



## **Your Better Second Half**

**Announcer:** Club Vito is on. Your only connection to the very important top officer and unlimited sales success. Your host Anthony Parinello is a best-selling author, he's trained over two million sales professionals and 65 of the Fortune 100. This program will take you to a sales heaven and keep you out of sales hell. So turn it up. Now here's your host Tony Parinello.

**Tony Parinello:** Hello everybody it is Tony Parinello your next best friend and your competition's nemesis, here with head coach Steve Dailey on a very special day because believe it or not, today we're going to talk about something that is critically important to each and every person listening to our voices today. So coach Steve welcome to the show.

**Steve Dailey:** Thanks Tony, I can't wait to hear what we're going to talk about--

**Tony Parinello:** But yes, this is--

**Steve Dailey:** --I'm really, sounds like a big deal.

**Tony Parinello:** Yes it is always a surprise, you never know what I'm going to throw in your lap. But--

**Steve Dailey:** I love it, I love it.

**Tony Parinello:** Today I would like for you to explain something to all of us that I had the privilege of watching but no one else listening to this show right now has had the privilege of watching because it's a newly released video by you.

**Steve Dailey:** Okay, awesome.

**Tony Parinello:** All right, so I'm going to throw this one in your lap. Everybody, coach Steve has been working on something for the better part of his adult life and it's called the better second half and that's what I'm calling it. I know Coach Steve, you probably have another name for it but as I watched your video, which was about 15 minutes long, I was so taken aback by the profound information that you shared about the better second half. Now understanding some of our listeners are not like in their forty's, some of them might be in their twenty's or thirty's or fifty's or sixty's but actually the message you delivered about the better second half applies to each and every individual who's at any age.

**Steve Dailey:** That's right, that's right.

**Tony Parinello:** So could you take a few minutes and take us on this journey of how to have a better second half, a better next two thirds.



**Tony Parinello:** A better nine-tenth, whatever it is because it is life changing.

**Steve Dailey:** Well it's awesome, what a privilege, okay Tony. So let's laid out a couple of backdrops here. So first of we know that as every year passes we get closer to the, what you might call the end, there's no escaping-- when somebody said we're never going to get out of this life alive, you know, we're all advancing, that's not a morbid thought what so ever, it's a matter of fact, if we really stop and think about it. The longer we go, the smarter we are, the wiser we are, the more equip we are, the more educated we are, the more prepared we are; to really take all of our history, all of our experiences, our successes, our failures, our trials, our tribulations, our opportunity and roll them up to an increasingly and accelerating impact on whatever we do next.

Now whether you're, you know, 20 or 40 or 60, you're either heading toward or you are already in what we might call, the second half of life. And my motto that you are-- or mantra, that you picked up in that video, as if not for the second half. What was the first half for?

**Tony Parinello:** Yes stop that, right there, that was profound to me when that came up on the screen and I heard your voice read those words, I thought, my God that is so true and that's why I thought it would apply to everybody in our listening base that needs to kind of sit with that--

**Steve Dailey:** Yes.

**Tony Parinello:** --and think about that, yes, and take action on it of course, yes, yes.

**Steve Dailey:** Yes, yes, sure so if you're, let's say you're saying, I'm 20, I'm going to live to 100. Well, what are you doing with your first half is going to equip you for profound, exciting, best ever part of your life in the second half? And if you're in the second half, what are you doing now, besides sitting around thinking you're old or over the hill or you know, fill in the blank incapable. What are you doing to leverage all of this stuff that happened? Prior to getting to here. You know, in my video, you saw he said, you know, you're not over the hill Sal, it's time to take the hill. And I really firmly believe that and there's, by the way, a process as you picked up in the video. A process for actually taking full advantage of achieving what I like to refer to, as a lifetime best in the second half and it's 3 simple steps. You want me go through this?

**Tony Parinello:** Yes, yes, but before you go through the 3 simple steps, I want to underscore this better second half or whatever and coach, give me a reality check on this, I mean, we're all at some plateau no matter where--

**Steve Dailey:** Yes.

**Tony Parinello:** --we are in life.



**Steve Dailey:** Yes.

**Tony Parinello:** And the only thing that picks up speed is stuff that goes downhill.

**Steve Dailey:** Okay.

**Tony Parinello:** So usually going up a hill takes a little bit more effort than going downhill and so for all that a plateau, it's going to take a certain amount of effort and action to get to the next highest level. I do believe that all of our listeners want to get to the next highest level.

**Steve Dailey:** Yes.

**Tony Parinello:** And to your earlier point, I think it's critical to underscore that what we've done to get us to this point is going to help us get to the next point but not necessarily help us to get to the next point.

**Steve Dailey:** Well thanks for pointing that out, you're absolutely right, I, you know, in my work, you know, coaching people that are-- that aspire to higher levels, what I like to call the success minded. Oftentimes what we find out or discover in the easiest conversations is that we actually are the only thing, obstacle, standing between where we are and where we go to a better level. In other words, self-limiting beliefs, you know, taking that first half experience or that first chapter experience, whatever we're going to refer to it as, and concluding that you know, we messed up, we're not good enough, we're not capable. We have to address that and I turn it on instead, you know, look if you-- you know, there are all kinds of analogies here but you know when you try swimming or bike riding for the first time, nobody is-- I don't know, if anybody is ever successful at first, there is always failure as a gateway to success--

**Tony Parinello:** Sure.

**Steve Dailey:** [I'll] like to say it is, you have to have breakdown before you can have breakthrough and so falsely concluding that anything that you've done in the past predicts your future is a debilitating mindset. The way I like to say it is our past informs and enables our future, it doesn't predict it, and so you're absolutely dead on. We need to look first at where we've been as an asset versus of you know an obstacle.

**Tony Parinello:** Yes I love it, absolutely love it. Okay so now, now to the steps that you that you talked about earlier.

**Steve Dailey:** Yes it's really simple 3 steps and by the way, if you look back on anything you've ever accomplished you've followed these 3 steps unconsciously. I simply labelled them Lifetime best mindset, Lifetime best success plan, and Lifetime best achievement or what we might call action. So I touched on the mindset here just



now, we-- I think the first step Tony is to take a look at how we are thinking about our past and our future ahead. And part of that is answering the question why am I pursuing whatever it is that I'm aspiring to. I call it motive mojo. So--

**Tony Parinello:** I love that that's good.

**Steve Dailey:** --right?

**Tony Parinello:** Yes.

**Steve Dailey:** And so, you know, when we go, when we advance through life, as we all do, yesterday, today we're older than we were yesterday, we have new perspective on what's important, if we stop to think about it. If we just go on autopilot then we basically will be keening to rehash, re-activate, all the old thinking, all the old patterns, all the old stuff you know what they say, doing the same thing over and over and expecting different result is insanity and what we have to do is reboot that. So part of the process is to reboot our mindset in such a way that we have a clear thinking and an assessment of our-- of how we look at the past, what we're looking at in the future and re-connecting to an accurate motive, an accurate reason for why we're doing, what we're doing, whatever that might be. Does that making sense?

**Tony Parinello:** Oh yes.

**Steve Dailey:** It calls for...

**Tony Parinello:** As a matter of fact. And as we do this, right? I would think the mindset needs to be one of empowerment, one of assertion rather than one of doubt, fear, uncertainty and that kind of stuff so we--

**Steve Dailey:** Absolutely.

**Tony Parinello:** --look for the plus side of the mindset that to reboot and your words, I love that, because we all know what that means. To look at the future and the past then ask yourself, why do you want to accomplish what you're accomplishing? Or why you want to move to the next highest plateau?

**Steve Dailey:** That's exactly right--

**Tony Parinello:** I love it.

**Steve Dailey:** --and, you know, so we form a new mindset around motive and aspiration framing our experiences as assets versus obstacles. And there's a process for that and I work with my clients to-- you know actually reprogram false beliefs. It sounds kind of, you know, voodoo, maybe a little bit at first but really there is a practical process to actually train yourself to think more powerfully and predictably.



**Tony Parinello:** Love it!

**Steve Dailey:** Now once you have that in place, now it's time to hit what I like to refer to as base camp and repack. So if you visualize a climb. You know about climbing, you and I have both done some climbing, you know, you get to a certain place where you're, you know, you're getting ready for the pitch to the summit and you don't need all the stuff that you used to get to that point, although it was valuable, it's not necessarily going to help you for the next level. There are some new things that you need to, you know, put together, putting in your pack so to speak. There are some also some, some assets that you need to sort of re-fuel, like your mindset again about where you're going, you've got to refill your water bottles, you've got to take a little bit of a rest, do a little stretching out. I mean, you know, maybe you need a new bootlace or you need, you know, as an analogy, just need to, to take a look at what you're taking for the rest of the trip and I find-- and this is all about planning. A lot of people Tony. Let's just take a little practical piece of this.

We operate unconsciously on habits, routines, and rituals. And you and I have talked in the past about what are successful habits, routines, and rituals. But I think it's easy to unconsciously think that everything that we ought to have is routines and rituals that got us to here if we just keep doing it, will help us for next and as we just said a minute ago about mindset, that's not really accurate. So I think we in making the plan we have to look at the habits and routines, we have to look at a plan that basically is the shortest distance between 2 points, we have to look at our plan that includes all the resources. You heard me talk about people, the encouragers, advisors, and mentors. We have to look at the equipment and the tools and the training. All those things done well create what I talk about in my model of a Lifetime best success plan.

**Tony Parinello:** Yes, you know Coach Steve, the metaphor of what got you to the base camp is not really necessary in all, perhaps just in part, to get you to the summit and I think that visual really, really sticks in my mind because that's so true no matter what endeavour we're pursuing. What got us to the point where we're ready to launch isn't really necessary to get us to that next level and to your point here. It seems to me that these encouragers, these mentors, will only take us so far and then we have to look for the next possible coach, mentor, whatever to get us to the next level. So we have to examine like use the shoelace example, we have to examine everything we've done to get to this point that's been enabling and say do I need to update it, do we need to refresh it, do we need to replace it, to get me to the next place and there's a difference and maybe you can help us understand this. I think between a plan and planning.

**Steve Dailey:** Okay, great, wow. You're such a word Meister and that is very good that's very keen. So a plan is basically if we want to distinguish there for a second here in the context of this, you know, Lifetime best aspiration.

**Tony Parinello:** Yes sure.



**Steve Dailey:** A plan is essentially the picture, the snapshot. Look at it as a one-dimensional view of where we're going and that's of value. It's like a drill map, it's a, you know, it's a map that we pull out and unfold and take a look, okay, here's where we are and here's where we want to be. Planning though takes-- is multi-dimensional, it gets into all the different aspects and components. Perhaps more details and is-- I would argue more predictive. So for example, if we were-- I think I've used this analogy before but let's say we're standing on one side of the Grand Canyon and we want to get to the other realm.

**Tony Parinello:** Yes.

**Steve Dailey:** Well there's a lot of different ways that we can get there and let's say we decided we're going to take a pack horse down a raft to across and then hike back up. This is we'll see. Well, that's the plan. But planning includes a consideration for how long is that going to take, are the horses going to need water, am I going to, you know, is the-- how high is the river going to be when I get down at the bottom and will I be able to literally float across or will I have to use some other, sort of tools. How am I going to get the tools down there? Do I need to take the tools back up to the other side or am I just going to leave them there? There's a lot of detail that needs to be considered as a multidimensional view of where we're going. So we want to have a plan but we also want to be delivered in the planning that help?

**Tony Parinello:** And yes and totally and the visual here, I love it, because here's the deal. So let's say you start going down one side of the canyon and the weather changes, you might need to change your plan...

**Steve Dailey:** Yes that's right.

**Tony Parinello:** --so the planning, that I-N-G that we add to the word plan is the action part of all this that is dynamic and changes depending upon what we, what happens as we take action on the plan.

**Steve Dailey:** Beautiful very well said. And so now with those things in motion, okay? And this is not a, although I'm talking about it like steps, you just never stop as you just deluded, you never stop to plan, you know, tweaking the plan based on new information. And so about a third place, you know, that a segway now, we've actually bridge in of the third step if you want to call it that and that's called the Lifetime best achievement or the action part.

Now here's something interesting Tony and I didn't spend time in the video talking about this maybe I need to in future versions but what I've learned is that to really have a true Lifetime best achievement. It's very, very useful, it's very productive to orchestrate or choreograph is a better way. What we might call a Right of passage experience. That is due and I'm going to leave you in suspense a little bit, you do this with your people that you coach unconsciously. Now a Right of passage experience is where you pick a particular thing, a particular pitch if you will, use a



mountain climbing vernacular or you pick a particular mountain or challenge. Or a very specific achievement that you set your sights on that you throw everything you can into that, so that then you have, in effect, a microcosm of all of the action, the implementation of the planning, the dealing with the questions and the doubts that are inherent in achieving something new, you have a microcosm of what it takes to truly get yourself to a Lifetime best.

So right of passages is like a-- some sort of deliberate experience that you throw yourself into, it's usually a short-term experience but nonetheless requires planning, preparation, effort and working through all the things that come with a lot achievement and aspiration. Now how you do this and I love it, is you do a "Bliss Day" and you basically say, okay guys, guess what I have told you all this stuff, you know, how we do this and what we're going to do and so forth and now we're going to really, we're going to spend one day fully focused on just busting it. Thrown everything we can at it and guess what everything comes into focus doesn't it, whether or not you've prepared your own statement, whether or not you're nervous about picking up the phone, how you deal with that mindset about talking, you know, talking with equal stature with VITO, all of those things and that's a whole wonderful basket of stuff is revealed. And now that prepares, it's a Right of passage, to preparing an individual to truly achieve their Lifetime best in selling.

**Tony Parinello:** Well--

**Steve Dailey:** So part of the action step is what I like to introduce is a Right of Passage.

**Tony Parinello:** Yes now, Coach Steve, the listener has not had the benefits I have to look at the pre-release of your video. What's the best way to have the listener get their hands on this video? Do you want them to email you and request it? Do you want me to put a link to the video with this audio? How would you like to do that because it's really, really critically important to add the visuals that you had on that video the charts--

**Steve Dailey:** Yes.

**Tony Parinello:** --the graphs and stuff. It cements all this stuff into place, so let's wrap it up by telling-- just explaining to us, how do we-- how does everybody get their hands on this video?

**Steve Dailey:** Awesome. So there are two ways, I will give you a link Tony, for anybody that access it and you can also just simply go to my website homepage - achievementbridge.com. Put in your information there, you get right to the video that way.

**Tony Parinello:** Perfect--

**Steve Dailey:** So--



**Tony Parinello:** --so we will--

**Steve Dailey:** Yes.

**Tony Parinello:** --we will put a link with this audio directly to the video that you created that explains a lot of this in much greater detail but doesn't go on and on and on about it and that or they can go right to the website, give me the website again?

**Steve Dailey:** achievementbridge.com it's I before E except after C, acheivementbridge.com.

**Tony Parinello:** All right Coach Steve, I have got to give you the last word here not that you haven't been telling us what to do and how to do it but I'll give you the last word to close it out.

**Steve Dailey:** Yes I appreciate it, first of all, thanks Tony for giving me the opportunity to share this. So my last word is, if not for the second half my friend, what was the first half for?

**Tony Parinello:** I love it, thank you, Coach Steve, everybody, see you next time, enjoy the video.

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