

# Do You Have The Adrenaline Of Life or The Adrenaline Of Death?

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*"Reality is not happening to you, you are creating reality with every breathe, with every thought, with every feeling, with every focus."*

One of my more popular leadership challenges is the notion of the eight-foot step ladder and the eight hundred foot cliff. It bears repeating here with some additional distinctions as to how you can use this powerful concept in your practice and gain power based on what is happening right now in your world. The metaphor offered above summarizes the solution.

So I asked the question, "if you looked at a free climber who is on an eight hundred foot cliff, about to make an incredibly difficult move and freeze frame him, and looked at his blood chemistry, adrenals, cortisol, neural peptides, etc. . . and then looked at the person who is terrified of heights, on an eight-foot step ladder, and look at their physiological markers, just ask the question, "what is the difference in the two?" The truth is, there is no difference. They would probably be in the exact same physiological state. It gets more trippy than that, however, when we make the statement, the eight hundred foot free climber is creating a meaning in his mind that in that moment, just before he makes the incredible move, he is running a mental program that says, *"I am never more alive than I am right now."* And the guy with the ladder, on the other hand, is running an internal program that says, *"As I reach for that last Christmas strand light, I have never been closer to death!"*

Life is a conspiracy between you and the Universe to create the exact perfect life you need for the reasons that you came here. Having the power of this metaphor allows you, whether in the middle of a financial crisis, or a relationship challenge, or a personal moment with self discipline around your body, or around a human resource issue in your practice, to choose "never more alive" or "never closer to death."

The above is the second key element of the FISH philosophy for success. It is telling the RIGHT story, the positive thought story, for each encounter in your life. The first step was to use future tense and focus to establish goals and objectives for change or accomplishment targets, never use where you have been or where you are if you really want to achieve greatness. TEC NOTE: you need to see the CD to understand the four steps of FISH, the book does not clearly share them with the reader.

A lot of times in such fear-based moments there is a counter-intuitive program that is running, and it is this: most people believe as they do journey work, or life-greatness work, or improve themselves, or create breakthroughs in their psychology, that as they grow and do this, old limitations, fear, uncertainty, and doubt should go down, perhaps even disappear completely. However, ponder this: when you create a Greatness Moment with your breakthrough, you are now sailing into uncharted waters; you are now climbing on a part of the mountain higher than you have ever been before. I often call it "*stepping into the void.*" Thus, counter-intuitively, as you accept the new challenge, your fear, uncertainty, and doubt is actually increasing, AND, that's a measure of whether you are self-actualizing in the right space or not. You want to create a next higher challenge, the next greater truth. And so in reality, working with a coach or consultant to destroy limitations, to rewire neural programs for greatness, and to begin creating even more in your life for you and your loved ones, your colleagues, and your practice, often actually cause the mind-set to get scarier. So understanding that, let's return to the metaphor.

When you are making a financial decision, or a practice commitment, or having a relationship moment that is very important to you, you will have adrenaline, and cortisol, and neural peptides running through your body marking what you believe that moment means for you. But now you get to ask a great question: ***Is this the adrenaline of life or the adrenaline of death?*** Is this the adrenaline that is formed around the thought, "I have never been more alive than in this moment, making this decision, creating this commitment to greatness?!" Or, are you never closer to death? "I have never been closer to such fear, never closer to my absolute destruction?!" But the base-line fact of the matter is you will have your adrenaline. What you make of it, whatever it means for you, how you use it as an accelerant, as catalyst for greatness and it's a rollercoaster of life - or it terrifies you. If you hate it or you hate you, your thoughts will stop you in your tracks - it is the rollercoaster of death - and it terrifies you.

It's all how your internal thought programs work that creates your life, and you have far more control over them than you have believed in your past. Know this, while on one hand, you may be conspiring for greatness, on another hand, there is an old program, an old voice, an old crappy version of you that is battling you. It is generally hidden in your ego, generally focused on your defenses, generally focused on believing that it is helping you, and it does not recognize that by holding you back right now, it's doing far more harm than good. Figure out what that program is. It is often times very difficult to sort out those "feelings", as many times these programs interact. If you need help with this, an outside observer skilled in coaching can help. Find one!

We've talked in other seminars about new practice programs and how to eliminate the old thoughts of healthcare delivery limitations. This article is about the adrenaline of life, the adrenaline of greatness. It's yours to capture and use. It's your choice. You choose which thoughts will embrace your future. Stand tall, breath courageously. Make your breakthrough a great one. Have an awesome week!

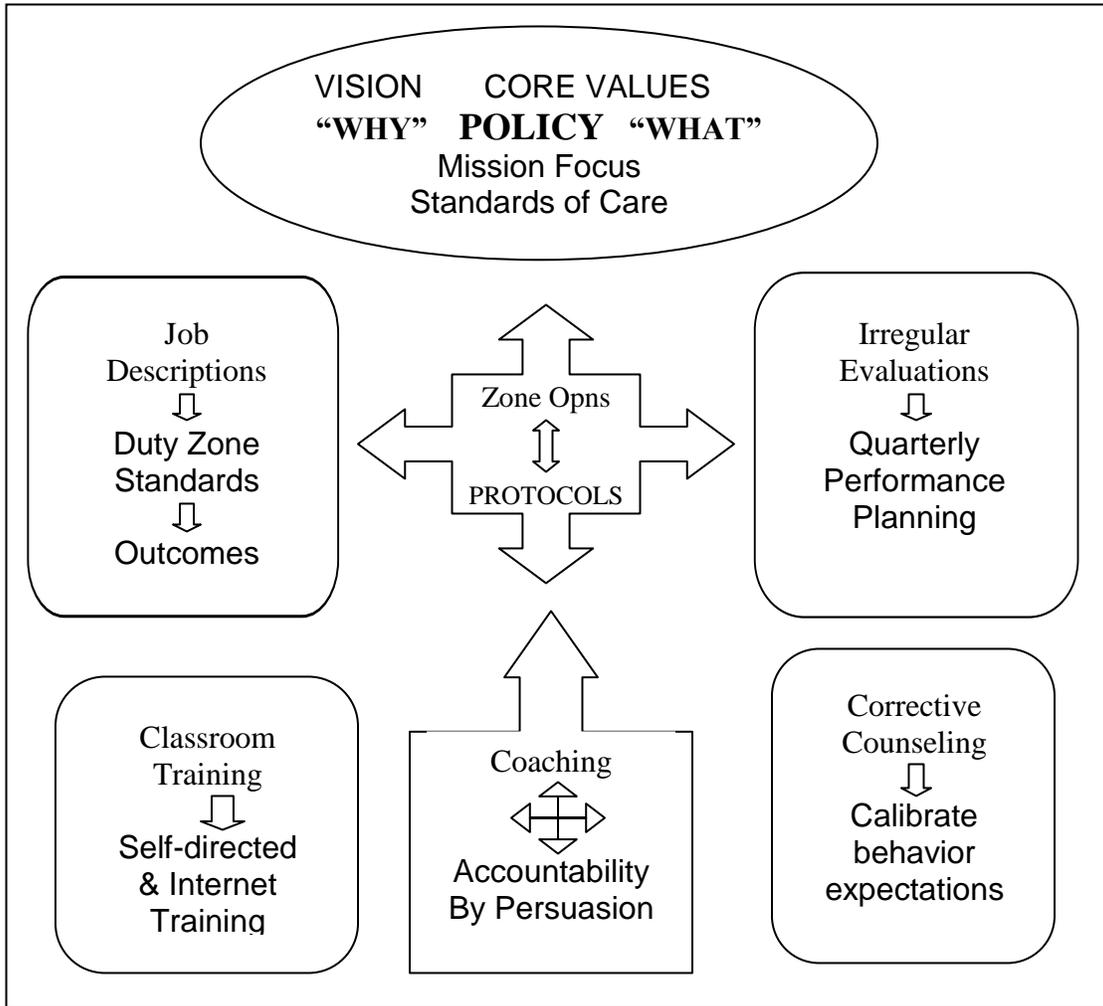
### CONSULTING SUMMARY PREMISES:

- **A<sup>2</sup> = G<sup>2</sup>** => If you **A**lways do what you have **A**lways done, you are going to **G**et what you have always **G**ot.
- **Change** does have a formula! **C = D x P x M < costs**
  - D = dissatisfaction => desire to change
  - P = participative process => how & who belong to team
  - M = mental model => What/Why is leadership; When is joint negotiation
  - Costs = fiscal, social, physical, psychological and paradigms
  - "x" = each factor is has multiplication factor - if any factor is zero, nothing changes
- A **positive mental attitude** must be present before "change" can occur. There must be **dissatisfaction** with what exists and a **desire** to move to a new level; a **participative process** and **modern model** are also required before the practice culture changes and delivery method changes can start occurring.
- Doctors have learned how to do what they do from those that have gone before, and **team-based veterinary healthcare delivery** is a NEW concept (the text is in the [www.VIN.com](http://www.VIN.com) library, available for FREE download).
- **BEWARE:** The current seminar market place has been trying to convince veterinarians and practice managers that coaching is essential for effective management, or that leadership is needed to be an effective manager, or that training of staff is the key essential, or 360 degree feedback is important, or Baby Boomers can't communicate to GEN-Y staff effectively, or work ethics have changed, and/or the list goes on and on. The concepts of **soft skill** applications emerged in industry well over a decade ago, and our seminar gurus are now discovering them. **Life skills** were made a popular issue by the AVMA Mega Study in 1999, a full decade ago. Attached is a flow chart of old terminology (**soft skills**) emerging into new terminology (**life skills**), and it is supported by the operational guidelines offered in the 2008 text, *The Practice Success Prescription: Team-based Veterinary Healthcare Delivery*, available for free download from the VIN Library ([www.vin.com](http://www.vin.com)).
- **ORGANIZATIONAL BEHAVIOR** - I finally published my Organizational Behavior monograph, and it is part of the *Signature Series* available in the VIN Bookstore. I have carried the draft in my computer for almost a decade, waiting for the profession to be ready to embrace the concept of Organizational Behavior in

practice operations and team building. It is an exciting premise.

- **Effective teaching** skills and delivery are required before program implementation [Appendix B, *Building the Successful Veterinary Practice: Leadership Tools* (Volume 1), Chapter 5, *Building the Successful Veterinary Practice: Programs & Procedures* (Volume 2), and Chapter 5, *Building the Successful Veterinary Practice: Innovation & Creativity* (Volume 3)].

### SOFT SKILLS versus LIFE SKILLS



The above diagram depicts much of the old terminology, some of its evolution into new terminology, and the inter-relationships between the forces of good and evil, 'doom and gloom', or maybe even into 'groom and bloom'. My consulting efforts has been using the new concepts for almost two decades, and sorry to say, it usually comes as "new concepts" when I am working with a practice team; these factors are NOT mainstream yet in veterinary medicine. The real issue lies in realizing that it is not just once concept that needs to be adopted, but rather, a real change in practice culture is needed to evolve a companion animal or equine practice into the future.