

Do You Like What You Already Attract?

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I'm sure you've experienced it or seen it yourself. The ownership or management changes and a year later it's not the same organization – personnel, customers, attitudes and behaviors have changed. We know that the leaders and managers of any endeavor are the key to attracting and keeping the right people for the success of the whole organization.

I ask you to consider what part attraction plays on both a personal and organizational level, and then ask yourself if you are happy with what you are currently attracting.

In coaching, we pay attention to what our clients are attracted to, and more importantly what they attract. All of us attract certain kinds of people and situations quite easily and well. Some attract positives, and others... For all of us, it's a question of increasing the quality of what we attract.

First, let's distinguish between attract, promote and acquire. Promoting yourself, products, services, beliefs and issues might get people to show up, but your level of attraction is what will or won't keep them there. Likewise you can acquire something, like professional services, but you have bought it, not necessarily attracted it. True attraction is something you do not promote or buy, it is something you already are.

So, what do you currently attract? How can you increase the quality of your attraction?

Knowing your purpose in life is attractive. This allows you to focus your energy, life, goals and visions around your purpose. This is more than promoting a vision statement to hang in your lobby or office. Once you set and declare goals in alignment with your purpose, you attract others who support and unite with those goals. Watch what happens when you declare your goals. Those who don't find the goals attractive will tend to fall away, while those who are attracted gather around.

Taking care of yourself is extremely attractive. We tend to marvel at people who keep themselves healthy, get enough sleep, eat right and have enough time for what they want to do. They somehow balance the daily demands of life, and we love to see their positive energy coming our way. Also note that along with taking care of yourself, service to others —supporting their success— is extremely attractive.

Overwhelming generosity is attractive. What would your life look like if you had sufficient reserves of time, money, energy, friends and the other things that are important to your purpose? I describe part of the coaching process as learning *selfish generosity*.

This acknowledges the finite amount of resources available to us. Every time we say, “Yes,” to one thing, we also say, “No,” to other things that we could have done. On the one hand, if we pull back and say, “No” in order to build our reserves, then on the other hand we can become overwhelmingly generous when we say, “Yes,” with our time, money and energy elsewhere.

An uncluttered life is very attractive. How much time do you spend rummaging through that cluttered drawer? This cluttered drawer and all the other things you “put up with” are what we call tolerations. You tolerate these things that waste your time and energy. Why? Go ahead and make your list of tolerations, and begin to unclutter your work, home, head and life. If you can save 10 minutes a day by eliminating tolerations, you will gain a 40-hour work week plus overtime each year to focus on the good stuff. What might you attract with that extra week in your life?

Standards are behaviors we hold ourselves to do, such as honesty, excellence and fidelity. Setting better boundaries will raise standards and also raise the quality of what you attract. For example, there are two ways people learn how to treat you: first is by what you tell them you like or don’t, and the second is in what you let them get by with. If you set and communicate a boundary of truthfulness in your relationships, then you tend to attract those who will respect that boundary, and you have to let go of those who don’t.

What kind of business do you attract to your business? What kind of people do you attract to your own success or failure? There are 28 principles of attraction, and you only need to choose and master five to be very attractive. This article gives you some starting points.

You have spent years getting into your current condition of life. Expect to take 12-18 months to fully integrate the new principles of attraction that you choose to embrace —or are you satisfied with what you already attract?

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