

# PROGRESS

with Michael Bernoff



**Brian Lynch  
on Challenging Yourself**



Home  
Boston, Mass

Girlfriend  
Mary



Brian Lynch wasn't always the guy who pushed his body beyond all thresholds in races lasting 47 hours.

And if you look at Brian's picture on the cover of this magazine, you'd not jump to the conclusion that he's extremely successful in the financial services industry.

It took a great personal challenge on Brian's part to succeed in both these areas. He knew he wanted to live an incredible life, yet if you asked him just a few years ago if he would be able to compete in such strenuous races or have the career he now has, he would have given you a long list of reasons why he'd never be able to do it. Because back then, he was keenly aware of every single "flaw" he had and was his own worst critic.

Brian was a perfectionist...in fact he was pretty compulsive about it and lived that way for many years. "After any small detail that I got perfect, even if it was a meaningless detail, I'd get a high."

Then, In 2009, as Brian Lynch was training for a sales position in the financial services industry, his business partner introduced him to Michael Bernoff. He then attended one of Michael's courses, Human Interaction Technology (HIT) in 2010 and learned many strategies to help him in his business.

At that time in his life, Brian was extremely focused on starting and growing his business on his own...

and his work paid off. His business grew. Through this time he continued working with Michael and participating in his courses...understanding that he now had to improve his personal skills, not just business. He looked to Michael to learn how to truly live a fulfilled life.

And he did. He listened to what Michael taught him and quickly began enjoying life. Brian soon discovered that the more he grew as a person, the more he created success in his business! He was winning on all fronts.

**"When you care less about results and more about the process, the results take care of themselves."**

Brian began putting this spirit into action by training and competing in endurance runs. "These endurance runs are a constant way to put myself in different, uncomfortable situations that challenge me."

As Brian faced injuries and incomplete races, he used the experiences as opportunities to coach himself. "The most rewarding things in life definitely occur outside your comfort zone. Not the best, happiest, or most successful things...the most rewarding."

Then, in 2013, Brian had a huge "A-HA!" moment. It was at Michael's Core Strength Experience event in May of 2013. Brian realized that when Michael was about to teach something powerful, he would find an

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excuse to leave the room to go to the restroom or make a phone call. When Michael announced that the next section was very important, Brian started eyeing the door. He was ready for a break, yet he didn't want to be seen leaving, so he stayed put. The next thing he knew, Michael called him to the stage to go through an exercise that changed everything for Brian.

"This lesson was precisely what I needed to work on. **I came so close to missing it.**" Through the exercise Brian learned to be more adaptable and to trust that he could handle any situation. He was finally able to let go of that compulsion to be perfect. The impacts from this shift in thinking has been huge. Now Brian is a lot less stressed or worried about relationships in general and he has let go of his attempts to manufacture control of everything around him. Wow! Without all that energy being wasted, Brian started looking at life from an entirely different perspective and enjoy everything even more.

Then, in January 2014, Brian learned that his business production goals mandated he grow his business by 25% in 2014 or face a pay cut of a third.

At first, he panicked!

Then, he stopped and took stock of his skills. "I was able to look back at the lessons I learned in my life... remember my successes and know that I overcame some obstacles and didn't others." This would be no different.

BOOM! In only six months, Brian blew through his goal! He made quick decisions and managed the

mistakes that sometimes came. This was radically different than anything he'd ever done before. As someone who experienced euphoria from perfecting tiny details, making quick decisions and allowing himself to make more mistakes was no small task.

"Today, I relish these small mistakes...they are proof that I am focusing on the big picture instead of getting lost in the weeds. **I have become a man attracted to doing things that scare the crap out of me instead of making a list of why I shouldn't do it, I immediately have a list ready of why I SHOULD!**

Brian intentionally has surrounded himself with positive people who support him and reach for more themselves. Those close to him have noticed the shift in him. So much so that he was able to share his experience with his Mom, who has since attended Michael's events as well.

"Michael's help has led me to be a much greater person and has helped me show up stronger and more powerfully in my relationships. I have even chosen my clients differently and only work with those who inspire me and my team."

Brian has now become a sponsored athlete and has competed and excelled in one endurance race after the other, most recently finishing Team Death Race 2014 which lasted 47 hours!

**"With the new perspective I have learned, I have more vibrancy and light in my life."**

# Thoughts from Michael

## on Becoming More and Challenging Yourself

Brian was collecting as many skills as he could to ensure his success as a businessman. His focus paid off as HIT really offered him the amazing tools he needed to become extremely effective. Despite challenges he encountered in business structure, learning to interact effectively with clients and prospects produced enormous results as his young business grew. Before long, he had overcome the challenges and was producing business results that wildly exceeded any expectations! Brian's a quick study and as he learned how to improve the way he thought, he was able to break free of the confines of perfectionism and grow a big picture view of business and the world around him. This freedom led Brian to see life for what it is...a huge playground with the freedom to run and play and discover.

When Brian made a decision to begin exploring himself personally, he became really hungry for more of life. I watched him grow beyond his original expectations into a successful business man, and a man who knows himself, reaches for more and is always seeking his next dynamic life experience. He became a new, sharper version of himself. Brian used to limit himself by analyzing everything and counting all the reasons why things couldn't work. Now Brian has a new list of reasons why he MUST! I watched him continually stretch himself, casting off doubt and fear without a second thought. Brian is training and racing at levels far above what he ever dreamed. Each new experience shows him how much he is capable of in EVERY area of his life.

**Now that's success.**

Brian is a young man on a journey, and it's inspiring. His journey to live a fulfilled life paves a path for others who might have said "no" if Brian hadn't said "yes." He's become a role model for others, and as Brian continues to seek and find adventures and challenges and overcome them, one by one...others have followed in his footsteps. I know many people who have been so encouraged by Brian's life that they, too, have been moved to *do more* and *enjoy more* and *live more*.

**Now that's progress.**

Ready to begin really living your life?

Visit [www.michaelbernof.com](http://www.michaelbernof.com)

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