

# **100% Ownership- The First Key to Leadership**

**Toolbox Teleclass Transcription**

**By Debra Russell**



**Foundation Program**

**Track 2: Believe & Receive: Confidence,  
Perseverance, Courage and the Law of  
Attraction**



## Artists Marketing & Business Academy: Foundation Program

### Track 2: Believe & Receive:

#### Confidence, Perseverance, Courage and the Law of Attraction

##### 100% Ownership – The First Key to Leadership

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## FOUNDATION

Welcome! This is the June 2009 Toolbox Teleclass about Leadership: The First Step, which is 100% Ownership or 100% Responsibility for Your Life. So first of all the...all of the materials that I'm about to present is based on a foundation that I talk about extensively in the [Transform Your Belief - The Key to Success](#) call and that I also touched on the first leadership call, which is an overview.

In this call, we're going to get into much more specifics about one aspect of leadership. So the first part about this that we want to keep in mind is that there are no objectively true beliefs or at least that's what I believe.

REMINDER – THERE ARE NO OBJECTIVELY “TRUE” BELIEFS – A BELIEF IS TRUE IF YOU BELIEVE THAT IT IS TRUE

THE CONTENT OF THIS CLASS IS FOUNDED IN THE CONTEXT OF SEVERAL BELIEFS:

That a belief is true if you believe that its true, and no one's belief is any more true than any other beliefs. The content of this class is founded on the context of several beliefs that I have found to be particularly empowering, and so I have chosen to live my life by these beliefs.

And if you would go with me on this journey and just suspend your disbelief for the moment and take on these beliefs as true.

*WE ARE SPIRITUAL BEINGS WHO HAVE CHOSEN TO INHABIT PHYSICAL BODIES – FOR A TIME.*

The first belief is that we are spiritual beings, who have chosen to inhabit physical bodies for a time. We are spiritual beings, who have chosen to inhabit these physical bodies and this physical plane for a time.

*AS SPIRITUAL BEINGS, WE ARE UNLIMITED AND IMMORTAL. WE HAVE SOME LIMITATIONS WITHIN THIS PHYSICAL PLANE – BUT WAY FEWER THAN OUR MINDS BELIEVE THAT WE HAVE.*

The second belief is as spiritual beings we are unlimited and immortal. We have some limitations within this physical plane, but way fewer than our minds believe that we have.

*AS UNLIMITED SPIRITUAL BEINGS, WE CREATE OUR REALITY AND WE CANNOT BE DAMAGED (ALTHOUGH OUR PHYSICAL BODIES ARE SUBJECT TO THE PHYSICAL LAWS WE'VE AGREED TO.*



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And as unlimited spiritual beings, we create our reality, and we cannot be damaged although our physical bodies are subject to the physical laws that we've agreed to, okay?

So in other words, no one can hurt us. We can't be hurt because we are spiritual, unlimited, and immortal beings. Our experience of being damaged or being hurt is an illusion because of this spiritual plane we've chosen to inhabit for a while.

And as Jim Morrison says, "No one gets out of here alive." So our physical bodies will at some point cease to exist, but we won't. We go on, okay? So this is the belief that I choose, and I would like to invite you to believe this as well, because believing this empowers everything else I'm about to talk about.

## 100% RESPONSIBILITY

And so I'd like to invite you to just act as if what if these were true? So the first thing I want to talk about here is this concept of 100% responsibility. Now I came to this concept kicking and screaming. When I was 19 years old I was, shall we say, leading a life that was less than divine...into a lot of trouble-making and bad behavior of which I was very proud of at the time.

Doing, you know, hanging out with heavy metal bands, doing a lot of drugs, just you know, living that life.

### STORY OF MY ACCIDENT – "WHADDYA GO AND DO THAT FOR?"

When I was 19, I was hit by a van while I was walking across the street. The van was going approximately 45 miles an hour and hit me head on at full speed.

The truth is I probably should have been killed by this experience, but somehow I survived it. Though my leg was very badly broken. I got out of the hospital. I was in the hospital for about 3 weeks, and I had been out of the hospital for about 2 weeks and had moved back in with my parents, because I could not physically take care of myself, and my brother David came down to visit me from New York.

And to put this in context, my brother David was at the time very deeply involved in a personal growth organization. He was actually on staff and leading courses, and I had dabbled in it a little bit at that point, but had not gone as deeply into it as I did in subsequent years.

I actually spent a lot of my twenties working with this organization. So I'm lying in bed, my leg has several pins and this metal device built around it, which is basically portable



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traction. I'm in a fair amount of pain and on a fair amount of drugs, prescribed at this point though.

And my brother David sits down next to me, next to my bedside and takes my hand and looks at me very seriously, and said, "What you go and do that for?" Now my initial response was fury, because I was a victim. Couldn't he see that I was a victim? I was walking across the street at a cross walk, and I got hit by a car. My God!

But he just asked the question again, "What you go and do that for?" Now I will be completely honest with you. I did not come to deal with that right away. It took me a while, but at some point in my healing process, I really confronted that question.

"What I go and do that for?" And the subject of this call is not about the answers to that question, but really about my willingness to ask the question, because the essence of that question is that I created this experience.

So what I go and do that for? Why did I create this experience? What was in it for me? And I have spent the majority of my life since then looking at every experience from that perspective.

#### JACK CANFIELD'S SUCCESS PRINCIPLES – THE #1 PRINCIPLE IS "TAKE 100% RESPONSIBILITY FOR YOUR LIFE"

In Jack Canfield's *Success Principles* book, the number one principle...the very first principle...the thing that he thinks you need to look at first and foremost is take 100% responsibility for your life.

And here's the quote from that chapter. He says, "Taking 100% responsibility means you acknowledge that you create everything that happens to you. It means that you understand that you are the cause of all of your experience." This is the topic of tonight's call.

**"TAKING 100% RESPONSIBILITY MEANS YOU ACKNOWLEDGE THAT YOU CREATE EVERYTHING THAT HAPPENS TO YOU. IT MEANS YOU UNDERSTAND THAT YOU ARE THE CAUSE OF ALL OF YOUR EXPERIENCE."**

That whatever your experiences are, whatever your emotions are, all of the good, the bad, the ugly, the indifferent, the forward-moving, the backsliding, the obstacles, the joys, the opportunities, you created all of them.



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### WHAT IS THE DIFFERENCE BETWEEN BLAME AND RESPONSIBILITY?

I think it's very important in looking at this to define the difference between blame and responsibility, because I've worked with enough clients to know that very often the first response that is, "Oh so that's my fault? I'm to blame for what is happening in my life?"

*IF YOU TAKE 100% RESPONSIBILITY FOR YOUR EXPERIENCE – THERE'S NO POINT IN BLAME – FIGURING OUT WHOSE FAULT IT IS OR WHO'S RIGHT OR WRONG – POINTLESS.*

And if you take 100% responsibility for all of your experience, there's no point in blame. Figuring whose fault it is or who's right or wrong is frankly pointless, because it's all yours. If you own it, there's no point in this conversation of "it's my fault."

*100% RESPONSIBILITY MEANS I OWN IT – AND AS A RESULT, I HAVE POWER*

It's all...you created all of it. See a 100% responsibility means I own it, and as a result, I have power.

*BLAME IS ABOUT FAULT, RIGHT AND WRONG. WHETHER YOU'RE BLAMING YOURSELF OR SOMEONE ELSE, IT KEEPS YOU STUCK. IT'S BLACK AND WHITE THINKING AND LIMITS YOUR OPTIONS AND YOUR POWER*

If I'm blaming someone and even if I'm blaming myself, I have no power because blame is about fault. It's about right and wrong.

It's about looking at your past from a perspective of whose fault is it? Who can I point my finger at? As opposed to looking at your past from a perspective of what can I learn from it? How can I grow, and where do I go from here?

So whether you're blaming yourself or someone else, it keeps you stuck. It's black and white thinking, and it limits your options and your power.

### E+R=O

So I want to give you this formula. Again this is from Jack Canfield's book *The Success Principles*. So I want you to write this formula on your notes right now.

It's E, the letter E+R=O. Events + Response = Outcome. See we're co-creating this physical plane with trillions of other beings.

*WE ARE CO-CREATING THIS PHYSICAL PLAIN WITH TRILLIONS OF OTHER BEINGS – FROM THE BILLIONS OF BACTERIA TO THE BILLIONS OF OTHER HUMANS.*





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From the billions of bacteria to the billions of other humans, we're all and everything in between, all the plants, all the animals, everything in between, the mountains, the rocks, the atoms, the electrons were all co-creating this physical plain.

*YOU HAVE CONTROL OVER 3 THINGS – YOUR THOUGHTS, YOUR EXPECTATIONS/VISUALIZATIONS, AND YOUR ACTIONS.*

You have control over 3 things. Your thoughts is the first one. Your expectations and visualizations is the second, and your actions or behavior is the third.

*EVENTS + RESPONSE = OUTCOME – IF YOU DON'T LIKE YOUR OUTCOMES, CHANGE YOUR RESPONSE (BOTH INTERNAL AND EXTERNAL).*

Events + Response= Outcomes. If you don't like your outcome, you need to change your response, both the internal and the external. If you're looking around your life and you don't have what you say you want, then it's your responsibility to change what you can change, which are your thoughts or beliefs, your expectations and visualizations of the future, and your actions or behavior, which leads me to really the essence of what is responsibility.

#### WHAT IS RESPONSIBILITY

##### *THE ABILITY TO RESPOND*

Responsibility is the ability to respond. It is your response. Responsibility is noticing the outcome, owning it, knowing that it's yours without attachment, without charge, without blame, without triggering.

*RESPONSIBILITY IS NOTICING THE OUTCOME, KNOWING THAT IT'S YOURS – WITHOUT ATTACHMENT, WITHOUT CHARGE*

*RESPONSE-ABILITY IS SAYING, LOOK AT THIS, ISN'T THIS INTERESTING? WONDER WHAT'S HERE FOR ME TO LEARN?*

Just noticing it and saying, "This is mine. This is my outcome." Responsibility is saying, "Ah look at this isn't this interesting? Wonder what's here for me to learn?"

*RESPONSE-ABILITY IS NOTICING YOURSELF REACTING AND STOPPING AND SAYING TO YOURSELF – HOW DO I CHOOSE TO RESPOND?*

Responsibility is noticing yourself reacting. Noticing when you are on autopilot and stopping and saying, "Huh, how do I choose to respond?" Noticing that you're reacting and saying, "Isn't that interesting? I feel \_\_\_\_" or "I think" or "I believe \_\_\_\_" or "I'm expecting \_\_\_\_" or "I'm behaving \_\_\_\_". Isn't that interesting? Okay, let me take a step



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back. What do I choose to think, believe? What do I choose to expect, visualize? And how do I choose to behave?"

*SO HOW DO WE SHIFT FROM DENIAL AND BLAME INTO RESPONSIBILITY? FIRST YOU MUST OWN THE EXPERIENCE.*

So how do we shift from denial and blame into responsibility? So I'm backtracking a little bit here, because we've already talked about blame doesn't serve you. And very often our response to all of this is to deny that it's ours, because you can't blame someone else, unless you're actually denying that it's yours. So how do you shift from denial and blame into responsibility?

**This is more than purely acknowledging its existence (although you can't own something you deny is there).**

So as I said first you must own the experience, and this is more than purely acknowledging existence. Although you can't own something that you are in denial about. You can't say I own this experience if you say, "I'm denying this experience."

**This means embracing it as yours, your experience, your life and your responsibility.**

So owning this experience means embracing it as yours. Not just saying, "Okay fine. It's mine," but actually embracing it. "This is mine. I've created this. This is my experience. This is my life. This is my responsibility. I got myself here."

**I don't care what the circumstances are, whether they are completely beyond your control, you can still take ownership of them.**

It's saying, "I don't care what the circumstances are. They're mine. I don't care how you can justify that they're someone else's or someone caused this. I don't care if they're completely beyond your control, you can still take ownership of them."

**Often we avoid this ownership, as if denial will eliminate the experience. It actually gives the experience tremendous size and power. This is your experience**

And often we avoid this ownership as if denial will eliminate the experience. It actually gives the experience tremendous size and power, but see, if you say this is my experience that I am choosing to take whatever actions I'm taking, even if my choice is to do nothing, it's still my choice. Own it.

**You are choosing to take whatever action you are taking. Even if your choice is to do nothing, it is your choice. So own it.**



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*BEWARE THE TEMPTATION TO MAKE YOURSELF (OR ANYONE ELSE) WRONG FOR WHATEVER YOUR CIRCUMSTANCES ARE.*

Now in all of these, beware the temptation to make yourself or anyone else wrong for whatever your circumstances are, and by the way that's also part of blame. If you're blaming someone else or you're blaming yourself, you're making that other person wrong. You know, they're bad. They're wrong. It's their fault.

*REMEMBER WE ARE TALKING ABOUT RESPONSIBILITY, NOT BLAME. THE DEFINITION OF BLAME IS TO PLACE RESPONSIBILITY.*

See, remember we are talking about responsibility, not blame. The definition of blame is to place responsibility, and whenever you're busy placing responsibility on someone or even on yourself, all of your energy and focus is empowering the problem. You did this. It's your fault. You're to blame.

*WHENEVER YOU ARE BUSY PLACING RESPONSIBILITY ON SOMEONE (OR EVEN ON YOURSELF), ALL OF YOUR ENERGY AND FOCUS IS EMPOWERING THE PROBLEM. WHEN YOU OWN THE PROBLEM AND LOOK AT HOW YOU WILL RESPOND TO IT, YOU ARE EMPOWERING YOURSELF.*

When you own the problem and look at how you will respond to it, you are empowering yourself. Owning it, embracing it means putting your arms around it, holding it close to your heart, and saying, "This is my challenge. This is my opportunity, and I will face it head on. I will embrace it. I will enjoy it. I will empower myself."

*OWNING IT, EMBRACING IT, MEANS PUTTING YOUR ARMS AROUND IT, HOLDING IT CLOSE TO YOUR HEART AND SAYING, "THIS IS MY CHALLENGE. THIS IS MY OPPORTUNITY. AND I WILL FACE IT HEAD ON."*

*REMEMBER THAT YOU DO NOT HAVE TO FACE IT ALONE. BUT NO ONE CAN FACE IT FOR YOU.*

And remember that you don't have to face it all alone, but also remember that no one can face it for you. So, now that you've embraced your results, embrace your circumstances, owned that they're yours, and that you created them.

## THERE IS NO SUCH THING AS FAILURE!

It's really important to remember in looking at your circumstances, in looking at your outcomes as they are now, there is no such thing as failure.



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#### NO FAILURE – ONLY FEEDBACK

There is no failure...only feedback. I'm going to say that again. There is no failure...only feedback.

WHEN YOUR OUTCOME IS NOT WHAT YOU THOUGHT YOU WERE CHOOSING (IT'S ALWAYS WHAT YOU WERE ACTUALLY CHOOSING, BUT SOMETIMES WE CHOOSE UNCONSCIOUSLY...) USE THE INFORMATION TO ADJUST YOUR RESPONSE – IT'S FEEDBACK!

When your outcome is not what you thought you were choosing. By the way, it's always what you're actually choosing, but sometimes we choose unconsciously. So whatever you have is what you were choosing, but it may not have been what you were consciously, intentionally choosing.

#### IF YOU'RE FOCUSED ON BLAME, SHAME AND FAILURE – YOU ARE MISSING A HUGE OPPORTUNITY

So when your outcome is not what you thought you were choosing, use the information to adjust your response. It's feedback! If you're focused by the way on blame, shame, and failure, you are missing a huge opportunity.

#### APPLY THE FEEDBACK TO YOUR CURRENT RESPONSES SO THAT YOU CAN CREATE A DIFFERENT OUTCOME.

The opportunity is to apply the feedback to your current responses, so that you can create a different future, create a different outcome. So, here's what the process looks like. "Okay, wow! This outcome was not what I intended. This outcome was not what I thought I wanted."

"This is not my beautiful life. This is not my beautiful house. This is not my beautiful wife," as David Byrne says in the song.

So I want you to ask these questions. Are you ready? Jot this down:

#### ASK USEFUL QUESTIONS:

##### **How did I create this?**

How did I create this? - Which is a process of looking back at all of the things, all of the behaviors, all of the choices, all of the thoughts, beliefs, all of the expectations that led up to this outcome and say, "Hmm, how did I create this?"



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### **What and who am I attracting?**

Second question: What and who am I attracting? Which has you looking around at all of the people you're attracting and own them. If they're in your life you attracted them. If you brought them into your sphere, it's because that's the energy you are putting out.

As I talked about in the Build Your Belief class or [Transform Your Belief class](#) if you want to know what you're believing, look around you. Look at what the people are around you. What they're believing because they are attracted to you, because they reflect back at you what you believe. So how do I create this? What and who am I attracting?

### **What were the attitudes/thoughts/beliefs that attracted this outcome? And how could I have thought differently?**

Here's the third question: What were the attitudes, thoughts, beliefs that attracted this outcome, and how could I have thought differently?

### **What was my expectation/vision that attracted this outcome? What could I have expected differently?**

Next question: what was my expectation/vision that attracted the outcome? And could I have expected differently?

### **What were my choices and behaviors that created this result? What could I have done differently?**

Third question: what were my choices and behaviors that created this result, this outcome? What could I have done differently?

Now remember I said this earlier that you have 3 things that you have power over, you have control over. Your thoughts/beliefs, your expectation/vision, and your choices/behaviors. So what's most useful is to look at what they were and how they brought you this outcome?

And what could you have done differently? What could you have thought differently? What could you have believed differently?

What could you have expected differently? What vision could you have been working with during the process that might have brought a different outcome?

What were you choices and behaviors that created this result? What could you have done differently?



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### **What are the principles I can apply to my future decisions?**

And finally what are the principles or the learnings from this experience that I can apply to my future decisions? If you are not learning from your experiences, then they are mistakes. As long as you're learning from them, they're feedback, and they have tremendous value.

### **SO HOW DO YOU USE THIS SPECIFICALLY?**

So what are some ways you could use this specifically? Sorry just taking a drink of water here. I want you to notice when you're feeling bad about something, whether you're feeling bad about yourself or about someone else, whether you're feeling bad about a result that you got or that you didn't get, whether you're feeling bad about an interaction or a conversation.

*NOTICE WHEN YOU'RE FEELING BAD ABOUT SOMETHING – WHETHER YOU'RE FEELING BAD ABOUT YOURSELF OR SOMEONE ELSE.*

### **Start asking the above questions and make note of your answers**

#### **Ask yourself – what am I thinking/believing about these circumstances that is having me feel badly?**

Notice when you're feeling bad about something, and start asking the above questions and make note of your answers. So the questions that I just went over, start asking those questions, and make note of your answers. That's the first thing to do.

#### **Ask yourself – is this real? In other words – am I responding to this circumstance or does this circumstance remind me of something in my past – am I triggered?**

The second thing you could do is to ask yourself, "What am I thinking, believing about these circumstances that is having me feel bad?" This is a question that comes that I talk about in a lot more details in [Emotional Intelligence](#), in the [Transform Your Belief](#) call, and also in the [Law of Attraction](#) call.

"What am I thinking, believing about this circumstances that is having me feel badly?" Notice that in that question, there is no opportunity for you to blame someone else for having hurt you, for you to say, "You made me angry" or "You hurt me" or "I feel guilty because of you."

It's all about you choosing to think, believe things that create your emotions. And here's another thing, and this is really useful question to ask when you're noticing that fear is involved.



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Is this real? In other words...also it is a good question to ask if you're experiencing a strong emotion about a circumstance. You're feeling really upset, really angry, really sad, really hurt.

You want to ask yourself is this real? In other words, am I responding to this circumstance in my present or does this circumstance remind me of something in my past or am I triggered?

See, because if you're triggered, if this experience is triggering an old experience in which you had a strong emotion or you felt hurt or angry or you felt like some damage was done to you, and this experience is triggering that old experience, it's really important information, because you need to separate what are the emotions that are connected to this experience that's happening right now today and what is the experience, what are the emotions, what are the feelings that is being triggered from that old experience?

Because you can release the old experience, and you can look at today's circumstance with fresh eyes, because it's only what's happening today. It's not all those past events. It's just...let's today.

##### *LOOK AT EVERY MOMENT AS A LEARNING MOMENT*

If you can look at each moment as a learning moment, each experience as a learning experience, each moment as a growth opportunity, an opportunity for you to become more completely who you're meant to be, more completely a person who has power, who has the ability to create your own reality, then you are beginning to truly be a leader in your life.

##### *LOOK AT EACH AND EVERY PERSON AS YOUR TEACHER – AND THE MORE THEY TRIGGER YOUR NEGATIVE EMOTIONS – THE MORE THEY ARE YOUR TEACHER.*

If you can look at each and every person in your experience as your teacher, and I'll tell you, the more they trigger you, the more they bring up these old emotions, the more valuable they are as your teacher.

##### **Not because they're right for doing whatever it is they're doing, but because it is an opportunity for you to become a leader.**

By looking at them as your teacher, that doesn't make them right for doing whatever it is they're doing or behaving however they're behaving. It's not saying, "Okay, well you did this thing that really you know that's offensive or created damage or whatever." They did whatever they did. That doesn't mean that they were right. It doesn't mean





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that they should have done whatever they did. It just means that it's an opportunity for you to be a leader in your life.

And I'm going to leave you with that. It is your opportunity for you to be a leader in your life. I welcome your feedback on this call. You know, go ahead and submit comments for the website.

Go ahead and put comments up on the Yahoo group list for conversation, and go ahead and submit questions to the Ask Coach Debra call, whichever call that is coming up next for you, depending on when you're listen to this call, because this is a conversation that I think I want to encourage us to have as a community. It's also a concept that I'm developing more.

This concept of leadership, so I'm very much open to questions and responses about all of the materials that I presented here tonight. Thank you very much, and I look forward to hearing from you. Have a great day!