

**Thought Leaders**  
BUSINESS LAB

**EPISODE 272**

# Align with Your Vision

**WITH LARRY OLSEN**

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Many entrepreneurs have a big vision. But challenges and roadblocks inevitably get in our way, usually on a daily basis. Depending on the resources and tools we have available determine how we can deal with these challenges.

## Larry Olsen

Larry Olsen is an international speaker, author, podcast host, and executive coach. He has years of experience working with Fortune 50 companies, championship teams, and entrepreneurs on establishing their vision and sense of purpose. Larry is passionate about providing individuals and teams quick, actionable guidance on how to break ingrained, ineffective habits that they did not even know were holding them back, and his best selling book, *Get a Vision and Live It*, is helping people learn how to change their attitudes to align with their visions.

His career journey began with a fascination of the brain. This pretty much took off when Larry was a young boy. Growing up with a sister who was labeled as having mental retardation, he saw how labeling can be detrimental to individuals. He couldn't handle it when others would be putting his sister down.

This led to his interest in the study of the human brain, our thinking, and watching out for the labels we put on people. He then went on to develop a company around this and started developing his team's sense of purpose, guiding principles, and the company's vision. Being in this industry is rewarding for Larry as he helps people get out of their own way and truly live.

## Coaches and Consultants are the corporation

Finding your niche, your target audience, and building your brand are all essential parts of building your business. However, the journey isn't easy especially when doing it alone. This is why having a sounding board or someone to help you see the gaps in your business is essential for growth. This could be a coach, a trusted friend, or a partner. But it's definitely something you need to talk through.

Remember, you can't read the label from inside the jar.

## Everyone has their unique fingerprints

One size does not fit all. You can have the best coaching process known to man, and there's still going to be times when you're going to have to move with the change and try something different.

The brain is so routine oriented because it's efficient. But when the routine gets broken, we need to deal with the uniqueness of that moment.

Every person has their own unique blueprint. Similarly, when it comes to coaching, it is essential for coaches to keep asking questions and peeling the onion in order to discover their client's uniqueness. This can be done by digging deeper and asking questions that you wouldn't ask yourself. This is one of the biggest values that coaches can do to understand their client's unique fingerprints.



## **It's up to us as coaches to ask questions and discover our clients**

The more we peel the onion, the more we can help our clients. Until the coach or consultant is clear on what makes their clients tick, they can't really assist them. This is why it is the coach's job to find out what the client's best version of self is and find ways for them to continually show up as this person.

As coaches, we help our clients reinvent themselves. We guide them into recognizing that what once was amazing, may not be the same any longer, and that's okay. This shows growth and progress.

## **The difference between a vision and a goal**

When you talk to someone about a vision, they usually talk about their goals. This is the common understanding of a vision. However, there are differences between a vision and a goal.

Let's say for example, you want to have a party at your house this weekend. So you think of your guest list, what you want to prepare - the food, the drinks, etc. As we get into more details of planning the party, we get more excited and we look forward to the event.

Looking forward creates an energy inside us. This is why someone who has a planned vacation on the weekend can seem energetic and upbeat on a Monday, while everyone else is dreading it. That's what vision is about.

The goals on the other hand, are simply the steps towards the vision. Without the vision, there's not a lot of passion to accomplish the goal. This is why, as coaches, we need to get in sync with what the client really wants. Because they're going to have to do the uncomfortable things to reach this vision and it's our job as their coach to push them to get comfortable with the discomfort.

## **How do we create a new situation as coaches for our clients?**

95% of our emotions are from the past. So it's hard to be new.

As coaches and consultants, there's definitely going to be brain systems and certain ways we do things that come from our past experiences and knowledge. But when we come into a coaching session, it's important to remove these preconceived notions or "brain systems" in order to truly help our clients. How do we go about this?

First off, we need awareness. As coaches, we are generating awareness of our clients on what's going on in their lives. We are drawing their roadmaps and giving them insights as well as drawing it out of them on how they think they can resolve their roadblocks.

We don't want to ignore the 95% of emotions from the past, but rather, we want to be aware of them. By asking deeper questions, and not labeling our clients based on these preconceived knowledge and emotions, we can give them the help and guidance they need.



## **How do we, as coaches get to new places for our clients?**

Take the analogy of first love. During the infatuation stage when we first meet someone, do we listen to what they say? Yes, we hang on to every word. As a coach, we shouldn't be listening in order to respond, but listen to understand and discover our clients.

When we listen and continue to ask the questions, the answer will reveal itself. When the answer comes from the person, we now have sustainability. When we follow up, our client has done the work because the ideas come from them and not us.

## **How do we, as coaches, follow our vision?**

It's important for our client to have their own vision. But what about ourselves as coaches?

We know that we're meant to have a vision. But we get caught up with the day to day. How do we follow our own vision to get to a better place where we can serve our clients better? The answer is that it's never a time, it's a feeling. When you feel unmotivated or uninspired, this is the time to step back and revisit your vision. However, most people let these roadblocks define them.

Remember that life is such a miracle to begin with but a lot of people lose sight of its beauty when they get caught in circumstances that don't seem to be positive. They allow the circumstance to define how they feel and whether they are excited about their business or not.

So, the definition of prosperity is not financial independence, being in great shape, or having great relationships - these are mainly by-products of prosperity. Prosperity is if you can answer yes to this question: Are you having the time of your life right now?

## **Be loving and forgiving of ourselves**

Be your own best friend. It's cliché, because it's true. We tend to give so much to everyone else, that we sometimes forget ourselves. Being loving and forgiving of ourselves is key to serving our clients better. It's key to prosperity.

In order to change the attitude around us having "human moments" in something we are experts in, we first need to realize that we are the author of our own story. Take every situation and know that you have a choice. Remind yourself what an incredible thing it is to be alive.



## Achievement Acceleration

Achievement acceleration is when people understand how their brain works and the science behind our miraculousness and the phenomenal thing called the human brain, they are able to overcome their own scepticism. This is because most people project into the future what they think they can pull off. But unfortunately, what we know we can pull off is what we previously were able to do. But what we can pull off and achieve in the future is beyond anyone's wildest expectation.

This starts to free you from the need to know everything.

## In conclusion

Remember to recognize that wherever you are, you are absolutely in the perfect spot that you need to be. Now you just need to ask yourself "what kind of impact do I want to make?"

Because we're all born with a purpose and the power to make a difference.

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