudes I developed from growing up in an environment where I worked seven days a week, in a situation that I can remember only taking two family vacations by the time I graduated from high school? Three significant attitudes became ingrained in me -- ones that still influence how I approach my life today.

1. Hard work is the key to success.
2. Men should provide for their families and be the primary source of income for the home.
3. Hard work is noble.

Like me, your family of origin has influenced your values, philosophies about life, attitudes toward others, beliefs about God, and perspectives on money, work, and people in authority. I'm sure you've heard the adage, "You can pick your friends, but you cannot pick your family." It's true.

And here's the thing. Over time, this foundational environment begins to influence you at a subconscious level and become the lens through which you see the world. And it's no secret that this influence isn't always positive.

Take some time right now before you read any further to stop and ask yourself a few critical questions for reflection.

- How would you describe your family environment growing up?

- Who were the dominant influences in your life during that time?
- What were some of the beliefs and attitudes that they held?
- How did these beliefs influence (or attitudes) influence your own?
- In what ways do they still affect you today?
- How have they changed?

Your "People" environment

A second and compelling environment that shapes your thoughts and attitudes is your people environment.

The great thing about this environment is that, while you can't choose your family, you CAN choose your friends. You have total control of the people you decide to let into your circle of friends.

So, stop and reflect on who you permit to journey alongside you in friendship. Think about the relationships you are investing in and building. Who do you spend time with outside of work? Do these friends make you want to be better, a better dad, a better husband, a better wife, a better human? Do you leave conversations challenged and inspired to grow and become more? Do they encourage you and support you and provide a safe place when you walk through difficult seasons? These friends are friends like Solomon, one of the wisest people from antiquity described when he wrote, "As iron sharpens iron, so one person sharpens another." These are the kind of people who create a relational environment that fosters a positive, healthy, and indomitable mindset.

How about your digital people environment? You know, your friends on Facebook. Who do you follow on Instagram or Twitter? What type of things do they post? Are they positive? Do they inspire you? Do they stimulate you to positive, wholesome, and noble thoughts?

Let's dig a little deeper. Not including your immediate family, identify the 5-10 closest people to you. Now, take out a notepad and write down your answers to the following questions.

- How would you characterize their attitudes? To what degree are they toxic or positive?
- In what ways do they challenge and encourage you to get better?
- To what extent do they stretch you to grow?
- What is the state of their health?
- To what degree are they financially free or stable?
- How do they spend their free time?
- What do you talk about when you spend time with them?
- How often do you spend time with them?

Have you considered just how much influence they have on your attitudes and outlook? I love Mark Ambrose's words, "Show me your friends, and I'll show you your future." Why did he write this? Because he understands the power of our people environment. He understands, and so should you, that you are influenced either positively or negatively by the prevailing attitudes and beliefs of those you surround yourself.

That's why Pastor Joel Osteen once wrote, "You need to associate with people that inspire you, people that

challenge you to rise higher, people that make you better. Don't waste your valuable time with people that are not adding to your growth. Your destiny is too important."

So be super intentional about who you choose and invite into your inner circle. Choose people that "call you up." Intentionally seek out people who will steer you in a powerful and positive direction, people who will reinforce your highest values and motivate you to cultivate healthy mindsets.

Your "Mental" environment

Let's look at one more powerful and influential environment. I'm talking about your mental environment.

Your mental environment includes the thoughts that you think, the books you read (or listen to), the TV shows that you watch, the blogs you read, the podcasts you download, and the news that you choose to digest. These sources represent the thinking, values, beliefs, fears, aspirations, accomplishments, and struggles of various influencers within our world.

They either influence how you think, change your outlook, and reinforce toxic mindsets that are keeping you stuck -- or, they can challenge and confront these mindsets that may be holding you back. Once again, the choice is yours. What are you allowing into your mind? I'm sure you've heard the adage of "garbage in, garbage out."

As I write this, we are still dealing with the global impact of the Coronavirus. Do you remember what it was like when all of this started in March of 2020? Our nation's leaders made significant decisions to shut down businesses almost overnight to slow down the virus's spread -- and so that our healthcare facilities and professionals would not be overwhelmed in dealing with COVID related cases. It was like the switch on the American economy was turned off overnight. We started hearing things like, "This is unprecedented. We've never experienced anything like this before." Millions of people lost their jobs -- and many more people began working from home.

I'm 53, and I have never experienced anything like this in my life. I remember being glued to the news for the first several days. The whole 24-hour cycle focused on the spread of the virus, the businesses being affected, the folks losing their jobs, and the grocery stores running out of stock (especially toilet paper.) Yikes! :-) Everything seemed so dire. Everything was negative. And guess what? Slowly over time, my whole outlook on life and the world had shifted. I became paralyzed, fearful about the future, and concerned about the impact this pandemic would have on my business. And it was all because of what I had allowed into my mind.

I remember sitting on the couch one night beside my wife at about 10:30 PM. It dawned on me just how much this continual feeding of my mind on the news cycle had affected me. I looked up, shut the TV off, and said, "I'm done with this. I'm not watching any more of this. I'm going to start feeding my mind with the kind of thoughts that will get me unstuck and taking action to control what I can

control." I replaced the news cycle with books and content that re-focused my thinking around all of the possibilities and opportunities that the pandemic could mean for my business, and everything shifted. I began to reorient my mental energy around what was under my control, and shortly after that, my whole attitude changed.

This story illustrates just how important it is to take total control over and be intentional about what you allow into your mind. The messages you consistently absorb and reinforce have a massive influence on the trajectory of your life. They will ultimately dictate your attitude, emotions, and future choices. They quite literally become a self-fulfilling prophecy. And much of it happens without you being fully aware that it is even happening. Much of this occurs at a subconscious level or below the level of consciousness.

Carl Jung wisely wrote, "Until you make the unconscious conscious, it will rule your life, and you will call it fate."

I agree. One of my primary goals as a coach is to help leaders raise their self-awareness around the inner narrative that is continuously going on inside their heads. I will often have clients do an exercise where they write down the thoughts that dominate their thinking throughout the day -- the things that they tell themselves about themselves, others, their circumstances, etc. After that, I will have them consider what kind of effects these thoughts are creating their life.

How many people do you know who just watch their lives happen – and feel like they have no control? It's like

they're standing on the side of the road, watching their lives play out in front of them. They act like innocent bystanders of their lives -- or worse yet, like victims who just got the raw end of the deal. There's always a reason (what I like to refer to as an excuse) for why their life didn't turn out the way they intended, why they didn't get the sale, why the world is a scary place to live, why it's not the right time to start that business, why they're too old or too tall or too short. To them, unfortunately, the control of their lives is always somehow outside of their control.

How about you? How often do you say things to yourself about yourself, your life, your situation, or others that make life feel like it's just fate -- or that your life's already fixed in place?

Maybe you've said things like this...

- "I was born into the wrong family."
- "I wasn't put on the right team."
- "I have the wrong kind of boss."
- "I'm not the smart one in the family."
- "I just don't have what it takes."
- "I'm not enough."
- "This is too hard!"

The list can go on and on.

Phrases like this are potent. They profoundly influence the outcomes of your life.

But the reality is, as Grant Cardone writes in his phenomenal book *The 10X Rule*, "Life doesn't happen to you. It happens BECAUSE of you." You (and I) are always

the cause of all our effects. And until you own that truth entirely, you will remain stuck in mindsets that bring you the same frustrating and unsatisfactory outcomes you are currently experiencing.

As you move into adulthood, the good news is you begin to have more control over your environments.

What you choose to allow into your mind has a massive impact on your life.

Now that you understand your attitude and some of the primary forces that influence it, how can you begin to build the kind of attitude that acts as your greatest asset on the road to success and toward reaching your full potential?

You can do this by fully embracing three essential truths about your attitude. They are –

1. Fully accept that your attitude is a choice.

As we talked about earlier, you always have the power to choose your attitude. I heard a prayer once that went like this: "Dear Lord, so far today I am doing all right. I have not gossiped, lost my temper, been greedy, grumpy, nasty, selfish, or self-indulgent. I have not whined, cursed, or eaten any chocolate. However, I am going to get out of bed in a few minutes, and I'm going to need a lot of help after that."

I love this. Having the power to choose your attitude doesn't mean that it's a simple choice to make. Choosing

the right attitude can be difficult – especially in seasons of stress and struggle.

One of my friends used to have an attitude similar to this. He would always wake up in the morning with a look on his face like someone just slapped him -- or dumped a cold bucket of water on him. He would always say, "I'm not a morning person. Don't talk to me until I have my first cup of coffee...grrrrrr!"

Really? Like, that's just the way he is? Does he truly have no control over his outlook at the start of the day without coffee? No! Of course not. He functions like this because of a choice he is making.

Now, I get it that some people (based on their personality type) may be more inclined to this kind of behavior in the morning -- but still, this is no excuse. No one likes to be on the other side of this kind of attitude.

The late and former legendary coach of the UCLA Bruins basketball team, John Wooden reminds us, *"Things turn out the best for the people who make the best of the way things turn out."*

My son was recently on a basketball team with a group of inner-city kids coached by an incredible leader. This coach's passion for the game was infectious. However, even higher than Coach Darrel's (or Coach "T" as everyone called him) love for basketball was his passion for teaching these young men the skills they need to succeed in life. Weekend after weekend, he brought these young men to

tournaments to be seen by scouts, secure scholarships, and hopefully build a future for themselves.

Coach Darrel taught on taking responsibility for attitude and staying humble at every game and practice. On one particular weekend, we were at a tournament with about five hundred other teams. My son's team had four different games to play. It was a roller coaster of a weekend. The first game they got hammered by 20. The second game they won by 20. Finally, to keep alive in the tournament and advance to the final match, they had to win. The stakes were high, and this game, in particular, was a real nail biter.

During the game, the refs started calling fouls – fifteen on us and two for them. The fans, noticing this injustice, started complaining against the refs. Then, the players, feeding off the fans' energy, let their attitudes go downhill quickly.

Coach Darrel could see what was happening, but never once did he acknowledge the disparity. Finally, after about 10 minutes of this, the coach said, "There should be 15 fouls! Look at the way we're playing defense! That's not defense! You're not moving your feet!"

Why did the coach do this? He did this to flip the script on their attitudes. In those moments, Coach T did not subtly remind the students that they had a choice to make. Would they be victims, or would they choose better? He told those boys, "YOU are responsible for you. Choose a good attitude."

The first principle is -- your attitude is a choice. You always have a choice concerning your attitude.

Next, let's talk about where our attitude leads us.

The second important truth about attitude is this --

2. Understand that your attitude determines your approach to life.

We don't see the world as it is. We see it as we are.

David Guttman wrote a book called *The Power of Positivity*, which deals with what psychologists have labeled the "explanatory styles." These styles have to do with how people process and interpret problems. Guttman describes how there are three basic ways people process and choose to understand issues. They are internal/external, stable/unstable, and pervasive/limited.

Let me explain.

Guttman explains the internal/external styles like this – Did this happen because of me (internal) or because of something or someone else (external)?

Regarding stable/unstable styles, he writes – Will this always happen to me (stable), or can I change what caused it (unstable)?

Finally, about pervasive/limited styles, he questions – Is this something that affects all aspects of my life (pervasive), or was it an isolated occurrence (limited)?

The pessimist sees problems as internal, unchangeable, and pervasive. Consider for a moment how this mindset flows into all other areas of life.

On the other hand, the optimist sees the world as external, changeable, and isolated. An optimist can easily say:

- It's not always going to be this way.
- I'm going to learn from this.
- I'm going to grow from this.
- This will make me stronger, better, and wiser.
- It will be different next time.
- The outcome will change.
- This is just an isolated experience.

You'll find the effects of these attitudes flowing into all other parts of life as well. Your attitude determines your approach to life.

Dennis Wholey says, "Expecting the world to treat you fairly just because you are a good person is like expecting a bull not to charge you because you're a vegetarian."

During a coaching session with one of my clients not too long ago, our discussion centered around mindsets that we inherit from our families of origin. This particular client was detailing some of the mindset he inherited from his father regarding money. My client came from a family of nine kids -- and he was number seven. His dad was 38 when he was born -- and would often speak negatively of wealthy people. His father believed that wealth came from cheating, unjust gains, or by taking advantage of others.

From this unhealthy mentality of his father, my client developed a mindset that wealth was morally wrong at some level -- and he was determined never to have wealth. He also grew up in a home environment that was critical -- and where failure wasn't an option. At home, he learned that if you failed, you were a bad person.

Over time, my client began to see himself as a loser and assumed he would never experience great success in life. He eventually believed that he wasn't enough and didn't have what it took to succeed and reach his dreams.

Once he started his own business, this belief system began showing up. He lacked the confidence to pursue bigger jobs, which required the courage to submit larger bids. He didn't push to hire more people on his team because he didn't feel like he had the gifts and abilities to effectively lead a group of people.

One day while reading, he came across a quote that jumped off of the page and created a shift in his thinking. It said, "What you lack in your mind, you have to make up for in your back." In an instant, my client realized that he needed to improve his thinking. He began to realize that the beliefs held by his father were not serving him well and that beliefs like this could be changed. He came to understand that being wealthy can be an excellent thing because of how wealth positions you to do good in the world.

After a few coaching sessions, my client became increasingly aware of the impact these beliefs had on his life. They were quite literally creating his results. They were

the cause of his effects. He also began to realize that he could replace his limiting beliefs with empowering beliefs. As he continued working through the exercises, he replaced the belief that "I will never be wealthy" with "I will have a growth mindset. Anything is possible for me." He replaced an attitude that said, "I'm under-privileged" with an attitude that said, "I'm blessed. All the resources are available to me. I just need to utilize them." Instead of believing that he needed to constantly prove his worth, he began to say to himself, "I am enough. I have value. I am wonderfully made."

And do you know what happened in the months that followed? This client submitted a four times larger bid than any bid that he had ever submitted up to that point. He hired not just one new person to join his team, but three new people! And guess what? His business began to grow. His revenues are up 12.5% from last year at this time.

Things won't change FOR you until they change IN you. This is why it's essential to develop the owner, not the business, and why a vital part of the developmental process is cultivating healthy attitudes and empowering beliefs.

After my client changed his mindset about wealth (and more fundamentally about himself), everything changed. Your attitude will determine your approach to life and the results you experience.

It happened with my client, and it can happen to you.

3. Your attitude can turn obstacles into opportunities.

Several years ago, when I was a young pastor, I was handed a task by a few senior pastors (who I'm sure gladly handed this task off). My job was to find a motivational speaker for a youth rally we were planning. We reached out to thousands of students at multiple schools by holding an assembly to inspire and motivate them to make a positive change in life.

I found a man named Dave Roevers, who had an uncanny ability to relate to people who come from really broken circumstances. The way Dave was able to engage these students was both mysterious and powerful. His ability to connect was directly related to the story of his life.

As a young man, Dave was a Vietnam war soldier. While serving on a boat in Vietnam, his boat began letting off rounds against the shore. The enemies returned fire from a bunker. Fighting was heavy – with his gun letting off 500 rounds per minute. Seeing the enemy's position, Dave picked up a grenade and pulled the pin to launch it toward the enemy bunker. He held it about 6" from his right ear and prepared to throw it. Before he could, a sniper's bullet struck the grenade causing it to explode prematurely.

This type of grenade was a phosphorous grenade. It caused injury or death by burning deep into human tissue or by being ingested. (Side note: Phosphorus burns at 5,000 degrees Fahrenheit. That's hot!)

When Dave realized the grenade had exploded, he jumped into the water. However, his situation got worse because water will not extinguish a phosphorus fire. Dave's skin was still burning. He rose from the water and then inhaled the phosphorus. The fire went down into his lungs, scorching his mouth, bronchial tubes, and tongue. He uttered the words, "God, I still believe in you" as the fire started burning him from the inside out.

The effects of the explosion were devastating, and the intense heat nearly eviscerated him. Seventy percent of his flesh had melted, and the blast left a gaping hole in his chest cavity. He could see his heart beating through the hole in his chest. His right hand and left arm were on fire. His head was on fire. The fire had burned his scalp, ears, nose, lips, and eyelids. The explosion blinded his right eye and made him deaf in his right ear. The entire right side of his head burned down to his skull. The medics loaded Dave on the helicopter and presumed he was dead. They even put his dog tags in his teeth. (Gruesome, I know.)

When the medics first put Dave onto the stretcher, he burned through it, fell, and hit the ground. As Dave tells the story, he jokingly says, "I was having a really bad day."

They sent Dave to a medical post in Japan, where the doctors didn't expect him to live. Once stabilized, Dave was transported to San Antonio, Texas, to a unit where his family could visit. Wives who would see their husbands for the first time badly burned would often take off their wedding rings alongside the beds, unable to emotionally cope with the unrecognizable figures, choosing to abandon them.

Dave was more than anxious as he waited for his wife to walk in. Brenda, Dave's wife, didn't recognize him first and went up to read the chart to confirm it was Dave. Then she read the tag on his arm just to be positive it was him. Now, twice confirmed, she bent down, kissed his face, looked him in his good eye, and said, "I want you to know I love you – welcome home, Davey."

Straining to speak, Dave said, "I'm sorry I won't be good looking anymore. She said, "It's ok; you weren't that good looking in the first place."

Dave took what happened to him and used it to influence thousands of people for good. People all over found healing in Dave's story and his choice of attitude. Let me tell you -- Dave is one of the happiest people you've ever met. He is positive, inspiring, and encouraging -- even despite all of the tragedies he's endured.

I am a person of faith. Part of what sustains me through difficult times is the sincere belief in God's sovereignty. I believe that God doesn't allow things to happen in your life by accident. Everything permitted into your life has a deep meaning and purpose – and from that belief, I'm convinced that we can confidently choose the right attitude, NO MATTER WHAT.

Your problems may give you the platform for a higher level of influence in life.

We've discussed how your attitude is a choice, how your attitude determines your approach to life, and how your attitude can turn your problems into blessings. Now you

must decide –what attitude will you choose? The responsibility for your attitude rests solely on your shoulders.

No single change you make will have a greater positive impact on you and those around you than making a choice to improve your attitude.

If you need some help choosing the right attitude, try cultivating these four qualities:

Humility – A humble person is free from the need to exaggerate their sense of importance. They are comfortable in their skin. They know who they are – and are at peace with themselves.

Teachability – A teachable person can learn from any experience. They also recognize everyone as a teacher, and all of life as a lesson.

Gratitude – A grateful person consciously chooses to look for and celebrate the good in life consistently. Cultivating this quality helps you have a more positive attitude – which prompts you to think about the good rather than the bad. Gratitude becomes a positive cycle that refuels itself.

Resilience – A resilient person knows that failure is not in the falling, but in the staying down. Resilient people play the long game in life. They reframe failure as a necessary and valuable part of the process of growth and reaching their potential.

Which of these qualities can you begin cultivating today? I promise they will help your attitude stay right where it needs to be.

In closing, Michael Hyatt tells the story of a wise clerk who worked at a convenience store in a small town out west. One day, a stranger walked in, picked up some bread and milk, and made his way to the cash register.

"New to town?" the clerk asked. "Yep. Just moved here with my family," the stranger replied. "Well, then let me be the first to welcome you," the clerk offered, extending his hand. "Thanks," the stranger said as he shook it. "Say, what are the people like in this town?" "Well ... what were they like in the town you just left?" the clerk queried. "Oh, they were *fantastic*," the stranger replied. "Friendly, upbeat, and generous. We hated to leave." "I know what you mean," the clerk nodded. "I think that's pretty much what you'll find here, too."

A few days later, another stranger walked into the convenience store. Like the first, he picked up a few staples and headed to the cash register. The same clerk asked, "New to town?" "Yes," the stranger mumbled. "Just arrived." Following the same track, the clerk smiled and extended his hand. "Let me be the first to welcome you!" The stranger took his hand reluctantly, frowned, and quickly looked down. "So, what are the people like in this town?" "Well ... what were they like in the town you lived in last?" the clerk queried. "Not great," he stammered. "They were cold, aloof, and selfish. We were glad to get out of there." He looked up at the clerk. "I know what you mean," the clerk affirmed. "I'm afraid that's probably what you'll find here, too."

Get it?

If it's true that you get what you expect, then it's worth noticing your expectations—and shifting them toward a more positive outcome.

No single change you make in your life will have a greater positive impact on you and those around you than making a choice to **improve your attitude**.

About the Author



Bill is a credentialed and experienced Executive Coach. He has spent the last 20 years in professional coaching and developing leaders. Bill is certified through the John Maxwell Team as an Executive Coach. He is proficient and certified to use both the DISC and Profile assessment vehicles. Bill has focused his coaching attention on assisting business leaders to get to the next level and live intentional lives of influence. Bill places special value on developing organizational leaders focused on a passion to help them live fulfilling and successful lives both professionally and personally. Learn more at www.billcoxcoaching.com