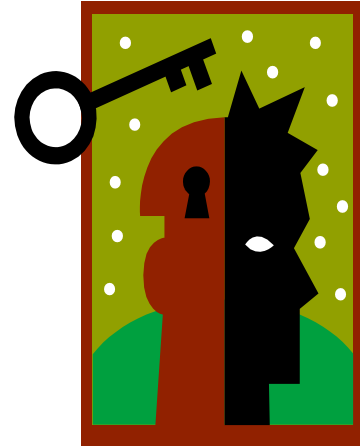


Will The TRUE EDUCATORS Please Stand Up

The Innovative Inspirers
The Self-Effigy Burners
The Story Slayers
The Socratic Soul Synergisers
The Scalpel Mind Surgeons
The Questioning Catalysts
The Energy Enhancers
The Renegade Revolutionists
The Metaphor Magicians



By R. Hireker – Coach, Marketing Adviser and Strategic Communication Writer for Training Companies, Thought Leaders, Educators, Coaches & Change Catalysts

“You transformed my life... You made an incredible difference in who I am.... You saw greatness and strength in me when no one else did... You showed me the true power of commitment and learning about myself that no-one else knew how... You challenged me and helped me to see life in a way that I previously, couldn't... you showed me the flaws in my thinking and the actions I need to take to behave my way out of such ruin... You trained me to shake my world up... You led me to possibilities I never knew existed...”

Those aren't idle tales, tittle tattle you dish out to someone just because you're riding high on a moment's inspiration, or when your emotions are running wild, or when you're in a state of elevated bliss and ecstasy. No. You say such profound things because you're moved, deeply moved *inside* because of an experience you've had with another person.

What kind of person?

lives... of making a true and significant difference in the wellbeing of others... if you're committed to shifting and altering beliefs, attitudes and behaviours... if your work is focussed on creating much higher levels of performance, competence and Integrity... then for the sake and wellbeing of all those you serve, of all those you're yet to serve... aim to be the bloody best proponent of what it is you do!

It makes no sense to come from a position of mediocrity or average. It makes no sense to deliver only a *satisfying* experience. No-one wants to be satisfied. No one wants more of the same of what they've experienced all their lives. **No-one wants to have a version of mediocrity to challenge them out of their own troubled state!**

A SIMPLE, BOLD DIRECT CHALLENGE TO YOU

If you're going to invest your time and your energy and your money to be in this incredible privileged space, *delivering coaching, leadership, mentoring, training for the development and betterment of others*, then you owe it to yourself to break away from the mould of all others doing what you do... and... make a vow to NOT be like them.

Who's interested in conformity?
Who's interested in emulating the same lukewarm experiences the majority of others, deliver.

No-one wants that. No business should strive for that. No Creator of Change

They've had that all their lives. **They want to be the full expression of who they really are.** *Change the game and the rules to MATCH that and in turn, COMMUNICATE to them you're the OBVIOUS CHOICE to help them with their ambitions and your world will be rosy... just like theirs! You'll be their CHOSEN, change catalyst differentiator*

Again, if there aren't any defining or obvious differences that your prospective client audience can *feel, see or detect in a way that's beneficial and advantageous to them*, then, without you consciously being aware of it, you've somewhat relegated yourself, your business, your company, your work... to being in the equivalent of a *commodity tomato business*. That's what **NO DIFFERENTIATION** will do to you!

EXAMPLES of Change Catalyst Differentiators

Sometimes, there's nothing more powerful and inspirational than the *right movie coming along at the right time* – both from an *inspirational* and *instructive* point of view.

With that in mind, notice why the following are considered *mind shifters, change catalysts, human apathy disrupters*... **what is about them that makes them so different?** *(And if you want a powerful inspirational injection to know what kind of person it takes to create the kind of committed, daring, challenging and inspiring acts of powerful living, accomplishment and bold commitments in OTHERS... then, my suggestion: is..*

Call them a coach, a mentor, a change catalyst, a brain re-organiser, a trainer, an educator... whatever you choose to call them. For me, when referring to such people, I like to *rustle* convention, to challenge and defy old, worn out ways of saying or portraying something.

I prefer to be pictorial in my definitions, mentally diagrammatic, riding the edge of normality so you can *instantly capture* in your head what I'm saying, examples of which you've seen at the beginning of the article.

Now these kinds of (*rare*) people exist – in families, groups, businesses, enterprises, communities and organisations. **In my mind, they're the real true educators and inspirer's of the world.** Their value, *priceless.*

Well my, isn't that a rather bold and a glaringly daring assessment?

Well, let's think about this for a moment; if the school and higher education systems (here in UK and in fact, all around the world) if they were *real* institutions of *change* and joy and true mechanisms to help us *see who we are and help us understand our very own process of thinking, of our belief making, how we learn, how to create unlimited wealth'*... we wouldn't need to go in search of such *change catalysts* as we would have had that all installed deep inside of us at an early age - *a suitable and workable system to understand our evolving self, an infrastructure embedded and integrated deep inside the very heart of our hearts and souls.*

However, as I don't see the education systems changing anytime soon, it's left to the **change catalysts**, the brotherhood and sisterhood of individuals and groups passionately committed and dedicated to making an incredible difference in the lives of others... to lead the way.

Sadly, because of the incredible fragility in the make-up of most human beings, there are huge numbers of *bogus 'helping practitioners'* who have cropped up from the bowels of the undergrowth to claim their share of the 'personal development & self-growth' *pie.*

As ludicrous as it sounds, with all the help and resources available to each one of us – all thanks to the internet by making those resources known and searchable - there are still millions of lost souls all over the planet, lost, bewildered, struggling for sanity in a mixed up world. And, they want help. *Real Help.*

And naturally, that spells **DANGER** because the human plight makes it a veritable field day for the many charlatans, quacks and fraudsters looking to cash in on the frail inner human condition.

A Clarion Call

If you're in the business of changing

should settle for conformity and playing within the boundaries and rules set by others. No client should have to expect that kind of experience downloaded into their lives.

That's not what they want. Because, that's simply giving them *more* of the same contagious apathy and mediocrity everyone else gives them. That's not nutrition. That's not upliftment... that's **HELL ON EARTH!**

It's time to WAKE UP, to RISE UP... **to re-invigorate and re-energise what you do, who you do it for and what you stand for... no matter who you are or where you currently are right now!**

And yes, you owe it to yourself – for your own spirit, for your own soul, for your own profitable existence to *stand apart* from the surrounding class of mediocrity.

Now whether you choose to believe it or not, the Pareto 80/20 rule is totally at work here. 100%. What that means is there are around 80% of practitioners, training companies, change based consultants, leadership organisations - that are *average*, trundling along, not really being the type of entity consistently pushing the envelope, never really *riding the edge* with their work, with their training, with the results they create.

However, **there are 20% or so continually aspiring to become even better in creating results for their clients.**

If you want proof of this fact, simply go to your favourite search engine and type in the profession or business category you're in and look at all the stream of websites you see.

Anything really inspiring about them? Anything really unique and distinctive about them? Anything that has you wishing deep inside... "if only I could be like them"

If you're honest, you may not find a whole lot of difference in the marketplace for what you do. And look; that's GREAT NEWS for you because now, **you want to get busy at creating a difference that actually DEMONSTRATES your difference!**

That makes sense, *doesn't it?* You're in the business of making a difference in other people's lives. Though now, how exactly are you making that difference, *how are you going to do it in ways that are measurably different to anyone else out there?*

The marketplace isn't interested in a relationship with yet another cloned canned version of everyone else in your field. I don't believe they're really interested in the '*safe and secure*.... People want to be challenged. They want to be committed. They don't really want cosy warm nurturing. They don't really want to be protected from the noise.

PLEASE WATCH THE FOLLOWING SUGGESTED MOVIES!

-And yes, I'm purposely using characters in the movies to use as examples because we can instantly identify with them. AND... because they are metaphors for REAL life change catalysts out in the real world – they can be *modelled, emulated and used as 'human excellence templates'.*

And if you or your business or company may already be representative of such catalytic characters... to you, I tip my hat. The challenge? *To get even better!-*

John Keating – played by Robin Williams in *DEAD POETS SOCIETY*

Ken Carter – played by Samuel L Jackson in *COACH CARTER* (*true story*)

William Forrester – played by Sean Connery in *FINDING FORRESTER*

Philippe Petit – played by Philippe Petit in *MAN ON WIRE* (*true story*)

Dr. Sean Maguire – played by Robin Williams in *GOOD WILL HUNTING*

Enunciating, declaring, communicating, committing to being WHO YOU ARE in the world as a *change catalyst, a renegade revolutionist, a metaphoric magician, a questioning catalyst, an innovative inspirer, a scalpel mind surgeon, a mental story slayer, an inner self-effigy burner, an electrifying energy enhancer, a Socratic soul synergiser...is the most important work you can do for you, your business, your enterprise... and... for your client and prospect audience.*

WHY? Because it instantly telegraphs to others WHO you are *being* and from where you are coming from – and please – you don't want to be positioned as coming from a place of haphazard guesswork and a sketchy framework. You want to be positioned as coming from a place of powerful committed creation, from being the best at what it is you do and deliver.

What's it going to be for you?

A SUGGESTION; you may as well play and *come from* the position of being the best in your field at what you do because **WHETHER YOU CHOOSE TO OR NOT,** your market place will **AUTOMATICALLY** sense your energy and vibration and will, *accordingly,* either move towards you or move away from you.

If you want to know how to have what you do, be represented and communicated to the world in a powerful, authentic and uniquely YOU way, then please get in touch with me:

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