The Talent Code

By Dan Coyle

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Talent Ingredients:

1. **Practice, Practice, Practice!!**

When we stress the circuits of our brain by practicing, drilling and rehearsing, the circuits of our brain get stronger and thicker to make a permanent memory. You have to repeat something over and over again to make a memory permanent, such as prospecting, setting appointments, presenting, overcoming objections, product knowledge, recruiting at the kitchen table and getting a new recruit in the field and trained.

We have in our brains a substance called “myelin” which is kind of an insulating material which wraps around our nerve pathways. It actually grows each time an action is repeated, like listening to my overcoming objections CD; this causes the signal to move much faster, smoothly and more effortlessly.

So if you practice drill and rehearse any skill you want to master like Tiger Woods in golf or I have in sales and leadership the myelin gets really thick and your brain cells start firing much more in sync and that makes all the difference. Imagine walking at 2 mile per hour and someone goes by you at 200 miles per hour!

That’s the difference were talking about that practice, drilling and rehearsing makes by thickening your myelin it allows you to pass up your competition like they are standing still.

How important is practicing over and over and over again? Is it talent in the end or is the work? Talent plays a part in that it makes teaching and coaching easier.
But persistence plays a much bigger part. Put another way is perfect practice makes perfect. Practicing the fundamentals allows you to become super creative because it frees you up to be totally present when you are talking to and presenting your business opportunity or your products. It allows you to be flexible in every situation because you don’t have to be thinking about what you are doing and you can respond to the individual situation versus worrying about what you should say or do next. As a result your closing ability will allow you to get significantly more people to get involved with you either as a recruit or client.

So is becoming a Tiger Woods or Hector LaMarque is just a matter of putting in the hours? Its more than that, who your teacher is also part of it.

2. **Great Coaching:**

Making something look effortless, you have to actually breaking it down into a series of little parts and you have to do each part right and in the right order every time.

You can make anyone do great, Prospect, Set Appointments, Present, Overcome Objections, Recruit and Field Train like a pro.

I have done it with many people, you don’t let people go to the next fundamental until they have mastered the previous one and it has to be repeated over and over and over again. This is to thicken the myelin in circuits in their brains so it all becomes effortless to perform and remember exactly what to do every time.

It’s a lot of work, this is the part that scares most people away, even as I am saying this to you, most of you are thinking how you can be great without all of this work and I feel sad for you because you aren’t getting what I am telling you that has been scientifically proven you still want to figure out a way to be great by not doing the work.
Why people fail is never because they can’t do it but rather it’s because they WON’T DO IT!

This applies to everything, sports, music, engineering, writing and business. Initially you have to get the mechanics down pat (7 Fundamentals).

Tom Martinez coached Payton Manning and Tom Brady and other successful quarterbacks he is a star maker. Tom Brady carries in his wallet 7 Martinez-isms with him to remind him of each step they worked on.

It’s simple repetitive but difficult to do, people get bored with doing the mundane simple things it takes to win. Winners keep doing the same things over and over again because that’s what it takes to win.

Prospect

Recruit

Train on the fundamentals

The style of a great coach is mild laid back, intensely watchful it’s not giving inspirational speeches.

What they are is people giving small really intense corrections, getting people in that zone, that zone where they can deeply practice and they’re making small corrections.

That is the path to skill and the road to greatness.

Getting into that zone where you are so focused on those small corrections and steps that the rest of the world just melts away.
3. **Total Concentration:**

The Meadow Mount School of Music where Yo Yo Ma, Joshua Bell and Issac Pearlman some of the greatest musicians of our generation learned this way is not easy breaking down into small steps, its being interrupted its having to try the same small section over and over and over again but the process makes more myelin on the circuits in the brain.

If you don’t feel that kind of frustration and edge failing and fixing sort of sensation you’re not stressing your skill circuits you get them to experience their mistakes and fix their mistakes.

That finding and fixing is the core of the process the golden second happens right after the error and that’s when you see them dialed in and getting it.

If you rally practice and think for a long time you’ll find yourself just saying all your lines in jus the perfect way you’ve practiced and you don’t have to think about it at all.

The brain is really growing your talent.

In fact we all have that kind of wiring. The things you can build the skills you can improve with repetition that thickens the myelin around your wiring in your brain are amazing.

That’s what human resilience and talent is all about. So consider perhaps you can have a shot at the big time with a good coach and the right kind of practice and hours and hours of practice.

It’s asking a lot but it definitely works if you do the work.