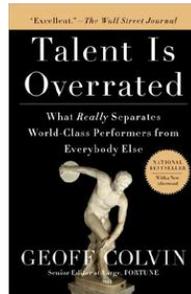


CHRIS SWENSON'S MASTER NOTES MASTER PRIVATE PRACTICE IN LESS TIME

TALENT IS OVERRATED

WHAT REALLY SEPARATES WORLD-CLASS PERFORMERS FROM EVERYBODY ELSE



BY GEOFF COLVIN

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256 PAGES

"We tend to think we are forever barred from all manner of successes because of what we were or were not born with. The range of cases in which that belief is true turns out to be a great deal narrower than most of us think. The roadblocks we face seem to be mostly imaginary." ~ Geoff Colvin from Talent Is Overrated

BOOK DESCRIPTION (from Amazon)

Why are certain people so incredibly great at what they do? Most of us think we know the answer—but we're almost always wrong. That's important, because if we're wrong on this crucial question, then we have zero chance of getting significantly better at anything we care about.

Happily, the real source of great performance is no longer a mystery. Bringing together extensive scientific research, bestselling author Geoff Colvin shows where we go wrong and what actually makes world-class performers so remarkable. It isn't specific, innate talent, nor is it plain old hard work. It's a very specific type of work that anyone can do—but most people don't.

What's more, the principles of great performance apply to virtually any activity that matters to you. Readers worldwide have been inspired by this book's liberating message: You don't need a one-in-a-million natural gift. Better performance, and maybe even world-class performance, is closer than you think.

NOTE INTRODUCTION

Wow! Many of us tend to think that private practice success is only for those lucky talented few. And that such success could never happen for us. Well, this book highlights some of the greatest researched ideas on what it really takes to succeed. And it is not talent! It is hard work and dedication, but success in private practice is available to anyone...Including YOU!!

Spend some time checking out these great ideas and then move on to purchasing the book! Let's get started..

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You can purchase the book here: [TALENT IS OVERRATED](#)

THE TEN YEAR RULE

*“The phenomenon seems nearly universal. In a famous study of chess players, Nobel Prize winner Herbert Simon and William Chase proposed “the ten year rule,” based on their observation that no one seemed to reach the top ranks of chess players without a decade or so of intensive study, and some required much more time. Even Bobby Fischer was not an exception; when he became a grand master at age sixteen, he had been studying chess intensively for nine years. Subsequent research in a wide range of fields has substantiated the ten-year rule everywhere the researchers have looked. In math, science, musical composition, swimming, X-ray diagnosis, tennis, literature—no one, not even the most “talented” performers, became great without at least ten years of very hard preparation. If talent means that success is easy or rapid, as most people seem to believe, then something is obviously wrong with a talent-based explanation of high achievement.” ~ Geoff Colvin from *Talent Is Overrated**

No one becomes successful or great overnight! In other Master Notes, authors have discussed the idea that you need to accept being bad at something at first in order for you to become great!

The same works in private practice. You are not gonna just start out and become great or successful. That takes time. Mastering what it takes to become great or to reach those high heights takes time.

How much time? 10 years as the rule indicates!

However, don't wait 10 years to perfect your craft and then launch your practice! The way the greats became great was by doing and then fine-tuning along the way!

WHAT YOU CAN LEARN FROM MOZART

*“Wolfgang's first four piano concertos, composed when he was eleven, actually contain no original music by him. He put them together out of works by other composers. He wrote his next three works of this type, today not classified as piano concertos, at age sixteen; these also contain no original music but instead are arrangements of works by Johann Christian Bach, with whom Wolfgang had studied in London... Mozart's first work regarded today as a masterpiece, with its status confirmed by the number of recordings available, is his Piano Concerto No. 9, composed when he was twenty-one. That's certainly an early age, but we must remember that by then Wolfgang had been through eighteen years of extremely hard, expert training.” ~ Geoff Colvin from *Talent Is Overrated**

Starting out in private practice is much the same as Mozart did. You may find at first it helps to learn what others are doing and begin to mix and match what works for them. Mixing and matching to create what works for you!

CHRIS SWENSON'S MASTER NOTES MASTER PRIVATE PRACTICE IN LESS TIME

No need to re-invent the wheel here! Over time, you will soon be able to find your particular touch on your practice. Then you can set out and be original. Oh and everyone will think you were an overnight success, LOL.

It is not about talent here. Your ability to mix and match success principles and consistently apply them is what works!

“KNOWING” WHAT YOU WANT TO DO

“Step one, obvious yet deserving a moment’s consideration, is knowing what you want to do. The key word is not what, but knowing. Because the demands of achieving exceptional performance are so great over so many years, no one has a prayer of meeting them without utter commitment. You’ve got to know what you want to do, not suspect it or be inclined toward it or be thinking about it.” ~ Geoff Colvin from Talent Is Overrated

The key to this idea is found in the word, “knowing.” It isn’t enough to set a goal on WHAT you want to accomplish with your practice. Rather, KNOW it! Feel it!

Just don’t talk about it...or dream about it. Rather, commit to KNOWING it! Know that you will get there by committing to it!!

ENGAGE IN DELIBERATE PRACTICE

“Deliberate practice is characterized by several elements, each worth examining. It is activity designed specifically to improve performance, often with a teacher’s help; it can be repeated a lot; feedback on results is continuously available; it’s highly demanding mentally, whether the activity is purely intellectual, such as chess or business-related activities, or heavily physical, such as sports; and it isn’t much fun.” ~ Geoff Colvin from Talent Is Overrated

Getting better and being able to master private practice takes time. Using deliberate practice is essential!

Deliberate practice is picking a particular area you want to improve upon. Then focusing exclusively on that area while looking at constant feedback to help you grow from your mistakes! That’s it!

As a member of Master Private Practice, you have access to a ton of ideas. When you find an idea you would like to apply, engage in deliberate practice as you master that idea!!

GET OUT OF YOUR COMFORT ZONE

“Noel Richy, a professor at the University of Michigan business school and former chief of General Electric’s famous Crotonville management development center, illustrates the point by drawing three concentric circles. He labels the inner circle “comfort zone,” the middle one “learning zone,” and the outer one “panic zone.” Only by choosing activities in the learning zone can one make progress. That’s the location of skills and abilities that are just out of reach. We can never make progress in the comfort zone because those are the

CHRIS SWENSON'S MASTER NOTES MASTER PRIVATE PRACTICE IN LESS TIME

*activities we can already do easily, while panic-zone activities are so hard that we don't even know how to approach them. Identifying the learning zone, which is not simple, and then forcing oneself to stay continually in it as it changes, which is even harder—these are the first and most important characteristics of deliberate practice.” ~ Geoff Colvin from *Talent Is Overrated**

Many of us have discussed this very idea with our clients. Now it is time to turn it on ourselves. If you really want to be successful in private practice, then you will definitely need to get out of your comfort zone.

Once you are out, where do you go? The learning zone! This is the zone where all the learning and growing take place. It is just beyond your comfort zone.

Careful not to go too far out of your comfort zone cause then you will arrive in the panic zone!

Look to identify ideas that push you into the learning zone. Learn them and expand that comfort zone!! Don't worry about all those fine details about creating a practice and what to do. They may be in the panic zone at this point. However, as you expand your comfort zone, you will soon see some of those ideas leaving the panic zone and entering your learning zone!!!

BLOOMING ROSES

*“The greatest innovators in a wide range of fields—business, science, painting, music—all have at least one characteristic in common: They spent many years in intensive preparation before making any kind of creative breakthrough. Creative achievement never came suddenly, even in those cases in which the creator later claimed they did. Whether it was the transistor or the Beatles' Sgt. Pepper album or the cell phone or Picasso's *Les Femmes d'Alger*, it always followed a long earlier period of extremely hard work, and in most cases the creative products themselves were developed over a significant period. Great innovations are roses that bloom after long and careful cultivation.” ~ Geoff Colvin from *Talent Is Overrated**

If you are just starting out in private practice, you really need to focus upon the fundamentals and learning your craft. After some time, you too will be able to innovate and create with the best of them. Why? Because you took your time mastering the fundamentals as all greats do!

If you have been in private practice for some time, you may have some great innovative ideas and products. At this point, it is imperative to begin working on them but fine tuning them over time is when they finally bloom like those roses! Blooming after long and careful cultivation!!

DON'T BE AFRAID TO FALL

“A study of figure skaters found that sub-elite skaters spent lots of time working on the jumps they could already do, while skaters at the highest levels spent more time on the jumps they couldn't do, the kind that

CHRIS SWENSON'S MASTER NOTES MASTER PRIVATE PRACTICE IN LESS TIME

ultimately win Olympic medals and that involve lots of falling down before they're mastered." ~ Geoff Colvin from *Talent Is Overrated*

The fear of failure, the fear of success, the fear of making mistakes...I could go on. All of these are fears that imprison our development and success.

Learning to embrace those fears by not being afraid to fall is an essential quality of a successful practice owner. A skill that can be learned if you work with me in [Private Practice Warrior!](#)

What is true of those skaters is true of practice owners. The average practice owners work on what they already know, become complacent, and don't expand their knowledge. They reach only so much success and most likely feel frustrated, and burnt out.

The above average practice owners continue to work on expanding their craft and knowledge. If you are a member of Master Private Practice then you can put yourself in this category as working through the ideas continually will help you grow and become better!!!

YOU TOO CAN REACH YOUR LEVEL OF DESIRED SUCCESS

"The evidence offers no easy assurances. It shows that the price of top-level achievement is extraordinarily high. Perhaps it's inevitable that not many people will choose to pay it. But the evidence shows also that by understanding how a few become great, anyone can become better. Above all, what the evidence shouts most loudly is striking, liberating news: that great performance is not reserved for the pre-ordained few. It is available to you and to everyone." ~ Geoff Colvin from *Talent Is Overrated*

There are no guarantees you will become wildly successful in private practice. To reach those dreams you have will require a lot of work and effort. Work and effort that most people don't want to do.

The good news is that success in private practice is not "pre-ordained" for a few lucky talented folks. "It is available to you and to everyone."

Follow the ideas in this note and you are well on your way. So, yes, you too can make it!!!

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ABOUT THE AUTHOR OF “TALENT IS OVERRATED”



GEOFF COLVIN

Geoff Colvin, Fortune’s senior editor at large, is one of America’s most respected journalists. He lectures widely and is one of the regular lead moderators for the Fortune Global Forum. A frequent television guest, Colvin also appears daily on the CBS Radio Network, reaching seven million listeners each week. He coanchored Wall Street Week on PBS for three years. He lives in Fairfield, Connecticut. (from the book)

ABOUT AUTHOR OF THIS MASTER NOTE



CHRIS SWENSON

Chris Swenson is a true [Private Practice Warrior](#) who believes that therapists in private practice are in the best position to truly make a difference in the mental health concerns of our world. He loves helping people succeed in private practice as he studies, embodies, and teaches the fundamentals of mastering private practice. Learn more about Chris at <http://imchrisswenson.com>