



**HAVE
THE
ATTITUDE!**

The title is rendered in a bold, 3D, blocky font. The word 'HAVE' is at the top, 'THE' is in the middle, and 'ATTITUDE!' is at the bottom. A pair of sunglasses is perched on the top of the letter 'H' in 'HAVE'. The letter 'E' in 'THE' features a sunburst or starburst pattern in its center.

**The Thinking That Makes
Great Things Happen**

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**HA Books
Orlando, Florida**

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▼ INTRODUCTION ▼

I wasn't even supposed to be there — it was just a total fluke. But there I was, getting out of my car at the mall shortly before noon on a weekday. I happened to look up into the sky, and at that very moment I witnessed the mid-air collision of two private airplanes. Four people died in that accident a few years ago. I had trouble stopping myself from thinking about what I had seen.

It was a few nights later when I had the dream. There was a group of people standing around an oval asphalt track. It looked like a track behind a high school where student athletes run, but this one was at a flight school and I was an instructor.

This particular flight school was different. It taught people how to fly without using an aircraft of any kind. The students were learning how to soar like birds. After some classroom instruction, everyone would go outside to this track. They would practice their takeoffs by running around the track until they reached a speed in which their feet would lift off the ground. It was so amazing and so profoundly inspirational to see.

As with any type of training, some people got the hang of it more quickly while others were slower to catch on — not that it really mattered either way. Some, however, became

frustrated and wanted to quit, and still others thought it wasn't even possible to do in the first place. Hopelessness and discouragement quickly turned to amazement as people's feet actually lifted off the ground and they began to take flight. It was a phenomenal experience to witness these people's success!

There is a song about this very experience. It's performed by R. Kelly and is titled "I Believe I Can Fly." Here are some of the lyrics:

**I believe I can fly. I believe I can touch the sky.
I think about it every night and day....
I believe I can fly, if I just spread my wings.
I believe I can soar,
I see myself running through that open door.
I believe I can fly because I believe in me!**

You know, those four people who died in that plane crash were all pilots whose passion was flying. They lived their passion. One was a seasoned stunt pilot and the other three were Lear Jet pilots. So many of us never fulfill our dreams or accomplish our goals because we're focused on the possibility of "what if" a bad outcome were to happen.

Sure, sometimes bad things happen, and something bad happened that day. But so did something good. Those pilots never knew the lesson they had taught me. This lesson came from people I never even met. As horrible as the accident was, it showed me the brilliance of life. The chance that something bad may happen isn't enough to discourage high achievers. They take flight anyway in pursuit of their aspirations. These high fliers prefer to live life fully rather than sit on the sidelines and make excuses not to achieve.

You see, all high achievers have a common thread they share. It just happens to be their *attitude*. You've heard the

sayings “*Attitude is everything,*” “Hire the *attitude* and teach the skill” and “It’s 90 percent *attitude* and 10 percent skill.” This is *The Attitude* that everyone’s talking about, the one that belongs to high achievers. And it’s the reason these people are able to achieve more results and reign in the top 20 percent in job performance.

What exactly is their secret to success, you ask? Well, it’s no longer a secret. It has been discovered. Do you wonder whether you share this common thread with them? Do you know whether you have *The Attitude*? Can you get it if you don’t already have it? Is it something you can learn? Is it complicated? Absolutely, yes you can have *The Attitude* that high achievers have! You *can* learn what the high performers have already learned, and the answers are in the pages ahead.

Perhaps it wasn’t a fluke that I was in that mall parking lot that day after all, because there began the vision for “Flight School.” Its mission, to act as a catalyst to remove barriers and reveal every person’s own unlimited potential to soar to great heights, became the purpose of this book. Perhaps the gift of inspiration that touched me so deeply as a result of the tragedy will expand to touch you, too. And so, Flight School begins...



▼ WHAT DOES THE FUTURE HOLD? ▼

What if you could identify high achievers just by looking at them? That might be nice, especially if you're an employer conducting an interview. They would be the ones wearing those dark sunglasses because their future is so bright. OK, maybe that scenario is just the lyrics to a song, but what a statement that would make. What an attitude it would convey!

Seriously, do you ever notice that some people seem to have an *attitude*? No, I mean the good kind? They have a positive attitude, and you just know great things are coming their way. You always see them smiling. It's too bad the future's not quite so bright for everyone else, though. I wonder how those people got to be selected? I want to be one of the lucky ones. I want that *attitude*! I think we all do, in fact. After all, this is what I have to look forward to today:

HOROSCOPE —

**Mental and emotional confusion
rule your day today.
Your best course of action
may be to fall silent.**

**TODAY'S FORECAST —
Overcast, gloomy
with 80% chance of rain.
Might as well stay inside
and cancel any outdoor plans.**

**BUSINESS OUTLOOK —
The economy is in a recession
with no chance of a recovery on the horizon.
Better save your pennies.**

Ever feel like you might as well go back to bed? Is it really as bleak as it appears to be sometimes? I mean, how can anyone really know for sure what the future holds for each one of us?

Is predicting the future left only to those people who have some kind of crystal ball, can read palms or have a direct connection to a higher power? I don't think so! History has had not only its share of "prophets of doom" but also those who have predicted greater things to come. Every day, if you look closely enough, *everyone* seems to be involved in some form of speculating or forecasting the future. We assess the odds of certain outcomes happening and adjust our actions accordingly. Whether we're predicting the weather, the stock market, or the response of another person, we respond according to what we *think* is going to happen.

The future — be it five years, five months, five days, five hours or five minutes from now — hasn't happened yet to anyone. What actually will happen is merely anyone's guess. "Sure things" have fallen through. The million-to-one odds of winning the lottery, well, they pay off to someone almost every week. And those things that "will never happen in a million years," those actually do happen. I wonder how peo-

ple can be so absolutely sure how something will turn out. After all, they're just relying on speculation, right?

Thoughts regarding what's likely to happen vary among people. We know that. They may differ only slightly or they might differ dramatically, like night and day. Each person has the freedom to think whatever he or she wants to think. Our choices about what to think about or what viewpoint we take are virtually unlimited. We even have the power to change our minds and change our opinions at any time.



▼ WHERE GREAT ACCOMPLISHMENT STARTS ▼

If you were to create a list of man's greatest accomplishments, what would you include on this list? Would you include putting man on the moon, building a reusable spacecraft, or the invention of the airplane? How about the discovery of anesthesia, X-rays, smart pills or the cure for certain illnesses and diseases? What about the Stealth Bomber or smart bombs, microwave ovens, radios, televisions, telephones, or electricity? Then there are the pyramids in Egypt, the Great Wall of China and the Golden Gate Bridge, just to mention a few of the greatest architectural wonders of the world. Did you know that the Golden Gate Bridge was thought to be impossible to construct at one time? And that is true of everything on the list.

Before we landed a man on the moon, it was thought to be impossible. Before this project could begin, someone had to believe this monumental task could in fact be achieved. At least one person had to believe it was within reach. I am sure there were plenty of people who felt it was an impossible undertaking. They were the ones pointing out all the reasons why it couldn't be done or why it would never work. As the successes accumulated, I'm sure that's when more people got on board with the believers and finally realized the idea was not so far-fetched after all.

The one thing all great accomplishments have in common is that they started at some point with a single thought or idea. This thought was focused in the light of possibility — not in the darkness of inevitable defeat. Obstacles, failures, roadblocks and setbacks were all a part of changing the impossible to the possible...they always are. But for the optimistic thinker, there are no problems, only projects. Solutions are persistently sought until the desired outcome is achieved, thus deleting any problem.



▼ PROVING YOURSELF RIGHT ▼

Working diligently to find a way to make the impossible become possible would prove the negative, pessimistic thinkers wrong, and if you've ever noticed, people don't work too hard to prove that their own thinking is wrong. It's the people who believe something can be done who are working on a solution. They will even work overtime if that's what it takes. It's more than just coincidence — it's physiology. You just can't help it — you're wired to prove yourself right.

As part of our thinking process, we have a built-in device that is mechanically designed to always prove whatever we believe or think as being right or correct. This device is what links our behavior, our responses and our actions or lack of action to our thoughts. Our responses are not random or without rhyme or reason but rather directly linked to our thoughts and are in response to what we think and believe.

This built-in device that everyone has to prove oneself right works the same way whether you think you can achieve something or believe you cannot. It can work in your favor to help you achieve or it can hold you back from doing your best. It doesn't matter either way to this device. It just follows orders instead of questioning them. And it doesn't matter whether you are aware or unaware of how the thinking process works, either.

An easy distinction is to compare the higher achievers with those who achieve less. You see, the difference is that high achievers have figured out how to use the power of thought to their advantage. They have learned about the payoff that exists when you see things from a more optimistic point of view or as being possible to achieve, rather than impossible. This type of thinking pays off in their favor.

When Cesar Chavez was organizing the United Farm Workers of America, he challenged union members to say, "Si, se puede" when they didn't know how they would overcome obstacles. It means, "Yes, we can do it" or "Yes, it is possible." The farmworkers didn't think they could win without violence, but Chavez believed differently. Just as Hindu leader Mahatma Gandhi, Chavez believed a goal could be accomplished through persistence, hard work and faith. He believed the farmworkers could advance economic and social conditions through non-violent means, and that's exactly what they did.

Even if high achievers don't know how their goals will be realized, they believe and know it is possible even before they figure out how. They first conceive possibility, that it can be done, and then automatically follow these thoughts with ones focused on figuring out how. That's followed by the necessary action and effort until they achieve the goal, and it's all just an automatic process to prove their thinking right that is working in their favor. You get the thinking right and the action automatically follows. It's nothing magical. It's not even luck. It's just using the power of thought.

In essence, it's working in the exact same way for those who achieve less. From the start, they think a particular outcome is likely to be impossible. Since they are unable to conceive it, they can't see what they need to do in order to make it happen. Their thinking will naturally lead them to the

appropriate response or behavior that matches their thoughts. But this time proving oneself right means putting less thought and less of one's self into the direction that will confirm that something *can* be done. Energy spent will be allocated toward going in the opposite direction — to prove it can't be done.

It's too bad the power of thought can be used as easily to sabotage a person's own success as it can to advance it. Whether you've heard this before or are hearing it for the first time, if you believed that *what you thought* never really mattered, this power brings quite an awakening. Now, all of a sudden, *what you think* becomes more important than you had previously imagined.



▼ THE WAY WE THINK ▼

In a recent interview with a magazine, I was asked about the different attitudes and how they show up differently in an interview with job applicants. The woman interviewing me for this article asked skeptically, “Do you mean to tell me that people really say they can’t or couldn’t do something regarding their job and then blame others for the reason why?” She added, “Wouldn’t they know better than to say something like that?” I replied by telling her that’s exactly what happens all the time and it’s because people actually believe that there was nothing they could do, they believe what they are saying, and that’s why they say it.

How we think and how we analyze information is a process we began learning early in childhood. The experts say a child’s brain is 80 percent developed by age 5. Over time, this newly formed thinking process becomes established. By adulthood, it has become quite entrenched. A person gets so used to his or her way of thinking, it becomes a full-fledged habit. I call this “autopilot” thinking. As adults, we aren’t even aware of the mechanics of our own thought process — we just keep on doing it the way we always have.

What’s interesting about the thinking process is we are typically not aware of *how* we do it nor do we think of it as something we actually had to learn to do. Perhaps since we

really cannot remember a time when we didn't know how to think, we believe thinking is innate and just assume we're doing it the best way. After all, no one thinks his or her own thinking is wrong or less effective.

We've never really stopped to consider that because thinking is a learned process, perhaps not all people are learning how to do it the same way. Or that one method of thinking can actually produce completely different results than another way of thinking, with some results being better than others. I don't believe most people have given much consideration to the idea that a person's way of thinking could be the real culprit that sabotages success — they think it's something else.

Even if you acknowledge that thinking varies, most people automatically assume that their learned way of thinking is the best and most-effective way of all. Most people are either not open to other ways of thinking or are so busy trying to keep up with their own fast-paced lives that they have never stopped long enough to evaluate the effectiveness of their own thinking process.



▼ TWO TYPES OF THINKING ▼

The more you have the opportunity to observe various job performance levels, the more you are able to see that a person's thinking process has the single greatest impact on what that person accomplishes. It ultimately explains why some people achieve more while others often struggle just to achieve very little.

How a person thinks about the future, what could or is likely to happen, falls into two groups or types of thought even though the thoughts themselves are infinite.

The first group is made up of those thoughts that are *active* in nature, meaning action-oriented. They are those thoughts that envision a positive or desirable outcome as one that is possible. It is called *active thought* because it is thinking that is focused on *how to accomplish the desired outcome*, and as a result it produces action intended to achieve the conceptualized outcome. Active thoughts are not only solution-oriented, they are genuinely optimistic, positive, hopeful and confident, supporting the belief that the best can happen. Active thoughts are part of the "I can" attitude, also known as *The Attitude*.

The second group, made up of passive thoughts, belongs to the prophets of doom. Passive thoughts predict future outcomes as being negative or contrary to the desired outcome.

They come from the belief that a specific outcome cannot be achieved and should be labeled as unrealistic. These thoughts are *passive* and discourage effort with their “Why bother to try? It’ll never work and there is nothing I can do about it” thinking.

Negative thinking closes the mind off to a good outcome and shuts the door. As well as being passive, it’s considered constricted or limited thinking, because it is blind to or eliminates viable options.

Positive thought focuses on possibility and expands the mind in search of a solution. It’s not that an undesirable outcome cannot happen when you’re thinking positive, solution-oriented thoughts. However, if that’s what happens, you’re still better equipped to find a solution than someone whose thinking restricts solutions.



▼ IT'S ALL IN YOUR HEAD ▼

Have you ever wondered how possibility or impossibility is determined? I mean, there is no mechanical device or magical formula that computes this for us. All of the computing is done in our own mind. It's all simply a point of view, or you could even say it's an attitude. Once the mental calculations are done, the thought-processing mind determines how to best prove our assessment or prediction as being correct — whatever it may be.

"I can" thoughts or "It can be done" predictions put a person into action, whereas "I can't" thinking doesn't. If a person truly believes an outcome can be accomplished, then the equivalent actions are dispensed to assist in proving this to be right. Thinking that is determined to accomplish produces a positive or active response — unlike the response from "it can't be done" thinking, which produces the opposite type, one that is negative or is passive. *How you respond and what you are willing to do is dependent upon what you predict the outcome is most likely to be.* The more you think a specific outcome is possible and the more convinced you are of this, the more YOU are willing to DO to make this outcome a reality. This type of thinker will move heaven and earth to make it so, and this type of thinker will produce more results.

Conversely, the less you are convinced an outcome is likely to happen, then the less effort you are willing to expend toward trying to achieve something you don't believe to be possible. *This mental process of envisioning the future ultimately determines the effort that we will expend to make a specific outcome happen.* The more we believe, the more we try and also the more we keep trying. The less we believe, the less effort we expend and the more we will be prone to giving up easily.

This entire thinking process is constantly taking place without us ever being aware of it. The power of the mind is amazing when you think about it! It operates in split-second time in whichever method we learned. So we often don't credit our thoughts as being the reason behind our actions. And if we were more aware of the thoughts we think and the power they have, we'd realize that changing our thinking could have a dramatic impact on our life. Even though thought happens in an instant, if you were to take the time to investigate more closely, you'd actually be able to see how you operate.

I saw this at work in myself some time ago while I was at the beach. I had helped a couple who parked nearby carry their beach items down to the sand. We sat near each other, and the wife asked whether I was single, available and interested in meeting a nice man they were expecting to join them. I was single. However, prior to answering her, what flashed in my head was a not-so-pretty picture of what someone else might consider nice. With this thought in mind, I decided to save myself some trouble. I said no.

As it turned out, the man the couple had in mind for me was someone I definitely would have been interested in meeting. He looked like a nice, clean-cut professional in my age bracket.

Needless to say, I was a bit frustrated with myself for the answer I had chosen. My negative thoughts had prevented me from meeting him.

As the old saying goes, “Nothing ventured, nothing gained,” and I had gained nothing because of my own thinking. We close doors, reject opportunities and reduce our chances of achieving the outcome we desire, usually without realizing that our own thinking is the culprit. Our responses are connected to the split-second thinking process going on in our heads all the time.



▼ PLACEBO EFFECT — IF YOU REALLY BELIEVED... ▼

Here's a question for you to ponder. If it's really true and you believed your thoughts had the power to determine or at least affect what happened, would you choose different thoughts? It makes you stop and wonder about how responsibly or effectively we are all thinking.

The power of thought is often underestimated. Take, for example, *placebo*, which means, "I will please." The power of the placebo effect has been known in the medical and research communities for a long time. This is how it works: To test the effectiveness of a new drug, participants in a study group are given either the actual drug or a placebo, a pill that looks exactly the same as the drug but is made of sugar. Unable to tell the difference, participants do not know which they are receiving.

A 1959 study showed that the placebo was 70 percent as effective as morphine for controlling pain. The placebo's power comes from the patient's expectation rather than the pill's chemical make-up.

Placebos have a tremendous psychological impact, but that by no means suggests that the patient's pain is all in the head. It's not saying the discomfort is not real. To the contrary. According to an article in *USA Today* titled "Take one. You'll feel better," hundreds of scientists at the National Insti-

tutes of Health in Bethesda, Md., discussed what was known and not known about the placebo effect. They not only discussed the scientific research data, they spoke of the healing power of hope and expectation. Patients who focused on or believed there was a chance they would feel better and recover responded favorably even in the absence of the drug or placebo.

Scientists speculate that a placebo works by stimulating endorphins in the brain. Ethicist Howard Brody, a family practitioner at Michigan State University, says, "You don't need the sugar pill to unleash these important forces." The placebo effect suggests that cures do not just come from pill bottles or high-tech equipment or procedures, that engaging the power of the mind to aid in the healing process has greater potential than we have yet discovered.

It seems that thinking good thoughts not only feels good, it's also good for us. Some researchers have gone as far as to suggest that pessimism may be harmful to your health by boosting levels of destructive stress hormones in your bloodstream. No one completely understands how a positive attitude helps people recover more quickly, but mounting evidence suggests it has something to do with the mind's power.

A study in the 1960s gave 12 psychology graduate students several rats to train. Half of the students were told they were working with genetically bred rats that were very smart and would learn quickly. The other half were told their rats were genetically bred to be slow learners. At the end of the experiment, it was determined that the "smart" rats did, indeed, learn exceptionally well and that the "stupid" rats did, in fact, do poorly.

However, there is one catch. What the students did not know is that there was no difference between the rats. The

rodents were all the same. None of them had been genetically altered.

Similar experiments have been conducted with schoolchildren and their teachers, and also at the U.S. Air Force Academy with enlisted airmen, all of which produced the same kinds of results. Some teachers were told they had a group of slow learners and others were told they were teaching gifted students. All of the students, however, were similar in their learning ability — yet the results were equivalent to what the teachers believed.

The power of your beliefs or expectations does have an effect on what happens. What you think an outcome will be in advance of it happening does affect your results. Changing your prediction, changing what you think, could in fact make all the difference in the world in the results you achieve.

Comedian Bill Cosby, being interviewed on *Good Morning America* by Diane Sawyer, spoke of a time early in his career when he absolutely bombed on stage. He said he was so terrible, it was a turning point in his career. He seriously thought about quitting the business. He went on to say that he had done all of this to himself. He recalled that before he went onto stage that night, he had become so worked up that he had convinced himself he wasn't a very good comedian. He said what he actually did out there in front of the audience that night was prove his own thinking right.

Afterward, offstage, the club manager even went to Cosby and said the comedian who had just performed, whoever he was, stunk. He said he knew, however, that Bill Cosby was great. Cosby re-thought things and went back out for his second set, and it went great that time. Just think: This high achiever had almost talked himself into quitting. I wonder how many others actually do quit before their great talents

have the opportunity to take flight. I'm sure glad Bill Cosby didn't quit, because I've always enjoyed him as a comedian.

In the study involving the rats, the students who believed they had superior rats treated their rats differently than those students who thought their rats wouldn't learn no matter what they did. It was out of their control, *or so they thought*. Instead of handling their rats gently, giving them attention and coaxing them with treats, as the students with the "smart" rats did, the students who thought they had unintelligent rats handled them very sparingly — and when they did, they only picked them up by their tails. What they thought did affect their actions, which did have a powerful impact on what ultimately happened. *Simply a change in thinking could have produced a different set of results for those who believed there was nothing they could do.*

End of E-book Preview for

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