



# Be B.O.L.D.

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Dr. Elko focuses on helping organizations in the areas of leadership, goal setting, and various other motivational topics. He has worked with such firms as Merrill Lynch, Morgan Stanley, LPL Financial, and others, and has consulted with various NFL teams and seven BCS National Championship Football Teams.

Dr. Elko is the author of four books, including *Nerves of Steel* and *True Greatness*, and holds two Masters degrees and a Doctorate from West Virginia University, where he was inducted into its Hall of Fame.

## Common traits of winners

Winners have a characteristic that I've seen over and over – they are bold. Bold can be defined as being courageous, confident, and willing to take risks. They are not arrogant or insecure; they have something they believe in. They are positive, and you can feel their energy.

*“Believe that you have a spot at the table”*

The Bold challenge themselves to be better every day, to believe in themselves, to never allow themselves to be a victim, to lean into every opportunity, and always deliver. They act “As If” they have faith until they become that person and permit themselves to maximize every opportunity. Every time they start something they finish and deliver.

Williams James – who the psychology building is named after at Harvard, once said: **“People do not sing because they are happy, but they are happy because they sing.”**

He also said: **“Go act as if your life makes a difference and it will.”**

With my work with The University of Alabama Football team we constantly state: **“Energy – like anything else good in life – is a choice.”**

Go act like you have it – even when you do not, and you will get it. You win championships at the end – the end of games the end of seasons. Nobody naturally has energy then unless you choose it – As If.



This acronym will give you a GPS on how to be the boldest version of yourself.

## B.O.L.D.

**B**

Believe

The first step is to act “As If” you are what you want to become. To believe you can do what you want to do even if it’s something you have never done before. To be bold is to try something you have never tried and trust in a way you never trusted before. The Bold do not think their way into acting but they act their way into thinking. The first step is to write one sentence of what you can become and do; act “As If” you are already there.

**O**

Old

Research states the way we interpret what we have experienced has a lot to do with how we move forward – how we view yesterday. If we look at what happened to us as something that made us stronger (redemption), then we are stronger. If we give ourselves the identity of a victor, then we will move forward boldly. If we interpret what happened from our past as something that slowed us or stopped us, we see ourselves as a victim, and we will move forward as victims. In this step, we will visualize when we were strong in our past and had mental control then see that occurring in our future.

**L**

Lean In

Lean in is a phrase that was used in a popular book – it is a process of putting your hand up to be counted in. When we find a way to get in the way, we find a way for our gifts to be noticed. When we stop waiting for something to happen and make things happen, we take the next step. Everyone feels fear but the timid forget everything and run, while the bold face everything and rise. Leaning in is not a feeling, but it is a choice – you feel the fear, but you choose to lean into the fear and risk.

**D**

Deliver

There is one obsession of highly successful people according to a researcher at M.I.T. – they must finish everything that they start. They have what I call the G.T.D. gene – they get things done. Our identity gets stronger not by starting things but by finishing them. Many people allow their feelings to stop them, but not the bold. They know it is decisions that help us finish, so when they get a feeling to stop, they simply decide to finish.

# Four considerations when challenging yourself to be bold

At the end of your day, sit back and take a few minutes to reflect on these four things:



## 1. Write down what you want to become and post it prominently

You become 42% more likely to achieve your goals and dreams, simply by writing them down on a regular basis.<sup>1</sup>



## 2. Create a vision board

Much like writing your goals down, a visual representation of your goals is an important tool to enable you to be bold.



## 3. What's your self-talk statement?

Your internal dialogue is greatly influenced by your personality, but if done positively can serve as a great tool for enhancing your performance.



## 4. Write down a time when you were at your strongest

You might surprise yourself with how much you are capable of.

1. Source: <https://www.cnbc.com/2019/09/13/self-made-millionaire-how-to-increase-your-odds-of-success-by-42-percent-marie-forleo.html>



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