



What if 'Impossible' is just an idea?

Dear Reader

I'm just back from Arizona. I spent some time in Sedona where my incredible wife Jules was getting an intensive series of MFR treatments over 10 days. Nothing wrong with her, this was just for personal benefit after a number of years of not getting treatment. Some of the best MFR therapists in the world are in Sedona. I love how, when Jules does

things, she really goes all-in ... no half measures. Just one of the many ways in which she inspires me.

Following her lead, four years ago I was looking for a coach and wanted to find the best coach I could find for the stage I was at with my business. When I came across and hired Ankush Jain, I was really looking for a great coach to help me build my coaching practice. I had no idea just how much I would change, and my life would change as well as my business. I now know that I am working with a coach who is literally world class and only getting better.

One of the ways I have got the most out of my work with Ankush is to spend time with him in Phoenix, AZ when he travels from England for coaching sessions with Steve Hardison. Travelling to Arizona with Jules recently was planned to allow me spend time with Ankush during his latest trip to meet Steve. Proximity to Ankush during these trips has been truly transformative.

I could write a book on everything we talked about over the last week, but Ankush made one comment a few times during our conversations that has really stuck with me ...

‘What if impossible is just an idea?’

We didn’t spend a lot of time discussing the words in detail. In a way we didn’t need to. The moment he said them, it was like multiple extremely bright light bulbs exploded into life in my mind.

Now I’d say I am generally a positive person, but I know there are times I say to myself things like, ‘Well that can’t happen’ or ‘That’s not realistic’ or ‘That’s just not possible’ or ‘That can happen for others, but not me’ or ‘There’s no way I can make that happen’ or even just ‘I can’t’

I might be on my own here in having thoughts like this, but I’m guessing I’m not alone. Feel free to let me know.

What if all these statements are ideas made up of thoughts that I innocently make true, without them having any actual foundation in reality? What if these statements have their foundation in our previous experiences but leave little or no room for new possibilities?

Let me give you an example of how this looks to me ...

I had the honour today of being invited by my brothers to a store opening of my family's retail business. The photo attached is me with my brothers Stephen and Philip and John Houston. This was their fifth opening this year. An opportunity came their way to buy an existing business called Houstons. The business was very aligned with the marketplace they trade. It looked a great fit, with great high street locations. Five additional stores would increase their number of locations by 30% at a time when few retailers are increasing their high street presence. It could be a lot to take on, but the opportunity looked too good to miss. They talked to their team, did a lot of calculations and went for it with a 'we'll figure it out' approach to the challenge of integrating the new business.

This evening I asked my brother Stephen, 'If I had told you twelve months ago that 2024 would see you buy an existing business and integrate five new stores at a rate of almost one per month over a six month period and add 30% to your existing business, without any negative impact on cashflow and only a marginal increase to central overheads, what would you have said?'

His reply was, 'I may have been a sceptic'

If Stephen and Philip had bought into scepticism, they probably wouldn't have taken on the new stores.

I don't want to get too hung up here about the word impossible. This newsletter is more about any thinking or ideas we allow to hold us back. Any thinking that gets in our way.

We don't need to say something is 'impossible' to not have a go. We might just need to have some sceptical ideas or have a little doubt (doubtful ideas) or a lot of doubt (even more doubtful ideas) to stop us.

We might even not see ourselves as negative, but 'realistic'. If my brothers had applied some apparently 'realistic' thinking at the beginning of 2024 based on past experience, it's likely they would have had some ideas leading them to conclude that it wouldn't be realistic to think they could open five stores in six months and increase total company revenue by over 30% without taking on any new debt or

adding significantly to central overheads. That kind of thinking would also have been 'just an idea or ideas'

I know the last six months has been challenging for my brothers and their team. But they have done an incredible job and what they and now know to be possible looks very different from what they thought was possible twelve months ago. Do you think this might impact what's possible for them in the future?

What ideas are you having about opportunities that are right in front of you, that are leading you to conclude 'it's impossible' or 'it's not realistic'? What ideas are you making true that are just ideas ... just ideas that are holding you back from everything that is possible? What ideas are holding you back from everything that you want to create in your world?

I quoted in Chris Smith in last week's newsletter, 'possibility exists, limitation is created'. I love this quote and have been sharing and talking about it a lot with my clients.

What limitations are we creating with our ideas that are stopping us from taking on challenges, stepping up to our dreams or going for our goals with real conviction that we can have what we want?

What if impossible is just an idea? What if 'I can't', is just an idea? What if 'I could never do that', is just an idea? What if 'that's not possible for me', is just an idea? What if 'that'll never happen for me', is just an idea?

I'm not trying to suggest everything is possible ... but what would happen if we really started to see that impossible and lots of other thoughts in our minds about why we can't have what we want are all just ideas getting in the way of us having what we want?

Is there something you really want to create in your life or your business and 'impossible' or scepticism or apparently realistic thinking or some other idea is in the way? Is there some thinking that looks real that you really want to shift so that you move forward?

Give me a shout ... I may be able to help.

Have a great day!

Peter



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