

December



2021 THE YEAR OF DOING THE IMPOSSIBLE

DECEMBER

2021 THE YEAR OF DOING THE IMPOSSIBLE

KEVIN AILLAUD

Master Life Coach Master Confidence Coach Cognitive Mastery Coach

Contents

Major Lessons We Will Read, Learn, and Discuss This Month	3
Introduction	4
The Benefit of "Unrealistic"	5
Worthy Fails vs. Escape Fails	8
Fail. Fail Again. Fail Better.	11
The Worst That Can Happen Is a Feeling	13
The Brainstorm	15
Pick One and Only One (Constraint)	17
All The Reasons It's Impossible	19
All The Strategies to Take Massive Action	21
How Well Will You Fail?	24
Winning or Learning	25
25 Epic Fails Per Quarter and Really Mean It	26
Daily Thought Downloads	40

Major Lessons We Will Read, Learn, and Discuss This Month

- 1. The Benefit of "Unrealistic"
- 2. Worthy Fails vs. Escape Fails
- 3. Fail. Fail Again. Fail Better.
- 4. The Worst That Can Happen Is a Feeling
- 5. The Brainstorm
- 6. Pick One and Only One (Constraint)
- 7. All the Reasons It's Impossible
- 8. All the Strategies to Take Massive Action
- 9. How Well Will You Fail?
- 10. Winning or Learning
- 11. 25 Epic Fails a Quarter and Really Mean It

Introduction

This month, we are going to plan next year.

I have designed the Elevated Alpha Society as a year-long program assuming that you will grow tremendously each year.

This way, each time you go through a year in the Society, whether it's your Agoge (Spartan) Year, your second year, or beyond, you will use the same concepts to take your life to the next level.

The month before January, we will choose an impossible goal for the year.

We will not be planning every area of your life, like some programs do. This is simply ONE goal that you would love to put your heart and soul into, even if you fail completely.

It's a counterintuitive process, so much so that your brain will want to be confused. Notice that tendency and stay with me as we go through it.

Here's what we are doing in a nutshell...

- 1. Pick an impossible goal.
- 2. Plan for 25 epic fails a quarter focused on this one goal.
- 3. Learn how to fail and understand the benefits of failing.

Are you ready to have some fun and create your future?

Let's do it.

The Benefit of "Unrealistic"

ONE OF THE FIRST
THINGS THAT
HAPPEN WHEN
WE SET ANY GOAL
IS THAT THE BRAIN
SEIZES UP AND
TELLS US WHY IT'S
A BAD IDEA AND
WON'T HAPPEN.

One of the first things that happen when we set any goal is that the brain seizes up and tells us why it's a bad idea and won't happen.

Often, at this point, we scale our goal back to be more *realistic* and *reasonable* (i.e. more comfortable).

We repeat this process with most of our goals until we end up making very little progress.

This is the very reason many of us shy away from goal setting. We don't want to be uncomfortable and ultimately disappointed, because we know we won't follow through.

However, when you start the goal with a different way of thinking about it, your brain loses its ability to "scale back to comfort."

You already know that the goal is "impossible." You already know that you will fail. So, now what? What does your brain argue with now?

Your brain might say, "If you know you're going to fail, why in the world would you do it?"

Because the alternative is also failing.

Most of us just fail ahead of time.

We set a goal and then defeat ourselves before we even give it a solid effort.

We think this type of failure is better because "nothing has been lost."

But that's a lie.

You are losing out on the learning. You are losing out on the knowing. You have no idea what your lost opportunity could have been.

I think a lot about the goals I've accomplished. If I had decided they were "too hard" and failed ahead of time, it would have cost me my current life and the amazing clients and income I now have.

I'M ENCOURAGING YOU TO FAIL FOR THE SAKE OF LEARNING HOW TO FAIL AND **LEARNING** FROM FAILURE. So even though we believe that if we don't try, we can't fail, I think it's a lie. Failing ahead of time is still failure, but you learn nothing and stall your evolution and growth.

If you think about it, failing repeatedly is how we accomplish most great things. But in this process, that's not even why we're doing it. We aren't just willing to fail so we can win eventually. I'm encouraging you to fail for the sake of *learning* how to fail and learning from failure.

I'm convinced that this is the most important skill I could ever teach you.

You never know where your failures might lead you.

But your failures ahead of time are guaranteed to lead you nowhere. They will just have you repeating the life you already have by believing your excuses, which give you evidence for why you can't progress.

THIS YEAR IS
ALL ABOUT THE
MANTRA:
"I'M WILLING TOFAIL REPEATEDLY
FOR THE SAKE OF
THIS IMPOSSIBLE
GOAL."

This year is all about the mantra: "I'm willing to fail repeatedly for the sake of this impossible goal."

Dan Sullivan taught me the concept of "Strategic Byproducts."

When you set a goal, and go after it with a willingness to fail, you will gain enormous wisdom, experience, understanding, and selfknowledge. These are the strategic byproducts that are often more valuable than the attainment of the initial vision.

Worthy Fails vs. Escape Fails

YOU DON'T WANT TO FAIL ON PUR-POSE IN ORDER TO ESCAPE DISCOMFORT. You don't want to fail on purpose in order to escape discomfort. That's an escape fail, and doesn't provide you with much value.

Escape fails include, but aren't limited to: Overeating/overdrinking when you planned not to.

Not following through on commitments.

Not taking action.

Changing your mind.

Staying confused.

Giving up.

Lowering the standard.

Making excuses.

Justifying inaction.

Spending money to feel better.

Yes, these could all be considered fails, but this type of failing is failing ahead of time and doesn't create any strategic byproducts.

ESCAPE FAILURE IS
ACTUALLY FAILING
AHEAD OF TIME,
WHICH REALLY
MEANS AVOIDING
THE WORTHY
FAILURES THAT
KEEP US EVOLVING.

With this type of failure, you want to be curious, but strong with yourself. Escaping and buffering are the opposite of what we are going to do this year.

THE MORE
WORTHY FAILS
YOU CAN
ACCUMULATE,
THE BETTER

Escape failure is actually failing ahead of time, which really means avoiding the worthy failures that keep us evolving.

Worthy Failures

Worthy failures are considered fails not because of the action you don't take, but rather because you're not getting the exact result you want from the action you do take.

If your goal is to learn to ride a unicycle, the hour you spend practicing and falling would be a worthy failure.

Not trying at all would be the escape failure.

If your goal is to fill your coaching class with seventy people, the hour you spend teaching a webinar where no one shows up would be a worthy failure.

Spending three hours changing your logo to avoid teaching your webinar would be an escape failure.

The more worthy fails you can accumulate, the better.

Why failing is important

We are taught never to fail.

F's are BAD when we are growing up.

"Do it right or don't do it at all."

But this pattern of life is very limiting.

WHEN YOU OPEN YOURSELF UP TO DOING THE **IMPOSSIBLE AND** FAILING REGULARLY, YOUR LIFE BECOMES SO MUCH BIGGER.

It steers us away from beginning new things and evolving to our next level.

If you limit yourself to what you already do well, your world becomes small.

When you open yourself up to doing the impossible and failing regularly, your life becomes so much bigger.

Writing, surfing, speaking, coaching, making a million dollars, and running a marathon can all be included in your life when you are willing to fail at the practice.

When you surf, and you are failing at surfing, you are surfing!

You might be failing at staying on a wave for longer than thirty seconds, but you are still surfing.

If you are willing to surf (and fail) for an entire year, you might end up staying on the wave longer, but regardless, you will be in much better shape and understand surfing so much better at the end of it.

Fail. Fail Again. Fail Better.

YOU CAN USE
EACH
REALITY TO GROW
AND LEARN AND
THRIVE, OR TO
BLAME AND SLOW
YOUR EFFORT.

Fail, Fail Again, Fail Better is the title of a Pema Chödrön book. I recommend you pick it up and read it. It's so good.

She talks about opening up to failure and failing on purpose.

Welcoming the unwelcome is one of her recommendations.

She wants us to prepare for failure, which she defines as something not turning out the way we want it to.

When my brother plays golf and shoots an 88, and he wanted to shoot an 80, he calls that a fail.

He feels raw.

His first reaction is to blame. He blames himself, or his clubs, or the course, or the weather.

He starts to think there's something wrong with him. He believes he sucks at golf.

It's a true rejection of what is.

And, as Byron Katie says, "When we argue with reality, we lose 100% of the time."

You can use each moment of reality to grow and learn and thrive, or to blameand slow your effort.

Can you see which one will serve you?

It's the difference between:
"I suck at golf."
and
"I'm hurting right now. I'm in pain over this."
At this point, you have a choice. You can
give up and hide.
Or you can embrace the fact that pain is part of the process.
You can get better at managing the pain.
Pema teaches that the best way to get better at pain is to open up to it.
Instead of looking at your 88 golf score and withdrawing from yourself or beating yourself up, you can get curious and have compassion for your pain.
This will not deter me from my impossible dream.
It didn't turn out the way I wanted it to.
So I will try again until it does.
Period.
The blame drama and the self defeating storyline about not being good enough have no upside.

The Worst That Can Happen Is a Feeling

Think about The Model.
Thoughts create feelings.
When you fail at something, all the pain is caused by your thinking.
When you shoot an 88, there is no pain.
When you believe you suck at golf
When you believe you should have shot an 80
When you think there's something wrong with you
When you think you will never play professional golf
Then there is pain.
You cause your own pain with your thinking.
The 88 golf score cannot cause pain.
In fact, think about someone else shooting that exact score and how much joy they could feel. How is that possible? Same score. Different feeling.
It's their thinking about it.
And the worst that can ever happen in our lives is just a feeling.
Isn't that amazing?
The worst that can happen is something we cause.
Our terrible thoughts create our terrible feelings.
And it's all OK

IF YOU ARE
TOTALLY WILLING
TO FEEL ANY
FEELING ON THE
WAY TO YOUR
IMPOSSIBLE GOAL,
YOU WILL NEVER
GIVE UP.

If you feel terrible after a round of golf, the goal isn't to blame yourself for how you played or for how you are thinking.

The goal is to understand that the terrible feeling is caused by your mind alone. This is a very good thing to know.

If you are totally willing to feel any feeling on the way to your impossible goal, you will never give up.

They're just feelings.

Harmless.

Don't let them stop you.

Open up to them.

Are you willing to feel frustrated, defeated, embarrassed, and humiliated on the way to your impossible goal? Are you willing to pay that price?

Then OPEN UP to those emotions and notice how you lose so much of your fear.

The worst that can happen is that I shoot a 112 and feel humiliated.

Bring it.

The Brainstorm

Do you know what goal you want to focus on this year?
Do you have an impossible goal that you would be THRILLED to accomplish, but you haven't been going after it because you believe it's impossible?
Now is your time to explore.
On the lines below, make a list and fill in all the lines with impossible goals you would like to focus on.
It can be ANYTHING.
Let your dreaming mind explore without your doubting mind shutting anything down.
Give yourself enough time to fill in all the lines.

DECEMBER • 2021 THE YEAR OF DOING THE IMPOSSIBLE

Pick One and Only One (Constraint)

ANY IMPOSSIBLE
GOAL WORKED AT
FOR A YEAR WILL
DO THE JOB OF
GROWING YOU.

Pick just one.

Don't take a lot of time here, and don't let your-brain indulge in confusion or indecision.

Any impossible goal worked at for a year will do the job of growing you.

By this time next year, you will be completely different if you attempt any one of your goals.

Often, you can look at your list and pick the one that will make the rest of them unnecessary or irrelevant. If you have one on your list that fits the bill, that is the goal I would pick.

Make sure the goal is very specific, measurable, and results oriented. Also, make sure that you believe it is currently impossible.

YOU WILL HAVE TO
COMPLETELY
CHANGE WHO
YOU ARE BEING IN
ORDER TO MOVE
THIS GOAL INTO
THE REALM OF
POSSIBLE

It IS currently impossible for the person you are right now. You will have to completely change who you are *being* in order to move this goal into the realm of the possible.

Please do not be freaked out that the goal is impossible. Make sure it's a true desire in your heart, and know your reason why.

For example, don't choose something like flying without wings. This is impossible, but not relevant or useful.

Pick something that is currently impossible, but worth working toward because the process is worth it and the goal is meaningful to you specifically.

Fill this in:
This is my impossible goal for the year:
This is the date and time it will be accomplished by:
This is the exact result that proves it has been achieved:
When you think about this goal, it should be crystal clear. When you explain it to someone, they should know exactly how they can measure it.
Please don't delay or overthink it.
Pick one. Commit. Don't look back.

All The Reasons It's Impossible

Now it's your brain's turn to be heard. Hear it out. Do a thought download from your brain about why this impossible goal will never work and why you shouldn't even try it. Let it whine, complain, and make excuses. Let it blame, doubt, and confuse—this is your chance to let it all out. Don't hold back. Don't try to overcome it. Look in all the dark corners and find all the thoughts. Brainstorm like crazy over the next two pages.

DECEMBER • 2021 THE YEAR OF DOING THE IMPOSSIBLE

All The Strategies to Take Massive Action

Now, I want you to think of someone who could accomplish this goal. Think of someone who has already accomplished it or someone who, if they stepped into your life right now, could get it done.

What qualities do they have that you need to develop?
How do they think differently than you?
What do they do that is different from what you do?

What type of person do you need to become to accomplish this impossible goal?
Now, as you embody this new version of yourself, fast forward to your future and become this future self who has already accomplished this goal. Go back through your previous page brainstorm and ask your future self how you overcame each of these obstacles.
Write the strategy for each one. (Take your time with this, go through each obstacle, and have a clear plan for how it can be overcome.)

DECEMBER • 2021 THE YEAR OF DOING THE IMPOSSIBLE

How Well Will You Fail?

I'M ASKING YOU
TO SET AN
IMPOSSIBLE GOAL
AND TAKE MASSIVE
ACTION TO
ACCOMPLISH IT.

I'm asking you to set an impossible goal and take massive action to accomplish it.

This DOES NOT mean lots of action and burning yourself out.

This does not mean working more hours than normal.

But it does mean doing work that will cause you lots of emotional discomfort.

It will require you to work on your emotions. You will need to allow them, understand them, and even invite them.

This will change your life.

When you understand that the worst that can happen is an emotion and there isn't an emotion you aren't willing to feel, the whole world opens up.

Failing well means feeling.

Failing well means not reacting.

Failing well means not quitting or making excuses.

Fall down. Get up. Fall down. Get up.

It's possible that you can win if you never fail. But I don't know anyone who has figured out how to do that.

Fail well, my warrior brothers.

WHEN YOU
UNDERSTAND
THAT THE WORST
THAT CAN HAPPEN
IS AN EMOTION
AND THERE ISN'T
AN EMOTION YOU
AREN'T WILLING TO FEEL, THE
WHOLE WORLD
OPENS UP.

Winning or Learning

LET THE WIN
BE FUN.
LET THE LEARNING
BE FUN.
NO DOUBT YOU
WILL GROW AND
EXPAND BY
ATTEMPTING THE
IMPOSSIBLE.

The goal of this work is not to win at your goal. You might think that this is my backdoor way of disguising an attempt to win.

It really isn't.

You might have some wins.

Mostly, you will have learning.

Both are worthy and valuable.

But don't get lured by the win.

The win can be a soft place to land, but just for a minute.

Don't stay there too long or make it mean anything too important.

Let the win be fun.

Let the learning be fun.

No doubt you will grow and expand by attempting the impossible.

25 Epic Fails Per Quarter and Really Mean It

REMEMBER THAT
YOU ARE WILLING
TO FAIL BECAUSE
YOU WANT TO DO
WHATEVER IT
TAKES TO WORK
TOWARD
YOUR GOAL.

Now it's time to plan to fail.

Aren't you excited?

You are going to fail more than you have in your whole life over the next year.

It's going to be amazing.

Remember that you are willing to fail because you want to do whatever it takes to work toward your goal.

I will use the example of selling art.

Maybe you are a scholar who has art you want to sell.

You love the idea of being able to make a living painting.

Your impossible goal is to go from selling zero paintings to selling thirty paintings for over \$1,000 each next year.

This means you need to sell about eight paintings a quarter.

Now it's time to plan your 25 fails.

Maybe you will go to ten galleries with a presentation and ask for a sale.

Maybe you will create videos about your paintings and send them to 100 people and ask them all to buy a painting.

Maybe you will take your paintings and sell them at an art show.

BE VERY CAREFUL NOT TO GIVE IN TO CONFUSION. OVERWHELM, OR "I DON'T KNOW" ENERGY

Maybe you will run Facebook ads selling your paintings.

Maybe you will find a third party to sell your paintings.

Maybe you will have a party and sell art.

Maybe you will go to local hotels, restaurants, and waiting rooms and ask to display your art for sale.

You have to brainstorm all of the things you could possibly do. You can pull from the strategies you created before and have a very long list, but for each quarter, you need to generate at least 25 RE-SULTS you will attempt.

This is not an activity list—this is a results list. What is the result you will attempt to get specifically, and how will you attempt to get it?

Be very careful not to give in to confusion, overwhelm, or "I don't know" energy.

These are things you are going to do and fail at doing, so don't let your brain use fear of failing as an excuse not to take action.

Take the next page to write all of your ideas for your fails. Then pick 25 you will attempt for quarter #1.

You will repeat this exercise for the next three quarters of the year on the following pages. By the end of this work, you will have a plan for 100 fails for the year.

Don't worry if you are freaking out at the end of this exercise. We will spend the month getting over it.

Quarter 1

Brainstorm on the rest of this page actions you can take for the next three months that you will most likely fail at doing as you attempt to achieve your impossible goal.

Now, from your brainstorm, make a list of the 25 actions you are committed to taking for the next quarter, even though these attempts could end in "failure."
1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
<u>17</u>
18
19
20 21
22
23
24

25

Quarter 1

Action Taken	Result

Quarter 2

Brainstorm on the rest of this page actions you can take for the next three months that you will most likely fail at doing as you attempt to achieve your impossible goal.		

Now, from your brainstorm, make a list of the 25 actions you are committed to taking for the next quarter, even though these attempts could end in "failure."
1
2
3
4
5
6
7
8
9
10
11
12
42
4F
16
17
18
19
20 21
22
23
24

25

Quarter 2

Action Taken	Result

Quarter 3

Brainstorm on the rest of this page actions you can take for the next three months that you will most likely fail at doing as you attempt to achieve your impossible goal.		

Now, from your brainstorm, make a list of the 25 actions you are committed to taking for the next quarter, even though these attempts could end in "failure."
1
2
3
4
5
7
8
9
10
11
12
13
14
15
16
<u>17</u>
18
19
20
21
22
23
24

Quarter 3

Action Taken	Result

Quarter 4

Brainstorm on the rest of this page actions you can take for the next three months that you will most likely fail at doing as you attempt to achieve your impossible goal.						

Now, from your brainstorm, make a list of the 25 actions you are committed to taking for the next quarter, even though these attempts could end in "failure."
1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24

25

Quarter 4

Action Taken	Result

Daily Thought Downloads

For every day this month, we are going to keep it simple.

I want you to focus on your 2021 goal specifically, and do thought downloads and models every day.

By the time you get started in January, you should have an amazing sense of accomplishment and readiness for the year.

Thought Download Day 1					

С			 	 	
Model on	Intentional T	hought:			
С			 	 	
R					

Thought Download Day 2					

С			 	 	
Model on	Intentional T	hought:			
С			 	 	
R					

Thought Download Day 3					

С			 	
Model or	n Intentional Tho	ught:		
С				
R				

Thought Download Day 4						

С			 	
Model o	n Intentional Tho	ought:		
C			 	
R				

Thought Download Day 5							

С			 	 	
Model on	Intentional T	hought:			
С			 	 	
R					

Thought Download Day 6							

С			 	
Model o	n Intentional Tho	ought:		
C			 	
R				

Thought Download Day 7								

С			 	 	
Model on	Intentional T	hought:			
С			 	 	
R					

Thought Download Day 8								

С			 	 	
Model on	Intentional T	hought:			
С			 	 	
R					

Thought Download Day 9							

С			 	
Model o	n Intentional Tho	ought:		
C			 	
R				

Thought Download Day 10							

C			 	 	
Model on	n Intentional Th	ought:			
C					
R					

Thought Download Day 11

C			 	
Model o	on Intentional Th	nought:		
С			 	
R				

Thought Download Day 12

C			 	
Model o	on Intentional Th	nought:		
С			 	
R				

Thought Download Day 13

C			 	
Model o	on Intentional Th	nought:		
С			 	
R				

Thought Download Day 14

С			 	 	
Model or	Intentional	Thought:			
C			 	 	
R					

Thought Download Day 15

С			 	 	
Model or	n Intentional The	ought:			
С				 	
R					

Thought Download Day 16

С			 	 	
Model on	Intentional T	hought:			
С			 	 	
R					

Thought Download Day 17							

С			 	 	
Model on	Intentional T	hought:			
С			 	 	
R					

Thought Download Day 18							

C			 	
Model o	n Intentional Tho	ought:		
C			 	
R				

Thought Download Day 19							

С			 	 	
Model on	Intentional T	hought:			
С			 	 	
R					

C			 	
Model o	n Intentional Tho	ought:		
C			 	
R				

Thought Download Day 20						

C			 	
Model o	n Intentional Tho	ought:		
C			 	
R				

Thought Download Day 21							

C			 	
Model o	n Intentional Tho	ought:		
C			 	
R				

Thought Download Day 22								

C			 	
Model o	n Intentional Tho	ought:		
C			 	
R				

Thought Download Day 23							

С			 	 	
Model on	Intentional T	hought:			
С			 	 	
R					

Thought Download Day 24							

C			 	
Model o	n Intentional Tho	ought:		
C			 	
R				

Thought Download Day 25							

С			 	 	
Model on	Intentional T	hought:			
С			 	 	
R					

Thought Download Day 26							

C			 	
Model o	n Intentional Tho	ought:		
C			 	
R				

Thought Download Day 27							

С			 	 	
Model on	Intentional T	hought:			
С			 	 	
R					

Thought Download Day 28							

С			 	 	
Model or	Intentional	Thought:			
C			 	 	
R					

Thought Download Day 29							

С			 	 	
Model or	Intentional	Thought:			
C			 	 	
R					

Thought Download Day 30							

С			 	 	
Model or	Intentional	Thought:			
C			 	 	
R					

Thought Download Day 31							

С			 	 	
Model or	Intentional	Thought:			
C			 	 	
R					

