SUCCEED STRATEGIES

The Extraordinary Power of Visualizing Success

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All top performers, regardless of profession, know the importance of picturing themselves succeeding in their minds before they actually do in reality. Something I have been able to translate over to the business arena from athletics is the power of visualization. It is extremely effective when harnessed and used correctly.

Every Friday night after our team dinner, my college teammates and I would gather in the hotel conference room to prep for our game on Saturday.

We were led through a series of visualization techniques and practices led by a sports psychologist. Right away, I started to experience the incredible benefits of taking the time to picture myself succeeding before actually playing in the game. I visualized every little detail, from walking into the locker
room, tying my cleats and having conversations with my teammates and coaches.

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I would picture myself having the “perfect” game, executing the defensive game plan and making big plays. The more vivid I was, the better I seemed to play. I couldn’t believe it. Before the game even started, I had already played the entire game in my mind. This made a tremendous difference because it greatly increased my confidence and comfort level.

In turn, I have been able to harness the power of visualization outside of athletics. Before I take the stage and speak to a large audience, I always picture myself giving the “perfect” speech. I begin weeks in advance by picturing the audience, my choice of words and the reaction from the crowd once I am finished. Visualization can be applied to any area of your life, as I know it has become very beneficial throughout mine.

Consider these three examples:

- Boxing legend Muhammad Ali was always stressing the importance of seeing himself victorious long before the actual fight.
- As a struggling young actor, Jim Carrey used to picture himself being the greatest actor in the
Michael Jordan always took the last shot in his mind before he ever took one in real life.

These top performers, among many others, have mastered the technique of positive visualization and openly credit it as a success tactic.

When you think of a big goal or dream that you want to achieve, it's natural to think of all of the obstacles that will come your way. The problem is far too often we allow these obstacles to become so big in our minds that it inhibits us from moving forward. This is when many become satisfied with mediocrity.

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Don’t let this be you. Rather than creating larger-than-life barriers in your mind and dwelling on everything that will hold you back, envision yourself victorious like Ali. Picture yourself as the greatest at your craft like Carrey. Visualize your next shot as your winning shot like MJ.

What will it take? What sacrifices will you make? How can you handle any obstacles and still have enough to make it to the finish line? The key is to make your positive vision stronger than anything that can set you back.
The truth is, if you can’t picture yourself achieving a goal, chances are you won’t. The more vivid you can get, the better it will work for you. Start thinking of your personal goals in life. Spend about 10 to 15 minutes picturing yourself achieving each one.

Get as detailed as possible. Picture what you will do once your goal is reached. How amazing does it feel? How will this change the course of your life? Remember, the little details increase the likelihood of the big picture.

You don’t need to spend endless hours. Simply get in the habit of putting together a positive vision into your everyday life. Visualize yourself succeeding, achieving every goal, completing every task. See what it does for you and how it makes you feel. This will likely become a pivotal part of your success arsenal.

The bottom line is this: If you can't picture yourself in your own mind being extremely successful, dominating your market, and running a phenomenal business, then chances are you never will.

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