

## The Merlin Principle

One of the most highly effective techniques in creating a viable plan of action is the Merlin Principle. (Merlin supposedly lived from the future backwards in time.) Picture yourself a year from now, or five years from now. What does your life look like? What does your career look like? What miraculous thing has happened that has you grinning ear to ear? And then you work *backwards* through time, looking at what happened to cause the results that had you end up in that *created* future of ear splitting grins.

For example, when Karen and I first sat down to plan her business, we created a vision for five years from then. And we asked ourselves, “what had to happen for that to occur?” Looking from it having happened already, it was relatively simple to see what would have had to occur for us to reach that point.

If you can identify one possible path, it puts your mind to work on other possible paths as well – rather than looking at what wouldn’t work, the reasons why it won’t work, and the obstacles you’ll have to overcome. Your brain automatically answers the questions you ask it. So choose questions that will give you possible solutions, rather than possible failures. Looking from the future, each thing that has to happen is an *easy* thing – not an insurmountable obstacle.

Karen and I create a specific series of occurrences that would cause the end result we had “dreamed up.” Then we looked at what actions we could take to impact and cause those occurrences. Who would we need to be in conversation with? Where would our clients see information on us as they go through their everyday lives? Where we have to be to show up in the same places they were? We looked at how we could fit ourselves into their lives.

Utilizing the Merlin principle, we back, or pull, our future into today’s reality. As you write down each “what had to happen”, you’ll finally come to today, where what had to happen was you created a plan of action from the future you created.

**TRY IT! Create a future for yourself:**

What goal would you want to reach, say, 3 months from now? Use the Action Plan worksheet at [www.empowered-enterprises.com/Career\\_Tools.html](http://www.empowered-enterprises.com/Career_Tools.html)