



**Kotan Australia®**

The Secret to “*Elegant Simplicity*” in Business & Life

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## **Your Thoughts, Mindset & Business**

Have you ever wanted to achieve something so much that you focus all of your attention and your energy into it, and that ultimately reshaped your business and even your style of life? This could be a new business, a major contract or project; winning a tennis or golf competition, or even work towards something, such as a trip overseas, car or even a house.

When you are congruent or focused totally with all your ability on something, you subconsciously shift your mindset so as to achieve that dream or goal. Over the last 3 years, I have set very large goals and targets for myself and a complete change in direction professionally. However through hard work, determination, and that subconscious mental shift, I have been able to attain many of them. It's from working through and achieving these goals that I have come to realise that mindset is key to shaping what we believe we can and ultimately do achieve; in business this overtime can change the culture of the organization and gets rid of the old sacred cows. Personally these changes become part of who we are and what we call our *lifestyle*.

### **The Mind, Lifestyle & You**

Are you wondering what that means? Everything that you think, decide to do, or act upon starts in your mind. It's your mindset, and how you think about things, that ends up shaping the environment and the people you interact with; that in the end creates your lifestyle. Your lifestyle can be and is whatever you want it to be; whether it be a top sales person, business owner, international coach or consultant.

Like most people one of my goals was to travel around the world doing business. I have from early in my career had the opportunity to work on projects in Europe, Asia and in North America. It has been as a result of these experiences that the insights on mindset and lifestyle developed. Your lifestyle is always being continuously developed and shaped by what you imagine and visualize, and in the end is what you want to experience from it.

### **The Mind, Business & You**

It's not surprising that the culture of an organization reflects the owner, and this is based on their mindset which directly impacts the outcome of the business. It is only with a clear business identity, brand, and message that customers and employees alike understand what a business is offering and stands for.

If the owners don't believe in the message, then from experience neither will their employees or clients. They need to focus on how the business needs to look and feel, and where and how it will interact with customers in the value chain. For a strong brand and a successful business that has sustainable growth, the message is clear without envisaging what can be in the mind first, it will not be achieved. Success starts with what you think!



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**Resource Box:**

Mr. Paul Mracek has worked for **over 25 years experience** in Asia, Europe, USA and Australia establishing and building **successful businesses**. Author of several books on success, business, balance and how to apply the “Warrior Mindset”.

Experienced as a Coach, Mentor, Trainer and Consultant supporting both **Businesses & Individuals** who are looking to be at the **Next Level of Performance and success...Personally or Professionally**.

7th Degree Black Belt - Taekwonjitsu

6th Degree Black Belt - Taekwondo

OCFM Certified Coach; PPDT Certified Instructor

Trainer & Master Coach – NLP & Kotan Method

Chartered Professional Engineer; Fellow: Australian Institute of Management

Graduate: Australian Institute of Company Directors

Master Coach & Practitioner: Time Line Therapy® & Hypnosis

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