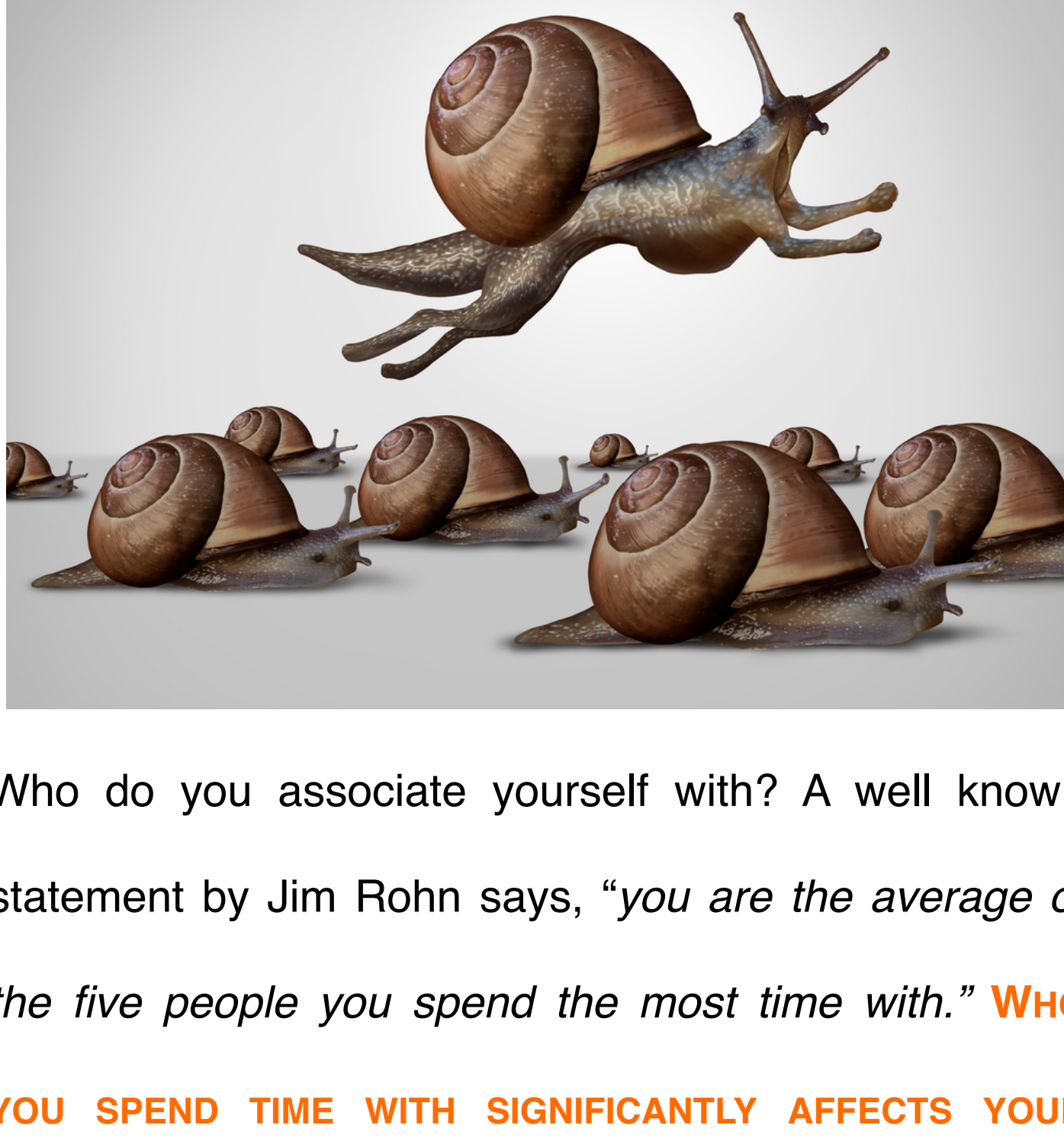


THE GROWTH

ENVIRONMENT



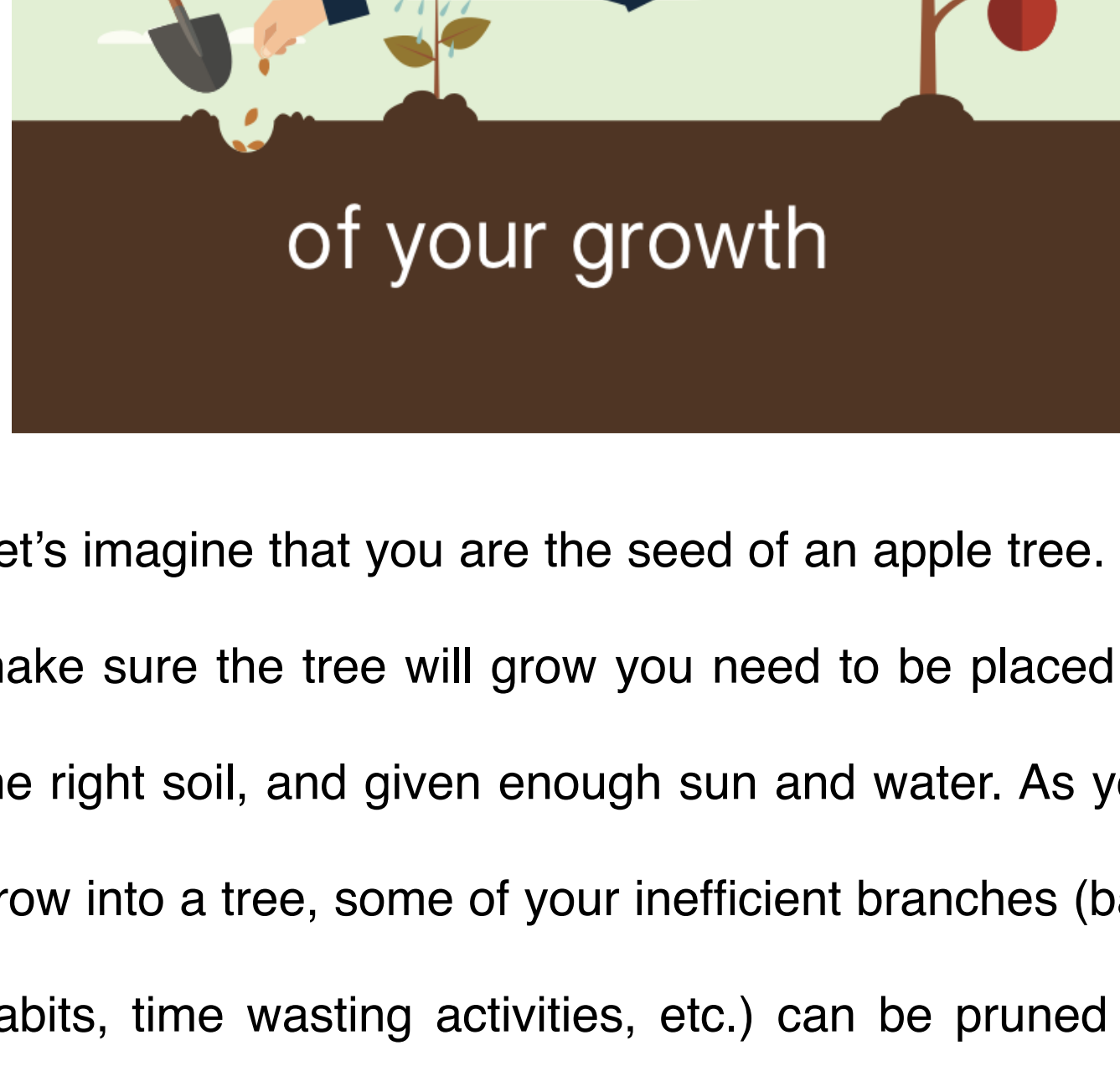
Who do you associate yourself with? A well known statement by Jim Rohn says, “*you are the average of the five people you spend the most time with.*” **WHO YOU SPEND TIME WITH SIGNIFICANTLY AFFECTS YOUR VIEWS AND BEHAVIOUR, AND AS A RESULT, YOUR LIFE.**

People can be roughly divided into three categories:

The Bottom Third - people who are negative and complain about everything. They can be thought of as ‘energetic vampires’, simply sucking your life away.

The Middle Third - people who are positive when things go well, but start to complain when things become difficult and they face challenges. Their life doesn’t change a lot. They probably have the same job and the same day to day life, throughout their life. The middle third makes up the majority of people.

The Top Third - The growth people, who can find optimism in everything. They consider everyday as a gift and try to use it to the full. They are not afraid of challenge. They are constantly learning and mastering themselves. Being in each of these types of people will impact your life. We are social creatures, taking a lot from other people’s emotions, behaviours, attitudes and life views.



Let’s imagine that you are the seed of an apple tree. To make sure the tree will grow you need to be placed in the right soil, and given enough sun and water. As you grow into a tree, some of your inefficient branches (bad habits, time wasting activities, etc.) can be pruned to give more energy to the rest of you. In few years you will begin producing apples. Even a small apple tree can give lots of apples, if everything goes well. If you try to grow an apple tree in the wrong environment, like a desert without water, it will never grow.

Choose Your Environment

YOU NEED TO SURROUND YOURSELF WITH PEOPLE BETTER THAN YOU IN AREAS WHERE YOU WANT TO IMPROVE YOURSELF. IF IT’S HARD TO FIND THEM IN THE REAL WORLD, FIND THEM IN BOOKS, MOVIES, PODCASTS, ONLINE CONFERENCES AND FORUMS. Study their habits, routines, how they developed the qualities you are seeking. Then practice, practice and practice, until you find what works for you.

If you’ve ever tried exercising at home you probably know how hard it is to do. But if you go to the gym and you see how focused people are on training, that they all came with the same goal - to exercise, you are more motivated by energy of the environment which pushes you to do the same.

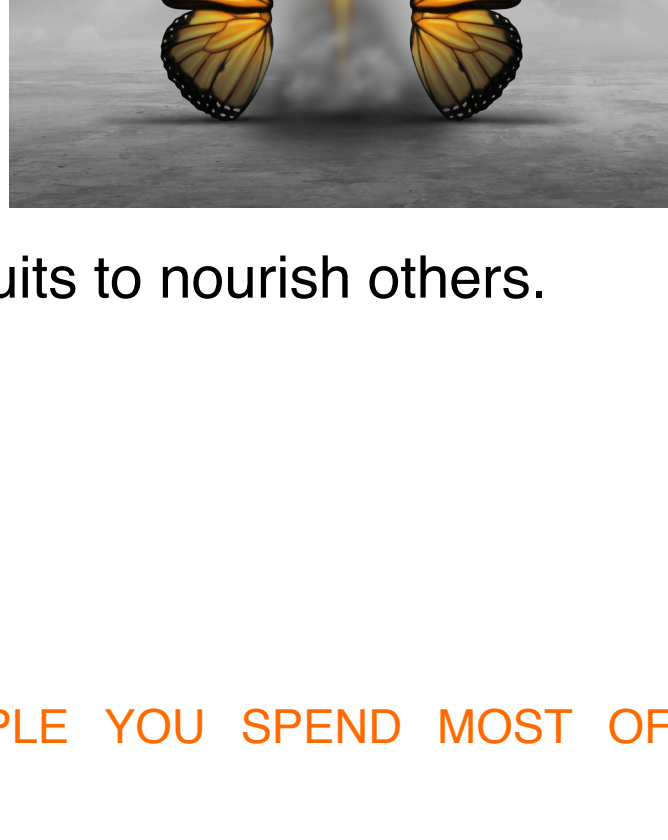
It’s not only about people. **THE MUSIC YOU’RE LISTENING TO, THE MOVIES YOU WATCH, THE BOOKS YOU’RE READING, LITERALLY EVERYTHING AROUND YOU IS YOUR ENVIRONMENT, IMPACTING YOU IN ONE WAY OR ANOTHER.** Be very selective with what you subject yourself to, because it’s all influencing you.

Exercise: Analyze Your Environment

- Analyze your environment and see which areas are helping you to grow and which are holding you back from growth;
- Review your environment the list of people you spend time most with;
- Eliminate, as much as possible, contact with people in the bottom third, limit the middle third and maximize the top third;
- Ask for mentorship from people you admire where possible. Learn from them how they make decisions, what drives them, how they take risks, mitigate risks, handle failure, embrace uncomfortable situations and challenge themselves;
- Check your other environment factors: TV, music, books, social media, food, exercise, sports, activities, etc. Ask yourself: which of these areas am I growing in? Which areas am I not growing in?
- Observe how these things affect you and make the required change.

If you are leader of a team, ask yourself whether your team’s growth environment is encouraging everyone to grow. It’s essential to be a role model that positively influences the people who follow you, and to ensure their environment is providing everything they need to thrive. This starts from setting challenging enough goals, followed by offering support, like training, coaching and rewards for accomplishment.

In conclusion, **ANALYSE YOUR CURRENT ENVIRONMENT, CUT OUT THE BAD, AND MAXIMISE THE GOOD.** Be like the apple tree which grows fast and gives fruits to nourish others.



To Summarize

YOU BECOME LIKE THE PEOPLE YOU SPEND MOST OF YOUR TIME WITH YOUR ENVIRONMENT, WHICH INCLUDES PEOPLE, AND THE INFORMATION YOU CONSUME, IS INFLUENCING YOU ALL THE TIME

IF SOMETHING IN YOUR ENVIRONMENT IS NOT SERVING YOUR GROWTH, ALTER YOUR ENVIRONMENT