

The background features a central, bright yellow-orange light source that creates a starburst effect. From this source, numerous thin, glowing orange lines radiate outwards, swirling and looping across the dark background, resembling a complex, organic pattern or a stylized representation of energy or light paths.

the guide.

Dr William Holden

Readers Reviews

“The principles are simple, yet effective ... stick with it and you will reap the benefits. You will learn principles that you can carry with you for the rest of your life”

Samayah Riaz, Editor-in-Chief, DEEN Magazine.

“I thought ‘**the guide**’ was excellent in respect of what I was looking for and the approach taken by Dr Holden was fantastically creative. His advice to suspend all critical judgment and try out the methods for yourself is very sound.”

G.H, Ireland

“‘**the guide**’ allows the reader to easily access all they need to know to achieve what they want in life. A sweeping statement - but true nevertheless!”

Account Director, HBOS

“The book is in a story format which differs greatly from other self help books and as such is tremendously easy to read”.

Business Management Manager, Honda UK

“An excellent, powerful, simple guide to positive thinking and the huge changes such thinking can make to your life. If you want to take control of your destiny, this is the book to read. A remarkable philosopher’s tale for the modern age”.

P.K, London

‘the guide’

Written by Dr William Holden, Chairman of Sewells, an internationally acclaimed specialist in behavioural transformation, ‘the guide’ is a new work of extraordinary power and simplicity delivering achievable life changing lessons on every page.

Opportunities are all around us; yet, conditioned by our past and enchained by the acceptance of an unfulfilling future, they often pass us by. ‘the guide’ delivers a simple step by step guide on how to free ourselves from an unrewarding past and achieve everything we’ve ever wanted.

‘the guide’ is delivered via a series of lessons that Maya instils in her lifelong friend, Paul. Like Maya before she discovered ‘the guide’, Paul’s life is a constant struggle with everyday worries, which the reader will immediately relate to, combined with a search for something meaningful.

Soon an amazing transformation begins to take place as we follow Paul’s journey into happiness, self confidence and success. The transformation, we soon discover, is also taking place within ourselves.

We are all a product of our own conditioning, beliefs, attitudes, feelings and emotions and behaviours; ‘the guide’, unlike other books in this genre, explains not just what we should do to improve our lives, but also why and how it works. It is not enough, for example, to develop a positive attitude about the future; we must also develop a positive attitude about our past.

The life changing principles and practices contained within ‘the guide’ are within everyone’s capabilities and have already resulted in the book becoming a word of mouth phenomenon with a dedicated, eclectic following.

To the Reader

This book has been a long time coming.

It is the result of an obsession. It's one I've had for as long as I can remember and has two linked elements. Firstly, it's about understanding how people can get the best out of life; and secondly, it's about explaining in simple terms what people need to do to make it work for themselves.

This is not a book to be rushed. It's to be studied and savoured. Stories of ordinary people reaching extraordinary levels of achievement, joy, success, health and wealth are designed to inspire people to know that they can change. Some of the principles are deliberately repeated to enhance and deepen the learning.

Another motivation for writing this book is borne of frustration with other self-fulfilment communications. Many merely describe what to do, but don't explain why it works and how to do it.

You are encouraged to study these pages carefully and at your own pace. It takes time for some of the powerful principles and practices to sink in to your very core. Read and re-read the words until the meaning has been absorbed. If you need a couple of days to contemplate and consider your own ideas on how this all works, take the time.

The timeless, tried and tested principles and practices, which are well within the capability of any human being, when applied, give people complete control over the circumstances and situations in life. The power contained within these pages has been proven time and time again by people who have followed its wisdom.

The step-by-step process of learning to take control of your life is more akin to a tide than a wave. It comes and comes and comes. Let it.

For the sceptics, all I ask you to do is temporarily suspend all critical judgement and try the methods out for yourself. This will allay your scepticism. This stuff works. Let it.

Extracts from ‘the guide’

The following is a representation of various extracts from ‘the guide’. These extracts should allow you to absorb some of the life-changing principles that will help you begin your journey...

“As human beings, what do you think immediately drives our behaviour?”

“It undoubtedly is our experiences or, rather, our perception of our experiences that affects our behaviour, but our experiences are not the immediate drivers. We are not robots or androids; we are human beings, and, therefore, the immediate drivers of our behaviour are feelings and emotions. It’s one of the things that differentiates us from the rest of the animal world. We are emotional creatures. We make decisions emotionally. Don’t be so naive as to think anything else; we may justify those decisions rationally, but we actually make them emotionally. So our feelings and emotions are the immediate drivers of our behaviour.”

Paul looked a little puzzled. Maya continued, “Let me give you a practical example rather than talking theoretically.

When you feel good about something ... madly, deeply, passionately good, how do you behave towards it?” Maya wrote the word ‘Good’ on the outside of the section of the triangle marked ‘Feelings and emotions’, on the right-hand side:

She pointed to the list of words she had written on the outside of the ‘Behaviour’ section of the triangle. Paul nodded. Maya went on, “But let me ask you another question. Do you have to press a button to get that behaviour?”

“No,” said Paul, “I’d say that kind of behaviour just gushes out automatically. Doesn’t it?”

“Of course it does. But is it the same for everyone?” Maya asked.

“Yes!” Paul said emphatically, “It’s exactly the same.”

“So what is the trigger that makes all this wonderful behaviour come flying out of people?”

“Feeling good!” replied Paul, immediately.

“We, as people,” Maya continued, “have not come to terms with our humanity in this sense and, in fact, our conditioning often tells us not to trust, or even to ignore, our feelings and emotions. This is especially true in the workplace. How many times have you heard bosses say, ‘Oh, there’s no room for any feelings and emotions in this place, we are running a business.’ So try to leave your feelings and emotions outside the door as you come into work!”

Paul replied, “I must hear something like that every day!”

Maya continued, “In fact it’s ridiculous for bosses to talk like that.

If you have had a big fall out with your partner and you’ve been sleeping in the bath for 3 nights, do you come bouncing into work full of the joys of spring? Of course you don’t. Equally, if you are having a horrid time at work, you take it home with you, and some unsuspecting, innocent person suffers from your resulting anger.”

Paul nodded enthusiastically, “You’re not kidding. I do that all the time, or rather I did it all the time before this week. And lo and behold, I’ve had one of the best weeks I’ve had in my life, at work and at home.”

“Just a coincidence, eh?” said Maya wryly.

“Now,” Maya continued, “what’s really interesting is what happens to our behaviour when we feel bad.” Maya wrote the word ‘Bad’ on the left-hand side of the triangle, by the section marked ‘Feelings and emotions’. “Any thoughts?”

“Well,” Paul replied, “I would hazard a guess that it is the opposite of all those positive behaviours you get when you feel good! So it’s all the negative behaviours ... reluctance, unfriendliness, lack of enthusiasm, apathy, and the like.”

“Spot on! And again, Paul, do we have to press a button to get at this behaviour? No! It’s just as automatic as the positive stuff, just as much cause and effect.

Maya pointed to the ‘bad feelings’ side of the triangle. “In other words, you can’t suppress or hide them in the hope that they will go away. As life puts the pressure on, and it will, our feelings and emotions come oozing out on one side or the other. So, knowing this, what is the very best we can hope to do with feelings and emotions?”

Paul responded positively, “Well, channel and direct them towards the good side, of course.”

Maya confirmed, “You’re absolutely right. Unless you are really perverse, of course, enjoying misery, failure and suffering in your life, or inflicting these things into other people’s lives.”

Paul replied, “Well, that makes no sense at all! Channelling and directing our feelings and emotions onto the good side is the only thing to do, because look at the positive, dynamic, creative and energetic behaviour that comes flying out of us when we do!”

Maya sat back in her chair. “But how many people do you know who constantly make people feel bad, at work and at home, about themselves, about what they do and how they do it ... and about the world in general... instilling feelings of fear, inadequacy and uselessness, in the belief that this is somehow motivational? Somehow, they feel that this is the way to get people to do what they want them to do! Then they wonder why it doesn’t work!”

Paul took a minute to digest Maya's last revelation. "Is this positive channelling and directing of your feelings and emotions behind the transformation of your life? Is this the secret of your success, happiness and vitality, or have you developed some new powers or something?"

Maya replied sincerely, "We haven't even got to our powers yet.

We are just talking about how the unlimited force that is available to us is expressed each day as positive or negative behaviour. And let me stress that I don't have any powers that you or anyone else on Earth doesn't already have. All I have done is learn to control, channel and focus those powers. Most people scatter and dissipate theirs. There is no secret to success: it's just about following some simple, universal laws. And if the laws are universal, which they are, it means they are everywhere. If they are everywhere, it means there is nowhere where they are not! So, if they apply and work for one person, they apply and work for every person, including you!"

One of the first things we need to get you to see is the full extent of your potential. And, before you can hope to see that, there's one big barrier we need to make sure is down. That barrier is made up of the word 'it'!"

"It? Paul echoed, "What do you mean, 'it'?"

Maya went on, "Have you ever heard yourself say that 'some people are born with it, and some are born without it', whatever the magic 'it' might be?"

"I say that all the time! Let's see: at work, at the badminton club, at the golf club, everywhere!"

"And, throughout your life, you've probably been put through assessments, and interviews, and a battery of examinations to determine whether you've got this mysterious 'it' or not right?"

Paul nodded.

”Now, if you are one of the few people who, after your results are analysed, are told at regular intervals that you have definitely been born with ‘it’, you’re probably OK, quite happy and successful. However, if you are anything like the majority of people who have been told distinctly that they have definitely been born without ‘it’, you’ll probably be struggling in certain important areas of your life. My own view on this is that these assessments and examinations are some of the worst injustices ever perpetrated on humankind! Because the results are used to try and predict what we are capable of doing, not simply as a measure of what you can remember, or what your current level of capability is.

“You see, all the research suggests that human beings have a virtually unending potential for growth and development. You must have heard the phrase ‘you can do anything when you put your mind to it?’ Paul acknowledged this. She continued, “Of course you have, but do you believe it? I mean really believe it? Most people do. The problem is that they are never shown how to put their minds to it, not properly. Oh yes, they get shown how to put their backs into it, and their hearts and souls, but not their minds. They never get shown why and how the mind works so effectively and powerfully, and how to control it in order to marshal the unlimited forces in the universe to deliver every right and proper desire they may have.

“Now you’ve got the basics, your guidance will be focused completely on this.”

Maya emphasised, “There are virtually no limits to what we, as human beings, can achieve; we are all gifted, talented, resourceful and adaptable creatures. Our potential is infinite. For instance, have you ever run a marathon, a full marathon, 26 miles 385 yards?”

Paul’s face dropped, as he answered, “No.”

“No, but do you have the potential to run one?”

“Of course I do!”

“You see, we have to separate potential from motivation, in order to deepen our understanding of this principle. You’ve got the potential, we all have, but maybe it’s the motivation that is lacking.

“History is littered with examples of people who couldn’t enjoy their existence on this abundant planet because they were wracked with guilt about things they had done in the past. It is also littered with examples of people who didn’t live life to the full because they were so consumed with anger or regret over things that had, or had not, happened in the past.

The reason we call them mental cancers is because they are so pervasive; they steal all your life force, leaving very little or nothing left to help bring you joy, happiness, success, propriety and the like. Peace of mind, therefore, is the first of six fundamental elements of success in life. Without it life can mean very little.”

The Six Fundamental Elements of Success in Life

1. Peace of Mind
2. High Levels of Health, Energy and Vitality
3. Loving Relationships
4. Financial Freedom
5. Worthy Goals and Ideas
6. Personal Fulfilment

“The goal-setting master class that we’ll cover in a later session will, believe me, blow your socks off! In the meantime there is one other thing we need to discuss about success.” She now wrote alongside ‘Success’:

- Success – is a journey and not a destination

Maya pointed at the statement she had written, and asked Paul what he thought it meant. He mused for a while and replied, “Well, I’ve heard it said many times but I’ve never really stopped to think what it meant.” After another pause, he suggested, “Does it mean that this goal-setting thing never ends? Does it mean that it is on-going?”

Maya smiled and nodded in approval. “It means exactly that. It means that, once you start on this path, the path that leads to unlimited prosperity, wealth, health, happiness, success, bliss, or anything your heart desires, it is endless. In many ways, all goals and objectives are self-defeating, because when you’ve achieved something special to you, there is always another something special to achieve. Now, when we are in control of creating our own goals and objectives it’s exciting and electrifying. Sometimes when other people are forcing goals and objectives upon us that we don’t believe in, it can be stupefying and debilitating. In a work environment, if goals and objectives are not communicated properly, and in most work environments they are not, the general reception from people is ‘oh no!’ rather than ‘oh boy!’ Even worse than that is when people gang together with the cry ‘you keep moving the goal posts!’ against the leaders of an organisation.

Therefore nothing changes at anything like the speed it needs to, and the organisation and the people in it, including customers, all suffer. Does this sound familiar?”

Maya continued, “This is massive; this is immense; it is bigger than a big ‘un when it comes to having a fabulously rich and robust philosophy on life, and understanding what life is all about. You see, so many people think that success is only about achieving things, and big things at that; big, important goals and objectives.

And that achievements, or arriving at a destination, are the only thing that matters, no matter what it costs. How many people do you know who say things like ‘When I get this, house, car, promotion, amount of money

invested, relationship, I'll be really happy'? And, guess what? When they do get it, and occasionally people do, guess what? They're not happy! Why do you think that is?"

Paul offered, "Well, is it because they are greedy and always want more and more?" Maya replied, "Mmm, it's a very valid answer, but it's not the main reason. Many people, in order to achieve some objective or other, have had to dig deep and use some of their hidden gifts and talents or use them in ways they've never had to before. When this happens, even more hidden gifts and talents are discovered. This usually spurs people on to asking themselves what else they might be able to achieve. This is not a problem in itself. The problem is that if we only allow ourselves to be happy when we reach a destination or, in other words, allow our happiness to be driven purely by the achievement of goals and objectives, we will never be really happy or successful! The reason for this is that there will always be something else to strive for. It's like knitting fog!

"Many people, when they've achieved a goal, immediately move onto the next one. And, as they are moving towards achieving the next goal, they become all too fixated and consumed by just its achievement. Nothing else matters, these people have no time for anything, or anyone, else. They are rude, aggressive and short tempered. They can't sleep, they work all the hours God sends, but they miss the most important meaning behind 'success is a journey and not a destination', which is: if we are never going to get there, we must enjoy the journey, every aspect of it, the good bits and the not-so-good bits. The true treasure in achieving any goal is not in what you get from it, it is in what you become to achieve it!

If you have a goal to become a millionaire, the true treasure is not in having a million pounds sterling in the bank, it's in the person you've become to accumulate such wealth. Any millionaire who's earned that sort of money will tell you that you can take all their money away tomorrow, and they'd have a million pounds again in a couple of years! And, they'd love every minute of getting it!

“What I would like you to do before our next meeting is to think, really think, about what you want out of life for it to be truly successful for you and those you love. Will you do that for me? I found it useful to write down on one piece of paper the 50 things I want to get out of life in the next 10 years. It got my creative juices flowing. But don’t restrict yourself. Write down the things you want, not just the things you think you can get. OK?”

During the next few days Paul felt the most excited and frustrated he ever had in his life. He sensed the vastness, intensity and sheer power of what lay within him and flowed through him. He knew beyond any shadow of doubt that this awesome force, available to anyone on demand, could, when used properly, turn every right and proper desire into a reality, which meant guaranteed success! ‘That’s exciting! It’s as exciting as anything gets in life’, he thought.

A big realisation was that human beings are not simply creatures, they are creators! Instincts are one thing, and should never be forgotten or ignored, but desires in the form of goals and objectives, together with the certainty of their fulfillment, is quite another. They should be nurtured and managed properly. ‘It is this that makes us truly human beings, and not just human doings,’ he thought. ‘This moves us from a position where our actions are dominated by instinctive responses to outside influences and images, to one where our actions are determined and dominated by our responses to internal pictures and images that we have chosen to put into our minds.

‘So, if we could learn to deliberately plant pictures and images of what we want, in terms of desires, goals and objectives in our minds, then our response to these inside influences and images would determine and dominate our actions. What a revelation! Isn’t this the secret of a fulfilling life that seems to have eluded the majority of humankind? We let outside influences and events imprint themselves on our beliefs and self-image which, in turn, dominates our behaviour and actions.

We should choose what to imprint internally on our self-image and let that dominate our behaviour and actions!’ Paul cringed when he thought of all the occasions he had let external events alter or obliterate the things he wanted in life.

He now understood why his awesome power and energy had more often than not been scattered and diffused, with the result that he never got anywhere fast! The result in fact was misery, poverty, ill health and unhappiness, as all his power and energy was put behind turning those pictures into a reality for him.

He was uplifted and enthused at the thought of choosing positive internal pictures and images for himself. How good it would be to channel and direct his entire energy and creativity to turning those images into an external reality in double-quick time. ‘Wow,’ he thought, ‘this is power, this is control, this is awesome. This needs to be used wisely’.

He was glad these thoughts were racing through his mind while he was lying waiting for the alarm clock to go off. It was such an intense awakening to the sheer scale of the creative forces that open the way to achieving desires, goals and objectives that, if he hadn’t been lying down already, he might have fallen down! He had a fabulous feeling of power and control while he showered that morning! However, he did still have the task of deciding what he wanted, and that was a lot harder to figure out than he’d imagined.

What did he want? Really want? It was tough, because up until this point in his life he had thought life was a matter of chance, not choice. Faced with unlimited choice, for a while his mind suffered a kind of paralysis. ‘Paralysis by analysis,’ he called it.

After his first couple of meetings at work that day, he had an hour to himself. He concentrated hard with a blank piece of paper in front of him. He wrote on the top of the paper.

He concentrated even harder, but nothing was forthcoming. As soon as an idea came into his mind, it immediately seemed to evaporate. It took him a while to figure out why. Every time an idea came to mind, two dominant thoughts swamped it. The first thought was, 'Don't be stupid, you'll never be able to get that!' as his old beliefs of limited ability and inadequateness came flooding back. The second thought was, 'Who the heck do you think you are to have that?' as his old belief of being unworthy re-appeared.

It was as if there was a real, unlimited Paul that wanted to get out but it was being shouted down and put off by the conditioned, limited Paul. On the one hand he couldn't understand this, but on the other he could. These were the negative ways of thinking that had dogged him, as they had most people, all his life. In order to silence the old conditioned, limited Paul, the naysayer, the devil's advocate who seemed to undermine every right and proper desire that came into his mind, he needed to confront these thoughts head on, understand their motives and tactics, and vanquish them once and for all.

Maya added, "We can take this up a notch now, in order for you to take control fully. As you know, it is a step-by-step process and we still won't be covering how to set and achieve any goal and objective you choose in life just yet. We'll cover some sound advice on the areas in your life you should focus on, and some pointers on where to start this process.

"Once you've got this," Maya emphasised, "You have got everything you need to take control of your life in the full belief and faith that you can have every right and proper desire without limit".

About the Author



Dr William Holden is Chairman of Sewells, an internationally renowned organisation providing behavioural transformation and business change programmes.

After a successful career teaching at the University of Glasgow, Will took a vice presidential role with a global finance and insurance services provider, where he worked for ten years before establishing his own company. He has since helped thousands of people worldwide and is considered an international authority on personal development.

An ordinary man with a gift to inspire people into action, he possesses a deep understanding of what drives human behaviour. His expertise is in demand from companies such as Honda, Shell, BT, Rolls Royce and Marks & Spencer.

Following years of firsthand experience of the common themes that impede growth and achievement, Will decided to write a life changing personal development book called 'the guide'.

He has appeared as a motivational and business development expert on T.V. radio and in the press including the Times and The Sunday Times.

To find out more visit www.theguide.info.

To order your copy, simply go to www.ypdbooks.com

or online at your favourite book supplier.

More Readers Reviews

“**the guide**’ is FAB, very clever, it is difficult to put down, and what a great time for me to be reading it, I love it!”

Group Managing Director, Hendy Group

“**the guide**’ it made me more positive, suddenly some of the little stones I had in the way started to disappear and day to day life became happier, lighter, easier”.

European Marketing Manager, KFC

“A must buy book wherever your life is right now. Take these principles on board and it will change your life forever”

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Account Manager, Nike

“There’s more inspiration and practical wisdom in **‘the guide**’ than in the other one hundred books I’ve read on the subject of self development. It’s a masterpiece”.

M.W, Cheshire

If you are one of the many people who long for a better life, this is **the** book for you.

the guide explains not just what to do to improve any aspect of your or anyone's life, but also why and how it works.

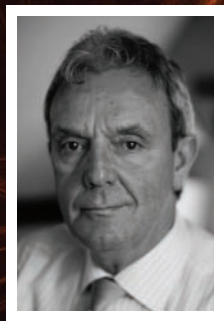
The life-changing principles and practices contained within **the guide** are not beyond the capability of anyone to put into action and master.

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If you want to choose a day to change your life for the better, make that day today; the day you begin reading – and acting on – **the guide**.

Dr William Holden is an ordinary down-to-earth man with a gift to inspire and motivate people into action. He, and his company Sewells, have helped hundreds and thousands of people worldwide to extraordinary achievements, both personally and professionally.

Companies such as Honda (UK), Shell, Rolls Royce (aeroengines) and BT have used the personal development, leadership, management, team-working and effective communication methods and wisdom contained within **the guide** to transform performance in all aspects of their operations.



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"The simple principles and practices contained in these pages do work and we've got an Olympic Gold Medal to prove it"

Rhona, Fiona, Debbie and Janice
British Women's Olympic Gold Medal
Winning Curling Team

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