

Prof Allan Snyder, world-renowned researcher of the mind and author of the book *What Makes A Champion!* shares his insights into success with *MillionaireAsia's* **Curtis Johnston**. He describes his definition of a champion in the greatest sense of the word, disclosing what it means to be able to achieve outstanding success in all areas of life.

## Prof Allan Snyder – A Champion Abhors Being Normal

Famed researcher of the mind Prof Allan Snyder has been recognised with several international awards, including the Marconi Prize in December 2001, for his research into human cognition and what it means to exercise one's genius potential. After years of studying the human brain, Prof Snyder one day asked himself, "What makes people creative?" Ever since, he has sought to discover the secret ingredient that makes people original and intuitive. That question was the first of many that has led to his groundbreaking and controversial discoveries concerning activation of hidden human potentials that lie dormant in the mind.

Along with his clinical research, Prof Snyder is the author of the book *What Makes A Champion!* – A work dedicated to the revelation of what it means to be truly successful in life. His book spotlights on 50 different, extraordinarily successful and earth-shaking personalities including Nelson Mandela, Edmund Hillary, and others of extremely powerful influence in the world today. It describes their stories of success and explains the three essential aspects of being champions.

### Defining A Champion

Prof Snyder's first definition of a champion is one that set himself apart many years ago. "A champion abhors being normal and adhering to the



Prof Allan Snyder

status quo," says Prof Snyder. He claims that any person can become an 'expert' in a subject by mere dedication to the pathways of life that already exist. "A doctor can regurgitate all kinds of useful information to help you, but that's quite different from solving a new problem," he says, "And having expertise in an area is great, but it's different than being new and creative."

Prof Snyder has spent most of his life in a (rather successful) attempt to become an outstanding, new and creative figure. His parents inspired him and his brothers to achieve something new. "The internet itself is an example of something new," he explains, "Today you don't even have to memorise something. You can just look it up online." This

and many other examples of creations from all over the world - and more importantly, world encompassing creations – are the type of creativity that Prof Snyder believes is necessary to become a profound success in any area of life.

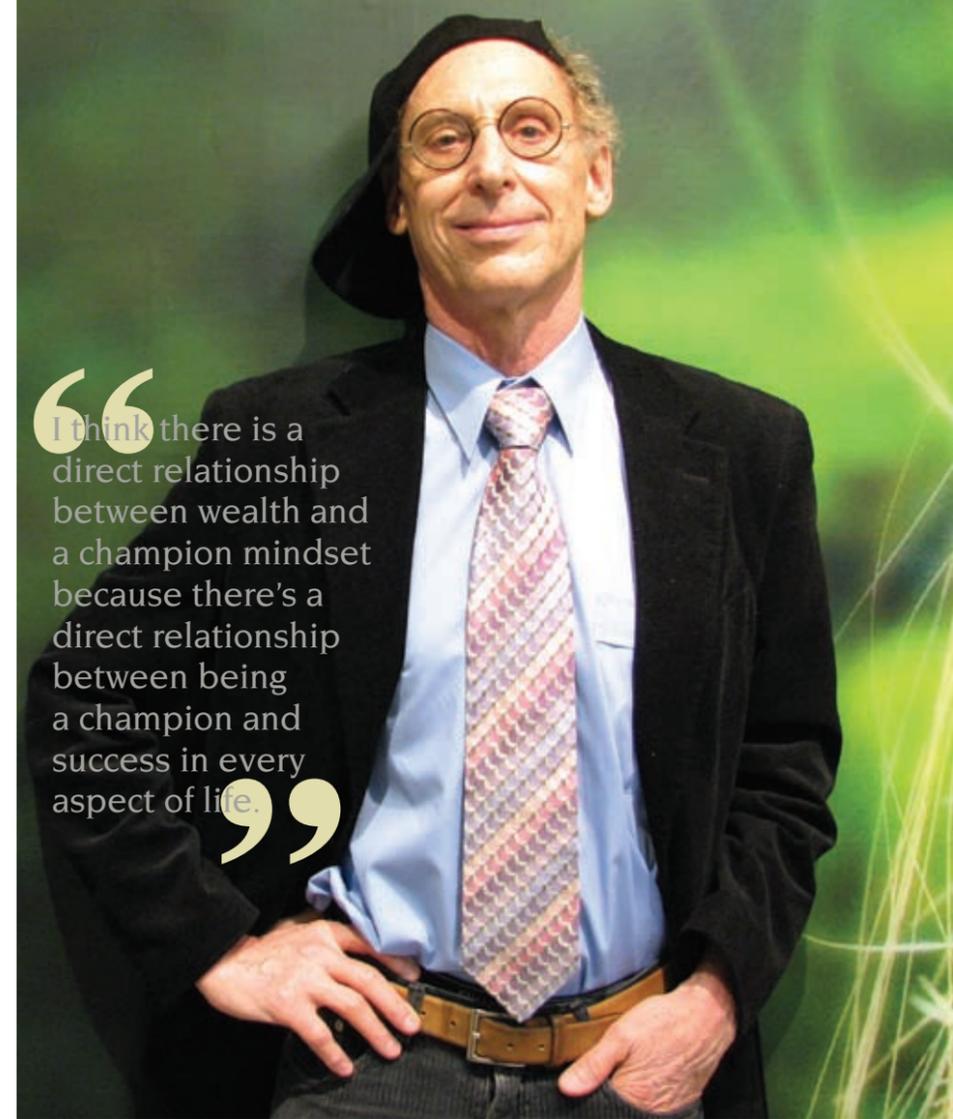
"What we really have to do is take something we know from one area, and combine it with knowledge from another completely different area, and build something new and original," he says. Just as a business is only as good as the next big idea, creativity and inspiration are necessities for the companies and individuals that will succeed in the world of tomorrow.

### The Work Of Prof Snyder

Along with performing his own in-depth research, Prof Snyder is a personal mentor and corporate adviser to many CEOs of large businesses around the world. He instructs his devotees in mastering the use of the creative mind and creating inspiration on new levels. He emphasises the importance of having the right group of people that know how to combine old information into new and profound ways of thinking.

Prof Snyder is the founder and current director of the Centre for the Mind, one of the first academic institutions of its kind devoted solely to the application of hard science to the progressive increase and discovery of knowledge concerning how our minds function, and how we are capable of achieving success by utilising the correct mindset. The two core themes of the Centre are the study of creativity, and its application in attaining great success. Some of Prof Snyder's more controversial research involves literally – albeit temporarily – disabling conscious parts of the human brain so that it can more fully utilise the remaining, unconscious areas.

After all his research, Prof Snyder claims that what makes extraordinary success "is not somebody who is lusting after fame or power, or somebody who is afraid of failure, but the people I've studied all abhorred being just ordinary. They wanted to stand out, to be different



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from the crowd." He says that denying the status quo and seeking one's own outstanding goals are a main characteristic of almost every highly successful person he's studied. Whether you talk about financial success, famous athletes, or any highly recognised person out there, they all display the common theme of striving to achieve their own personal standards of living; not just accepting normality.

### Being A Champion

In the 2008 Beijing Olympics, Prof Snyder was a keynote speaker at a forum of his own design: a forum based on successful mindsets, with a particular focus on creating wealth with the Champion Mindset. One third of the forum was devoted to the aspect of how wealth creation relates to creativity, being a champion, and standing out from the normality of everyday life. "I think there is a direct relationship between wealth and a

champion mindset," says Prof Snyder, "because there's a direct relationship between being a champion and success in every aspect of life." That includes a direct connection to attaining great wealth.

Prof Snyder and the representatives of the Centre of the Mind believe that the Olympics are the quintessential platform for the discussion of extraordinary success. With the whole world watching the performance of the greatest and most successful athletes from around the globe, Prof Snyder says it was the perfect opportunity to create a new focus; one that includes perhaps, the most important aspect of every athlete that will be performing: the Champion Mindset.

"Everybody out there dreams of being a champion in some aspect of life, and these athletes are the embodiment of what it means to achieve that dream," finishes Prof Allan Snyder. ■