

RODNEY PEYTON

OBE TD MD

Mr J.W Rodney Peyton OBE, founder of Peyton Medico Legal, is an internationally renowned trauma consultant, author, trainer and keynote speaker who has enjoyed a long and distinguished career that has spanned several decades. He is a Consultant Trauma Surgeon and is regarded by many as the leading surgical coach in the world. His successes as a Consultant Trauma Surgeon and as an educator are well documented but perhaps less well known is the fact he is an accomplished businessman who has thirty years of experience, successfully investing in a range of investments across the world. He has built an impressive property portfolio and as an author has written extensively on many business issues. His expertise is highly sought after and he has spoken many times on the international stage about all manner of business related topics from corporate branding to financial systems.

We discussed with Rodney his incredible journey from Northern Ireland to the global stage and asked him to share his business expertise and more specifically the mindset of a successful entrepreneur. Success is never accidental. It requires a certain mindset and skills that are lacking in most people. Drawing on his own experience, he shared with us how the mindset of high achievers is so radically different to the norm. He has a steadfast belief that some people are almost preordained for success because of the way they think. We explored what it is that drives them and what strategies they implement. We also discussed the influences successful people have and how they learn from the high achievers in their field. He described the attitude shared by these successful individuals as 'the wealthy mind'. Curious? So were we and in this article we will share with you exactly what he meant.

For most successful business leaders and professionals a fulfilling lifestyle means more than just professional success but actually achieving a sense of balanced, all round prosperity in terms of family life, financial freedom, good health and satisfying work practices. The vision of high achieving individuals that have that wealthy mindset looks at success in terms that are not just limited to financial success. Having spent many years sharing stages with some of the corporate world's biggest names Rodney feels that one of the characteristics these individuals have is a real clarity of purpose and a desire to make a contribution well beyond themselves. They are constantly striving to improve, always looking to increase their knowledge, to grow and to take themselves out of their comfort zone.

So what is success and how can it be defined? Success is essentially just a feeling or an emotion that is generated by achievement or growth. To achieve genuine growth a degree of discomfort is necessary. As human beings, sustained discomfort is difficult for us to maintain so success and the discomfort that comes with growth is usually short lived. The problem for most people is success is about achieving a specific outcome or reaching a certain goal and once they've met that target the feeling of success doesn't last. In business if you stop trying to move forward and rest on your laurels ultimately you go backwards and regress. In the modern world successful people need to be flexible and capable of adapting and embracing change and emerging trends or risk being left behind. In the past it was thought that "if you do what you always did, you will get what you always got", but this no longer applies in the ever evolving global marketplace.

We've all heard mentors mentioning the importance of goal setting but there is more to it than that. Having clarity on what your specific goals are and how they can be achieved is crucial. Goals have to be Specific, Measurable, Achievable, Realistic and Timelined (SMART) and should be a challenge to achieve and take you out of your comfort zone. It is the challenging period operating outside of your comfort zone where the growth occurs. Identifying the additional skills and knowledge required to achieve your goals and integrating them into a structured plan is imperative. Appropriately, Rodney says, "Where focus goes, energy flows", which I thought was a wonderful way of summarising the need for clear goals and outcomes.

Another important aspect of achieving real success which Rodney believes with conviction is the importance of having positive influences and learning from other successful people in your industry. One of the most effective ways to succeed is to identify someone who is already successful in the sector or a similar field and study their strategies. They say a wise man learns from his own mistakes while a genius learns from the mistakes of others, thereby avoiding unnecessary mistakes that could hinder your progress. It's a great way of learning and a strategy that has proven hugely successful over the years. Rodney really stressed to us the benefits of a project management approach, evaluating progress early and often, making necessary adjustments and corrections as required to stay on course. Using a quote from best selling international author, Stewart Emery to emphasize his point, Rodney says, "the secret to mastery is to correct, not protect". Be realistic rather than defensive. He also stresses the need to systemise everything, agreeing with change management expert Hugh Hilton who exhorts us to keep asking how we can do everything faster, better and more efficiently and, once we have determined the best way, systemise and teach it.

Over the years Rodney Peyton has worked with many high achievers from every industry and background with his clients including huge global corporations like Johnson and Johnson. He has a proven track record and those that have implemented his strategies have reaped the rewards. He is a great believer in sharing those successes. He feels successful people in every walk of life have a responsibility to share their knowledge and experiences which is exactly what he has been doing successfully for so many years. There are few better teachers out there and even fewer that are better qualified to pass on their knowledge to ambitious individuals looking to improve

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It's been a tough year for all of us and the uncertainty around the economy has left so many of us worried about our long term financial security. Whilst none of us know with absolute certainty what the future holds there are many strategies we can use to secure our long term financial futures and there really is no better time to start implementing them now. In this edition we once again caught up with renowned entrepreneur and investor, Rodney Peyton OBE to try and gain an insight into the mindset and the techniques that help individuals create that sought after financial security we all crave.

Rodney Peyton OBE MD. is a remarkable individual. He's best known as a trauma surgeon and is widely regarded as the world's leading surgical coach. He is also an international keynote speaker, businessman, entrepreneur and investor with a portfolio spanning three continents. We were lucky enough to be able to speak to him again, this time about wealth creation and some of the key strategies that can help achieve financial freedom for ordinary people. These strategies are effective regardless of the financial climate which is reassuring as the world reels from the unprecedented turmoil of the last year.

Having financial freedom is something we all yearn for but sadly very few of us achieve. Ultimately what holds us back is a lack of knowledge and understanding about wealth and how it's created. Whether we like it or not, having money allows you the opportunity to live life on your own terms and it gives you the freedom to make choices in life that are simply not available to others. Rodney describes it as "financial intelligence", and it is your financial intelligence that will help you progress from your current reality to a future of having the financial freedom that you and your loved ones deserve and dream of having.

For those truly serious about creating wealth the goal is to develop, grow and maintain diverse passive income streams in the pursuit of financial independence. The ultimate objective is to build that passive income to a level where it covers all your living expenses and supports the lifestyle you choose. That is what true freedom looks like but it's not a level many of us reach because we don't have the right knowledge, mindset or plan. Rodney shared with us a five step system that he teaches that encourages individuals to take the steps they need to achieve financial freedom. Rodney describes step one of the plan as, 'History Taking' which he elaborates on by saying, "Dis-ease is the most powerful driver for a brighter future. The first step, therefore, is to recognise there is a problem and identify the nature of the dissatisfaction. What is it that you want, how far are you falling short and since when has this been an issue?"

Genuine progress in life often starts when you recognise that you are dissatisfied with your current situation. In any walk of life successful people are those that are always striving for more, happy to take themselves out of their comfort zones in an effort to keep improving and moving forward. Life doesn't stand still and neither should you. Just because something has worked and been successful in the past is no guarantee of future success.

So stagnating or standing still will eventually lead not just to a lack of progress but regression. In monetary terms inflation alone will diminish the real value of your income or investments if you choose to accept your current plight without trying to progress. So how do you achieve that progress? First of all you must establish what your goals are as part of a future financial plan. You must evaluate what for you constitutes the lifestyle you desire and the level of financial independence you need to achieve to fund that lifestyle. Success will not just happen by accident which is why you must be clear on your required outcomes, purpose and strategy.

The next step on the plan is 'Investigation'. This requires an honest assessment of where you currently are. You've already established your financial goals and why they are important. What's needed next is a thorough financial health check where you evaluate your finances, separating essential expenses like mortgages, utilities and insurance from expenses that could be considered a luxury such as eating out or a holiday. You need to calculate your current income streams from your salary, pension and your passive income from investments such as property or shares. Take the time to work out the difference between your current situation and the income needed to achieve your financial goals. Bridging that gap requires a degree of pain. It comes down to linking the pain of your current predicament to pleasure in the future if you take action now to transform your circumstances.

The next stage of the process is 'Assessment and Diagnosis'. Try and think of the reasons for your underachievement. For Rodney this is a key stage in the process, "We need to reflect on what happened in the past and why we have not achieved the success we desire. We need a clear understanding of what has prevented us from moving forward. Is

because of age or education? Do we blame the outside environment, the government, the company or someone else? At the end of the day, the root cause for our current circumstances usually comes down to mindset. If we change how we think, it influences our actions and hence our results." It's important to forget about apportioning blame too and take back control of your circumstances. There are things in life that we have no control or influence over. It's far better to expend our energy on the things that we can control.

The next phase in the process is the 'Treatment'. This is where Rodney's background as a surgeon comes to the fore as he explains, "Once the diagnosis is clear, everyone must participate in their own recovery. The treatment plan has to be agreed and then followed. This is the time to have a good mentor, someone who has been there before and can act as a beacon to guide you on your path. It is said that a wise man learns from his own mistakes, but a genius learns from the mistakes of others. A tried and tested method for virtually anything in life is to study other people who've already achieved what you're aspiring to and to try and replicate some of the methods that they've used. Understanding how others did it and then integrating what you've learned from them into your own lifestyle is an effective method of getting closer to where you want to be".

The final part of the process is the 'Follow Up'. Feedback from your mentor and reflection are an essential part of ensuring you are hitting each goal or if you are not trying to evaluate the reasons why not. Regularly evaluating your progress and making adjustments where necessary to keep on course is important as Rodney emphasises with a great example, "A plane flying from London to New York is off course at least 90% of the time due to traffic lanes and the winds. It, therefore, has to make course corrections frequently so that at the end of the journey it lands in the right place." Achieving your long term financial objectives is not always going to be plain sailing and you will always experience difficulties along the way. You cannot be discouraged by minor setbacks and must stick to the plan whilst making adjustments where necessary.



Securing your long term financial future is something that is in your own hands. It will not just happen by accident and by following the process you too could take your first steps towards the financial freedom you dream of. You need to change your thinking and your mindset. Educate yourself and develop your financial intelligence. Identify role models or mentors who can help you on your journey by holding you accountable and of course offering support when you need it. It won't happen overnight but trust the process and you can achieve those multiple streams of passive income that will give you the lifestyle you and your loved ones deserve.

For more information and to learn how to develop a plan that creates multiple streams of passive income please visit www.rpeyton.com to schedule a complimentary consultation with Rodney.

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