

BRAVE
BOLD 
BRILLIANT[®]

TACTICS
TO AVOID
MEDIOCRITY
& BE IN THE
TOP 5%





OVERVIEW

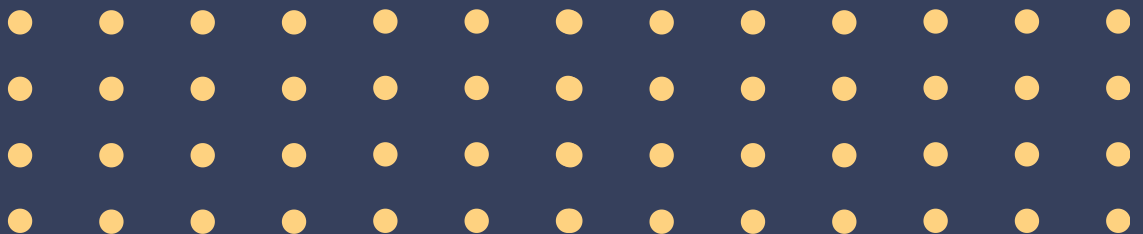
The unfortunate fact of life is that 95% of people often live a life of mediocrity, never really achieving their full potential.

If you are aware of the reasons for that then you can make sure that you don't fall into those same traps and actually make sure you are in the top 5% of people that really fulfil their dreams and live a life that maximises their true potential.

Living a wonderful life, operating at your best doesn't just happen, it's a conscious choice and part of that is being aware.

I truly believe that we all have greatness within us and it would be such a shame to not fulfil our true potential. Too many people settle for less than they want in life, wishing they had more and go to their grave with a lifetime of regrets.

But it really doesn't have to be this way at all. There is another way.



7 CAUSES OF MEDIOCRITY

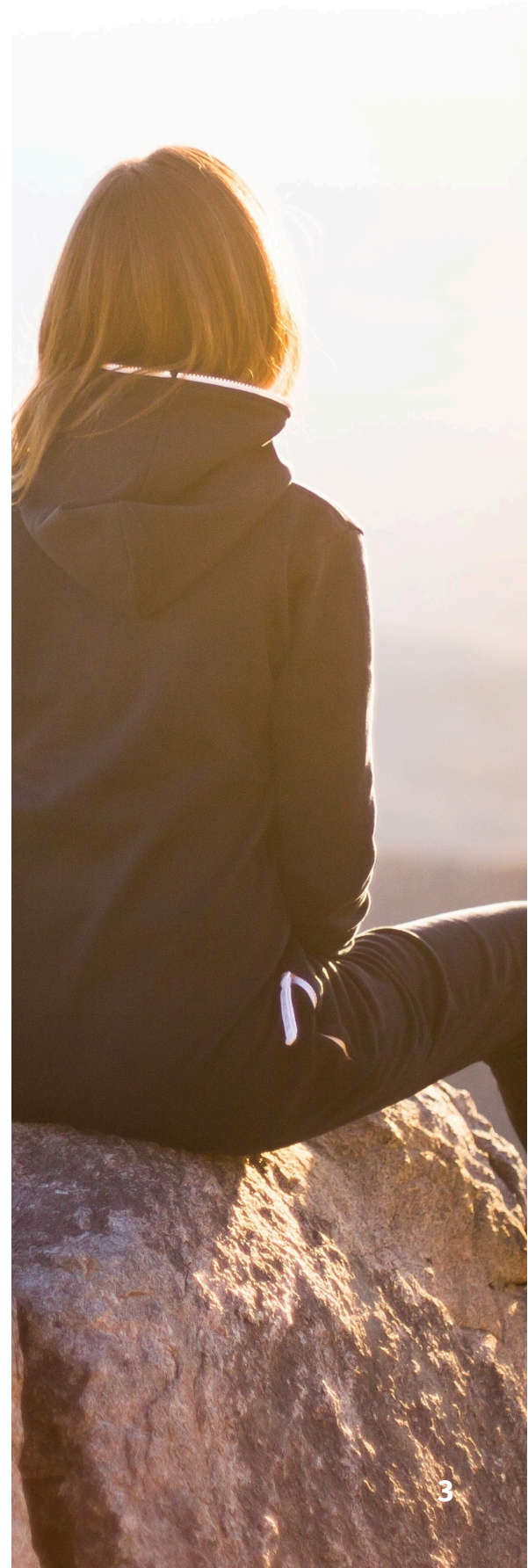
There are 7 causes of mediocrity that can either show up singularly or as a combination of any of the following. When we are aware of what causes mediocrity then we have a choice whether to act in this way or to do something about it, so that you consciously make a choice to be the best you can possibly be.

1. Rear-view mirror syndrome

- the past doesn't equal my future
- think bigger than you have ever allowed yourself to think
- get clear on what you truly want
- remember you are a result of who you were, but where you go depends actively on who you choose to be from this moment on
- just because something didn't go well in the past does not mean that the same result would happen next time
- learn from the past but then take those learnings to propel you forward

2. Lack of purpose

- most people can't articulate their purpose and don't have clarity on what they really want in life
- they live one day at a time rather than having a bigger plan for their life can lead to thinking and acting too small
- following the path of least resistance can mean you miss out on opportunities
- 'do what is easy & life will be hard; do what is hard & life will be easy'
- you need to live a life with purpose, being clear on your vision and making it happen
- lacking direction can mean you waste time, energy and resources



3. Isolating incidents

- avoid thinking that each action you take is isolated and only affects that particular moment, eg miss a work out and it doesn't matter, don't tackle that difficult project – the curse of procrastination
- T Harv Ecker 'the way you do anything is how you do everything'
- every time you choose to do the 'easy' thing instead of the 'right' thing you are shaping your identity, becoming the kind of person that chooses the easy not the right options
- discipline creates habits and lifestyle
- see the bigger picture
- everything we do affects who we become

4. Lack of accountability

- having accountability helps keep you on track
- when you're accountable to another person they can call you out if you're not doing what you should be, eg mentor, coach, business partner, life partner
- gives you support and encouragement
- get yourself a coach, mentor, accountability partner

5. Mediocre circle of influence

- we become the average of the 5 people we spend most time with
- this rings true in every area of life – success, health, happiness, weight, income & wealth
- wrong type of people can pull you down, even if it's well intended!
- don't let the fears, insecurities and limiting beliefs of others limit what's possible for you
- always seek out people who will add value to your life and bring out the best in you
- actively choose to ignore the 'naysayers'





6. Lack of personal development

- if you want level 10 success, you have to invest and develop ourselves to level 10 standards
- if we fail to make time for personal development then we make time for pain and struggle
- working on your personal development every single day will propel you forward
- be a better version of yourself today than you were yesterday

7. Lack of urgency

- most people have no sense of urgency to improve
- none of us know what's round the corner so it's important we act now
- having a clear deadline and focus means that you are much more likely to get stuff done
- the key is to avoid letting things drift
- one way to tackle this is to take action in the moment – when an opportunity presents itself do one thing that takes you forward, eg send an email make a call, read an article



THREE STEPS TO AVOIDING MEDIOCRITY



There are 3 steps that you need to take to avoid mediocrity:

1. Acknowledge the 95% reality check

So many people just settle and struggle, whether that's physically, emotionally, relationally or financially. The first step to avoiding being in that 95% and choosing to be in the 5% of achievers to accept this as a reality and a concept.

2. Identify the causes of mediocrity

Self-awareness is critical. If you are aware of the 7 causes of mediocrity then you are in a good position to spot them and take action so that you can avoid them happening to you. None of us are perfect so it's important to recognise that at times we can all be guilty of one or more of the 7 causes of mediocrity. The key is to notice when they kick in and take action to avoid the negative impact.

Sometimes it can be hard to 'hold a mirror' up to ourselves, but once we do then we it can also be extremely liberating.

3. Draw a Line in the Sand

Make a decision as to what you are going to start doing differently today and onwards – not tomorrow, not next week, not next month but NOW! Make that commitment and your entire life changes the day you decide you will no longer accept mediocrity for yourself – you want and deserve amazing!!

Mediocrity is a direct result of not making the commitment to continuously learn, grow and improve yourself.

Whereas being extraordinary is a result of choosing to learn, grow and be a little bit better each day!

If we don't change now, our life won't change.

I want the best for you. Don't settle for mediocrity, claim your greatness and go for extraordinary!!!!

Remember be brave, bold & brilliant!



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