

THE Naked CAREER

Chapter 3 The Tip of the Iceberg

It has been said that most people don't utilise any more than 10% of their natural talents and abilities. This untapped potential can be likened to the submerged part of an iceberg. One-ninth can be seen above the waterline and eight-ninths lie unseen but have the force to make major changes.

What we mean by above the line is the attitudes, beliefs and skills that are getting you what you presently enjoy in life. The link is to get what you want. Many people are getting what they need, but not what they want.

Your potential lies beneath the surface just like with the iceberg. The current and flow on the eight-ninths controls where the one-ninth (above the surface) goes. This untapped potential does not have to wait for a disaster to have its power released.

Think about the sinking of a great ship like the titanic. What was seen was only the tip of the iceberg. The real potential to change lay below the surface of the sea. In fact, it ripped open the hull of an unsinkable ship. The change was so catastrophic, that the ship sank with the loss of many lives.



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Our hidden potential is within our talents and abilities that have not yet been realised. Unfortunately, the greatest limitations to us achieving our potential are those which are self-imposed. What will force you to search for your hidden potential? Such forces include redundancy, retirement, job and life dissatisfaction, financial changes, health challenges, difficult relationships, moving locations, feelings of rejection, and a lack of purpose or direction. All of these things can make you feel like you are being sucked into a whirlpool if you don't grip onto something.

We have to recognize that our potential is unlimited and that we can choose a career that will develop us into who we want to be. Normally you will not be successful in your resolve to develop your untapped potential until you have accepted that it is a journey of progressively setting worthwhile predetermined personal goals.

Often people associate success with wealth and other tangible items, but in fact, true peace of mind comes about when the inner-self believes what the outer-self can achieve. To utilise your potential, you need to have a strong, positive self-image and not be set back by the barriers and frustrations associated with achieving any personal and career goals.

As Henry Ford once said, *"If you think you can or you think you can't you are right."* If you think yourself as a failure, you will fail no matter how hard you consciously try to succeed. If you have a low self image, then this will produce negative attitudes and hamper the development of personal leadership, and you won't be able to forge ahead in whatever career you may be in or about to undertake. Self-image revolves around starting with a strong self-worth and not allowing other people's importance to put you down.

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A common affirmation used by successful people to overcome other influences is:

*I am important and so is everybody else, but I will not
allow other people's importance to put me down.*

Once we realise we have untapped potential, we are in a position to make choices that use our talents and abilities effectively in a career. In our younger years, life seems to be filled with many choices. For example, education, work, careers, relationships, etc. Career choices can narrow, particularly as we mature in life and impose self-disbelief. (e.g., “I am too old for that.”)

We cannot advance until we dare to take a chance. Taking a chance means running the risk of possible failure, real hurt. It takes courage. Courage isn't a gift; courage is a decision. Courage is that scary emotion that motivates us to make the right decision.

Be courageous in making your career choices.

Choices are important for the following reasons:

1. Choice is a talent that must be developed. The power of choice affects outcomes. You must accept that if you are reluctant to make choices because of fear or failure, then you may choose to play it safe and miss that very experience that could utilise your full talents and abilities.
2. You must choose for yourself, accepting self-responsibility and that who you are today is in direct proportion to the decisions you have made in the past. This allows you the choice to make the change and accept the past as something that forms a natural part of you, whether there are negative or positive experiences in your life.

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3. Once you have accepted this responsibility, you need to understand that choice determines the consequences. Therefore, if you elect to take an action or a direction, those consequences will be directly in proportion to the actions you have taken.

Freedom of choice is your natural gift. Therefore, understand that your risk threshold is an important component in making choices and decisions. You can liken risk to various forms of financial investments you might make. Some people are happy to have their funds invested in an income asset, where there is a regular income. Others prefer to invest in equities or shares where the risks may be higher but the returns may be greater.

The same applies to changes we make in our career. Often the most successful career people take risks. The entrepreneur, however, does calculate these risks and gathers the appropriate information to ensure the decisions that are made are based on good, sound facts. There always becomes a point where a decision must be made whether to use your untapped potential or leave it hidden, as in the iceberg example, sitting below the surface.

Coaching question:

What are some things that your life is asking you to do, or hinting at, that you are not doing and putting off? These are a part of your untapped potential.