



## The 95% Distinction

Dear Reader

As I type these words, I am four days into an Immersion at Fair Oak Farm in East Sussex, England. Twelve men in a deep conversation for a week exploring the big issues and challenges they are facing. The areas in their lives that we want to be different. The areas we feel stuck in. The things in our lives that we don't want anyone to know. How our lives could look if we were to step more fully into our power as human beings. The Immersion has been incredibly set up and led by Ankush

Jain who has been very ably assisted by Igor Furdik and Arthur Peters. Below is a picture of the men who attended the Immersion.



The commitment some of the men have made to be here amazes me. There are men from USA, Canada, Germany, France, Slovakia, Austria and UK. All men with busy lives and some with families who have enrolled their partners in supporting them to travel to the south of England and spend seven days, yes seven days, out of their normal lives attending a personal development event. For me this has become the most transformational event of its kind that I have come across. This is my seventh Immersion.

On day three I spent an hour with an amazing man from Austria called Sebastian. We were tasked to discuss a short excerpt from a book called Mind Management by Dennis Deaton and to see what it was saying to us about different issues in our lives. Here are the words we discussed ...

***'The consummate truth of life is that we alter our destiny by altering our thoughts. The mind is the most crucial determinant, our crowing***

***asset, our ultimate arena of battle. If we will master the power of our minds, we may do or be whatsoever we will.'***

I have gradually learned on Immersions not to read texts like this through the lens of what I already know. Through the lens of whether or not I agree or disagree with the words. Through a lens of is this right or wrong. What has become more powerful for me is to let go of my filters and be as open as I can to just let the words just speak to me, just let them impact me from a place of deep curiosity.

I found myself thinking about how content in my life I am right now and how grateful I am for that. Grateful for my family and friends, grateful for my marriage, grateful for my business that I love. I had the thought, 'It's 95% there.' As I sat with this, some new thoughts emerged. I started to see that thinking I have 95% of what's possible has become an obstacle to me going for more. Being so happy with the way things are and believing they can't get much better has been getting in the way of me taking risks in case I might rock the boat.

Then another thought emerged. What if you're not at 95%? What if you're only at 60% or 40% or 20% or even 5%! I had never had that thought.

What could it mean for me if I am only at 5% of what's possible in my business? What if I'm only at 5% of what's possible in my health and fitness. What if I'm only at 5% of what's available for Jules and me in our marriage. For sure I wouldn't be so hesitant about rocking the boat. For sure I'd risk more than I am risking right now. If I was at 5% in any area of my life as opposed to 95%, I'd get a lot more interested in what I could do to improve these parts of my life as opposed to getting stuck for fear of rocking the boat.

As I was getting excited about this in my mind, I remembered an amazing talk I heard recently at The Ultimate Experience, Birmingham by Chris Smith in which he talked about the idea that ***'possibility just exists, and limitation is always created'***. I then had the thought, 'what if all my numbers are made up? What if they're just some kind of story I have formulated in my mind because of some perceived ideas I have about what's possible or not possible in my business? What if the numbers are creating limitation in a world where possibility exists

without limit? What if I could really start to create in my life, my business, my relationships from a place that anything is possible, and the only limitations are the ones I create in my mind?

So that's the 95% distinction. The idea that I think I'm at my limit or close to it, when I'm really just scratching the surface of what's possible ... or when in fact anything is possible.

I'll go back to the quote, ***'The consummate truth of life is that we alter our destiny by altering our thoughts. The mind is the most crucial determinant, our crowing asset, our ultimate arena of battle. If we will master the power of our minds, we may do or be whatsoever we will.'***

Our minds are so powerful. Powerful enough to convince us that we have exhausted all options, tried everything and are stuck, when in fact limitless possibilities exist in any area of our lives.

Where are you using the power of your mind to create limitation in your business or an area of your business? Where are you seeing that an area of your life of business is at its' limit, and the limit might just be an idea that you have created using the power of your mind? What if you are just scratching the surface of what's possible? What if there are no limits?

I'd love to hear your thoughts.

Have a great day!

Peter



Peter McCammon

[peter@pm-coaching.co.uk](mailto:peter@pm-coaching.co.uk)

PS. If you're reading this newsletter, but are not yet on my mailing list, and would like to be, you can sign up [here](#).

### **PM Coaching**

37a Bush Road  
Dungannon  
BT71 6QE  
Ireland



You received this email because you signed up on my website.

[Unsubscribe](#)

