

The *Real* Secret: Moving Beyond the Law of Attraction

If you found the bestselling book *The Secret* lacking, here's a better way.

By Paul Lemberg



Everyone wants to be more successful, but hard work sometimes seems just too hard. Some people turn to the Law of Attraction for help, so I've been thinking about that a lot lately.

All hoopla aside, I like the Law of Attraction, and why not? If the choice is between focusing on things I want versus things I don't want, I'd rather spend my mental energy on things I want.

But here's the question: Is "just" thinking, and emoting, and visualizing, and meditating, and yes, praying, about things I want going to bring them into my life?

LOA gurus say yes and offer proof like a garage full of fast cars, a big house, weight loss...I don't believe it. If all you do is think, emote, visualize, meditate, and pray, you may feel better, but all by themselves, those things aren't going to make your house bigger or your cars faster. And if you think about being thin, and keep eating, the proof is in the pudding.

If it did work, everyone reading *The Secret* would be rich. And most aren't.

If you really want to improve your organization and your life, apply the Law of Focused Action.

Will thinking about what you want bring those things into your life?

But here's what does happen: When you sharply focus your internal self on what you want, as directed by the Law of Attraction, you're going to see many subtle things you might otherwise have missed. And you'll see some obvious things your previous blinders kept from view as well.

You're also going to stop sabotaging yourself in whatever ways you've spent a lifetime mastering. (Everyone's an expert at their own version of this.) You're likely to be more "attractive" to people who can help you, because you've become a more positive, pleasant person to be around, and perhaps more fun, besides.

In all these ways, practicing the Law of Attraction can make a huge difference. But here's one more important point: In the physical world, where most of us live, if you want something to happen, you've got to move things around. Whether it's atoms or bits, things have to move. And that takes action.

The good news is that your LOA-driven focus *can* cause you to do things, large and small, that you otherwise might have delayed, or blown off entirely, or done badly, which you'll now do well. An LOA mindset can cause you to take action. And not only any action, but the right action. Focused action.

Is there something spiritual at work here? I can't say, I'm not an expert. But I can tell you this: If you don't have that last bit—the part about taking focused action? Not much is going to happen. But if you consistently take focused action, doing the right things, day in and day out, you can make miracles happen.

So I've got a proposal. The Law of Attraction is fine, but if you really want to improve your organization and your life, apply the Law of Focused Action.

Use the Law of Attraction to sharpen your mental focus and concentrate on what you want to happen. Then put the Law of Focused Action to work. Get busy with the things that will make a difference.

Paul Lemberg is the director of Strata-max Research, a strategic consulting and coaching firm (www.lemberg.com, 760-741-1747, paul@lemberg.com).

RESOURCES

(available at
www.snpo.org/members)

Six Ways to Get Out of a Rut (Vol. 24, No. 4)

Creating Breakthroughs (Vol. 26, No. 4)

Will & Vision: Keys to Advancing Your Organization (Vol. 26, No. 2)

Thinking about Thinking (Vol. 26, No. 3)