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# CHUCK TALK: How to get your mind to an 'inspired state'

## Getting beyond the sum of our life experiences

**BY CHUCK MACHE**

A mentor of mine tells the story of Christopher Columbus and his discovery that the world was round. To paraphrase his words, he said that Columbus didn't sit around and analyze and debate the flat vs. round controversy. In fact, there wasn't a controversy. He grabbed some guys and said, "Hey, let's go see if we fall off!"

I'm sure there's a lot more to the story, and it didn't completely go down like that. The point is Columbus was inspired to go and figure it out. In fact, had he not taken action, listened to the experts and applied the same logic that the "herd" was using, he would have never set out to validate his personal belief.

This got me to thinking about what drives us to make decisions to take action. On one hand, we have in our head all of our experiences. Everything that we can recall that has gone well and everything that we are still hanging onto that has gone bad.

Our memories are filled with wins and losses, clarity and confusion, and right and wrong things we have done. We've had good and bad luck, made good and bad decisions, and it all adds up to our life experiences. Our experience plays a big role in our decision making moving forward. We've built a memory bank of knowledge from childhood, to school, to our work experiences, to our successes and failures.

That leads me back to the decisions that we make. I believe we are only as good as our heads will let us be. We're only as good as our best thinking.

While greatness in anything – whether it is sports, business or even a particular faith – is left for the few, I would wager that those who are great are not stuck in their own head of logical thinking. They reach beyond logic, and at some point they were inspired to defy their experiences, belief system and memories and go to places that most people don't even consider.

In fact, I would bet that they spend the majority of their time in the "inspired state." The inspired state is a place that has them considering all of the "what if" scenarios. What if we approached it differently? What if we could land that account? What if we could make them a customer? What if we could sell them this concept? What if we became the market share leader? What if we focused all of our energy on this outrageous goal?

All of the examples of decisions, including Christopher Columbus' discovery of a round world, were not made because the leaders of the movements were focused on then-known-to-be logical, systematic, experience-based thinking. They were inspired to go where no others dared. They reached for levels I can only imagine had people scoffing. They were somehow inspired to achieve.

I would encourage you to answer these questions:

- What can I see that my competition cannot?
- What happens if I let go of my conventional thinking?
- How can I spend time with people who see the world differently?
- Is there another way to look at any particular challenge?

I try to spend time with people who have views on subjects that are beyond my current thinking. I am a sponge for staying in the inspired state, and I believe that requires a lot of letting go.

I try to go deeper into challenges and get to the difficult truths that lead to resolving issues. I need opposing views in an effort to get inspired to take me out of my current thinking.

My mind continuously tries to tell me that I know the answers, but what I really need is mind expansion. I'm not always good at it, but I continue to work on it. That's why I have mentors and use a business coach.

Sometimes, we just have to get out of the way of our memories, experiences and logical thinking and move right into the inspired state. Or, you can chalk this thinking up to being illogical.

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Chuck Mache, President of Chuck Mache Communications, is a speaker, executive coach and consultant. His work is dedicated to helping companies and individuals break through to their next level and he is the bestselling author of the "The Four Kinds of Sales People: How and Why They Excel and How You Can Too." Learn more and sign up for Chuck's complimentary monthly newsletter at [www.ChuckMache.com](http://www.ChuckMache.com).