

## **The Power of Visuals**

I had an exhilarating experience last week. For the first time, I used high definition audio and videoconferencing to speak to an audience at Nationwide Insurance in Columbus, Ohio and 12 other locations while staying in Las Vegas. While I have used videoconferencing and webcasting before, I was always on site at a client's location. I would have a live audience with me and then webcast out to their other locations. I enjoyed this as we actually talked back and forth with each other after my presentation. This is exciting because now I can use this wonderful technology from Las Vegas to reach hundreds of assistants and managers to share my powerful life-changing programs with them.

This actually was a BIG Dream of 2 executive assistants from Nationwide, Brenda and Karen. They had a dream – a vision that I would talk to their assistants and managers about how to work in partnership but I would stay in Las Vegas. Wow! So they started with a dream, then had the vision for what the hour session would look like, put a plan in place, executed the plan and it was a huge success. For me, I had to visualize what it would look like in my head; then see the facility from where I would broadcast and picture men and women sitting in the big auditorium listening to me. And it worked.

We can have two kinds of visuals or visualization: the kind that takes place in our mind and then actual images, pictures, or an object. I have used visuals all my life for goal achievement both in my personal and professional life.

When we wanted to move to Las Vegas 12 years ago, I had a full-page ad of the gated community I wanted to live in near Red Rock Canyon. I taped it to my refrigerator at our house in Lansing, MI. We had planned to move in about 12 months. After I posted up the full-page ad, we moved 5 months later in the exact place I wanted to move.

Every time I get ready to write a book, I make a dummy cover and place it over another book and place it on my desk at work or at home. I have written 8 books.

Dave and I loved to cruise. I would have pictures of the ships we wanted to go on and sure enough, we were on that ship.

Do not underestimate the power of visuals. Visuals drive the subconscious to what we want. Then as we go about our daily activities, we will actually steer ourselves in the direction of our goal or dream. Before you know it, your BIG DREAM will be your reality.

You might be dreaming of a special vacation, either with your spouse or family. Collect pictures and even words on paper that depicts what that vacation will look like. Make a

collage, poster or just tape pictures or images on a wall or your refrigerator. It doesn't matter where you place them; you just need to have them in front of you. A lady who was in one of my classes told me she cut out a picture of a car she wanted and taped it to her steering wheel. This way every day she saw that car and it motivated her going to work.

So, what is your BIG DREAM for this year? If you can't find a visual for it, then make one. I want you to post it where it will be seen on a regular basis and then write me later this year when it comes to fruition.

Good luck!

Joan