

# **RS**METHOD

WAKE UP AND START DREAMING

Robert Simic Coaching Institute, founded on integrity and heart.

## WHAT CONTROLS YOU?

SHORT EBOOK TO HELP YOU  
UNDERSTAND THESE  
NOTIONS ON AN EVEN  
DEEPER LEVEL



*Robert Simic*

ROBERT SIMIC COACHING INSTITUTE OFFERS CUTTING-EDGE COURSES THAT ARE DESIGNED TO PROVIDE YOU WITH THE BASIC AND MOST ADVANCED SKILLS IN THE COACHING WORLD.

I wrote this short EBook, to accompany the video that you've just seen, to help you understand these notions on an even deeper level. Now, I am not saying that what you are about to read here will transform you to your very core, wake you up from your deepest sleep, help you realize that you have so much more of a say in life that you ever thought you do...

What I am saying is that you can benefit immensely, just by immersing yourself in this easy-to-follow read, pretending it's me talking to you directly. So sit back, relax your mind and keep on reading...

When we say that people fail 95% of the time... even when they know what they want and how to get it... what do we mean by that?

Have a look at these statistics for example:

- 92% of the 17 million people that try to quit smoking each year fail.
- 95% of people who lose weight fail to keep it off long term.
- 88% of people who set new year's resolutions fail at their attempts.
- Only 10% of the population has specific, well-defined goals, but even then, seven out of the ten of those people reach their goals only 50% of the time.

That means that only 5% succeed long term and 95% fail. If you don't understand what causes results in our lives, then permanent, predictable change is practically impossible, in most cases.

I once read a quote, that touched my life profoundly:

“Until one is committed, there is hesitancy, the chance to draw back, always ineffectiveness. Concerning all acts of initiative (and creation), there is one elementary truth that ignorance of which kills countless ideas and splendid plans: that the moment one definitely commits oneself, then Providence moves too.

All sorts of things occur to help one that would never otherwise have occurred. A whole stream of events issues from the decision, raising in one's favor all manner of unforeseen incidents and meetings and material assistance, which no man could have dreamed would have come his way.

Whatever you can do, or dream you can do, begin it. Boldness has genius, power, and magic in it. Begin it now.

— WILLIAM HUTCHISON MURRAY

During times of reflection, we learn about things that we want to resolve, to change about ourselves, or in our life. The story for many of us, often looks something like this: “This time it will be different. I’m going to change my \_\_\_\_\_ (habit).” “I will give up \_\_\_\_\_”, “I will take my life to the next level”.

But how many of us are really able to follow through? Plenty of good intentions, and many amazing wishes, but sadly enough, life goes on as usual.

Ask yourself... are you ready to take that first step, to transform your bad habits into good ones... are you really ready?

Have you ever had the experience of helping someone work really hard to create the desired change - lose twenty pounds, pay off their debts, or create a passionate love affair with their spouse- only to find that they've lapsed back into their old behaviors... within a short period of time thereafter?

As a coach in my early days, I witnessed this all the time and it broke my heart on some level. Most of the time, I just didn't understand... How could people be so self-defeating?

**“Why do some people make changes that last long-term, whereas others have a hard time getting past the initial hurdles?”**

I looked at my past and realized something very important. I was asking the wrong question... It was not about some people, but rather about the **change itself**.

I realized that at times when I changed my own negative behavior very quickly, the change lasted. I then also realized with great embarrassment, that there were other (many)times in my life that I stumbled over the first hurdles... and took a very long time to gain momentum.

I learned that transformation and creation of lasting change, begins with a commitment to constantly raise your own internal standards and a continual focus on improving the quality of your and other people's lives in every area: emotions, health, finances, relationships, leadership, spirituality, contribution, time management...

## The single biggest roadblock in creating change is the Power of Leverage!

But what is leverage? Leverage is when the change that you are seeking becomes more important than the obstacle in your way.

An example is when a person finds it impossible to create the financial abundance that they are seeking, but one day, if they are faced with the challenge of having to afford a lifesaving medical procedure, that will save the life of a loved one, they find a way immediately.

At that moment something, which seemed impossible for a lifetime, becomes a reality in moments... However, if the example above was a real-life example, this person is likely to go back to their previous experience of lack, as soon as the threat is over...

**In this book, I will explain...**

- **Why do People fail in the first place**
- **Why they do not follow through**
- **Why they do not keep the change**
- **What needs to happen instead**

This new work suggests a mechanism for these studies, showing self-affirmation effects on actual problem-solving performance under pressure," said J. David Creswell, assistant professor of psychology in CMU's Dietrich College of Humanities and Social Sciences.

"The results showed that participants who were under high levels of chronic stress during the past month had impaired problem-solving performance. In fact, they solved about 50 percent fewer problems in the task. But notably, this effect was qualified by whether participants had an opportunity to first complete a self-affirmation activity.

Specifically, a brief self-affirmation was effective in eliminating the deleterious effects of chronic stress on problem-solving performance, such that chronically stressed self-affirmed participants performed under pressure at the same level as participants with low chronic stress levels."

"People under high stress can foster better problem-solving, simply by taking a moment beforehand to think about something that is important to them," Creswell said. "It's an easy-to-use and portable strategy you can roll out before you enter that high-pressure performance situation."

But how easy is to change our habits, from behavior to thinking patterns? It often requires really hard work, a massive conscious effort, and time, in order to achieve lasting change and effectively affect our conditioning. Not many people display such quality of character and determination to succeed...

I have done my share of these; I spent hours with my eyes glued to my bank statement that I had edited to show a cool million in the bank. This was in the days before Internet banking and the bank mailed your physical statement once per month. But every time that I went to pick up the one that the bank mailed, it reflected the overdraft and debt amounts.

I wasn't discouraged, I continued day after day, month after month, countless times per day with feeling and emotion "**I am now a millionaire!**" In those days though, if I had a million dollars in the bank, there is nothing more I could ever want.

These affirmations started really helping when I stopped doing them because I had lots of free time to do things that generated much more cash!

Many would argue that trying to correct negative thoughts can paradoxically actually intensify them. As NLP-trained coaches would say, telling someone to "not think about a blue tree," actually focuses their mind on a blue tree.

It would be more effective to acknowledge that negative thoughts recur throughout our life and instead of challenging or fighting with them, we should concentrate on identifying and committing to our values in life.

Even when you say the words "I am a millionaire" and you experience the pain of poverty, you are still thinking about the blue elephant.

This approach may come as a surprise to many, because of the traditional cognitive model perspectives of our culture and the media, as reflected in the Dr. Phil show. Third Wave Psychologists and coaches acknowledge that we have pain, but rather than trying to push it away, they say trying to push it away or deny it just gives it more energy and strength.

## What you resist, persists.

— C.G.JUNG

Many of the most recent findings suggest that acceptance and commitment come with a variety of strategies to help people, including such things as writing your epitaph (what's going to be your legacy), clarifying your values, and committing your behavior to them.

This is very consistent with much of the training and approach that many life coaches receive, inclusive of Neuro-Linguistic Programming (NLP), and many spiritual approaches, to behavioral changes reflected in ancient Buddhist teachings and the more modern version exemplified by Eckhart Tolle (The Power of Now).

The focus of those approaches reinforces the concepts of acceptance of negative emotions and thoughts, and rather than giving them energy and fighting with them, focus on mindfulness, and a commitment to an alignment of values and behavior.

What does this mean? It implies two possibilities, first, just engaging in positive affirmations by themselves, can do harm to people with low self-esteem, and provide only little benefit for those with high esteem, if those affirmations are not part of a comprehensive program of self-growth, preferably with a knowledgeable professional.

Second, the traditional cognitive psychotherapeutic approach of trying to change people's negative thinking through logical processes may actually be counterproductive, compared to an approach that has people accept their thoughts, not resist them and give more energy to them by thinking about them, but rather engage in positive behavior.

As you may have noticed, leverage is what creates permanent change, but creating conditions for leverage and change is not as simple as it may seem to be on the surface. That is why philosophers, spiritual teachers, psychologists, and all forms of mentors and coaches have struggled with these questions for centuries.

### **So what makes people fail?**

I will now give you an outline of how change evolved through the centuries and also in the world of life coaching and psychology. The first question to answer is the following: If you are aware of the most appropriate action, will you do it?

The answer is easy when people don't exercise and don't have a two-year health club membership and they have a thousand reasons that suggest that they should exercise three times a week. Do they go? Well... most people don't.

When a person is desperately unhappy because they are overweight and if they just change their diet, they will be happy, right? Do they do it? Most don't. That is why there is a weight loss industry worth trillions of dollars selling products, which don't work for the most part.



We all know the answer is “moving more, eat less of certain foods and more of other foods” and viola. But we don’t... Why not... is it really enough to know what to do, to get the results we want?

According to Dr. Milton Erickson, over 95% of all our behavior is unconscious/habitual! If you were to consider and reflect, on what the impact of this fact is on your life, you will soon realize that when you are conscious for only 5% of your life, then your impact is going to be very limited and you will spend the majority of your time operating habitually.

I’m sure that this is a sobering thought to many because very often we feel that we are making conscious decisions and determining our own actions during the day, but the reality is that we have many thought patterns or unconscious behaviors that we have learned, and they are stored and operating daily, habitually, with no conscious involvement, at an unconscious level.

Once you don’t need to think about something while you are doing it, your unconscious mind considers it learned and stores it in your neurology, like a computer program that operates at an unconscious level. All your habits reside there. We just need to trigger them and your behaviors become operational with zero conscious effort.

If you think about it, you’re not driving your car consciously anymore, are you? Whilst you were learning to drive, there was a lot of conscious effort that went into driving, wasn't it?

Nowadays, you just get into the car and your body drives it effortlessly. You no longer need to think about it. Instead, your mind is often elsewhere, focused on whatever you focus on, or whatever you are doing while you drive the car unconsciously- habitually.

The same goes for just about anything else in your day. You wake up in a certain mood (state), you get yourself ready for the day and most of the actual little behaviors that you perform throughout the day are unconscious.

Do you tie your (or your children’s) shoelaces consciously, or does your finger simply run through the operational pattern that you learned long ago and installed as a program, that you can effortlessly use when needed?

This is very useful in many cases, have you noticed what happens when you become conscious whilst typing on your computer keyboard? Everything just slows down, because your conscious mind processes everything much slower than when your body is just doing it.

Therefore, it is safe to assume that whenever you are just doing it, your unconscious mind is in control, and for as long as you are producing the required result, there is no need to interfere.

You really don't want to go through the individual conscious steps of pulling away at a stop street, if you have been doing it successfully for the past ten years.

Well, I could go on and on with examples like this, but I hope that the examples that I've provided here, will serve the purpose of bringing you to the awareness that we do operate habitually, for most of our day.

Another esteemed scientist, Dr. Bruce Lipton also states that over 95% of all our behavior is unconscious. This leaves us with about 5% to be consciously involved in our lives - to evaluate our circumstances, dream our future goals, and decide on ways forward in life. Doesn't sound like much, does it? But what if you are not delivering the results that you would like?

Imagine that in our driving example, we have a whole bunch of bad habits, we don't look around when we change lanes, we habitually drive too fast or we neglect to wear our safety belts... and now these habits caused us to be an unsafe driver...and that is certainly not the result which we are seeking.

Why is this so important? This translates in real life, that regardless of how amazing and inspiring your new desires are, you need to produce different behavior in order to produce different results in life.

Einstein was very clear on this fact and said that repeating the same behavior consistently, with an expectation of a different outcome is the definition of insanity.

## **Behavior > Results** (Behavior causes Results)

Every Life Coach in the world, or any Coach in any field, knows this basic principle: cause causes a certain effect. When it comes to results in our lives, it's the things that we do and the things that we don't do, that produce them all.

All our results in life are caused by our behavior or the lack of it. Life Coaches across the globe are taught this and it's partly their job to help their clients become aware of this fact.

Once that realization is present, clients can move into a different state, one of empowerment, as they realize that, if they were to change how they go about life, their results in life would definitely change.

This is where I need your full attention please, as in my mind... this is the most crucial point and I cannot emphasize this enough.

Sadly, this is where most Life Coaching methodologies fall short. It is very useful, it's empowering, and there is hope and therefore motivation involved, but what about the fact that most of our behavior is unconscious?!

How easy is it to change our old thinking patterns, our old habits, our dominant beliefs about ourselves, etc.?

Quite frankly, this is not where life coaching falls short at all! This is simply what life coaching, in a nutshell, is all about.

Most life coaching methodologies are not interested in our past, our beliefs, or our conditioning... as if none of that really matters.

The idea is to determine what we really want, set a goal, and focus all our attention and drive to achieve it. Who cares about the past?

If you are interested in being much more effective in gaining control of your own results in life and truly helping people create sustainable/lasting change, then read on, as we look deeper into this equation...

If our results are caused by our behavior (and they are), then what is causing our behavior? It seems like it would be a really important question to answer, especially since over 95% of all our behavior is on autopilot/unconscious.

So it's clear - even though behavior does create results, a 5% impact on our behavior leaves us in the position of digging yourself out of a thousand-foot hole with nothing but a teaspoon. So what causes our behavior?

### **State > Behavior > Results**

The answer is State - our state of mind - emotions. Please consider that your state is not only contributing towards your behavior - it determines it!

When you are in congruent states, entertaining a coherent emotion, do you have a choice in your behavior? We'd like to think that we always have a choice, but how real is this?

When you are really angry, what are the possible choices for your behavior? It probably ranges from kicking a wall to breaking something to saying hurtful things... to who knows what!

But it's seemingly impossible to produce a behavior outside of the umbrella of the angry state. Many very well-meaning people will tell you "Where there is a will there is a way."

Do you really think that all those poor unhappy overweight people in the weight loss industry, going for surgery, drinking the most disgusting concoctions, starving themselves for days and weeks on end are not motivated enough, and don't have a will to do it!?

## How can you control your state?

For years self-help gurus have preached the same simple mantra: if you want to improve your life, then you need to change how you think. Force yourself to have positive thoughts and you will become happier...

Force yourself to be happy... Really, have you tried forcing yourself to be happy....? Visualize your dream self and you will enjoy increased success. Think like a millionaire and you will magically grow rich.

In principle, this idea sounds perfectly reasonable. However, in practice it often proves ineffective.

Then we are told just visualize, hundreds of self-improvement books encourage readers to close their eyes and imagine their perfect selves; to see themselves in a huge office at the top of the corporate ladder, or sipping a cocktail as they feel the warm Caribbean sand between their toes.

In one study led by Lien Pham at the University of California, students were asked to spend a few moments each day, visualizing themselves getting a high grade in an upcoming exam. Even though the daydreaming exercise only lasted a few minutes, it caused the students to study less and obtain lower marks.

In another experiment led by Gabriele Oettingen from New York University, graduates were asked to note down how often they fantasized about getting their dream job after leaving college.

The students who reported that they frequently fantasized about such success, received fewer job offers and ended up with significantly smaller salaries.

## Why should this be so?

Maybe those who fantasize about a wonderful life are ill-prepared for setbacks or become reluctant to put in the effort required to achieve their goal.

Either way, the message is clear – imagining the perfect you, is not good for your life by itself.

Decades of research show that there is indeed a simple but highly effective way to transform how you think and feel. The technique turns common sense on its head but is grounded in science.

Strangely, the story begins with a world-renowned Victorian thinker and an imaginary bear.

This unconventional approach paid off. First published in 1890, James's two-volume magnum opus *The Principles of Psychology* is still required reading for students of behavioral science.

James hypothesized that the relationship between emotion and behavior was a two-way street and that behavior can cause emotion. According to James, smiling can make you feel happy and frowning can make you feel sad.

**"You do not run from a bear because you are afraid of it, but rather become afraid of the bear because you run from it."**

Our everyday experience tells us that your emotions cause you to behave in certain ways. Feeling happy makes you smile, and feeling sad makes you frown. That is of course true, but not that straightforward.

Have you noticed that when you are feeling angry and you don't do anything about it i.e. you don't think new thoughts or take new actions that your emotions remain more stable than when you do take action?

That is why we have the old advice that says, when you are angry with someone, to count to ten before taking any other action.

So, state causes behavior, and behavior can stimulate states too! If you wanted to get involved consciously at some point in your day and influence your undesired state to a desired one, here are a few quick and effective exercises that use the "As If" principle, to transform how you think and behave.

**We even have some actions that you can take to control your state and here they are:**

**HAPPINESS: Smile**

As Laird's study demonstrated, smile and you will feel happier. To get the most out of this exercise, make the smile as wide as possible, extend your eyebrow muscles slightly upward, and hold the resulting expression for about 20 seconds.

**WILLPOWER: Tense up**

As Hung's experiments show, tensing your muscles boosts your willpower. Next time you feel the need to avoid that cigarette or cream cake, make a fist, contract your biceps, press your thumb and first finger together, or grip a pen in your hand.

**PROCRASTINATION: Make a start**

To overcome procrastination, act as if you are interested in what it is that you have to do. Spend just a few minutes carrying out the first part of whatever you are avoiding, and suddenly you will feel a strong need to complete the task.

### **PERSISTENCE: Sit up straight and cross your arms**

Ron Friedman from the University of Rochester led a study where volunteers were presented with tricky problems to see how long they persevered.

Those who sat up straight and folded their arms struggled on, for nearly twice as long as others. Make sure your computer monitor is slightly above your eye-line and, when the going gets tough, cross your arms.

### **CONFIDENCE: Power pose**

To increase your self-esteem and confidence, adopt a power pose. If you are sitting down, lean back, look up, and interlock your hands behind your head. If you are standing up, then place your feet flat on the floor; push your shoulders back and your chest forward.

### **NEGOTIATION: Use soft chairs**

Hard furniture is associated with hard behavior. In one study Joshua Ackerman at the MIT Sloan School of Management, had participants sit on either soft or hard chairs and then negotiate over the price of a used car. Those in the hard chairs offered less and were more inflexible.

### **GUILT: Wash away your sins**

If you are feeling guilty about something, try washing your hands or taking a shower. Chen-Bo Zhong from the University of Toronto discovered that people who carried out an immoral act and then cleaned their hands with an antiseptic wipe felt significantly less guilty than others.

### **PERSUASION: Nod**

If people nod while they listen to a discussion, they are more likely to agree with the points being made. When you want to encourage someone to agree with you, subtly nod your head as you chat with them. Research led by Gary Wells of Iowa State University shows that they will reciprocate the movement and find themselves strangely attracted to your way of thinking.



## LOVE: Open up

Couples in love talk about the more intimate aspects of their lives. Research carried out by Robert Epstein, founder of the Cambridge Centre for Behavioral Studies, shows that the opposite is also true – more intimate chat makes people feel attracted to each other.

If you are out on a date, get the other person to open up, by asking what advice they would give to their 10-year-old self, or what one object they would save from a house on fire.

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These do work better than just saying “get into a better state”, but they are going to keep you busy and will invite some comments. Applying these ideas requires conscious effort and willingness to get hands-on and actually do it.

This is where the great wave of motivational speaking came to town. We realized that if we can alter people’s states, they will behave differently! They will find it easier to produce different (often required) behavior and this had a massive impact on people’s results.

As everyone knows by now, motivational speeches have a very short-term effect on the majority of people. It often wears off rather quickly and no sustainable change happens, but rather a short-lived one.

The reason for this is: that the motivation was provided by outside stimuli, it wasn’t self-initiated and it is not self-maintained. The moment the juices wear off, everything goes back to where it always was, back to the known, habitual states and behavior.

But how is our state generated, when we are not interfering? What’s causing it by default? Are we in charge of it, or is it something that is happening to us habitually too?

Most people live according to the idea that states are happening to us and often feel victimized by life in one way or another. Your State is where you find your quality of life reflected and not in your Results.

We say we woke up on the wrong side of the bed, or blame it on the moon, the tides, other people and the list goes on. All these causes are outside of us.

Our state depends on those things and it's out of our control... This mindset is, to say the least, disempowering and rather crippling, isn't it?

We realize that taking charge of your state, empowers you immensely and allows you to choose the most serving states and therefore most serving behaviors for the occasion, in order to produce desired results.

As you can imagine, this is also much easier said than done. Positive thinking and optimistic attitudes affect your state, for as long as you consciously insist on them.

But this is, once again, very hard work that is not sustainable for most people today. It's just too much effort and the old, habitual states always find ways to resurface, 95% of our time.

In traditional LifeCoaching methodologies, once our clients have clarity and a somewhat healthier outlook on life (idea or hope of a compelling future does a lot here), a Life Coach would help the client determine some goals for the future and then hold them accountable for it.

The clients are expected to love themselves enough and care enough about creating the life of their dreams, believe in themselves, and the possibility of that desired outcome.

If they will do that, they will change the way they think and behave, which will affect different, hopefully, desired results in their lives.

Sadly, this is way harder to do, than anything else in life and this is why so many Life Coaches experience failing clients.

What is the answer then... how do we get back into the driving seat, how do we take charge of our states again? Well, we need to dig just a bit deeper still...

## What is causing our State, automatically?

### Conditioning > State > Behavior > Results

We use the word conditioning, to summarize many things that are affecting your state. It's quite a list of things and here are just a few of them:

#### **Values:**

These are the things that are important to you. Your top 5, most important values in any given context of life, will determine over 80% of all your self-initiated motivation, drive and focus.

This has a major influence on your state, constantly. You don't focus on and think about things that are not important to you, do you? You do spend most of your time focusing on the things that matter to you.

#### **Beliefs:**

They act as the very pillars of our reality. Beliefs are what we believe to be true or not, possible or not, and how things are for us. They are all learned and not a true reflection of whom you are or what is possible for you.

Often we recognize certain limiting beliefs about ourselves or the world we live in and feel we have no power of changing them. Beliefs, by default, will always actualize themselves. Henry Ford said it long ago: "Whether you believe that you can or that you can't... you are right." Your state and possibilities in life will largely be determined by your beliefs. It's as simple as that. If you don't believe that something is possible, you will not even attempt doing it!

#### **Memories:**

The sum total of all your experiences in life, everything that ever happened to you, is perfectly stored in your neurology and your mind uses it as a reference for how things are in life, their meanings, and your expectations of life in the now.

Metaphorically speaking, I find people walking through their life looking at the rear-view mirror. We are incapable of experiencing the present moment in life, without filtering it through our past experiences.

This determines how we feel today and our experience of the quality of our life. This is huge, as we walk around carrying all our unresolved negative emotions (the baggage, burdens of life), which have a major influence on our perceptions and natural states. Health-wise, this is where most of our dis-eases stem from.

This is where we find most of the root causes of all our problems. Overcoming issues on this level changes our past and sets us free from the burdens of life, allowing us to naturally be in resourceful states, allowing us to heal and be our true selves.

There are obviously a few more items that form our conditioning and have a great influence over our results in life. The ones mentioned above, paint a clear picture of how these things are shaping our perceptions, focus, states, and actions and ultimately the results in our lives.

These things are not to be ignored, as you will find the root cause of many of your problems stemming from one or all of them.

Instead, we choose to empower ourselves and invest in learning about our minds and bodies and how they all work together; how we can now utilize the potential that we have and truly create the lives of our dreams. It's certainly possible.

Instead of fighting the system and going against our own nature, we can make changes deep in our psychology and neurology, at the place where it actually counts.

When we find the root cause of our problem, we learn what we needed and overcome the cause so that the desired change becomes real.

When you make changes in your conditioning, the chain of effects keeps repeating itself, this time affecting naturally positive states, resourceful behaviors, and thus the desired results.

Since I am writing this eBook with an idea that you are, on some level, interested in becoming a Life Coach, then the understanding that you now have, suggests that you have at least...

## ...the following 3 choices now:

1. If all you want is a Life Coach certificate, then do yourself a favor and find the shortest and cheapest online course that will mail you their certificate in a matter of days.  
  
If having a life coach certificate in your name is your sole intention here, then do yourself an even bigger favor and print yourself a certificate that you can put on the wall. Why waste resources on a meaningless piece of paper?
2. If you want to help people get some clarity, help them realize that they are the ones responsible for their results and that they now need to somehow change on their own (because you cannot help them), then almost any Life Coach course will do.
3. Finally, if you are interested in becoming a superstar Life Coach, with great Coaching and advanced NLP skills and expertise, someone who can actually affect the world around you, help people heal and grow, and help them let go of the burdens of their pasts, help them change their limiting beliefs, help them break their old habits and adopt new ones, help them change their perceptions, help them become whole again and so much more... then keep reading as I strongly believe that you are in for a beautiful surprise.

At **Robert Simic Coaching Institute** we teach the most exciting, empowering and effective knowledge and skill set known to us. It is a collected body of knowledge and skills that have been around for a very, very long time.

Then, we combine this with the latest knowledge from Quantum Physics and Neuroscience, which reveals how magnificent we actually are in our potential and ability to change quickly and effortlessly. We create a place where science and spirituality meet together, in unity.

We utilize techniques and teachings from the beginning of human psychology till now, from west to east, north to south, regardless of their origins - whatever is ecological for us and our planet, effective, instantly applicable and focused on lasting change and increased choices... these are all part of our teaching.

If these words resonate with you and something inside of you is touched by the sheer potential of what we are capable of doing and creating here in this world, then that means that you are a good fit for us too.

We are happy to meet/chat with you and discuss your personal intentions and welcome you into our world - a world of infinite potential, where you can do and become anything that you want in life. Operating as such, your clients will be able to become whomever they want to be as well.

Once you understand the science of change and speak the language of their mind, you will be able to help them change easily and quickly.

For me personally, when our medical science stops (reaches its limits) and informs the patient that his or her days are numbered, as they cannot help them any further... these are the defining moments for us as human beings.

Why do some people walk out of that hospital days or weeks later, having all their symptoms vanish and their health restored?

If our science cannot explain it, they call it a miracle. For me, it truly is a miracle, the miracle of you and your nervous system, the most magnificent creation known to us yet. How about you, have you settled for less, and have you bought into beliefs that limit your own ability to heal yourself or create the life of your dreams?

Or are you choosing a life full of possibilities and daring to explore the boundaries and beyond?

Why do 95% of people fail?

How could they not? Not having the opportunity to truly resolve their burdens, learn what was needed, and change from within is making it nearly impossible to create and then maintain that new desired life.

Our conditioning sabotages us and it wins more often than not. Don't be a statistic, do what is required to ensure that you get the most valid knowledge and skills.

When you do, you will become a coach and not someone who knows about coaching. You will not have a job; you will not find it difficult. Instead, you will find yourself living an inspired life, a coach that lives, walks and breathes the talk.

Life becomes an effortless stream of synchronicity and the whole world conspires to help you manifest the new you, from within.

If what you've just read looks, sounds or feels just like what you've been waiting for, then get in touch and enquire about this journey.

**Robert Simic Coaching Institute** exists because of people like you. I look forward to meeting you in person and serving your purpose further.

From my heart to yours

A handwritten signature in red ink that reads "Robert Simic". The signature is fluid and cursive, with the first letters of "Robert" and "Simic" being significantly larger and more stylized than the rest of the letters.

[www.RobertSimicCoachingInstitute.com](http://www.RobertSimicCoachingInstitute.com)

## About the Author

Robert is the founder of the **Robert Simic Coaching Institute**. His international success as a Coach and a Trainer is underpinned by his unique ability to unlock the potential of every student. He is a charismatic presenter who engages you with his heart as you grapple with the content.

His life story is an inspiration, starting with humble beginnings. He was born in Belgrade, Serbia – a politically challenged country. At the age of 22, he left Serbia looking for greener pastures. He worked in Europe – from washing cars in Greek islands to night shifts in Germany until he decided to move to South Africa and explore his options there. He worked as an office manager and became an integral part of a successful company. In this process though, he traded his entrepreneurial attitude for certainty and a secure salary. The hope of a secure future was short-lived when he was unexpectedly retrenched.

However, what seemed to be his worst nightmare became the wake-up call that began his quest for true empowerment. Robert confesses to having spent much of his life chasing security and significance until he discovered the gifts that come with being a truly empowered human being. Robert is deeply inspired to continue helping people break through their perceived barriers and achieve their dreams with the knowledge he shares in his coaching, workshops, and trainings.

In addition to his coaching and training, Robert has spent the last decade furthering his knowledge and skills under great minds such as the internationally best-selling authors Tony Robbins, Richard Bandler, Tad James, and Bob Proctor, all of whom have transformed the lives of millions through their books, seminars, courses and personal coaching.



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Robert is a seasoned trainer of NLP, Time Paradigm Techniques, Hypnosis, Mind Power, and various Coaching methodologies. He started this journey, initially under ABNLP(American Board of NLP), ABH (American Board of Hypnotherapy), TLTA (Time Line Therapy Association).

Breaking through one limitation to another, refusing to settle for less, and insisting on the highest and most effective resources known to us, Robert evolved in his personal capacity and so did his approach to Coaching. RSCI was founded, matching his need to create a new kind of coaching institute, a place where he could once again push beyond the known boundaries and share his heart.

Having trained, coached, and transformed 1000's people worldwide, Robert is perceived as a leader in the industry as he continues to explore new ways to enhance the lives of others. He is deeply in love with his wife Biljana, his son Matea and his daughter Mia, who are the inspiration in his life.

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## Connect with Robert Simic

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*Robert Simic*



[rs@simic.com](mailto:rs@simic.com)

[www.robertsimiccoachinginstitute.com/](http://www.robertsimiccoachinginstitute.com/)