

BLACK BELT LEADERSHIP


The Inevitable
You *Live life by design*



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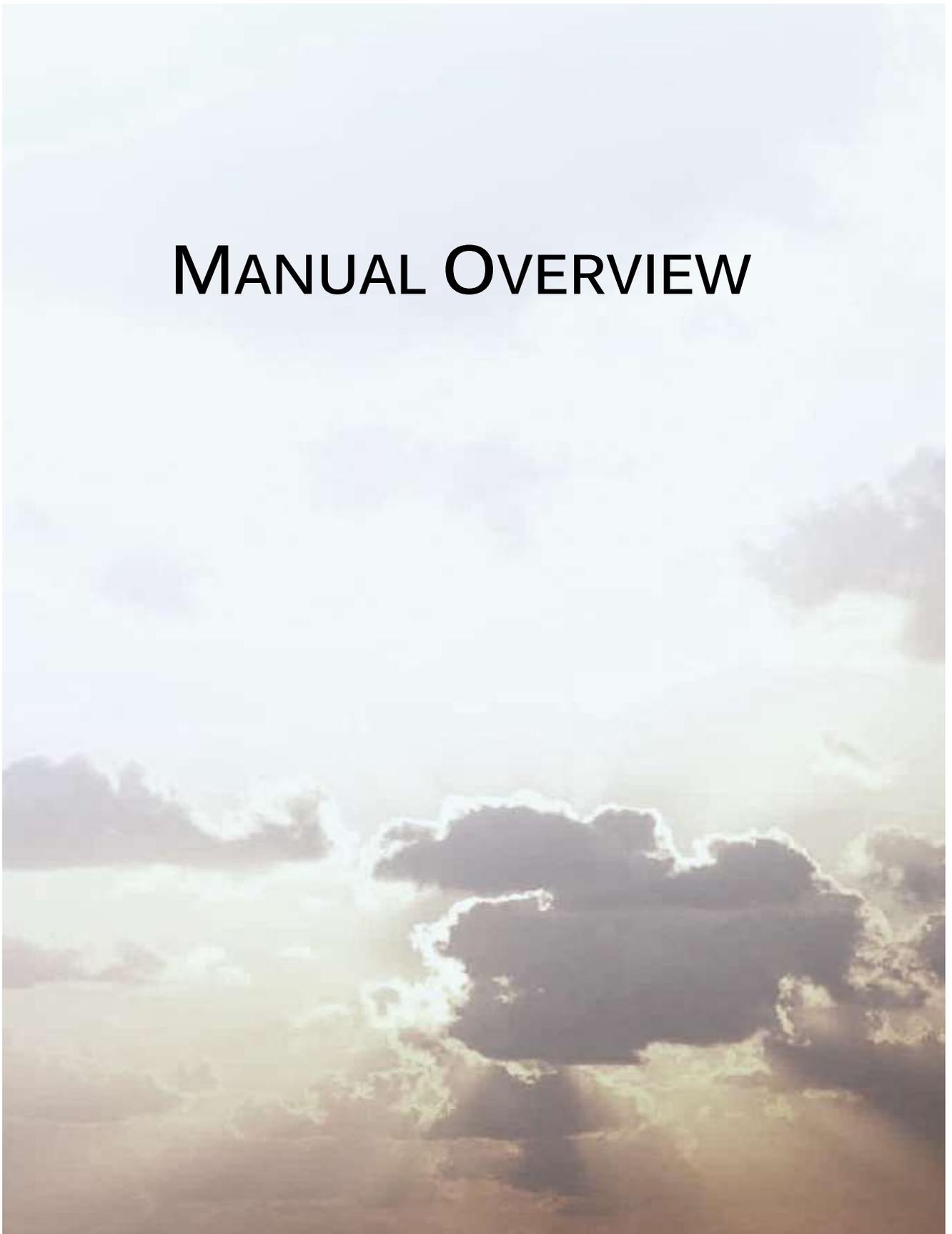
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MANUAL OVERVIEW



I want to take a moment and give you a brief overview of this manual and the conscious intention behind it.

After my forward which sets the foundation for the entire The Inevitable You® Coaching System, you encounter very vital piece for anyone digging seriously into this manual: why are you here in this manual, and because it's about leadership, of greater importance even...why are you a leader? These are vital questions that will ground you to absorb the rest of the work.

THE BEGINNING: I chose for you to understand that any leadership encounter in this new technology exposes the listener to what the system is, how unique it is, begins to "sell" them on that, and sets the hook in deep for their interest.

I have included the transcript for my standard 90 minute introduction. As you gain competency, while it is not necessary to memorize the script, you will teach it with the same full depth and complexity that I do.

Included in this section are what I call "My Fav's." These are the most standard tools that give you the most powerful uplifts at the easiest transition points. I've included the OneNote slides that I use with those, and I would highly encourage you to develop your "My Fav's" section of content, too. It will make it much easier as you transition into this Black Belt leader.

The ACS: The Audio Coaching System is the seminal work that lays out the entire foundation for the individual psychology and toolbox. You have both package and supported scripting for the original ACS and subsequent modifications along with the OneNote support and workbook extracts as applicable.

Don't Change/ Do Change/ Accessing Greatness: this section is a deepening of day two from TIL. (The Inevitable Leader) It contains all the tools and methodologies for discussing why do some people change, why do others not, who accesses their greatness, and who steps away from it...

Of great excitement in this section is a very unique body of work, "The Flow Tools." There are standard patterns to how the tools work and where they don't work for bulk Bell curve populations. These are broken down here.

The Advanced Tools: this section contains both simple and complex tools that directly apply to working with your clients and teams.

Now we are completely set up at the individual level and deeply steeped in impacting individuals (and ourselves) at every level dealing with any challenge and creating maximum results and transformation!

So let's get to leadership!

The Black Belt I/O Rules to Lead: you may remember this as "Gibb's Rules." (I still call it that.) These are revolutionary and groundbreaking rules that completely transform how you approach leadership. They are hard and fast; they are immutable. Extreme ownership here is required!

Leadership: leadership is not new to this planet. There are many, many books and content presentations out there that are significant, have enormous value, and embody leadership at its core. I am not trying to duplicate or replace that. What makes this a unique section is that based on the TIY system and then applying at the organization level, you will get the same shifts and outcomes. It is the "leadership software" that is crucial to your Black Belt nature.

The Six Step Model: now you apply this entire leadership and coaching technology to the individual and teams!



AUTHOR'S FORWARD

AUTHOR'S FORWARD

Most people, when asked this question, as I do in introducing my seminars, know what word fills in this blank: "ALL humans have _____ potential." And I emphasize... it's ALL, capitalize it, double-underline it... ALL humans... have ... _____ potential." They shout out, "unlimited," "infinite," or "boundless." There is always one tiny problem, however. *They* are a human. And they don't believe that *their* potential is unlimited. There is this hidden parenthesis at the end of *their* sentence... (*except for me*) they think to themselves...

But that can't be true, can it? Have you *ever* met a four year-old who believes they're limited? What happens to us? Where does the train go so horribly off the tracks? If you've picked up this manual – if you've come to this material – chances are you're here because you are a seeker of knowledge, or you are looking for answers, or you are in pain, or perhaps you're an overachiever. For whatever reason that brought

you to the pages of this manual, be prepared to truly recover your destiny, remember again your unlimited potential, and unlock the inevitable *YOU* that has been at the mercy of other people's view of the world. This system was created from a number of ancient wisdom systems and newer technology-based sciences blended together to truly release the *Old You* programs, patterns, and perceptions. The *New You* can now discover a system that is tools-based and experientially driven to prove to you that you have heights that you may have never imagined.

I asked earlier about the four year-old. What happens to most is that they go to school and are told, "Sit down, shut up, and look like all the other kids in your row. Color within the lines. We will give you an 'A'." Do you remember who you are? Do you even ask the question anymore, "*who am I?*" Have you settled for a life that is less-than, but it is the best that you can do with the tools you have, or are you reaching for more? And the truth is, to be even reading this manual, you are above average! Do you want more greatness in

your life? We are all immense, lit, powerful, spiritual beings having human journeys. In the course of your journey today, you interact with – and react to – reality. Some of you define reality as that world out there that is happening to you. You wake up in the morning, the sun is out or it is rainy. You go to work, traffic is light or traffic is terrible. You sit at your desk and your boss is in a good mood or in a foul mood, or you stay home with children and they play and laugh or are ill, frustrating, and draining. You feed at meals, and you eat food that is healthy and energizing or full of junk

and chemicals. Something wonderful happens to you. You win the lottery or an old friend calls you. Or you get bad news: someone is ill, someone has passed away; your company is being bought, and you're being laid off. You go home that night, and again, life is happening to you. You go to the gym on your way home or you go home, eat a less-than meal, have an argument with your spouse,

watch TV and then go to bed, and your day begins again tomorrow. Most people record that whether it is good or bad, they are reacting to what is happening to them. And in this space there are many of you who try to do something different, try to be better, and try to get more from your life. (Or, sadly, a more profound truth is rather than get more from your life, many of you are actually seeking less of what you don't want from life.) Therefore, in that quest for better, you will read a book, you will watch an inspirational movie, you will sign up for a seminar and go with a friend or a loved one or by yourself. You attempt to change your life.

Unfortunately, for many of you, this rarely pans out, or it yields very many minimal results. Most of you believe that change is a process, (and the emphasis is on the word *process*), and it is something that requires a lot of work for incrementally small gains.

Conventional psychology, current success teaching, and even traditional mental health systems will teach

**"If you change the way
you look at things, the
things you look at will
change."**

-Wayne Dyer

you that who you are and what you have are a result of genetics and training and culture and other intrinsic values of life. They would give you a personality type or categorize and classify you as broken, or a victim or a syndrome or a disorder. The number of people in this culture today on medications as a result of their supposedly bio-chemical brokenness is staggering. Obesity is so rampant that 300 active and retired generals and admirals have spoken out that obesity is a threat to national security! And the sad statistics can go on and on. And people are taught this is who they are.

Change is not a process; change is an event. Focus all of your will, all of your strategies, all of your energies, all on starting something that you want to do, or stopping what you do not want, and when you do this, you will notice very interesting things. First, virtually every one of you reading this manual has something in your past, it might have been a high school play you wanted a part in, it might have been learning an instrument or a language. It might have been a moment when you were determined to have something. You thought about it, you focused on it, you obsessed about it, and you had to have it. You were incessant about it, you never gave up, and you had to have it. For all of you, what happened in that space? Yes, you got it. Maybe not always perfectly and exactly when expected, but if you never gave up, you got it. But now as adults, and in a life that you are busy doing the best that you can with the tools and strategies that you have, you understand that potentiality as a concept should apply to you, but your belief system and your reality mechanisms and the life that you are actually leading has created a spot or space in your life that it doesn't apply to you. It works for everybody else, but not you. You will get bad luck. You will sabotage; you will fall short. You are not obsessed about, focused on, and determined to have the thing that you say you want. You have created a moment in your life or a series of moments in your life where you are in reality dreading not getting what you want and hoping that the "not" state that you're in is the best that you could ever hope for, and it will not be too bad and hoping you can manage your disappointment.

Now if the preceding paragraphs don't apply to you and you're an overachiever and you're absolutely good at getting what you want, and on your very bad days, you're still above average, in reality, the

challenge is the same for you. You are above average, so as long as you're doing 5 mph in your lane, if the lane next to you is doing 3 mph, you're happy. The issue becomes that wherever you are on your potentiality trajectory, moving yourself from the left where you are today, to the right on the curve, the equations become the same. How do I do that? What should I do? How do I change? What should I stop doing that is causing me to stay here, and what should I start doing that will cause me to move? What you are going to discover is that all of these things are not about who you are, it is more about *how you have been taught to do you*.

As you begin to read this manual and the exercises to apply the content, you are going to discover that much of your life is neural recipes for success, neural recipes for getting more of what you want, neural strategies for getting less of what you don't want, and failed neural strategies that absolutely block you at every turn. By the end of this workbook you are going to change how *you look at your life*. You are going to take a thorough inventory of your beliefs, of your neural recipes and strategies, of your action plans, of your reality creation mechanisms, and some of them are going to be quite good, even if you are on the lower end of the bell curve of life. And the ones that are not good, if you change them, your life will change and your outcomes will change. You will discover by the end of this manual that the life you have today, no matter where you are on the bell curve, can be moved to the right for more potential, more outcome, more joy, more energy, more hope, more laughter, more love than you ever thought possible...

WHY ARE YOU HERE? WHY ARE YOU A LEADER?

WHAT IS THE INEVITABLE YOU®?

undeniable results

Occasionally SCARY!

It is not motivational

outcomes

it is not cheerleading

Embeds any and every school

spirituality

success

THE INEVITABLE YOU

challenging

REAL

blends ancient and new

success based

experiential

health

love

Accountability

tools rich

Controversial in places

Cutting edge education

- ▶ Books and Tapes
- ▶ Courses
- ▶ Memberships
- ▶ Webinars
- ▶ Complete multi-year program
- ▶ Coaching certified

This is a theme in this manual. First, we must make sure that you are grounded and alive with purpose and intentional, and we have to take that new software and apply it to being a leader.

So, knowing why you are a leader will take you deep into your responsibilities. Before I articulate the challenges, ponder this: you thought leadership had its difficult moments before arrival at the Black Belt Leader. And that was all mostly “in the 90.” You went to staff meetings, you followed human resource policy, you did the best you could, you were frustrated by obstacles that you had no control over, you hired and fired with compassion, etc.

Now, beginning with “The Inevitable® Leader” and your individual growth work, those fears and worries and concerns are blown out of the water at this point.

You are being asked to own everything about the outcomes relating to your team. That means you must have responsibility and ownership for them, your company, the entire business climate even. Anything that impacts their success and welfare you are on the hook to be ahead of, be on top of, and instigate whatever is necessary for success. Oh, owning why you are a leader, *in new software*, is spectacular and magnificent and gut-wrenchingly hard all at the same time.

Wanting this... Craving this... Demanding this... Knowing that this is your calling... is paramount to your success. It is paramount to your authenticity and credibility. People know when you come from this perspective. They will give you incredible leeway at times to do your work. You intimidate and frighten them at other times, and they want nothing to do with you and what you expect from them. They want the Old You, the “in the 90” you, the you frustrated and okay with bureaucracies and snafus beyond your ken... THAT leader does not threaten them with transformation. THAT leader is extremely predictable, even more so in a crisis. Yep, you can stop that new *crap* right now. Let’s just go back to the way things are, ok?

So to own your leadership why, to embody it at a high level, to expect more of you, of them, of the world around you because... well, you do! Because THAT now is who you are. THAT is the basis for your “why.”

The 3 Segments

Precision requirements

TOWARDS:



AWAY:



Incremental drivers

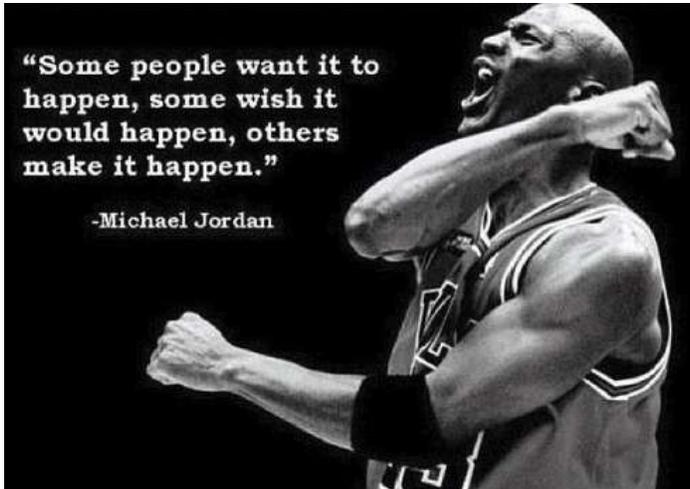


"high tide - all boats"

- I want career, marriage, money, health, ALL to get better (towards) or, get me out of all my pain (away.)

Elite -

Our rare and Deepest Leaders (so "off-the hook" magic zone issues







EVERYDAY... WE FILL IN THE PIXELS OF OUR ULTIMATE PORTRAIT...

1. WHAT PIXELS DO YOU CHOOSE TO FILL TODAY?

2. WHAT LEADERSHIP WILL YOU CHOOSE TO INSPIRE OTHER'S PIXELS?

Precision requirements, whether they're in business, whether they're love or relationship or searching, whether it's health, whether it's money, parenting, spirituality, you're here for a reason. Something hooked you to come here. Now, if you're in a towards pattern, meaning you're moving to what you want versus the away pattern, which is I don't want, so, "I don't want to retire and be poor so I'm doing Anthony Chara," or, "I don't want to get divorced so I'm doing this." That's just moving away from something that I don't want. I don't know why I wrote down the words I don't know. I don't want. Now, you guys have to catch me on this. Keep me honest.

Now, in the towards pattern, the "I want" when you're in a precision, it is an absolutely perfect, everything, the master of precise, the master of laser focus. I want something very, very specific. It's a towards pattern. I want it. And the away pattern, oh, there it is. I call it the splinter. Now, who's going to remove it? Am I? Am I going to go to the doctor? How am I going to help? Maybe it's someone you care about. Maybe this is your business partner. They have a splinter. Can I remove it? Am I good enough to... Will I remove it? But what if I cause pain? I mean, if you're trying to take it out yourself, you're trying to take someone else's splinter out, "Oh, what if they don't like me?" Oh, man. There's this away pattern. There's this "I don't want". There it is. It's this splinter. What if I don't get it all? What if I leave some of it in?

And a real splinter, it's a no-brainer. You'll go get it. I understand that. But when it's an emotional splinter, a mental software splinter, what should I do? And you will tend to leave it and hope that it kind of goes away. It's tender to touch, maybe a little red. You know, "Ow, don't touch it. Leave it alone." Then you come here. You're in a very precise, surgical, driven need.

Now, here's what's going to happen in a precise pattern. I got this splinter out. If it's an away, I got my business model fixed, and now I'm not afraid to talk to money people; or I wasn't making the calls. I got what I wanted. Yay. It's like Hollywood movies - they kind of end and everybody files out. Well, after you get what you want, you've got to wake up tomorrow morning, and now what? Now what?

You know if you're in the away pattern you eliminated; you're still in the I've got to wake up tomorrow morning, and what's different? Or you're in the third category of this, "I can't do this. I can't get the splinter out. It hurts too much. I quit. I abruptly quit. I peter out. I never start. I said I wanted the splinter out, but then I saw Bill talk, and, yeah, I don't know." You don't even know."

Now, for some of you, when you get what you want, "Well now I can quit." But, again, you wake up tomorrow, and what do you do the next day when you get a new splinter? Do you think that your same technique will work? If it does, yay, and then when you get the third splinter and because you got the first two, the third one is going to be even harder. That's the nature of life. You've got what you want, so you quit, but now you're stuck.

Over time that will start to just drift back to what it was, "I got what I want, now what? Well, if what I got is fine, you know, and I don't like stuck, well, I think I'll go on to the next precise need. So I'll go here, and I'll work. And then I'll go here, and then I'll work. And then I'll go here, and then I'll work." Well, that has a kind of herky-jerky freeze-frame. It doesn't feel like flow. It doesn't feel smooth. It certainly doesn't feel unstoppable.

So the last choice you have is: let's pound this out. Let's upgrade to incremental. Let's not just write the app software, let's upgrade to Windows 10. Let's do the entire operating system, and now you've gone up a

category. So let's look at incremental drivers. When I think of incremental drivers, what people are looking for, they want a high tide. They want all boats in the harbor: my marriage, my money, my parenting, my health, parts of my business, my job, my real estate, my side businesses. I want everything. I want the high tide all to go up.

Now, it is a broader reach and it's heavier at times, because you're trying to pick so many things up. And it can feel harder because your approach feels as many multiple steps, and The Inevitable You system, it's approaching this incremental driven requirement and arena as an operating system. So you change to Windows 10. You don't change every app. It's not an app that needs changing. So this is where, as you get into this arena, when you understand software and you understand what an operating system means, it's a massive, massive game changer.

Now, if you're in the elite category, you are our rarest and deepest leaders. It's so off the hook in this magic zone. It just feels amazing, you know? So whether it's Michael Jordan, Tiger Woods, Peyton Manning's of the world, this is the winningest sports streak ever in the history of college sports, the Yukon girls.

Colonel Bob Howard. I love this guy. I had the pleasure to serve with him. He is elite and rare - the most decorated soldier in Vietnam, and not because better or smarter. Peyton wasn't better or smarter. Michael Jordan wasn't better or smarter. They worked harder. Why did Ken Jennings set a record, winning Jeopardy 74 days in a row? You know how long that is in Jeopardy life? That's like 900 dog lives. That's like forever. \$2.5 million in 74 days. He said it was how he prepared that made him a champion.

Speaking of preparation, for those of you from Denver, we just saw this gentleman retire. This is Peyton on veterans day off, meaning there were days during the season when the veterans didn't have to practice. This is him not practicing. He's got his helmet on because he's listening to the audio track, and he's watching the video track of practice. So, on his day off, this is what he looks like. This is what Super Bowl champs are.

Now, this is you. Somebody, it could be a child, could be a business partner, could be at your retirement dinner, 5 years, 50 years, whenever it is. This is you, and every day you're filling in the pixels of this portrait. There they are. You're filling them in. These are the habitual sentences that you're making, and which ones will you choose to fill out? What leadership will you use to inspire other people's pixels?

THE BEGINNING...



THE BEGINNING.....

- ▶ Reality is not real. You create reality.
- ▶ You are unlimited!
- ▶ Dream at a Level 10 – become **Unstoppable / A Role Model!**
- ▶ You think, you emote, you act = your life happens (and the equations always balance themselves – always!)
- ▶ Your history means very little as you know it today. Software creates history. How meaningful is your software?
- ▶ If you were to be different, do you know who you would be? (minus "how"....)

..... So let's add "how"... What would you do?

It is crucial that we pre-frame this entire manual and process, and like all the TIY tools and systems, there is method to the madness. There always is a conscious beginning to everything that is done. The Bell Curve Tool always gives those three approaches to anything, and hence, your "beginning" approach to someone depends on which part of the Bell curve they fall:

If they love you, are interested in you, have a strong affinity for content, they are likely an easy beginning. Thus, you can begin with a direct approach to the content, what you wish to say to them, and engage in a very direct dialogue.

If they hate you, are not likely to want to change, or generally difficult to deal with, your work is cut out for you. In this beginning approach, you are almost applying a "six step model" tool. What is the source of their disagreement? Are they mis-matchers? Is it chemistry with you? Are they difficult at everything with you and/or others? You will have tough choices at how deep to press, what you're willing to battle over, and what you're willing to let go, and other crucial situational criteria will apply.

And for the general Bell curve middle, you have options as to what kind of beginning you wish. Close to the top, you can get right to it. Close to the bottom, your work is cut out for you. In the broad middle, the good news is, they are polite and respectful and listen, so if you catch the right hook and bait to whet their appetite, you can move them significantly to the right in the Bell curve.

The one thing that is most fascinating about working with this content is a fact that general leadership and communication gamesmanship teaches (and rightly so) that about a third of people will be interested to highly interested, about a third will not spend any time with you and are fairly direct to mostly rude to cut you off, and the middle third is polite and pretends to listen, but they are not.

When you walk into a situation with TIY technology and content, 3/4 to 90% are interested. That's wonderful! How you use that information to your advantage to open a window into their software and psychology is crucial to your understanding and patterning your beginning. So whether it's a great little "don't spill/poor carefully" opening, or a soundbite/fast use of the "broken leg/limper" to literally change someone's view of a trauma in a couple of minutes, or a broader hook like "power and potentiality" or "that current approach to DSM V diagnosis is a myth" or "as taught".... you have to be aware that in a "beginning" approach to an opening (and this is a broad paragraph – this covers the gamut – you may be there are leader and they are required to listen to you and take your direction) you have the chance to get them to buy into something at first, quickly turning to discomfort or fear, and shepherding them through a growth process. This can be a short, medium, long, and/or continuous process!

The point is you must have your beginnings extremely wired down.

You are wired.

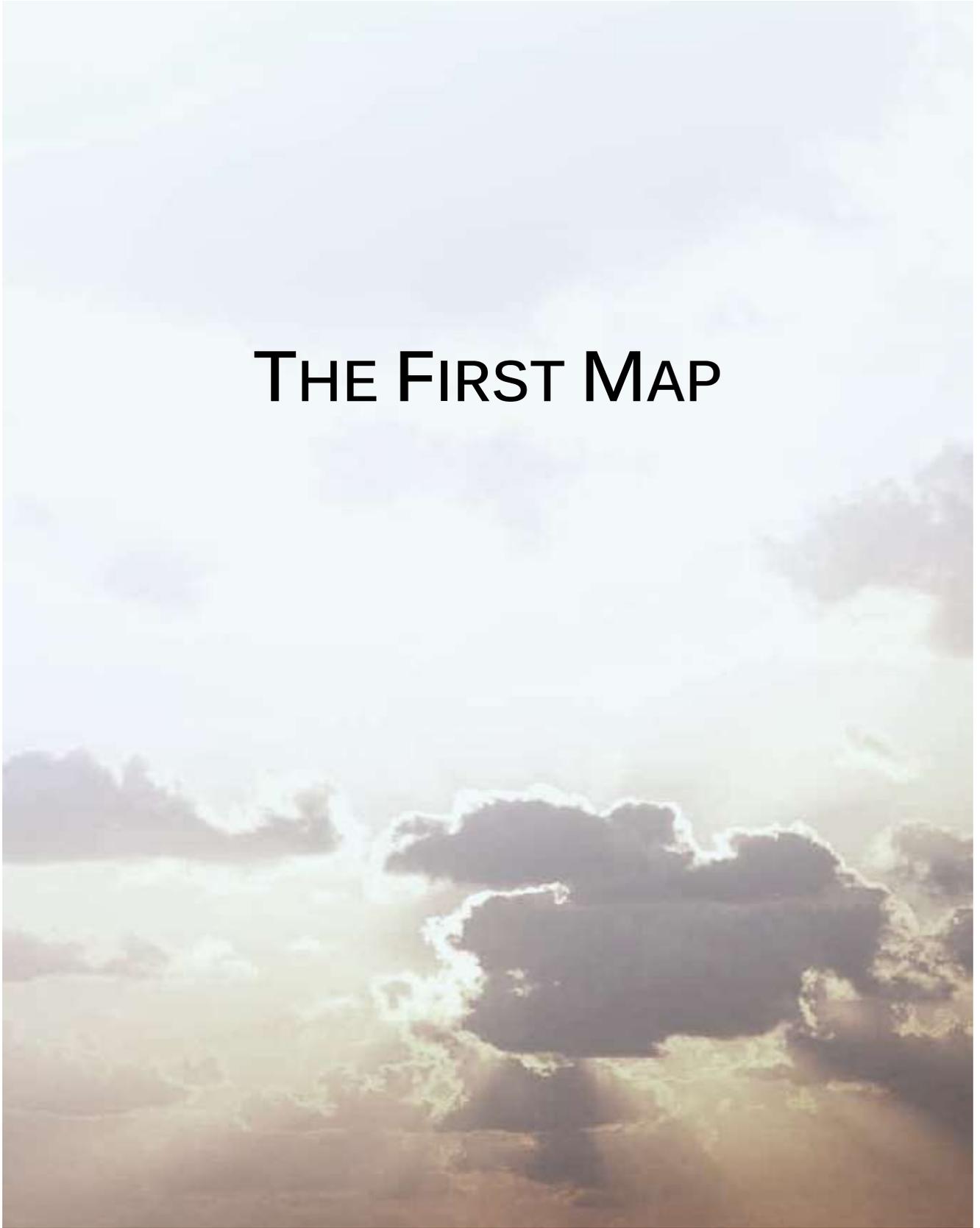
You know what your outcome is, both short and long term.

You are committed to a bold new leadership approach and achievements.

The Heckler tool has you ready for 90+% of the categories of standard objections.

Let the games begin!

THE FIRST MAP



THE FIRST MAP



Summary:

We are off on a treasure hunt. We are on the first map, and we are really looking for something exciting and awesome; something that we are capable of getting. Not hoping for, not daydreaming about, not wistful, not reaching for and then not really reaching for because it gets snatched away before we have it. This is really something that is well within your grasp; well within your reach. It's just not currently within your knowledge base and tool base of how to achieve it. Here are all the tools that we are going to cover.

1. Do you have tools to start with first?

This is both for them and for you. What are they starting with? Skepticism? Intense desire to change something? They're forced to be there? What's the starting point?

Everyone does the best they can with the tools they have... EVERYONE!

Many don't even know what tools they have, do you? Hence... the MOW!

2. What is The Inevitable You®?

"You" is highlighted in yellow because I always emphasized this is about them, centered on them, and everything is based on what they get from this, not me. It's not about me.

3. What is NLP? (plus many other tools/ many systems)

Depending on time, this might be a very quick couple of sentences. Or, depending on where they are starting, it might be a longer scientific establishment of the process and the technology.

4. R = f)software**5. Windows 61****6. Don't Spill the Milk...****7. Work hard – Embedded Commands**

These generally are the first four, or hybrid combination of four, that I begin with. It's tools... It establishes very quickly it is different... I may throw in the point "this is not motivational rah-rah" ... I HATE that. It is not about just cheerleading you to do more with less. It's immediately and easily applicable. And again, depending on the scenario, I may work with them to actually establish a "pour carefully" command for something they need to do with it right away.

Then generally what happens? Their old you software kicks in and begins to caution "slowdown," "don't get your hopes up," "don't be a sucker."

So somewhere in this process I began to deal with the most common barriers. They tend to fall into four categories.

8. 1st barrier - broken leg/ limp

This is so huge! To remove a limp from someone's psychology is no greater gift! And, most likely, they've tried their best to become a better limper. When you blow that model out of the water right in the beginning, a lot of people are either hooked were terrified!

9. 2nd barrier - failure/ fear

Even more great, embedded, pre—frames for future work.

And it is counterintuitive. Also embedding future work.

It is establishing your credibility rivaling anything they have seen before!

10. 3rd Barrier – LOA

Huge, huge, HUGE! Again.... AND necessary.

If you are not an LOA fan (which is fine – however, you must be a fan of it in some school) this whole system is challenging.

And the "Anti-biotic" tool coupled with the "in the 10" tool says this must be pushed to its limits.

And the "storm – aftermath" tool is there to help along with a great number of other ones.

Kids – parents

This is one of the most tricky ones that I do. However, it is also one of the most rewarding ones. It sets up their POV on LOA, and this is great and awesome work too. And here is what you do for them:

Everyone, including their professionals, have blamed the "perpetrators." This removes that onus. Even if

it's justified, at its core, no child wants to hold this truth!

It puts the responsibility back in their hands. Now, at first, this can be terrifying. But the deeper reality is, and it is your authentic trust in their power and potentiality, YOUR skepticism at the relatable, and your model of confidence and certainty, it also puts the power to change back in their hands too!

And, it builds the model of forgiveness that they need, and it sets them up for self-forgiveness, and it sets them up to teach and apply that to everyone that they care about.

This is an amazing point you must deeply consider!

11. 4th Barrier – Amnesia Tool (software flow)

This really challenges them to accept or reject. You don't want them walking away "thinking about it." Old You will immediately go to work discrediting you. if you get them to take a stand – at least Old You has its work cut out!

Circle back:

Now that I have discredited their barriers, I want to reinforce and leave them in a great, positive place. These three tools are divine for that purpose!

- Rock stars
- IHAD
- GVOY

Quantum glass

Your ability to reframe anything to anything will epically impact their belief system, their ability to change and believe it, and maintain lasting change.

This always brings about my most favorite client expression, "I never thought of it that way."

Leads to ICM

Another huge HUGE upshift... this changes everything that they believe about themselves and their lives.

Conclusion: software and data are VERY different. You are SOFTWARE, you are NOT data! Most do not know this. To begin to accept... then USE... is... risk / danger/ "hard" / AND... transforming!

**Most believe that they are a function of their DNA plus _____
(nature v. nurture)**

They must overcome any negative "pre-dispositions"

Their history has meaning and mostly dictates the future

They do their best to positively modify what's happening (or avoid so that "not happening" is of more power and drive)

Their trauma and scars are real, and mostly a limitation

They do the best they can within this framework, hoping to get incrementally more when they can

If you get the 18 points above "absorbed" (I am NOT expecting perfection; it is not a test.) I will send you the MOW analysis.

NOW... You can begin to read your analysis!

Wake Up Call



Wakeup call??

What does that mean?

Are you not awake?

What if....

You have more to give?

There is more to receive?

What if you are able to tap into that?

Wouldn't TODAY be a great time to get a wakeup call?

And you know what I really want??

If you get this....who you are....how you have been deceived about your power....

and your family, friends, colleagues, EVERYONE.....

Needs and wants more of you?

It would be a gut punch.



What's interesting about a wakeup call is when you think about it, you're snoozing, you're slumbering, you're napping, you're out of it, you're not conscious and along comes something to wake you up. I want this to be a wakeup call for you and for anybody you share this with down the road. This information - this is the precipice

that we stand on; the point of views that we maintain. There is an underlying set of assumptions that says, "This is who you are. This is how you arrived here. This is why you are who you are." You get the fact that there are other people and other circumstances that can be more, do more; other people have your problem and fixed it; other people have had your challenges and not done as well as you, or other people have potentiality and gifts, and have tapped into things.

If they're gifted and talented we say, "Oh, well, they're gifted and talented." And if they're an underdog we generally root for the underdogs because, hey, we're the underdog in our life, right? We're battling this hill that we want to climb and believe, hope that we can get to the top of this hill. So, to wake up today and ponder that a year from now, what do you wish you started today a year ago? What do you wish that you could have started a year ago?

These are all these precipices, these points of views. We stand on the edge of these abysses that we believe contain our hopes, our dreams, our greatness; they contain the things that challenge us, that haunt us and hold us back. Today is a great opportunity to start.

And for a very long time now, I always want to do something. I always ask, in my way, to get a message that's going to give me an intro, and lo and behold over the weekend I was reading and came across this article.



(clipped from: <http://www.naturalawakeningsmag.com/Wise-Words-Archive/Ellen-Langer/>)

Ellen is a social psychologist. She is a very, very well thought of in the field. She is prolific, tenured at Harvard University and she's writing this article on mindfulness. And look what she says here: her unconventional experiments often involve mind trick. Mind tricks.

Do you think this is a trick? Do you think that what we're covering in growth, exploration and potentiality is a trick? Or are we learning, experiencing, fleshing out and really getting the full texture? Even though you've lived the good life to this point? I mean anybody reading this book on their worst day is above average on their very worst day. With all your pain and problems, trust me, you are above average on this planet.

So, is this a trick? Her unconventional experiments included taking elders' subjective thoughts back 20 years, fostering weight loss in a group of hotel maids, and changing blood sugar in diabetics by just the perceived

pace of a game. Wait a second, change blood sugar? Think about that. It's pancreatic. It's food. It's an equation. You read about things like all this all the time. The question is: do you believe this applies to you? And more importantly this is not a trick. What we are going to cover here is the very basis of the mind.

So in this wakeup call, am I implying you're not awake? Yeah, I am. However, we all are victims of slaves; like a master computer terminal and a slave terminal. It follows what it's programmed to follow. We follow things that we believe in. We follow things that have historically proven to be true. We know there are other things out there. They're just not out there for us. But what if today, in this "one year from now", you found out there is more that you have to give the planet, the people that you care about, and your life? What if there is more to receive? And what if you had the ability? A lot of you would argue that this high-potential trajectory life that I am going to present to you - this epic, magical, extraordinary transformative psychology - doesn't exist at your level. So first, we've got to convince you there is ability here. Today would be a great day to do the tapping and figure out what this potentiality is.

Why write down so much?

We ALL journal...

We ALL log information all the time...

WRITING it down... "collapses" the quantum reality of it.

-when you "see" it in black and white...

-what is your deepest Truth?

The "Power Questions"

To change the quality of your life (and business)

Change the quality of your hardest questions!

We ALWAYS find an answer (if it is THE real question!)

In the system you **are** required to write a lot, which I call journaling. One of the comments (if you read between the lines, we call these complaints) from people who work on my system is, "Why do we have to

write so much?" In the military we had what we called mission logs. So that's my original DNA: keeping extensive records on everything from the time the mission is assigned, to your preparation, to contingency planning at extraordinary levels (because if A goes wrong we've got to have B. If B goes wrong we've got to have C. If C goes wrong...)

These mission logs are something we all do. We all log information all the time. It's just that we don't necessarily write it down. Think about how you are journaling: you're driving in the car thinking, "What am I going to do today?" and "What does this or that mean?" and "I've got to remember to call that person." and, "I had this argument last week." You're journaling all the time! So, to take it and collapse it in what we called the quantum reality. We are going to collapse the reality by writing it down. When you see it in black and white, and when you actually have to write it down, one of the phenomenon we see is people almost don't want to write the sentence down because it's like, well they think the thought, they think the fear, they will emotionalize it while they are driving, they get all mad again about the argument last week, or they get all excited about a conversation they might have today. They are doing these journaling processes, but when you actually have to write it down and it's like, "Oh my gosh, this is... I don't know that this is what I really want to do."

And when you consider the fact, now, this is a tool in my system. You are not going to get this in this section. I just want to lay the foundation that there are a series of power questions. And I call them power questions because in essence they follow a pattern. Is it primary, secondary, tertiary questions, layered questions that we ask. That question gets asked, and when we ask the right question, when it's the right question, there's not a question you cannot solve. And again, when you think about that, that's going to be your first little scratch, like an upturned corner you just stumbled on coming into the room, what do we mean? I have a lot of questions I can't solve?

I am going to challenge you to consider they are not the right questions and that you can't solve them because they either don't apply to you, they don't apply to you contextually, they don't apply to your situation, they don't apply to the process even though you think, "Oh, that's my question," and, "Well, I've had that question a long time, and I have wrestled with that." Yeah, no, we are going to discover today that those questions, many times, are fictitious. They feel, seem, look, act, real in your life. When you are journaling, when you put them down into the real questions, they're not really.

The “typical” arc of normalcy

EVERYONE....does the best they can with the tools that they have...

(and the MOW will reveal those tools!)

Is this your "typical" arc of a normalcy?

You know who you are.

You have a history. You know it.

You know what you are good at.

You know what you are working on.

You know what you are worried about.

You know what you are not good at.

You have boundaries (bumper lanes.)

You will try to a point...

You know danger; you know fear.

You know risk.

You know caution.

**You believe a certain amount about your future. (and you worry about...
A LOT.)**

**You are trying to do what you can (within the boundaries of what "you
can't")**

Is this your life? Is this everyone's life?

(1 - 10) ____

Now... What if... You are absolutely right and correct?

And what if... There is a basis that this is absolutely false and incorrect and flat out not true?

(What is the best predictor of a future job performance?)

What if... As much or as little can change? Might change, would change, will change, you *can* change?

You might HAVE to change.

And change is easy...

What if I told you that?

Calibration is also an important tool in this system. When someone says, "I agree with something or I believe in something," I ask, "On a scale of 1 to 10, how much do you believe in that?" If it's five, six, or seven, that's only average or above average. Even if you believe in this at a 9, that says 1 part of you is not going to believe this. And by the way, the 1 part is not going to be when it's easy. It's going to be when it's hard. It's going to be at a crisis point. It's going to be at an intensity point when you're really, really almost ready to grab that brass ring and you're at a 9. So calibrating your belief in something is an important part of this system.

We also have to understand that everyone does the best they can with the tools they have. Now, this is another tool called the "Model of the World." When you think of a blueprint, you might think of a blueprint that built your house, and then it was built according to spec, and it was modified by a builder. There is also a neural blueprint. There is a set of instructions, visions, and views. There was an architect that installed the very first version of you that said, "Here's who you are. This is what the world is. This is what you can hope for. This is what you need to be afraid of."

And a lot of times they didn't even say that to you. If you come from a good family, a lot of times that's just what your family of origin carried. If they had a fear about the world they are busy telling you, "Oh, you're powerful. You can do this." However, if they didn't carry that belief themselves, all they transmitted to you is when you grow up and you have kids here's your fears, here's what your limitations and beliefs and hopes and dreams are. And here's what you tell your kids, "You're powerful. You can do this. You can overcome anything." It's just that I can't. And that's another tool. It's called the hidden parenthesis. A lot of times it sits at

the end of what I called programming sentences. When we're really speaking about our deepest truth and we say, "Blah, blah, blah, blah. Yeah, except for me."

So, I'm going to tell you, I'm going to tell my sales team, I'm going to tell my team of paramedics this is the truth. "Yeah, but I wrestle with it. It's really hard for me, or I really can't." But you can. Yeah, there's a huge problem with that. So the "Model of the World" is written as an all capitalized term (MOW) because it's a very specific tool. We will capture what blueprint you carry up here about what you believe. So what we want to calibrate is this your typical arc of normalcy? Meaning, you know who you are. You've got a history. You know it. You think about it. You get mad at parts. You love parts. You are happy. You ignore and push this over there. Put that in the closet. You know what you are good at. You know what you are working on. You haven't given up. You're sitting there reading this manual. You're sitting here today telling yourself, "I'm working on things. I'm going to get better over time and if the planet's easier I'll get better faster. If the planet's mean, I'll hold on or not lose as much as other people."

That's what this is all about. You know what you're worried about. You know what you're not good at. You have boundaries. I like to call them bumper lanes. So think about the gutter balls that kids roll in bowling and you put up the bumper, so they get to roll their ball, and they don't land on the gutter. They always get some pins because the ball rolls down there, and hits the pins. We have bumper lanes. We like to fill in the gutters of our lives. We like to not fall into a hole, and we might do that by limiting the thought, limiting a feeling, limiting a belief, a hope, a dream, enhancing our fears, avoiding our fears. Don't go near the bumper lane. Don't go to the edge. There's something waiting for us. So we'll travel in the money we believe we should have. We will travel in the love we believe we should have. We will travel in the happiness and joy. And we will travel not close to the edge where pain exists, and fear exists and things that we've learned when we thought earlier in life we could have more and then life said, "Oh, hold it. Sorry, you can't have that."

We travel within the boundaries. We'll try. We'll try really hard up to a point. We know danger. We know fear. We know risk. We know when to be cautious. Cautious is contextual. My strength versus a villain that's on the other side of the table from me and is it my boss? Is it a family member? Is it a friend? Is it a client I'm trying to sell? We know how much risk we will take. We know how much caution. We believe a certain amount about our future and not only do we believe that amount, we worry about the future a lot, because we've learned in our past that sometimes we're trucking along, and everything is good and then all of a sudden, it's not good.

So, we must worry about those even when things are good. We worry a lot about the not good coming. We try to do what we can, again, within the boundaries, and again, this is a very important sentence, if you don't understand this, think about this. You are trying to do what you can within the boundaries of what you can't. Who says can and can't? That's listed as a capability in this section. Who says I can or I can't? And not only do we know that changes over time. We can impact. Maybe we go get some more education. Maybe we go get some more training. Maybe we go get a good mentor to help us expand our boundaries a bit, and then a lot of times it's the planet really messing us up. They'll hurt a loved one. They'll hurt a moment. They'll take something from us, and when that happens then we will react to it and we've learned we can't go past this. So within the boundaries of what we can't, we will believe what we can.

Now, let me ask you guys this: is this your life? Do you believe that this is everyone's life? That you know and

work with and attempt to create reality about? On a scale of 1 to 10?

What if I told you that you are absolutely right? You are correct. That is normal. That is the truth. That is a belief. What if I told you that this is absolutely false and not true and not real? What if it was false?

Most people believe that past job performance is the best predictor of future job performance. Would you agree? That's why we look at resumes and say, "What did you do in your last job?"

I am going to tell you, it's only if you continue to act, believe, think, feel, and focus the way you did in your last job and because people don't know how to change that or change that very much, again, think, feel, focus, believe, act. You are traveling in this lane. What if none of this is true? What if there's a complete other basis for this? And what if as much as or as little as you want can change? You can change a little bit about this. You can change a lot about this. You can radically change this. You can do this relatively quickly. You have this. When you have to change, say something bad happens, your child is threatened, your spouse is threatened, your possessions are threatened because a planet hits us with 2001 or 2008 like, "Okay, everything I believed about real estate, yeah, I'm going to change that now. Because I knew that in 2007. I just never thought that would happen to me."

And so, the planet will interact with you and force a radical change. But what if you had to do this? What if you choose to do this? And what if it was easy? What if I told you that? Yeah, now, you got something fun to contemplate and ponder.

What is The Inevitable You® ?

System... *based on you, centered on you....*

Cutting edge theory blended with the best of traditional (that is still real – MUCH of traditional is not – and most of your professionals don't/ won't know that)

Tools-based...

Blending the best of old and new technology...

You design YOU...

- to be who you want to be...
- to do ...
- to think...
- to anything...
- and it takes as long as “loading software”

Neural "software"...

- 3 lbs hard drive
- Operating system

Upgrade you? or... Install new software?

-But how do I print???

What is The Inevitable You®? First of all, it's a system based on you. It's centered on you; it's about you. None of my staff is labeled Bill Sumner because I think there's some great authors, there's some great speakers out there, there's some brilliant women, brilliant men out there. But when you put your name on it, when you're dead and gone and your information is going to slowly die out because it's not world wisdom. It's not the experience of the people that you're serving. It's now your name.

So I was very conscious. It's not about me. I'm already inevitable. I've already got my hopes, my fears, and my dreams. I've got my villains and my demons. Some of them are bigger than yours. Some of them are smaller than yours. There are some things I do better. There are some things I do worse than you. There are some things you do better than others; that you do better than me. The big thing about, "Oh, well, I could never be Michael Jordan so why would I believe in this?" Well, guess what? Michael Jordan would suck at being you. He would not be a good you. So the question becomes if I want to be me, if I want to be the inevitable me, centered on me, that's what this is about. It's cutting edge. It's cutting edge theory.

There is a science behind this. It's blended with traditional because much of traditional is real, still works, however, much of traditional doesn't work. The problem is that most of the professionals you work with don't know that. And again, I'm not a conspiracy theorist. It's just how the nature of humanity works. If I went to school and got my masters 30 years ago and I've been very successful at it, it's very hard for me to throw everything out the window and say, "That doesn't work." It's a rare individual that can constantly go back, look at their sacred cows, look at what they believe to be true and not true and go, "Oh, my gosh. Something's changed. There's a new science theory out. When am I going to begin to explore that? When am I going to begin to adopt it? When am I going to begin to teach and believe it and look at what I've been doing for the last 10, 20, 30 years? That's not really true.

Now, in physical science, think about this. You can have a stroke and lose your speech. Now, 20 years ago, when you stroked out and lost speech what do they tell you? You are kind of screwed because that's one part of your brain that's now gone. You can't speak and then the occasional person that somehow does, "Oh, that's a miracle. We don't know how that happens because it can't, but it did." But, we're moving along because you can't. There had to be a set of professionals that said, "Oh, wait, you know what, the brain is very plastic. That's called neural plasticity or neural elasticity, and we can transfer the speech, you just have to know how to do that.

And so now because it's a hard fact - people believe that. But when we are in the mind, when we are in this intangible, can't see TBI, can't see, what they call PTSD, can't see potentiality in genius. Is it real? Well, I don't know, because I know it's real because I've calibrated the arc of my life. I know what I can do. And so, to know

what's not, to know it as a tool, to blend the best of new and old, and now to say, "I want to redesign, who I want to be, what I'm going to do, what thoughts I'm going to have, that I can do anything." And realize that it's as easy as if you took a very old computer, and let's say this old computer had a good, still-working, hard drive. The problem and the metaphor are that when you look at a PC from 1998, its got speed and RAM and hertz and hard drive of a gnat. And then a smartphone you need like 100 old computers in '98 networked, and it doesn't even hit one of your apps in your smartphone, you are carrying, so much genius around in your smartphone.

But if the hard drive was unlimited, and all I had to do is say, "I've been running Windows 98 for so long why don't I run Windows 10? I finally decided I'm going to upgrade my computer." It wouldn't take you weeks and weeks and weeks, laying on the therapist's couch saying, "There's a problem with my computer." You load the new software. It will give you the training. Your screenshots are different. The toolbars are different. There are tools that you don't know. What's that tool? Well, it's in Windows 10, and Windows 98 could not do it.

So when we look at how fast this is, you have this little three-pound hard drive and an operating system. So, to upgrade you, to install this new software there's a tool that's called the print button. And this is like many of my tools. This is a true story. This comes from my personal life or it comes from my client. Part of the reason when I use computer metaphors when you think about it, when they started to build computers back in the '40s they were designed to mimic or imitate or assist/replace the human brain. So they mimic the human mind. So these two guys, Grinder and Bandler when NLP was discovered and promulgated in the late '70s, they kind of like decide "Well, why don't we reverse engineer a computer, and get a more ideal perspective of how brain and the mind should work?" And so when you reverse engineer a computer, you actually get an almost exact, if not exact, representation of what is really going on in the mind.

So when I talk about Windows 98 and then XP as this workhorse, there's still people...nobody runs 98 anymore, but there's still people running an XP because from XP you went to Vista 7, 8, 10. Now, Vista was the worst, so Microsoft realized the mistake and came out with Windows 7 relatively quickly. But Windows 7 wasn't what was on the drawing board for what was going to be for Windows 7. Windows 7 was really a massive fix for Vista.

I took a long time to do Vista. I did it almost at the tail end. If I waited a number of months, I would have got 7, but Vista messed me up. I wanted 7 bad. I knew what was going on. Well, when the tech came out and loaded Windows 7 there's this giant image that appears and says "Print." Now, you would think if you press on print button that it would print. So next day I have a very important document and I hit print and it didn't print. So, it's like an elevator so I'll just keep hitting the button, so it'll change its mind, and it's going to print, and it didn't print. And I'm not the type to call to tech right back after everything, so I did a little Google. I did a little YouTube. I spent like an hour and a half. I couldn't figure it out, and I really needed this document. I'm running out of time, called the tech. Dialed him on my PC.

He opened up the screen, opened up another screen, opened up a third screen he goes, "Oh, that box needs to be checked. It should be checked, and it's in the third layer. You'll never do this again, and I apologize, I should have done that on the install." And thereafter, my PC always printed. So when you think about if you get a neural software tool or you go do a self-growth, self-help personal transformation, author, seminar, experience, when you go to use it, if it's the next day and there's problem, or it's the next day and you're not

familiar. See, Windows 98 while it might be outdated and not as functional with Facebook, with QuickBooks, with match.com, with Instagram, with all these different software's that we use in our life, but we've used 98 for a long time and it really, really works. It's very reliable. I don't have any issues with it.

And I go to print because I took a flyer, and I was going to do what this new author, this new speaker told me to do. And I went to print, and I really needed this report. If it's the first day after you're going to say, "This stuff doesn't work for me. I get that other people can use it. It just doesn't work for me." You'll go back to 98, and you'll be even more doubly reluctant to try something new down the road, and you're going to really, really do it in a non-risk, low-caution environment, and that's how the mind works.

What is “software”? What is data?

tools....tools....TOOLS!

I watch other speakers "intervene" and "fix"

Me?

I want YOU to know...

To fix...

To teach!

So you get "tools" and metaphors and archetypes and stories and old country bromides...

...wrapped up in a named "tool"

"The Hard Drive"



"the Software"

Handwritten mathematical notes covering various topics:

- Probability:** $P(X \in A) = \int_A f(x) dx$, $P(Y \in B) = \int_B g(y) dy$, $P(X \in A, Y \in B) = \int \int_{A \times B} f(x)g(y) dx dy$. Includes binomial distribution $P(X=k) = \binom{n}{k} p^k (1-p)^{n-k}$.
- Calculus:** $\frac{d}{dx} \ln(x) = \frac{1}{x}$, $\frac{d}{dx} e^x = e^x$, $\frac{d}{dx} \ln(x^2) = \frac{2x}{x^2} = \frac{2}{x}$. Includes integration by parts and substitution.
- Series:** $\sum_{k=0}^{\infty} x^k = \frac{1}{1-x}$ for $|x| < 1$. Includes Taylor series for e^x and $\ln(x)$.
- Geometry:** Area of a circle $A = \pi r^2$, circumference $C = 2\pi r$. Includes volume of a cylinder $V = \pi r^2 h$.
- Algebra:** Quadratic formula $x = \frac{-b \pm \sqrt{b^2 - 4ac}}{2a}$. Includes factoring and solving systems of equations.

Questions...

Commands...

Calculations...

Mutterings...

Context...

equals

Believe...

Fears...

Dreams...

equals

Think...

Feel...

Say...

Do...

and... Don't do...

and then we tell a story as to what's going on...

We really need to understand what software is, in the context that I'm calling this "neural software".

So, what is it? Its tools, tools, tools, tools! These tools are not just going to tell you stuff that you can't use. They don't have a 25-cent multiple-syllabic word behind them, that doesn't make any sense. I put them all in common sense archetypes and metaphors that are easy to use, understand and explain. If you read something in this manual and it doesn't make sense, I encourage you to challenge me and ask me about it. I have worked very hard to ensure that anybody can use this system. If you like the system or like parts of the system, I want you to go back and teach it to people that you care about.

I've watched other speakers work onstage. I've been to the many of the same seminars, and read the same books that say they "intervene" and they "fix" and blah, blah, blah, blah and you're like, "Oh, my gosh, they're geniuses. Look how well they did that and how awesome that was." The problem is, when I work with you, when I work with clients, I want you to know what's going on, how to do it. I am a hypnotherapist. I am a master hypnotherapist. I very rarely use it though because if I hypnotize you and I go into your subconscious and I fix a broken link, a broken...so remember, I said you're not broken, I said there's things around you that's broken but it isn't you. So, if it's a sentence in your subconscious and I fix that, as long as that sentence doesn't break again...and by the way, even when I fix it, will it never ever, ever and ever, ever break again? Or is it likely that it might break given the right context and circumstances?

If I don't teach you how to fix it yourself, if you walk out tomorrow and the sentence breaks, and you go, "He's terrible. I've spent money. It lasted a day." If it doesn't break for four years you're going to go, "He's genius. Like I had this problem and it was fixed and it didn't plague me for four days, or excuse me, for four years." And so when you go back and say, "I want you to know how to fix this," then to fix it and to teach it is really, really important. So, in this system you're going to get tools, you're going to get metaphors, you're going to get archetypes, you're going to get a handful of these tools from my old daddy telling me, "You know son, this is what they said when I was growing up." And a lot of that stuff is still true. A lot of it isn't, but a lot of it is, and a lot of times it'll be wrapped up in a thing called a tool.

Now, I want to emphasize there's this thing called a hard drive. It's two and a half pounds, three pounds, fat, a

lot of water, little micro electricity, not much else there, a couple of minerals, a couple of other things, but not much, very, very powerful, very, very unlimited. That hard drive has, whether you're in the argument of we only use 10% of our brains etc., etc., the point is we've got a long, long way to go before the hard drive is tapped out. We are not close to that.

Now, if you're a big Mac fan and you can't stand all these Windows analogies, I apologize. I tried to use a Mac in 1996, and it was torture! Plus, corporate America was mostly Windows based for many, many years. But all computers are generally the same. They all have the hard drive and the software.

Now, most of you could not go into the lines of code in your computer, just as many of you cannot go into your mind and diagnose critical linkages or critical things that are broken. But it makes sense that what's going on in the software...I've already told you you've got power questions, and those are at the pattern level, big drivers. But all the questions that sit around, the, should I? Shouldn't I? What if I did? What if I don't? But then there's this, and I'm not sure about that. Then there's a command, well I should. I'm good, and I have to, and I will, and I must, but, they had...then you go back and take the command away. You're running calculations. I like to call it muttering, and again depending on if it's in the mirror and you're shaving or putting on your makeup or a driving your car and people are listening, you're muttering. Even if you're muttering to yourself, it's muttering in your mind. And there's a context to it.

What set of equations for you equal what you believe in? What are you afraid of and what do you believe you can dream and what dreams are real? And what that now equals is, what I think, what I feel, what I say, what I do, and again, very, very importantly it was contained, embedded in the limitations of what I can't. What I absolutely don't do; won't do; will never do; will do if I have to - if the planet holds the gun to my head or someone I love. I always like to ironically joke, not how to joke, somebody says, "Well, you need \$30,000 for this." "Well, I can't do \$30,000." And then tomorrow someone you love their life is threatened and you got 2 months to get \$30,000 and you can't rob a bank. You can go out and make \$30,000 if you wanted to, or even if you didn't you're going to make \$22,000 or \$23,000 and most likely if you really care about this person and their life is really on the line, not only will you make a \$30,000, you're going to make \$40,000 and it won't take 2 months, maybe...it'll take 6 weeks.

We tap into these capacities and potentialities when we have to. The question is can we tap into them at request and on design. And now when we have the what I think feel, feel, say, believe, do, blah, blah, blah, blah, and now what we have is stories to what we can and can't do, what we believe in and what's not...

What is NLP (Neural Linguistic Programming)?

- What happens to you in difficult times and the best of times are a result of your neural programs, not a result of the difficult times, and NOT a result of you, your abilities, or any other “you” issue.
- Family-of-Origin (FoO) programs form our most basic foundations. Modified by life experiences and intention, they can be overcome, but to transform them, you must use a different tool set.
- The reasons why most don't or can't change, lie in faulty, outdated beliefs. And by the way, many professionals still hold these beliefs, too.
- Deep programs that cause the most damage rarely reveal themselves. When uncovered for what they are and why they are, they truly become the Wizard behind the curtain. Working on any other program, virtually guarantees a defeat at what you desire.
- Change this program, and everything changes!
- Understand the “system” – use the system – you are anyway!
- (it is not something “extra” to do... You are going to use virtually the same “tools”, just the flip side of them!)

Summary:

Neural linguistic programming is a science that's been around for 40 years. Most people believe the reasons why they can or cannot are a result of who they are, their abilities, or any other “you” issue. They believe that there's this element of “you” in it. The family of origin is the foundation; the collection of reasons for why they can or they can't lies in old software. It worked back in 1985: it's 2015 and now we know more and we can do more. If we can take out of your DNA what you had when you were four years old, that emotional, that spiritual, that logical, that just overwhelming drive; the unyielding “I want, I want, I want, I want,” even if the face of your parents', “Yeah, I get it, now shut the hell up, Christmas is still 6 months away.” If you could take that energy and drive and apply it to a sales problem or a leadership problem, you'd be epic. You have it in you, it's just that you've learned that if you ever did that at work, you may get some mixed reactions. People often say, “Bill, do you really expect me to go to work on Monday and tell my boss or my team, I want, I want, I want, I want?” Yes. That's exactly what I'm telling you. I'd certainly take the energy in. Now you may not act exactly like that, but you also may act like that. Because people said, “Bill, do you really act like that with clients? Or do you really do this with companies?” Yes, I do. I'll go into the boardroom and act this way. I'll challenge them. If there's a board member that needs more pain, I'll give them more pain. I'm not shy at what the sacred responsibility that I have to do entails. If I'm busy trying to get everybody to like me, then I'll do the lowest common denominator and I'll dose a little bit of pain and it didn't work because they are frowning at me. So I'll make it more theoretical and I'll take the emotion out of it. You know how to do that? You do that today unconsciously. I don't do that. I give more conscious and say, “I have to understand and diagnose the software.”

Deep programs are the ones causing the real damage. This is so important. Very rarely do they reveal themselves, and if they do reveal themselves, then you've already changed them. Is there any problem that, once you knew it was problem, you didn't find a solution? And if you've got a problem and you can't find the solution, I'll guarantee you, you haven't found the problem yet. You think you've got the problem, but you don't and you are going to see **that act it's way up**. When you change the software, everything changes. I want you

to understand the system and to learn how use the system, because you are using it anyway. I generally do this little trick. I'll say, "Raise your hands if you are a neural linguistic programmer today." No. Was that a question? Or did I tell you, "Raise your hands if you are." You are all neural programmers. You have all been programmed by the age of five. You also do modifications if you have children, nieces and nephews, friends, people you care about. You are busy trying to program them.

The challenge for most growth theories

We are constantly modifying what's in place... meaning...

...the "old house trailer" is always there.

Change is HARD.

Change is INCREMENTAL.

We want more... and we don't understand why we don't act that way.

...does the fat person want to be thin?

...ALL diets work; we don't follow them.

The Inevitable You®

R ≠ real.

**Your "label"... your "diagnosis"
Equals certainty that you know you... ≠ real.**

Data is real.... software is not.

"Structure" is EVERYTHING.

Change is NEVER incremental.

"in the 10"

You CAN NEVER deinstall Windows '61.

OSOTR / NSOTR

Now... you won't necessarily understand this all now...

but I am planting seeds...

AND... when you are in a quandary... ever...

come back and review these sentences!

What is the challenge for most of these theories that I'm against? First of all, it's constantly modifying what's in place. What does that mean? I call this the old house trailer. Whether you grew up on a trailer or a double-wide nice little three-bedroom in the suburbs, even a big mansion. Whatever you came from, you have this place you grew up, and that's the basis of who you are, and you can put as much lipstick and as much window dressing and legitimate. I'm not even making fun because sometimes it's disingenuous window dressing we put on because we can't stand it. And sometimes it's real window dressing. We're working hard

to want more. It's always modifying what's in place.

And so, we'll say things like, "Change is hard." Why? Because that old house trailer, even if it's all way down in the basement, we built a mansion over. We know that house trailer is down there. We hope that people don't discover that about us.

Change is incremental. What that means is, I'm here and then I can incrementally get here, and can I get increment... change is incremental. We want more, and we don't understand why we don't act that way. We say that we want to lose weight and we want to be thin, well, all diets work. There's not a diet on the planet that doesn't work. Even if it's the cayenne pepper, lemon juice diet if you follow it, you will lose weight. The question is, when do you stop following? When do you give up? When do you say, "I can't," and tell the story about why you are who you are. We want more, and we don't know why we don't act that way.

Well, what's different about this system? First of all, reality's not real. And you'll hear me mention that a number of times. Reality is only connected to the sentence that you call real. If you change the sentence then reality changes. So, there's nothing real about your label, your diagnosis, it's not real. And again you professionals, you would argue, again, it's great to sit here and watch a video. It's great here to theorize, "Okay, what does this mean? Interesting. Okay, that thinking lacking and yeah, but..." And then go back into my life and now I've got this financial challenge. I got this health challenge. I got this relationship challenge, well, now, that's real stuff. There it's certainly none of this not real stuff.

Data is real. Software is not real. So, data, this happened to me in 1985. The data that goes into the system is real. But every time you upgrade the software new conclusions are drawn. New truth is built into the equations, the fears, the challenges, potentiality. So what it means, what the experience is, how you're going to see, think, feel, act, believe, depends on the software. So, the software is not real, it's how it's structured. The structure of this is everything. Change is never ever incremental. It's not incremental, it's binary. I either start doing something I want to do, or I stop doing something I don't want to do. That's it.

Now, all the other junk that leads into it and all the other junks that leads out of it you can bobble back and forth. Quit, don't quit, quit, don't quit, start, stop, start, stop. That's not the change moment. There's an inflection point where you stop doing something that no longer has value to you for whatever reason or you start doing something of new value to you. That's all change is. All this people hate change, no, no, no, none of that's true. People love change. Now, they love the change they love. They don't like to change they don't because if someone stops something for you that you like or someone starts something for you that you don't like, you'll say that you hate change. So businesses think this, and people will say this, and it's simply not true.

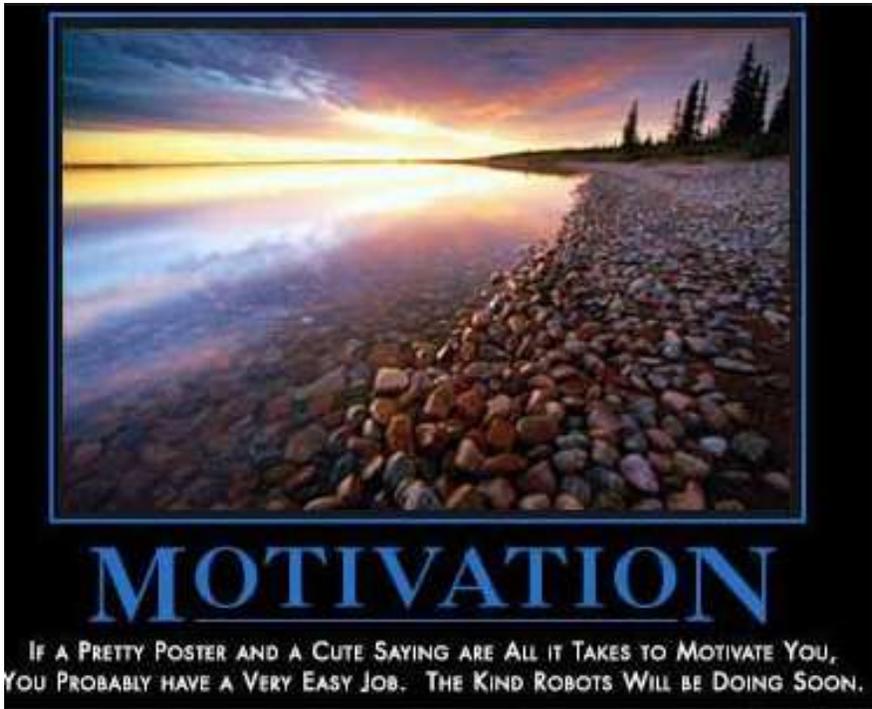
It's the context, and if you know how to write software that makes the context different then the change is different. In the 10 is a tool and this talks about 90% of life is easy, and mundane, and passable, and enjoyable, and boring. Ten percent of life is stress, and intensity, and anxiety, but that's also where all our growth is, all our wisdom is, so a lot of times when you're trying to explain change or explain why you can or cannot. Why do I go from Windows 7 back to Windows 98 because the print button doesn't work? It's going to be because I really needed that report. I got embarrassed because I couldn't print it. Everybody thought I was dumb ass

because yesterday I could print and, yesterday I was above average. I just was running Windows 98.

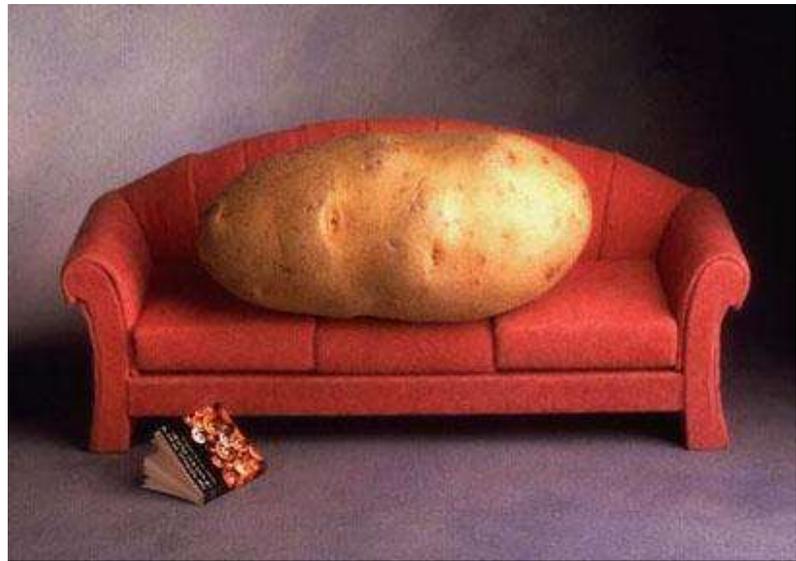
So now that I can't, but I do, but I don't, you run into these sentences that say, "Yeah, in the 10, I'll believe and so I said if I calibrate it up to a 9, I believe in the law of attraction at a 9. I believe in the power of the individual at a nine." Yeah, you're really going to run in, and we actually have something we'll cover called the antibiotic tool later that will really sink in that like, "I need to choose what I believe is a 10 and how do I make it to?" You can never de-install Windows 61. Old songs on the radio, new songs on the radio. When you're in a quandary you can't print. Tomorrow, a month from now, six months from now, come back and look at these slides, and at these summaries.

This is NOT...

Motivation:



And my FAVORITE:



It is NOT:

Therapy:



Or, if I had a nickel for every time someone sent THIS to me:

"does a drill sergeant make a good therapist?"



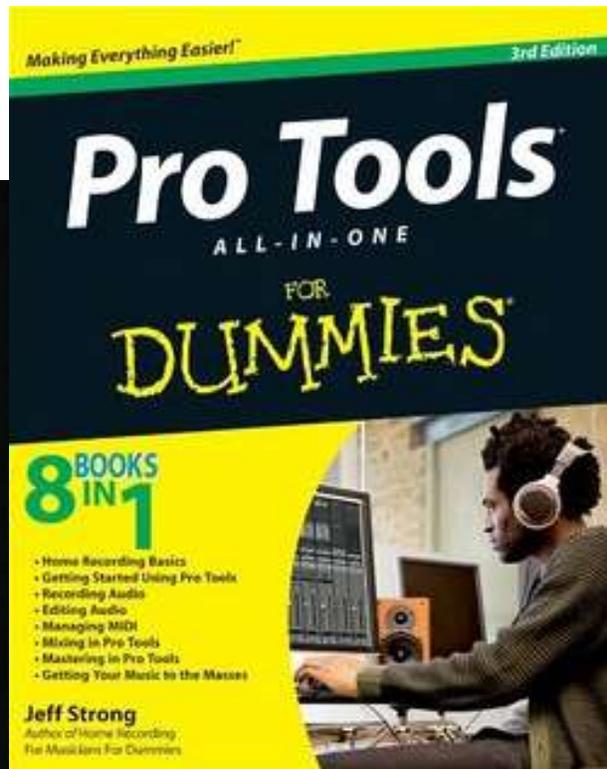
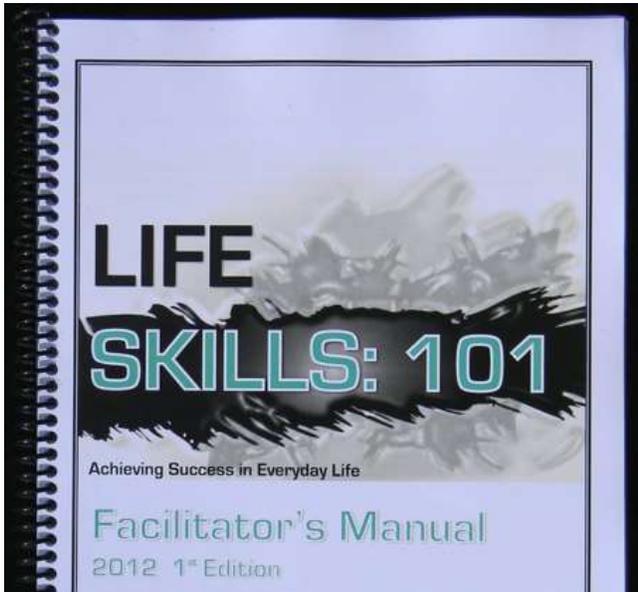
What it is STILL NOT:

Rah-Rah cheerleading,

"come on, you CAN DO IT"

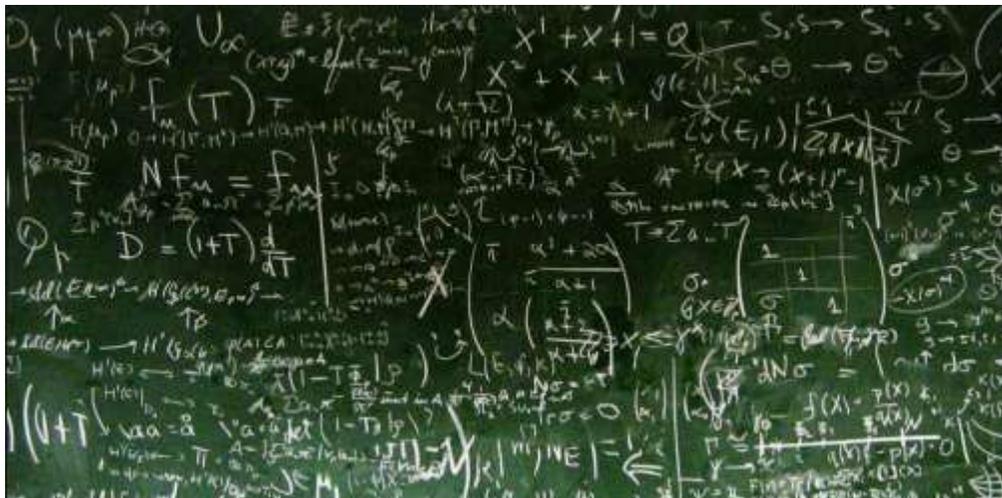


It is not just: **Tools 101**



HERE IS WHAT IT IS:

A science:



The study of success is well known:



You most likely have ALL the puzzle pieces....

What "box top" are you using?

So... What will you do about it? (studies show that most cannot...)

Which begs the question "why?"



This is not motivation. As I ironically joke, there's no humans on the planet that are unmotivated. I always have somebody who says, "Well, you haven't met my teenager yet." So, I explain that teenagers are very motivated to please their peers. They're just not motivated to please their parents. What are you motivated for?

Most people would say that a couch potato lacks motivation. The truth is, they're some of the most motivated individuals you've ever met. You know what their motivation is? "If I get off this couch I'm screwed. My life is already miserable. If I get off this couch...as much as I hate this bag of potato chips, as much as I hate this stupid TV rerun that I'm watching, I can't get off this couch. I'm motivated to stay here." Couch potatoes are some of the most motivated people.

It's not therapy. I'm not turning you into therapists, and you're not here to talk about your crap. You're here to understand the sentences that created your crap. The questions that you were asked as to why the crap is real or not real and you change it.

As I joke, if I had a nickel for every time someone sent the Geico commercial about, "*does a drill sergeant make a good therapist?*" (because of my ex-military background, it came to me a lot), I could probably do a \$30 dinner with you. And, yeah, it's not about that.

It's still not cheerleading. How much of leadership management growth technologies are just mere cheerleading. "Come on, you can do it. I believe in you. You use these sales tools, follow the training, do this and you'll get the outcome. You can do it." Yeah, it's not cheerleading. It's not rooting people on in times of stress. In the 10 when the stuff really breaks down, that's when we really want to cheerlead and hold and hug and love and really root for people.

I have already said that it's tools, and it goes beyond just Tools 101. It is a science. When you ask me in this program, "Bill, why do I do this? Why do I think this? Why do I feel this? Why can't I? Why don't I, think, feel, do?" There's a science to this. Most people think that humans are messy and intangible and mysterious. My education and experience have taught me the opposite. Humans are amazingly precise, linear, logical, acting, thinking, feeling, doing, creatures.

This is a science. The study of success is very well known. We know why people do what they do. We know why others don't do it. The question and challenge is, "Yeah, but you don't know me. I am a hot mess, or I am above average, or I have this bumper lane I move in, and I can do this to a point, I won't do that." You have all the puzzle pieces, or most likely you do. It's very rare that somebody doesn't have the answer, when I ask the right question.

The number one thing I hear all the time is "I never thought of it that way." And when I hear that, that's when I know I'm in the home stretch because when you think of it differently, when we can reframe, put it together, ask a different question, there's a science to this. You have all the puzzle pieces. You just don't have the right box tops to think differently. If I was the puzzle pieces and let's say the pieces could actually kind of move around, they fit together differently. If I'm trying to design this box top and it's my family of origin box top or what Windows 98 said I do or to any of these old bumper lanes that I believed even when you're really, really, really above average and really, really good at being you. To say I'm going to be different and exited and all of that, yeah, no. So, what are you going to do about this?

Well, studies show that most can't do anything because the speaker did it, because the author did it, this is how, again, bless the people that are out there motivating and cheerleading and inspiring people. But 9 times out of 10, when I go into my corporate clients, last year there was "the guy that chewed his arm off to save his life, you could chew your arm off to save your life," and then there's the, "fighter pilot in the Gulf" or "the ship captain" or "the Navy Seal or Army Ranger that did this or that," and I tear up when I hear their story of what they did, but are you going to tear up tomorrow and go do this sales exercise different? Are you going to go do this conversation with my teenage differently? "I'm not that hero. I'm not that person. I can't do that, even if I said everything and did their formula, won't work for me."

So, a lot of times, I love calling this the "Jenga Log," if you've ever played that game, you're looking for the log and you lose if you pull out the log. The way life is played, if you pull out the right log, guess what? You win. Because this whole tower of illusions, this babbling BS that people have taught you is not true.

NLP is...



So let's put this into context. Let's really start into the system at the tool base level. So we really need to get you guys deeper in what is neuro-linguistic programming? And why this photo? Why do I pick this photo to start this slide? We've all had these moments in life. You've stood at the blackboard, some teacher busted you, life has busted you, you're divorced, you're Chapter 7, you're pain point, and you stand at the blackboard of life and you write over and over again, "I won't ever think to start again. I won't ever do this again." And maybe you're rebellious. Maybe the pain level is not enough. I have four children. Child number three, you could look at her and do this with your eyebrow. "Oh, daddy, I'm sorry, I've been hiding there." That child number four, yeah, no, I don't spank my kids. But if I did, you know, I could beat that kid until he's black and blue and you get that, "That didn't hurt." You know? So you'll stand at the blackboard of life, your life, and you'll write these sentences over and over again.

Now, when you were a kid, did you ever stand at the blackboard of life and write over and over again, "You are awesome, you are gifted, you are extra..." Who told you? Oh, there might have been a time when somebody said, "Oh, yeah, you're really smart or you're really good or you're really above average." Here's how they told you're about average, they gave you a B. "Oh, hey, I'm really above average." We did "graded". How much of what's important in the 10, we spent days and days and days. You know, when you're four years old you go to first grade and when you're four you're just this missile of desire. You're just absolutely, "I want, I want, I want. Okay, I'm bored with that. I want, I want, I want. Maybe, I want, I want, I want..." and then you go back. You constantly want anything. You have to go to first grade, get to, "Sit down, shut up, look like the other kids, color within the lines. I'll give you an A." Hey, there's the bumper lane.

So how often were you at the blackboard of life writing a great sentence and because we have to look at the

balance or the tipping point because there's actually occasionally some people, not necessarily at a blackboard but in the metaphor, they're like, "No, my parents, really told me a lot that I was special." Well, now, we have to balance it out with how many times does the planet and the world around you tell you, "Yeah, yeah, you're not really special," because the planet is busy doing that too.

In short:

Habitual sentences, where do they come from?

Why are THEY true... vs. another one?

Do you not know that by saying them over and over again, they become true, they remain true?

The Science:

What you say (think).....

And the words have meaning(s)

What you then **emotionalize**.....

IS. YOUR. REALITY.

I can...
I can't...
I will...
I won't...
But...
If...
Then again...
Maybe...
Never...

Why think that?
That will never happen for me.
Who do I think I am.
Why does this always happen?

v.

I am going to think THIS.
I know THAT.
This will...
Not yet, but it will...
I will find a way...
I am the woman/ the man to...
No matter what...

So we look at these habitual sentences that we write over and over again. Where did they come from? Why are they true? Why isn't another one true? I can versus I can't. Why, why can't I? I went to this course. I read this book. I did this thing. Why, why isn't that true? Because you're busy after you say one truth and I can, I can, I can. Guess what the next, you know, 300 sentences are after that, particularly if you can't find the print button. "I can't, I can't, I can't, what was I thinking? I was just so stuck. I'm so disappointed in myself. But I thought I could." Or you'll be very careful and go, "Okay, there's a breakpoint here, there's a boundary here. I'll get increment. I got a little out of this course. I can away a little better so I'm doing a little better problem solving." But I'm not. You know, why are they true? And do you not know that the only reason why they're true and they remain true is because you keep saying them.

When you stop saying them, the real question now becomes, "Well, okay, so what do you start saying?" And there's the inflection point - do I start saying a new habitual sentences that, "I'm...I can, I can, I can, I will, I will, I will, I must, I must?" You know what am I saying? So the science of it is what you say and think and the words have meanings, and what you are emotionalizing - that's what is real. That's your truth. That's reality. So all these sentences, "I can, I can, I will, I won't, but..." you know, and then, you know, Bill I'm a little more sophisticated that I got, you know, "Why would I think that? or "This will never happen for me." or "Who do I think I am?" or "Why does this always happen this way?" Versus, what if these were the new sentences: "I'm going to think this. I know that I will find a way. I'm going to make that. No, it hasn't happened yet but it's going to."

When life gives you a pain point it might change it for you, but to do this on positive design, choice based, desire based side, to open those doors that have been hidden for a while, you know, that now becomes the work, so you say, "Fine, okay." Are you going to go out tomorrow and change your sentences? Because also I'm saying if a meteor came through right now, hit me, and here I am, you guys are, "Wow that was weird." You go away and you know nothing else about it today, the video is over for you. Are you going to go change your sentences tomorrow? And if you did and you just sat at the blackboard of life and rewrote these sentences and habitually said them over and over again, they would become true.

OK, fine you say...

So will you change your speech tomorrow?

No... Often not, because YOU DON'T BELIEVE.

EVERYTHING... ALL... IS... self-fulfilling, yes?

SO HOW DO YOU CHANGE "BELIEVE?"

- Many say, evidence...
- Some say, "fake it/ make it"
- LOA says, "*ask/ believe/ receive*" (or **act inspired**) but isn't that a "do loop" because you have to believe to receive? You are back to square one.

**The is only one way to easily,
consistently, and powerfully
CHANGE A BELIEF**

Put the emotion in your body you would havewhen the belief is true.

- It feels true.
- It engages the "right" brain chemistry.
- It is addictive.

The only caveat is that you must repeat, repeat, repeat....

(oh, like you already do now with the negative speech.)

So the problem is, "But I don't believe that's my truth." So the real equation, remember, I said you always have to find the real question: how do you change what you believe in? There's a lot of ways. Would you say evidence changes? Evidence doesn't change belief. What about "Fake it, make it"? That doesn't change beliefs. What about the Law of attraction or the ask/believe? That doesn't change beliefs. When you look at it, if you understand the law of attraction, believe is the second step. Ask for what you want, believe in it. Well, you don't believe, so even if you ask and you don't believe, guess what, it's not going to work for you. So even if you sit there and work, and manifest and really, really, really concentrate all your energies on, if you're doing it in Windows 98 which already has an inherent set of equations that you can't, you won't, it's not, here's the bumper lane, don't go beyond, you're going to self-impose and follow those limits even when you stumble on fortune on the other side of your bumper lane.

So in other literature, perhaps you've heard that in wealth we have a thermostat. If your thermostat is at 50 or 100 or 150, and you go below it, you'll scramble to get back above it. But we also have an upper limit too. If you're 50 to a 100 and all of sudden you make a 125, are you going to change your thermostat's upper limit to a 100 or 150? Or will you say, "Oh, man, I got lucky man. I better be careful, because now, all of a sudden, people are going to expect that I have to make 125," and you'll fall back down. You'll sabotage. You'll stop making calls; you won't turn reports in on time. You do behaviors that mess you up so that you do not have to produce above your thermostat.

So, we're still stuck in this loop, this question: how do we believe something that we don't do? And for those of you that, like, don't, like, love, don't love "The Secret," there's nine things wrong with it, in my opinion, and there's a lot right with it. There is one brilliant sentence and this is the one sentence of all you remember out of today. This is the one sentence, "Put the emotion in your body you would have when the belief is true." So if you're manifesting something good for yourself, I want this love, I want this happiness, I want this health, I want this money, I want this state of being, this power, there's going to be an emotion that's associated with it. If you put that emotion in your body, that is what wires the hard drive to believe.

And again, here's the flip, remember, I said everything flips. For people who say, "Well, how can I put a positive emotion in my body for something that I don't believe?" Just...is one of the reasons why fake it, make it doesn't work because if you fake it, but you don't have the emotion with it, you're trying to mind trick the system and go back to, "Fake it, but I don't believe it," well, now you've got two problems. Not only is the thing you're faking not true, but now, you're a liar too, and you have an emotion attached to being a liar. And so that's counteractively wiring the hard drive against you, even though you're sitting there going, "I can, I can, I can, I will, I will, I believe, I believe, I believe," you don't, you don't believe.

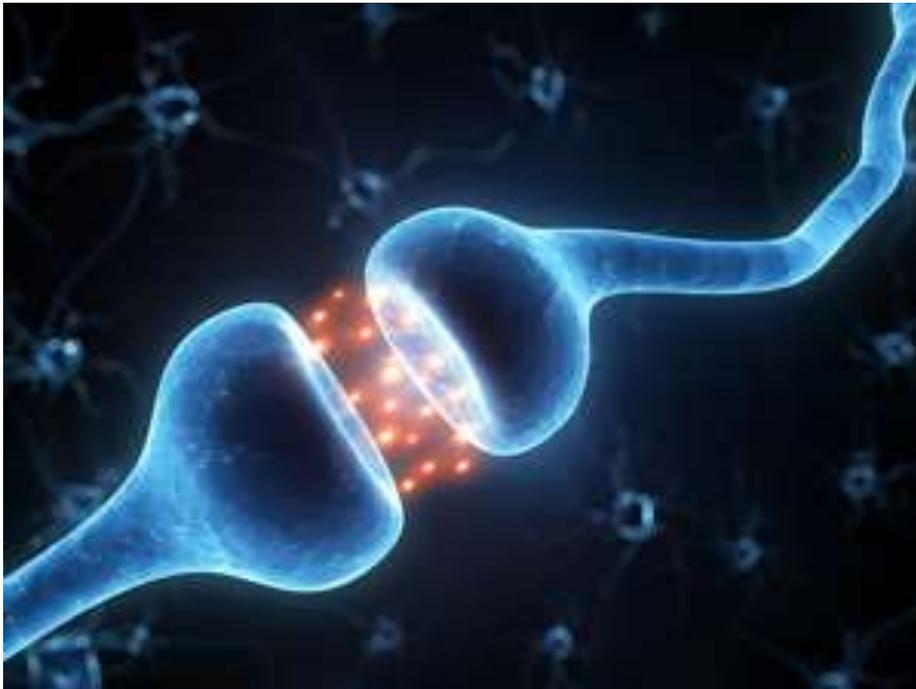
So how do you put an emotion in your body for something that's not true? Here's how everybody does it. Have you ever put anxiety in your body for something that never came true? Yeah. We're really good on the negative side of this. If you want to be depressed, if you want to be anxious, if you want to be worried, if you want to be sad, I'm going to give you a big tool here in today's presentation, in this video, as to why you would do that. There's a science. There's a logic. There's a pure pristine logic. Why will I ever put anxiety in my body for something that never comes true? I'm going to explain that to you today. For the point of this slide though, here's the truth. You put negative emotions in your body all the time for a crap that never happens. You're good at putting emotion in your body for things that aren't true, you just have to do it on the positive and not just...and do you do put like a little anxiety in your body or do you put a lot of anxiety in your body generally? And it's going to be corresponding to the risk and caution equations of what might happen, what you might lose, what danger are you in if I don't believe, act the way that I say I want, that's why these becomes software equations.

So when you change the sentence and you say "I will" and then, "Oh, my god, what have I done?" Now, all of a sudden, the emotion is going to reach into that hard drive and begin rerunning the old program attached to, "Yeah, I better not get too cocky. I better not get too high." I'm going to modify my request where you're worried about the bottom falling out of your world. You get really, really anxious, really, really worried, really, really uncertain. And look, and the worst never happen. When people come in all the time, you know, "What are you afraid of?" "Oh, I'm afraid of failing." "What? What have you ever failed then?" They've had like two failures. "Well, I didn't get the captain of this team and I lost the lead in the play, and so now my life, I'm really, really, really good at not failing." So if that becomes a structured response because there's a huge difference between, "I'm a winner and I focus on winning" and "I focus on not failing and not losing." You get the same results, so it looks the same. That's why I said this is huge that we understand this is a structure, a structural problem, a logic problem. It's not an emotion problem. It's not a deficit problem. It's not a something wrong with me problem. It's attached to the command and sequences. Put the emotion in your body.

REPEAT: What is NLP?

It is a pattern of sentences/ words/ thoughts that convey a reality and truth at a habitual level.

Reality is ... Neurons and "software"



So if we wanted to go back and really look at this, what's the summary of neuro-linguistic programming? It's a pattern of sentences, words and thoughts, that convey reality and truth at a habitual level. So there it is. There is the hard drive and there is the software. The software is in that little electrical jolt right there. So if you go back, if you were wrestling with the challenge today, if you are living in a bumper lane room, no matter how wide, better, bigger, not big, whatever it is, when you're living in a construct, in a matrix that says, "I can, I can't, I will, I won't, I should, I shouldn't, I can" to this point, not past, that's what it is. That's two little elephant trunks, and go Google and YouTube this, you'll really get excited at how cool neurons look as they're out on YouTube. You can see little elephant trunks, this is an animation, but they're kind of moving and then there's like a little zzt, little lightning bolt goes...that's your memory. That's your dream. That's what you're hoping for in 2018, 2020, 2025, that's what you're afraid of, that's when you were traumatized, and as a kid, there is you absentee bad parenting that your therapist is telling you, "Well, this is who you are because you couldn't help it. It happened to you." No, no, stop running that software. We're going to do the tools today, NLP.

R = f) software

All management 101 courses teach... Four people on four corners...



Truth is less important than people's perception of the Truth... Right?

But doesn't this imply that it is the corner that creates the perception?

What if all four people stood on the same corner?

Truth then shifts to, "It is a function of people's software that processes it"

Summary:

I imagine virtually all of you have been through this metaphor at some part of your life because virtually all beginning management and supervisor courses teach this. There are four people standing on this corner when this crash occurs in the middle of the intersection. Do the four people see what we call the truth or the reality of the accident? No. What do they see? What do we teach that they see? Perception.

Truth is less important than people's perception of truth, right? We all know that, right? There's a really insidious, embedded command in this metaphor. Because what does it imply is creating reality?

We put them on four corners, why? Why wouldn't we put all four of them on the same corner? There are four people standing on one corner. Do they see the truth of the accident? Most people would answer with, "Well, based on that corner they'd all see the same thing, right?" Of course not, but that's not what you think when you experience this metaphor. You think it's the corner creating that. When you think about it, of course it's not the corner. It's still internal to them. One of them is a race car driver, one of them has seven accidents on a driving record, one of them is a very safe driver and has never had an accident, and one of them is very active in "Mothers Against Drunk Driving." Would they see the same truth standing on that corner?

What I'm trying to push at is that truth has now become a function of how people are processing it and we can map this process for each individual. Reality is really a function of the mental software, or the operating system.

Reality ↔ Language: Which is it?



- 1. Does Reality happen,
and one does the best that they can to describe/ react/
interact with it?**

- 2. Or, by consciously choosing your language,
(and the larger the language, the larger the causal impact)
==> one then creates their Reality?**

Why is this so crucial to understand?

Why is this so crucial to BELIEVE?

Here's why thinking about this as software versus reality is so important. This is called a shift in perspective. This is the "reality-language, language-reality" slide. Number one, do you believe this is your life, this is the plan that we're experiencing? Does reality happen? And now we're doing the best that we can to describe it, to observe it, to react with it, to interact with it? That is reality? Or do you believe that by consciously choosing your language (and the larger the language you use, the larger the causal impact to that language) that defines reality?

The "law" of language versus reality. Is that really a law? I've never had anybody argue it or call it a law. Generally, in the introduction or at some point when I'm first working with someone, I make it a point to say,

"Which do you think is more important? Is reality happening to you and you use language to describe it? Or because you use language, does that generate the reality that appears to you?" You'll get various answers. My point is that it doesn't matter. They're interchangeable. The good news is: if you change one, they both change. So, if you get more conscious about how you "language" your reality, your reality will change.

People will ask, "Isn't that fake it until you make it?" That might be a heckler comeback because it's not about faking it until you make it. You have to pick the right language. Saying you're rich when you're poor, that's something different. It's to say, rather, "I have all the tools I need, but there is something missing right now: Am I not smart enough? Am I not working hard enough?"

When posed with this question, generally, people know this is what they do more often. Reality is happening and I'm doing the best I can. You know this is supposed to be the right answer; for some of you, it's going to be the right answer. And because we're hammering this "in the 10" Tool, if you haven't got a sense of how important that is, it's the number one reason why a lot of times these applications coming out of experiences like this, you'll do it in the 90, you can't do it in the 10, but if you don't do it in the 10, then you gradually drift away from it because it's not real; because it's not real when you need it most. So you know that the second is a better answer. The reality is about 90% of people do it this way and only 10% do it that way. The reason why this is so crucial to understand and believe is: by consciously choosing the language and consciously deciding to have a different experience, you really have an ability to influence and even dictate reality.

Windows 61



Traditional psychology -- "personality baked in/ fixed"

Latest research in neural science -- "neural patterns are set"

AGE? _____

So, write down year you were: _____

Now, write down the year your parents were: _____

Thus, what is happening is that are most struggle to tap Greatness, handle adversity, believe in more....

And it is 2015...

Summary:

How many of you remember Windows 98? It was really good in 1998 wasn't it? (I apologize to any Mac users, I'm a Windows based person. You can translate it into any Mac software that you want.) Nevertheless, you would not want to run a Windows 98 computer today because even if it had every modification, it's not current to today. It won't react with some applications, and it won't be as fast. It will be steady because you have been using it for 17 years and you know how to print. Yeah, it's not some of that new fancy Facebook stuff, but it's pretty solid. But you would never do that.

So in traditional psychology if we are talking about a child's personality, we are talking about something that is kind of baked in or fixed. Now, there are always modifications going on. However, when you say "modify," what is the embedded command and implication? What's still there? The base, the root, and the original software is now modified. It may look a little bit different but it's still rooted, mapped. It's the same map it was,

it's got more information to the map, but it's the map that was put in when they were fixed, right? So if we are looking at this from a software perspective, and saying that a child's neural patterns are set, at what age do you think this occurs?

This is the essence of the "nature verses nurture" debate. (If anyone wants to take that up with me, we can do that.) Roughly, it is at the age of five that these patterns are set. As a little exercise for you, I want you to write down the year you were five years old. Now you'll understand why this is always referred to as the Window 61 tool: I was five in 1961 - little Billy. Now, who is the technician that installed my 1961 software? My parents.

So, in what year were your parents five? For the purposed of this metaphor, I want you to figure out a blended year that identifies when your parents were five. Mine blended in 1931. And here's why people are what they are. You are struggling to tap into greatness, you are handling adversity, you are believing "I can, I can," and you are doing all of this in 2015, but you are running Windows 61 software that was installed by a technician who was an expert in Windows 31. So all the shortcuts, all the default settings, and how to use the software was relevant to 1931. For example, what do you think was installed in my software as it relates to banks? In 1961, my windows year, banks were wonderful. They weren't wonderful in 1931. What do you think was installed in my software about banks and money? That banks were bad and scary.

The planet as a whole? Even if it's nice, don't get too caught up. Money in your mattress? (I will not tell you if I still keep money in my mattress today. I might have a dollar or two hanging out for some things.) In 1931, it wasn't a matter of if banks will screw you, it was just a matter of when. My father was a World War II Marine. I learned some lessons out of his Windows 31 and that's why it makes it unique to me. Other people might have Windows 31 that weren't marines, but it was his Windows 31 that led him to go into the service. It even led him to go to the Marines rather than the Navy or the Air Force. That's why it becomes unique. I do have some Karma, I do have some destiny, if you believe in those kinds of concepts. My Windows 61 is unique even though there were obviously other kids born in 1961. We are giving you the diagnostic toolbox for what this looks like, but it's running Windows 61 in 2015.

Now, my Windows '61 is above average. On a bad day, it's above average. When we studied the top 10% of the planet, that top end of the bell curve, we know this. There's underdogs that are there, there's smart people that are not there. 10% is about a lot more than how much money someone has. That is one of the easier ways to measure, but we study people on every indices. So whether it's happiness, whether it's joy, whether it's money, whether it's spirituality - no matter what it is, when we look at the software, the structure of how they believe they can't or they can, the top 10% don't need to run into a neural programmer. A lot of the tools I'm going to teach you to use aren't scientific, neural terms; they are common sense. They are running Windows 15. If you want to be in the top 1% to 3% of the planet, guess what we know about you?

You're running Windows 20. You are already in the future. You are the goal oriented individual, looking to the future thinking, "I want that in 2025." Literally what has taken place is that you've gone into 2025. You've thought the thought, felt the feeling, created the belief and you brought it back to today, and you are leaving today in Windows 2015, or 2017. You are somewhere in the future already, thinking that thought. That's a Steve Jobs. How many of you have you seen the "Think different" commercial? It's just something fun. Once people think, "In order to be that crazy one to change the world, I have to be the one that is smarter, more talented, lucky, and normal. There's something unique and better about the crazy one that enables them to change the world." No. None of that is true, because for the people that have more talent, there are some that do change the world, but some are spectacular failures.

There are some people that have no talent or little talent, and they claw and fight. We actually like them. We root for them. It's the Underdogs. Because if the underdogs can climb, then maybe I can climb too. So we have a special place in our hearts for underdogs, but we know talent isn't a predictor. It's a correlator, but certainly not a predictor. We know luck neither correlates nor predicts, but when you think about what gets people to the top, it's only because their software is structured differently. That's it. So there are a lot of different metaphors. Sometimes I'm talking about the recipes of success- that's the same thing as software, it's just in the kitchen. I might also talk about the architect and blue prints verses the actual build up.

There are any number of these metaphors. So when you get tired of hearing "software," or, "Windows 15," or, "old/new you," interpret it in such a way that it appeals to your understanding of the concept. I want this to fit for you because maybe recipes and cooks make more sense to you than Windows 15 or Windows 61. But the point is, Windows 15, Windows 2020, 2025. That's what makes us different. That's what makes this unique and manageable, because virtually everybody understands. "I got a computer. Don't understand it, drives me crazy, call the technician, and make sure it is working." "Did you reboot it?" "How do you reboot yourself? If I'm arguing your software, how do you reboot software today?" Again, when you think about this, you know this. How would you reboot today?

How do you reboot yourself? When you are struggling with the problem and you are not coming up with the solution? You call me and I say, "Did you reboot it?" How do you reboot? Today, you get up and take a walk. Go outside into the sun, play a little internet card game, step back. You know how to reboot. Do you know what happens when reboot doesn't work and the problem still appears? What's the next thing the technicians would ask? "Do you have the original software? So you have the product key because it was downloaded? We just have to reload Windows 98." That's where you now decide for yourself- "Would I want to reload Windows 61? No, but I don't know how to work Windows 15, either." These are things that you already know, but it's still incumbent to go deeper as we are working with our teams.

Milk (Conscious programming)

So... What does "software" mean?



What is the form of
the success
command for 90% of
parents?

The imagery and cognitive processes associate to success?

RAISE the probability that you will spill, making it *hard!*

If you are an overachiever... you don't think of 50 ways...

You worry about meteors!

And when you're 35, and no meteors have struck you?

EVERYTHING changes when the success command is: Pour carefully

Now, what are the success commands for your business?

Summary:

When that little four-year-old is pouring her first glass of milk, what's the form of 90% of parents' success commands?

"Don't spill the milk."

Now, two really bad things happen. Number one, the imagery and cognitive process secedes, that are associated to success, because this little child is just a damn terminal. What do terminals mean in computer lingual? They have no intelligence of their own, they just follow what they are told. There's central processing intelligence somewhere else. 90% of parents are going to say, "Don't spill." The only way to think about it is, "I could spill that way- Don't do that. I could spill that way- Don't do that." They're going to think about all the ways to spill milk because they're trying as hard as they can to not spill.

You know that in a cognitive process, it doesn't make sense that you have made it harder and raised the probability of spilling. Similarly, when you are an overachiever, you don't think of 50 ways, you think of 200 ways. And as you walk over to the counter with your pitcher of milk, you think, "A meteor can come through the ceiling and rip the pitcher out of my hands. And so now, I must worry about meteors." And as you worry about meteors, (as this is your success command structure), you believe that what happens is when you're 35, it's not "don't spill the milk", it's "don't make a mistake, don't screw this up, don't lose, don't disappoint". It's got all the away pattern configurations. Do you believe that at the age of 35, you go to yourself, "You know what? Meteor hasn't hit me in 30 years. I don't need to worry about this anymore. I think I'm going to let go of that." Or rather, do you think the reason why there have been no meteors for 35 years is because you worried about them? And in fact, the older you get, the more the worry has to rise, because if you haven't been hit for 30 years, there has to be one coming. The other shoe is always falling in a down/negative command structure sequence. So, do you think you worry less or worry more about meteors when you've never been hit by one? Less or more?

You worry more. You're talking to a friend who says, "Stop worrying about a meteor. You've never been hit." You sit there and think, "Yeah, well it's getting closer and I can't let go of this pattern, because this pattern has given me success." And everything changes when the command structure is poured carefully.

Jack's Saxophone

This milk tool always comes with "Jack's saxophone", as a big exclamation point on this topic. When Jack was about 7 or 8 (He's in his 20's now), it was the first time I made him to go to one of my seminars. Jack was the wild one I told you earlier that you couldn't punish, rebellious as the day is long; good, good kid; very smart and unique. Now, Jack was forced to the seminar. He's seven years old, sitting in the back. Collared, I threatened him within inch of his life, "You better behave, you better be good, you better watch this - do the seminar, learn, and focus." There he is, back to coloring, we're driving home and I asked, "Jack, what did you learn? Did you like it?" He replied, "Oh, dad, I hated it. It was boring. It was terrible. It was awful. It was the worst night of my life. I didn't hear a word. It's awful."

The next morning, his mother says to him, "Hey, Jack, don't forget your saxophone." He goes, "Oh, great mom. I would have had a chance to succeed if you told me remember my saxophone." A seven-year-old hears this one time, and they get it. They don't like to be told not to do something. And if they do that really, really well,

call that success.

Knife in the socket

A woman came in after hearing me on the radio...

She brought in her husband - they were BOTH "don't spill the milk" parents...

Two weeks later... "I have a funny story to tell you..."

I screamed, "STOPPP!"



The "away" pattern is always valued *in context*

And then... At an equal or greater than value...

Replace the intensity/ repetition....

"a knife is awesome in three places"

Summary:

Years ago, I was a frequent guest on radio shows like that of Tom Martino or Hay House. A woman heard me

on one of these shows and came in to see me. She's like, "Oh my God. My husband is a don't spill the milk, too." So, they both came in, and were, "Don't spill the milk. We are going to pour carefully." She called me a couple of weeks later and says, "I have a funny story to tell you." She said, "I'm in the kitchen. And I heard something in the dining room: a gurgle, a sound, something. Mother's intuition. I almost broke the glass dropping it. I race into the dining room. There's my husband watching my daughter, trying to stick a knife in the electrical socket. I screamed at my daughter. 'Stop!' I grabbed the knife from her, turn to my husband and said, 'What are you thinking?' His response was, 'I couldn't think of a positive, pour the milk carefully way to say don't stick the knife in the socket!'"

You can't create judgments around the "software." You can attach consequences, but sometimes, you have to start in the away pattern. When you say "stop", you have to evaluate it in the context that it occurs. And then we have to add another tool, because context is a tool. Another tool is that an equal or greater than value, you have to replace the repetition in intensity because this is the only two ways the programming takes place. You either do it intensely, or you do it repetitiously, or ideally you do both. You have to come back and fix the command. So if you are in a staff meeting on Monday morning and someone starts out with a, "Don't, we can't." Awesome, and we have to put it in the positive when we have to say how do we remember our saxophone. Where does a knife go?

Work Hard (subconscious programming)

Now, that was an example of a "conscious software program"

Let's work with something even more challenging....



"it doesn't matter how strong or fast you are, it matters how hard you work"

Thus, understanding the subconscious programming piece to this is crucial as well...

Summary:

I had a professional athlete come and see me. He'd retired, was struggling and went into his business career in financial services. He's a celebrity in town, and he's supposed to be really successful, and he comes see me. I do a very detailed neural assessment of people's software, looking for what the Windows '61 is. Even though he's a professional and a celebrity, 90% of people are in this pattern of don't and not.

I talk about the little boy and the little girl who can create success. If you are from the wrong side of the tracks, wrong part of town. And you are fierce, and you say, "I'm never, never going to be poor." What's the likelihood if it's really fears that's dialed in that you are never going to be poor? Will you create a lot of money? Do you think? Yes. Do you ever get to feel rich? No. Now what happens to you as the leader, as the friend, you fill in your model of the world. Or when you have a million dollars, that's reaching my model, or \$10 million, you are rich. You've got a lot of money but don't feel rich. Because you're hungry and driven. And if you let go of your "afraid of meteors" pattern, and don't spill patter, then you'll probably lose all your money because that's what drove your money. You are going to hold on to the pattern even more intensely in critical moments.

So as you begin to understand these pattern. I ask this gentleman one question. Very close to his father. His father is incredibly influential to him. I said, "What one sense do you use today that you believe created the most value for you?" he goes, "it's easy. Had it all the time. It does not matter how strong or fast you are, it matters how hard you work. And I developed an epic work ethic. I can out work anybody. I have an incredible work ethic." Do you think this is a great programming sequence for a child to grow up and create success? And be honest. Yes? Partially yes? You know it's a trick question. You might be thinking, "Why are you bringing it up? If they were just...?" or, "Yeah, this is a great question we all really want to work hard." There's a work part command sequence here. The brain is listening to both parts. What child would you tell over and over and over again, "It doesn't matter how strong or fast you are." What child would you say that to?

A kid who's not strong or fast. What do we call them, because that's the nice way of putting them? If you've ever herd the expression. Some people say brain, the more correct term is the mind, does not hear "not". Then I have smart ass say, "Well, there's 'not' in the sentence." The mind does not hear "not." This is the basis of it and it's the basis of don't spill the milk, and puts it in the opposite upside down pattern. You don't hear "not strong and fast." What you hear is, "You are slow and weak. And it matters how hard you work." He got the second part. Was he slow and weak?

No. He's professional athlete. He's faster than all the kids. Who's slow and weak by the way? The dad. Windows 31. And Windows 31 overcame their slowness and weakness by working hard. So one can still work a great ethic in this kid, which he did. So his kid is fast and strong. He knows that until he arrives in financial services, and he's strong and fast in money matters. And what command now kicks in?

Now his mind is processing you are slow and weak when it comes to money. And you better work hard. So he's working really hard but his basis for the hard work is slow and weak for the first time in his life. And he's virtually paralyzed and helpless. So this real story becomes a very powerful metaphor when you look at the power that your sub-conscious mind has. The great news is we can talk to it, we can command it, we can understand it, but we must be conscious that there is a process and a pattern down there.

The brick wall that you keep running into is nothing more than your sub-conscious mind trying to maintain a status quo. And it's built on Windows 61 software commands.

He's working hard, he's a legendary athlete, he's a celebrity. His bosses are just going, "Come on. You can do it. You'll figure it out. It's okay." But what he's experiencing, which he's never experienced in his life, is an almost new found helplessness that he can't even walk much less run with the people that he's competing with. He feels like a fool on a level he's never felt before. So sometimes when you are dealing with someone on your team, whether they get a new promotion or they get a new project, or they've been fined for this or that. Or you can even go to the bottom end of the balcony. Sometimes trying to fix someone on the subconscious level when their conscious programming is okay, it's the sub-conscious programming that's broken, you have to have the tool set for expertise. Again you don't need to be a neural psychologist. You just need tools, we are going to look at senses and we are going to go, "What are we saying to the sub-conscious here?" And you go, "Well crap. I don't want to program myself that I can't do time. I don't want to program myself this or that."

Those are the embedded commands that are building the sub-conscious will to believe or not believe. Even though at the IQ level, you go, "Well I know I should be able to do this. I know I should be able to follow this guide. I know I should be able to fix this moment. I know I can do that. I just don't know why." Now we are digging deeper into the why in ways that you've not really thought. There's a family of origins, established software pattern when you were five. When you are working with your teams. They were programmed for success, they were programmed for these breakage points.

The Barriers

Then all the sudden, (somewhere along to growing awareness) ... a difficulty starts to rise...

Oh crap... don't get too excited...

I have gotten my hopes up before...

Too much has got to change, I don't know...

= The Barriers!

So we're building this great system. Your software, your history doesn't matter. You can re-interpret it. These things aren't the challenge and limitation; function past the bumper life - all this excitement that's going on. All of a sudden, generally somewhere in here, we get what we call "The Barriers". "Oh, my God. I've gotten excited before, I've gotten my hopes up before; too much has got to change. I don't really know, I'm not buying into this yet." We run into the barriers. So at the introductory level, I want to give you some great new tool structures for how to look at the barriers, how to look at the I can, how to look at the bumpers.

Broken Leg/Limper



Summary:

Generally about this time, people have heard "software." People have heard "managing the emotions," and how you associate. Okay, I'm starting to catch a little bit of fever here, catching a little bit of wave. And then their mind at some point is going to go to this place, and it's going to scream, "STOP!" It's going to be old software. "STOP!!! Don't buy this bullshit!!! You're about to die!!!"

Because of this very simple reason. What this software does not take into account is the fact that in my history... So there's data, and oh, screw him, because my history is real, because back then, I broke my leg and I've got a very, very terrible limp. Now, here's the metaphor. There's the leg. I tell a story, and I'm going to have to change it if I'm going to flatlands. I've got all these ski metaphors and they're like, "Blue slopes? What is a 'blue slope'?" They don't know what a blue slope is, but you guys are mountain folk, so you know what ski metaphors are.

Let's say yesterday I was skiing in Vail, and I ran into a tree. I had this horrific crash. The Ski Patrol gets me down off the mountains. I'm in the emergency room. The nurse goes, "Oh, my God. That's a horrible break." I hear whispering under the curtain, "Oh, my God, that's horrible! The worst I've ever seen!" Comes back and says, Mr. Sumner, I've got great news for you though. One of the best orthopods in Vail is on duty today."

He walks in and he goes, "Oh, my God! That's one of the worst legs I've ever seen. But I have great news for

you. Number one, I'm a bad ass. I'm going to fix this for you. Number two, you will walk again. You're going to walk. But I have tough news for you; 90% -- because I've been doing this a long time -- 90% of my patients limp after a very traumatic break like this. You're going to limp."

When we study 90% of his patients, what do they do? They limp. Now, parallel universe, same horrific broken leg, same Ski Patrol evacuation. Same nurse uttering, Oh, one of the worst! One of the best." But now, it's a different "one of the best" orthopods. She walks in and says, "Ooh, that's one of the worst I've ever seen. I have great news for you. Number one, I'm a bad ass. I'm going to fix that. Number two, even better, you're going to walk. Number three. Now, I want you to understand, my rehab is very, very arduous. It's very difficult, but 90% of my patients with that kind of break are going to walk fine."

When we study her patients, what do 90% of them do? They walk fine. Now, there's two reasons why this becomes a really powerful metaphor. Number one, when people limp into my office, and I said, "oh, I notice your limp. Why are you limping?" What do they tell me is the reason for their limp? Do they say, "It was a parallel universe day. I got screwed with the wrong doctor!"

They tell you about, "Oh, my God, you should have seen the skiing moment. It was a beautiful day. I was zooming down the hill. This tree came out of nowhere, and I broke my leg skiing." They don't say, "I got the wrong doctor." Now, there's something even more powerful, when the body looks at that and goes, "Oh, I'm in shock. That's a horrible...", but now the immune system, the auto systems, the autonomic nervous, everything kicks in to heal this body. Do you think that the goal of the body is to return this leg 100% good as new? Yes? Ponder this.

Does your body attempt to return that leg 100% good as new? It never does that. It makes it better than new. In an autopsy, if we were to run a tensile strength on the two femurs, which is the stronger femur? The unbroken or the broken one? The broken one, because your body put more calcium, more matrix, more healing, so that if you rehab the strength, it's the broken leg that becomes the stronger.

If you go into the gym and you're doing curls, and it's only on the tenth rep, if you're using good form and the right weight... Not on the first nine, it's the tenth rep. On the tenth rep, what's going on at the cellular level at the inside of your bicep? Tearing it. Violent, cellular death. There are muscle cells that are blowing up! Because they can't handle the stress. And your body goes, "Hm, those daughter cells need to be a little stronger, a little bigger. I'm going to put a little more resources, a little more nutrition. We need to be a little stronger because we can't have cells doing that."

And would you not believe - if it's a broken thought, a broken heart, a broken mind, you name it - would it not be the strongest part of you if you knew the rehab to do? Because the biggest thing that happens in this technology, when people say, "Oh, me, epic? Yeah, uh, no. Because here's the breakage and here's the limp. Now I'm a good person. I've worked hard. I'm good with where I am. It's tough that I broke my leg. It's tough that I broke my heart. It's tough that this was a bad moment for me, but Bill, come on. I know epic is not in the cards for me." Here's the breakage. Here's the limp. And there's leaders.

There was a seminar, six, seven years ago. A person came limping into my seminar. I was like, "Oh, shit. Am I

going to be bold? Am I going to talk about his limp as an illusion? Reality is not real, and that's data?" Yeah, no, I had to honor my system. It didn't have a good ending. I'll tell you that.

He had actually been in a very severe motorcycle accident, where literally half of his meat of his leg was gone. I mean, it was kind of closed up and stuff. And the people in the seminar knew him. He kind of rolled up his leg and he's like, "You're going to tell me this is the wrong doctor on the wrong day?" I'm like, "It's a metaphor. Limping is limping. I understand that."

But here's what I also found interesting: There was an Iraqi Captain who has no legs. He runs on carbon fiber blades, and he's petitioned the Olympic committee to allow him to compete in track and field. Do you know what the biggest track and field barrier is right now? It's the nine-second 100 meter dash. Can humans ever run 100 meters under nine seconds? Right now we're not there. Scientists are saying it's impossible for this to ever be broken. This guy, he runs it in about 7.8 seconds. Here's the irony of this. The Olympic Committee turned him down, the no-legged guy, because they said he had an unfair advantage with his carbon fibers.

Yes, I get it. Limps can be real. Limps are real. But in my mind, this is still data, not software. It becomes software when you say, "I'm going to change my rehab. Because the rehab is the software, and now I'm going to change the limp, and I'm going to find the strength."

Picabo Street (fear and failure management)

When her skis hit the top of Vail, by law, who has fallen more than anyone on the mountain?



Summary:

Eleanor Roosevelt asked: "is failure the opposite of success?"

I have to, depending on my audiences, use Lindsey Vonn for this at times. Picabo has actually been out of public life now for 15 plus years, and I know Picabo, so that's a reason why I use her. When her skis hit the top of Vail Mountain, by law, who's fallen more than anyone on the mountain when she's skiing? So we are all saying Picabo, you know that's my answer. Do you really understand that and believe that and abide by that? Is she falling more than everybody on the mountain on that day? Not only has she fallen more, the falls that she's had have been worse and far more horrible than anybody else's falls because they are at speed and they are over an edge. If you remember that moment in Nagano where half the women's field crashed. Half the women's field had slowed down by a second, because it's a real 100 foot long, 30 feet in the air. When Picabo came over there, the announcer literally said, "Bob, I think she's going to die", because she was splayed out when she hit. Yet, she holds the landing - because why? She's fallen more than anybody else. She's not thinking about the fall. She's focused on speed. And when you are focused on speed, now you write a program for failure that says, "Every fall, every failure gets me closer to my gold medal." Whereas in the 90%, they're busy saying, "Every time I fall is evidence that I will never get my gold medal. Because when I fall, I have failed. And they ski to not fall. She skis to go fast.

LOA (Law of Attraction)

Why is it a "law?"

"The Secret"



It is never the storm...



It is the aftermath of the storm... ALWAYS...



Think about a FIRE...



Summary:

All the schools of thought - I don't care if it's quantum physics, I don't care if it's Zig Ziglar, or Napoleon Hill or real, real hardcore traditional. I don't care if it's biblical. It could be spiritual or religious. All the systems, in essence, say the same thing. "What you think about and what you focus on is what you get."

As we talk about how we attract what we want, Jack Canfield in the movie *The Secret* actually tells a great story. W. Clement Stone is a very well-known name in the world of coaching, as was Zig Ziglar. But Stone was working with Jack Canfield, and this will tell you how old the story is.

He told Jack, "Manifest something so outrageous, ask for something that's so bold that when it happens, you know the only reason it happened is because you created and asked for it and focused on it." So Jack says, "Okay, I bought it. I'll try it. By the end of the year I want to be making \$100,000, \$100,000, \$100,000." Remember the DNA you have, "I want, I want, I want," versus, "I want, I want, but it's not realistic to want that," or "I want, I want, but no, I don't see how that will ever happen for me." That's how the balance between asking and un-asking takes place both internally and as you lead your team. You're telling them, "This is what the team wants. We want, we want, we want. No, we shouldn't want that."

"I want \$100,000." He got an idea. "If I write a book, it doesn't need to be a big book. But if I could write a book pretty quickly, add some value, and I could sell it for a quarter. Can I sell 400,000 books for a quarter? Well, that's manageable. I just have to write books. So I'm just thinking about the book." He's standing in the grocery store line the next day. What do you always look at when you're in a grocery store line waiting to check out? Tabloids. The National Enquirer with its 400,000 subscribers.

So he says to himself, "I could write a book. I could put it in this tabloid and I could sell one to every subscriber." He's at a party that night. He's chatting with someone, a very interesting lady. Towards the end of the conversation, he asks, "What exactly do you do by the way? You're quite fascinating." She replied, "I'm a reporter for The National Enquirer."

Now when people say, "I'm not sure, that's a coincidental story;" that's one way to look at it. If you're going to look at it another way, if you don't initiate the request and put the mind on the problem and don't un-ask, you can't say, "I want, I want." And they go, "Yeah, but I'm not sure." You'll do that with, you think, a good heart, because why would you want something that's ridiculous and why would you want something and just be disappointed? So you have software that's governing, tempering, and monitoring what you're really asking for.

Superstars don't monitor their requests. They just want what they want. And they go after it with ferocity and fierceness and a lion-heart. "I'm going to create this."

Antibiotic Tool

What did I say about laws? No exceptions. "Well, Bill, I manifest what I want and I don't get what I want, so it's not a law for me." So I'll calibrate, because this is a common one to calibrate. So on a scale of one to ten, if you calibrate at ten, then it's a law – no exceptions; you get it. If you calibrate at a seven, eight, or nine, then it's above average; you mostly believe in the law; there are some exceptions for you and others, or maybe just you. If you calibrate at a five, then it's average. If you calibrate less than five, then it's below average.

This is a tough one for people. Even when they give me a high number, this is one of the places where you need to understand that reality's binary. Most people say, "Oh, binary, a computer term. Where have we heard that before? Binary. Why is it binary? Why can't I believe in the law of attraction at a nine?" Yeah, here's why. Now, this is a metaphor, and I know this isn't exactly how antibiotics work, but in general, it's close enough to make the point that I want to make.

What's the number one instruction they tell everybody when they're given an antibiotics prescription? What must you do? Finish them. Take all 10 days.

Here's why: Let's say you take four days and you're feeling a lot better because you killed off 40% of the bacteria that you were fighting, which mean of the 60% that remains, your body's immune system has now been brought down to a level that it can fight them. So, when the immune system starts to supplant the antibiotic, you start to feel better. So, people are like, "Oh, I'm going to save them," or, "I don't want to develop these drug resistance strains." They think all these stupid thoughts that are not real.

Four days, 40% bacteria killed. Now let's take it to an extreme here. Let's say you're going to take it for nine days, or even 9.9 days. The theory being, that if you took 9.9 days of your antibiotic, you've killed off 99% of the bacteria, but what you've also done is left 1% standing that has withstood the onslaught of 99% of your attacks.

What would we consider that 1% to be? Really weak and about ready to cave? Or the meanest, baddest, little mofo on the planet? It's counter-intuitive. When you think in your power at a 9.9, the one thought, the one action, the one feeling, the one thing that you believe you cannot be will contain the seed of your destruction, bar none, because you're going to get an "in the 10" moment. Nobody's life goes through a series of cyclical moments that the economy doesn't get bad, our health doesn't go up and down, a loved one doesn't have something, somebody that works for you, or that you work for, you got a great company and the CEO changed out.

Whatever it is, we cycle in a planet where, occasionally, we get sick. We cycle in a planet where we're trying to lead, manage, grow, believe, focus on. When you hold back one molecule of fear and doubt, that's the one thought waiting to destroy your hope, destroy your dream, destroy you - and you know it because you've already said, "Hey, I'm at a 9.9. Everybody else is seven, eight, or nine when I'm 9.9. I'm really awesome. 9.9." And in the back of your mind, the embedded command is, "Oh, I hope I never face that 0.1 because I can't overcome it!"

You know at some point, this is incredibly destructive. But here's what's interesting about the law of attraction. You can enter "the law of attraction" into an web-based search engine, and you'll see all sorts of different quotes. "Ask, Believe, Receive." "Once you make a decision, the universe conspires to make it happen. – Ralph Waldo Emerson" You might see an image or quote from the book "The Secret". People go, "Yeah, but

here's one of the biggest reasons why I'm 9 out of 10. I didn't attract the crap that happens to me. I didn't attract Hurricane Katrina. I didn't manifest Sandy to come through and blow my roof off."

Now, I understand that there are times when kids fall down and they really break their arms and legs. I get that there are times in life that something really injurious happens, something really negative happens. You just rehab it and overcome it, which, by the way, will be your greatest strength, growth, lesson, success.

So in the law of attraction, when people are saying, "It's never the storm that I attracted," Well, what have I told you about reality? It's not real. So, "Well, wait a second, Bill, the storm is real." No, no - the storm is not real. That's a data point. There's the storm. It did happen, but here's what your reality becomes, it's the aftermath of the storm. What did I do as a result of the storm? There's actually some people that are excited to lose a roof because they needed to replace it anyway, and now insurance money replaces it.

There's some people that had something horrific happen, had someone they loved killed, a pet they loved, possessions they can't replace. It doesn't matter. As a great woman, as a great man on this planet, what matters is, "What am I determined to build in the aftermath of the storm? Because that becomes my reality." There are always storms coming through.

And then when you think about it, when you really think about it, and this is all through nature, all through our truth, we look at a fire as being horrifically destructive, but what do fires always create? New growth. In fact, that's one of the biggest things the U.S. Forest Service had to learn, because when they stopped fires, they build up fuel that would have been burned off. So in an old growth forest that has all the bottom and the trunks are black because the fires go through periodically when we stopped all the fires. When a fire finally hits that old growth and all that fuel's down there, it's too big for even the old growth. That's a conflagration, that's when the whole place goes up in smoke. It's a result of, "We can't handle little fires."

So when you are busy not allowing fire to burn in your life, because you're busy not falling, because you're busy, busy, busy thinking this is who you are, this is what you can and can't do. Now, you're in the barrier because you don't want to believe in the law of attraction because you can't get past your barriers. These are not real barriers, they're all not real. They're a function of the software.

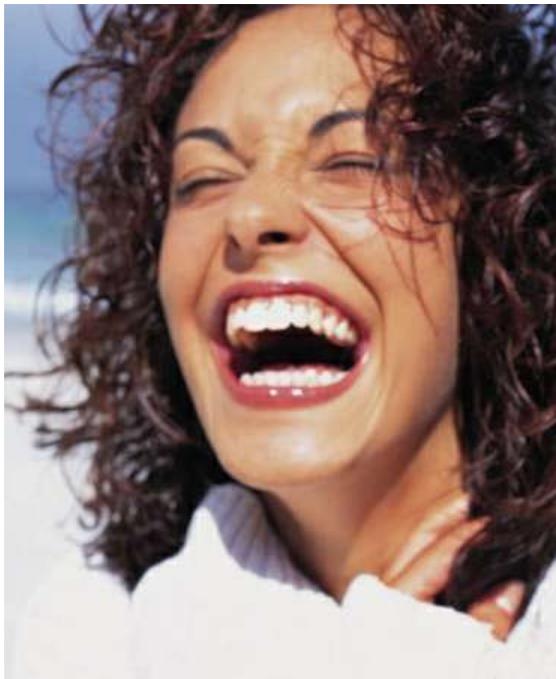
“In the 10”



Most do not (and as a leader, you **MUST...) understand "in the 10"**

90% of life is easy, flow, manageable...





Most do not (and as a leader, you MUST...) understand "in the 10"

10% of life, however, is stress, intense, crisis!





What is crazy though, is this: you WANT the stress, the crisis, the adrenaline...

- GROWTH
- WISDOM/ EXPERIENCE
- GREATNESS!
- THE VERY BEST OF YOU!

This psychology, a.k.a. "neural software" for "in the 10" can appear anywhere:

In a tough meeting...

A conflict with a spouse...

An argument with your child...

Telling a friend a hard truth...

Dealing with financial difficulties...

You will learn a new technique, a new something, and 90% of the time, you can use it, it just has little value to you.

You must use it, think it, do it... "in the 10" !!!

General Summary

Even with the knowledge that most of life is in our control, there is a percent of things that still seem "out of control" for many people. Life is 90% mundane; average, point to point. Working, emails, taking care of family. Then there is the 10% that is crazy, insane, stressful, out of control. Most people don't want this. But you do, because most growth happens in the 10%. This is where you stretch, you climb, you reach out of your comfort zone and become something new. This is where the *New You* can take flight and be strong.

The Tool

Now it really gets tricky in this little tool, "In the 10". What that tool means is: 90% of life generally is mundane, it's average, you're going from point to point to point doing emails, cleaning your inbox, returning some phone calls, thinking about your grocery list, planning the weekends, doing the things you have to do.

Most of life is in your control but there's this 10% of life that's crazy. It's insane, it's intense, it's stressful; it is out of control. Now most people say, "I don't like that. I don't want that." - because it is uncomfortable when you're

out of control.

Here is why you DO want that. The reason why this is mandatory for all humans or businesses: it's the only place you get growth. It's the only place that you really get the solo satisfaction that, "Hey I got this job. I met this quota this month and it was a tough month. Pricing change or customers were telling me my biggest competitor came out with a new product offering and I still hit my number".

In the 90% is where you might begin to say, "Well as long as it's not a hurricane; as long as it's not a storm. It's not too bad. Okay, I'll think about owning the weather." When you are in the 10, you've got to own the weather. This is when the storms are the highest. This is when people are really desperately looking for leaders to rise up.

Now, you don't have to have all the answers. You don't have to know everything. You don't have to win every time. But when you stand up in that locker room and say, "Alright people, it's on me. I'm going to lead you there. Follow me. We'll get there. I'll get you there. Maybe a little late; maybe not everything; maybe we'll hit some bumps and bruises along the way, but follow me because we're going to get there."

This is when people become inspired. This is when people want to be more than they are. They will deliver for a leader who inspires them. They will not always deliver at the same level for a manager who's tracking them with a spread sheet, or project report, or red lights and yellow lights and green lights in a quality process. They will follow to the ends of the earth and come back for someone that inspires them, but you cannot begin to inspire them until you own everything and you pushing *in the ten*.

Now are you bold in how you push and inspire? If you're pushing for average or above average, remember we're *in the ten*. The storm is raging. That's where growth is. That's when we really have to push into this margin of excellence. That's when we have to lean so far over the edge that it's almost insanity. That's when leadership is working at its greatest level.

When you look at how you arrived at the leader you are today, I know every one of you are above average on a bad day. Some are already really, really excellent and awesome leaders, but to take it to that next layer, to take it to the gold medal that you never got before, to take it to the championships stage review in your team and the people that you lead, you have to practice and fall and fail and get up and push on bold, outrageous and inspirational. I've told you I'd come back to this: shoot for the stars. "You really have to shoot for the stars!" It's a tried expression and then most people really shoot for above average. So we're going to look at some of the other things that are really important. Shooting for above average really becomes a question of what are your personal standards for excellence?

What about when you don't feel a big enough reason or purpose to push? Then you have to ask yourself why you're doing it in the first place. If you don't feel inspired yourself, then you can't inspire anybody else and that's what leaders do. So even if you're Nelson Mandela and you're in prison for 27 years, the inspiration is not "I'm in prison." The inspiration is, "When I get out." So there's always a place to figure out where your inspiration is coming from. If it's drudgery and it's a means to an end.

There's a very famous Buddha expression that I've kind of bastardized a little bit. It basically says, "Before I was enlightened I mowed the lawn. After I was enlightened I mowed the lawn." Because you always have to mow the lawn. There are things that we have to do as leaders. That's what we have to do. But if you don't feel inspired, that's in a whole other body of content, because we have to explore if you are doing something that is just boring and not inspiring? What is it that's going on? You must get inspired.

Amnesia Tool

1. FoO installs s/w
2. YOU run programs
3. --> creates thoughts, feelings, actions, sentences even!
4. Install new s/w
5. Run NEW programs
6. --> new thoughts, feelings, actions, sentences!
7. --Amnesia Program--
7. Language reveals program
8. Shift language/ shift program = new action
9. Consistent new action/ conditioning = habits
10. New habits = new actions
11. New actions reveal New You
12. (any deviations from this pattern problematic ==> unsuccessful install
13. ("in the 10" opens Old You software)

And by the way.... Has anyone else done this to you??

Summary:

I'm going to build you something right now, that's going to be a changing moment. Okay, now I've got Windows 61. I get that there's software and pour carefully. I get the subconscious. I get there's a possibility that I can fix something that I thought was a limitation. Let me describe how a flow takes place. This is called the "amnesia tool."

Your family of origin installed the software. Once that's installed, you run the program. You ran it when you were 5. You ran it when you were 15. You run it when you're 45. It's now you. Their voices might be in your head. You can hear your dad's voice, your mom's voice, your first spouse's voice, your coach's voice. The teacher that laughed at you when you applied for a play, whatever these voices are.

You can hear the voice, but you're running the program and software. And because it's software, it's creating what you think. So I don't really care what you think. If I'm your leader I care what software is creating the thought, because that's where my leadership moment is going to take place, you're feeling, you're acting the very sentences themselves.

Now, if you install new software, you're going to install Windows 15. I think you guys can understand it runs new programs. New thoughts are going to happen. This is the out-of-the-box thinking. And you're going to feel different, and even the sentences are going to change, because even when you change from "Don't spill the poor." Or change from poor to your way, or change from a IQ, EQ, all these things are shifting moments.

And if you stack them all up on one side versus the other, what happens is you know who you are. You know what you can do. You know what you can't do. And now you're sitting here going, "Wow, Bill, as I ponder this, you're telling me that I've done this new software. Eh, I don't know. I've got a big project due at work. I don't know that I want to do "pour carefully" on people. I know how to get my job done above average. I can do this."

So, you go home tonight. You're going to tell your spouse or someone you love how awesome this was, and how exciting this was, and what you enjoyed, and what pissed you off, and what you thought was real, and what you thought was BS. But tomorrow morning something has happened in the night. (This is another medical metaphor. It's real. It doesn't happen very often.) You wake up and you've got amnesia.

You know what a knife and a fork is. You know how to speak English, but you don't know who you are. You don't recognize your spouse. Oh, my God! You rush off to the emergency room. They start running tests. What's happened? Did you stroke out? Is there an embolism? Is there something going on? They can't find any medical cause. So the doctor comes out and talks to your family and you loved ones. He says, "We just don't know. This could be over in a day. This could be over in a month. This could go for a year, and you have to be prepared. Their memory may never return."

"So for now, what we want to do is make him comfortable, and we want to start rebuilding their memories. We want to start rebuilding them, and hopefully it will be a very short process and they'll come back." So we're going to do rebuilding. Now your spouse, or your friend, realized what an awesome experience you had today, and says, "You know what? Let's call an NLP programmer in, and let's install Windows 15." Why would we go back and install Windows 61? Why wouldn't we install Windows 15?

And you call me, you call someone like me. You advance-read the book. "All right. I'm ready. This is Windows 15, baby!" What's going to happen is for most people, as you expose them to the data that's their memory, they're going to say, "Yeah, Bill, but this is a really disingenuous process. Because you're going to say, 'Oh,

you've got this epic strength when you broke your leg in 1967!" And I didn't get an epic strength. That's bullshit."

So, how many of you have heard the expression -- and this is a tool -- "Fake it till you make it"? Do we want to do that? Do we want to fake it till we make it? Can we fake new software until we make new software? Is this a great command, do you think? Push comes to shove, man, it's the pinch. Is this a great command? It is not. For two simple reasons.

The first simple reason is, let's say you wanted to fake being wealthy, so that you can eventually become wealthy. So you're like, "I'm rich! I'm rich! I'm rich! I'm going to fake it." Now, because not only is your wallet, as you utter that with ferocity and determination, still at zero, now not only are you poor, but what did you also add to your software? You're a liar, because you're not wealthy.

So the question becomes, "Well, what do I say? How do I program this software? How do I make this real?" That's where these programming sentences become very real exercises. you say things like, "I know everything I need to know. I have all the potential in the world to earn all the money that I want. I am the man - - or the woman -- right now. In every breath I take there's more money dancing my way, because it's time!" You build a true, authentic...

Now if those sentences aren't real, and this is where you guys have to help and challenge me. You go, "Bill, if I want to program epic health, I've got to say, 'But my health sucks. I've got high triglycerides. I've got high cholesterol.' How do I build health?" Because you have an incredible immune system. You have the ability to access an amazing food supply. Because you have, you build the story to be real, today, right now.

Does that make sense? Can you feel this? Because when you go into the programming moment, when you go into the amnesia, and you're saying, "You know, in 1967," when you broke your leg, here was the epic strength that became available to you. And you eventually took advantage of it. Now does somebody say, "Man, did I take advantage of that in 1968? Or was it not until 2015, when I went to the course yesterday? Because I can't remember the course yesterday."

Because if you've been limping since 1967, how long does it take for you to take advantage of this incredible, extraordinary strength? Short, medium, or long time? You program it. If you want to say you are, and then take three months to believe it. Or say you are and say, "I'm going to do it now." You program the time interval. Time is meaningless. We already talked about time. Time is your software. If I want to make a change, I'm that guy now.

Rock Stars!

Now, let's begin to wrap this: in a NEW PLACE, a NEW WAY OF THINKING!

How do you become a Rock Star?



Here's the challenge though...

You can never become a Rock Star this way - this is a one-hit wonder!

You must have passion for your song! You are here to sing!

Now, the biggest thing about the rock star/album sales tool, when people are being held accountable, there's kind of this pushback like, "Yeah, but if I tell people I'm a rock star, they're going to ask me, how many albums have I sold, I'm not quite there yet." This is one of the reasons why I told you way back on the one slide that evidence never changes a believe, because you'll discard, diminish, discredit evidence if the belief doesn't change first.

And here's why. Do you believe that in order to be a rock star, you're going to practice your instruments, you're going to play your song, you're going to work in the band, and you're going to practice, practice, practice, practice? You're going to do the, you know, 10,000 hours from Malcolm Gladwell? You're going to work really, really hard to become a rock star? You're going to be your garage band, Herman's Hideaway regional band?

You're going to get your lucky break? Maybe it's "American Idol." Maybe your mom sits on the airplane next to a Hollywood producer. You give them your demo CD. They love it. You get on the radio, you get on the airwaves, you're produced, and then there's this magical day down the road where they call you and said, "Hey, guess what? You went gold today. You're a rock star." Do you think that's how you become a rock star, yes or no?

From a software perspective of success, do you get to believe you're a rock star the day that the adoring public has bought enough of your albums that you finally go gold? You have to believe it regardless of others' opinions. You can walk around and they think you're a rock star, but it's how you perceive yourself, the emotions you have within. And the challenge becomes in this, all four-year-olds are rock stars? But we've already discovered that by the time they get to first grade, even the overachievers, the real true above-average ones, that they're still having to color within the lines and be graded, and be told and be judged. It's really, really hard for people to hold "I am a rock star," when the planet hasn't bought their albums yet.

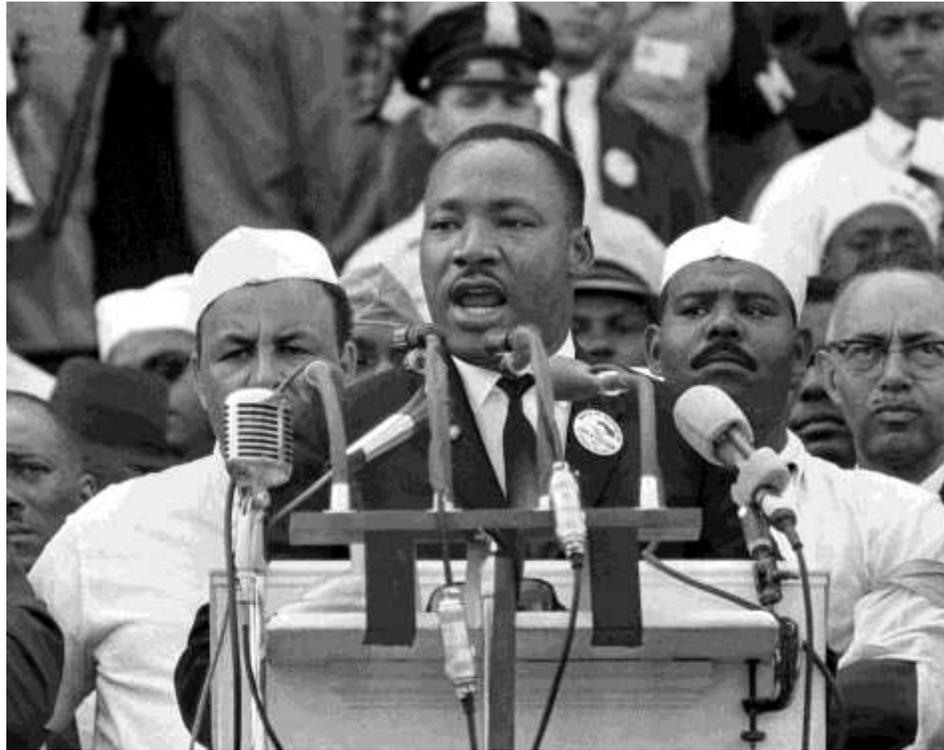
And worse, if they call and say, "You've hit gold. You're a rock star today," the reason why it doesn't change your belief is because for about one second, you'll celebrate and go, "Yay," and then you go, "Oh, crap. They're going to want a second hit song from me." And were you a rock star when you made the first hit album? No. So the gold albums never change your belief. It's a real big fallacy, because we would like to believe that if we work, work, work, work, work really hard, get the evidence, get the reward, get the planet telling us, herding us along, saying we'll get there someday that there'll be a day when that process will give us the rewards that we want. Yeah, that's one of the fallacies of greatness -- it never does. You have to believe that you're a rock star when you begin your very first practice.

The reason why and how you do this is you have to have passion for what you're here to sing. You're here to sing and no one is going to take that song. And then, you might be the ugly duckling. You're a country singer and you grew up in a jazz family. So you're constantly singing your country song and the planet is telling you... Or you grew up with money and not love, or love and not money, or this and not health. These are all operating system issues.

The question becomes, "Can I write the passion for my song?" And that's where we sit as we start to wrap up this section, and really think about the work of tapping into potentiality and greatness.

“I Have A Dream” Speech

Let's jump to Windows 2020...



"I Have A Dream"

So let's go to a metaphor... Overweight/ obesity

65% not in the game

25% "to - do" list -->

7% S.M.A.R.T. Goals

Top 1- 3%?

Do you like this tool? Have you ever used it?

Summary:

It begins with Martin Luther King, if you can remember his speech. I'm going to ask you a question. When you picture Martin Luther King in that grainy black and white photo of him on the Washington mall that day and you hear his big, booming voice:

"I have a dream that one day on the red hills of Georgia, the sons of former slaves and the sons of former slave owners will be able to sit down together at the table of brotherhood.

I have a dream that my four little children will one day live in a nation where they will not be judged by the color of their skin but by the content of their character. "

Did any of you get goose pimples when you hear those two sentences? Some will, some won't. Depends on how intensely you managed to associate, but the point is when you hear these kinds of programming moments, it's got to be a goose pimple experience. If you're not getting goose pimples, you're not associated in the moment.

I want to ask a question. For the people that struggle in life to do something - could be a health problem, could be a money problem, could be a love problem. Generally about 65% of people who are struggling, they're not even in the game. They're not trying to change. They've given up. They've accepted, "This is my money. This is the love I'm going to get. This is the health I've got. I'll kind of work at it. I'll hope for another day." But the reality is, what did you do today to improve your money, your health, your love, whatever? They'll go, "Eh, nothing. I just went about my life today." Now, what's really interesting is what happens at the 51st percentile. What do we call people in the fifty-first percentile and up? Above average. So 15 percentage of "above average" people aren't even in the game.

So when you're looking and you're trying to motivate people or inspire your team, you've got to understand the bell curve. At the 65% mark, people who feel like they could've beat the problem, they would have beat it, have already arrived at the conclusion that, "I've tried to beat it and it's unbeatable." Or maybe they're resting. Maybe they're going to have more money problems. Maybe they're going to have more health problems. And then in like two years from now, like a pain is going up now, I'll get back into the game, but generally 65% of the bell curve is not even fighting. So you've got 35% that are fighting, and it's not generally until the 90th percentile that you experience any success. If you take 65 from 90, that 25% that's fighting - they're going up and down, two steps forward, one step back.

So we talked about this. This is just another way to think about it. They're engaged in the game but they're not winning. Or they'll win for a time period and then they go back to losing, because they're not really at the right problem level. Now the top 10%, they're the ones that have everything. They're happy, they're loving. Their worst day is less pleasure. We've framed these people for you. Think about a problem such as, you want to lose weight. Do you think the people in the 10% are going to follow a diet and they might even do it in a good format so SMART goal? So in the 10%, they're following it. They're getting success. They're feeling good about their accomplishment. My question for you is, even in that 10%, do you think that it would be hard to follow a diet? Does it feel hard to you? Or do you think it's easy for them?

It's hard. It's still hard. However, I want you to ponder a new way to program this. What if you wrote a speech? What's the number one requirement for the "I have a dream" speech? It has what? It's got to give you goose pimples. So I want you to write a speech that talks about your health in a "I have a dream" pattern, that gives you goose pimples. It could sound something like this: "I have a dream that my body moves like this. My immune system acts like that. I process food like this. I have a dream that I play again. I move again. I'm happy again in my body. I have a dream. Food isn't love, food isn't emotion. Food is fuel and I love delicious foods and I eat great quantities in perfect proportions and I have epic energy. I have a dream." And you put this speech together that literally, when it is your speech and you own it and you give it, you get goose pimples. You think following a guy would be hard at that point for that person. Correct. It's easy, because it's not your way pattern of I hate my weight. I'm trying. Even to "try" and lose 20 pounds is an away pattern. I want to weigh 180, 160, 250 - that's the towards pattern. Then when you attach goose pimples to what you want to weigh and it's not, "I have to make my sales quota," it's "I get to address these epic clients. I have a dream." When you write things in a dream and you can attach the goose pimples to it, the things that you can begin to shift - the money, the health, the love, the things that you wrestle with today - the game is completely different.

How many of you believe this would be an important or valuable tool for you, as you try to accomplish something hard in your life? Have you ever used a tool like this before? Normally, everybody says no. But this is the beauty of neuro programming. 100% of you use this tool. You just use the other version that's called "I have a nightmare." "I hate my diet. I hate my money. I hate my relationships. I have a nightmare." Oh, it's goose pimply, because you're going to talk about your broken heart; you're going to talk about how terrible food is; you're going to talk about how hard this is. "I have a nightmare" and you repeat that speech all the time.

If you write an "I have a dream" speech, you only need to do it about three or four times and you're going to want to do it in the hard parts. So, let's say you can follow your diet all day long but when you get home at night and it's from 8:00 to 10:00, that's when you have a hard time. Or maybe you go to business lunches everyday and they always have desserts at business lunches and you love crème brûlée and you've got to have dessert. Have the ability to say, "I have a dream." Before you go into the restaurant or 8:00 at night when you're hitting your tough point and you go into a "I have a dream", that will vibrate and resonate in your body for the next couple of hours. And when you wire these things in, it's three nanoseconds. It's not just I have to think this. If you start the I have a dream speech, two sentence because Martin Luther King's already wired in your nervous system, because somewhere in your past you got goose pimples when you heard this. The people that didn't get goose pimples either never got goose pimples, they never heard the whole speech or were just in a dissociated, detached place, observing what I'm doing but they're not in it. When you put yourself in it and you are in your life, people love the "I have a nightmare" tool. And they'll talk about how bad, difficult, tragic and you'll go to lunch with all your friends and go "I have a nightmare. I have to use Phoenix too." And you wire the brain chemistry in versus "you've got to be making a speech". And so I will allow in this audience, there is one potential third version. It's called an "I have an above averageness" speech. So you may not be doing the nightmare. But here's what's interesting as we understand these patterns differently today than we did yesterday morning, which do you think will produce more motivation and drive to move "I have a nightmare" or "I have an above averageness"?

You will eventually get out of the nightmare. I have above averageness puts you in the 89th percentile and there's too much risk. If I've got a good job now. If I go be some bold leader tomorrow. Now, if you're about

ready to get fired, you're failing or you're like "I'm grabbing on the life raft and these techniques might help me because I'm about to lose," you'll be more prone to do something than, "Well, if I do the towards away and manage protocol, there's a lot of risk here and I'm at the 89th percentile." This is why good is always the enemy of great. Because if you were bad, you'll move faster, particularly when I goose it with more pain. When you're above average, it actually takes more pain to move you because you're going to run a risk/reward equation that says, "Oh, I'm a B+. I could actually end up being a C. If I look at the competence of using new software, I'm not a B student. I'll be a C or D because I suck at learning new stuff. I'm really good at what I do today. So I'll use the pour carefully tool. That makes sense to me. That has some value but I'm actually even more anchored in 'Oh, because I'm above averageness.'" So there is a third speech for this room that sometimes when you go out in the team, it's not as prevalent because there will be people, your superstars, the rock stars that are really driving your team, they already know this. They may not know it as a tool, but that's how people talk when they're living in 2020.

I already see that world. I know what that world looks like. I know how to get there and now I'm just doing it. Or I don't know how to get there but I by God I'm going to know tomorrow or I'm going to learn something today or something awesome and that's why it's easy to brace failure. Why it's easy to brace the lesson. Why it's easy to stay focused, because it's not a I have to address it or let go of it or it's bothering me. It's holding me back from my dream. I have a dream and this conflict is exactly what I need to evolve what I want. I have a dream. So when you look at can you write an I have a dream for conflict management, because if you're, for example, struggling with because we said there was an embrace chaos software challenge for some of us.

When you were saying, "Wait a second, Bill. That's really, really hard. I'm not sure I can do that." Which version of the speech were you giving yourself? Yeah, because all I see is more chaos doing that. All I see is pain escalating doing that versus no, I have a dream. And sometimes you have to actually sit down and write, "I have a dream that chaos is epic! I eat challenges for breakfast. I surf on the chaos and the confusion that other people cover. It's my time to shine." Those are sentences that come out of my I have a dream speech, and they're easy to pick off because I wrote them and I gave myself goose pimples and they're wired in my nervous system now. I have the "I have a nightmare" but that's only attached to old you so guess what my new song on the radio is? It's "I have a dream" as another way all this stuff connects.

Patterns of the GVOY



I/O



Pattern of Great
Thoughts

Pattern of Great
Emotions

Pattern of Great
Actions

Pattern of Interrupting
Old Patterns

Business
Personal
Money
Health
Etc.

**FEAR
MGMT**

**FAILURE
MGMT**

**SABOTAGE
ELIMINATION**

General summary:

In order to live as the greatest version of you, you must have great consciousness around your thoughts, your emotions, and your actions. You must create these from the inside out and be conscious as to what you decide, commit and intend to integrate. To get to that place of greatness and live there consistently there are now 3 key programs you will need to identify and learn to manage. The 3 programs are:

- Fear Management
- Failure Management
- Sabotage Elimination.

Key Points:

- The greatest version of you must be aware of the patterns and programs you are running and choose ones of greatness
- Your patterns of greatness are not created externally from the outside in, they be created internally, from the inside out
- To control your patterns of greatness you must manage fear, failure and sabotage

If your vision today (before the audio book) was unconscious, it was based on your Family of Origin programming. It was based on the notion of “Well, the greatest version of me is above average, because I’m doing the best I can, and I’m above average. so I work hard at work, and I work hard at being a good parent, and I work hard in my relationship, or maybe I let my health go, or maybe I work hard at work but I’m not in a high paying job.” Whatever that version of you, that you’re in when you look at the greatest version of it, 1) I want to challenge you to think of the standard of your neural photograph - your greatest version; the level 10 version of you, and 2) I want to challenge you: Did you truly select a Level 10 version of you. Is it a level 7 or 8, because level 10 is too scary or too hard, or you don’t know how to do it yet, and so you will begin limiting yourself, before you even go to the blueprint of the Greatest Version of You. I want to ELIMINATE those limitations RIGHT NOW – RIGHT AT THE VERY BEGINNING OF THIS PROCESS. The chart we are discussing, The Vision and Patterns of Greatness will help you understand why this is so important. Does it make better sense now, that when the Old You, before this audio book, even if you had a “vision” of you, it would have been a more limited than unlimited tower? You NEVER would have soared with no trapeze in sight! So to take this “knowledge” and use it, as you might have done in the past... or even, tried to use it in a “visionary” sense... is almost impossible to succeed. And as we talked in the Old You/ New You realities, there have been times perhaps when you did in fact, leap... those were the times that you were obsessively focused on something... your family, friends, folks you respected, all said, don’t do it, or said, ok, go do it (but they didn’t believe in you,) it doesn’t matter... what mattered then is that you had to have that something... and it happened. It just doesn’t happen consistently, or it even hasn’t happened at all since... So now, to live... become... acquire... your blueprint of your Taj Mahal, we need the Greatest Version of You to do it! Then, and only then, can you get what the GVOY of can get! Cool, huh?

So in the work book, develop, at a level 10, the vision of, the GVOY!

So, back to the pattern of the GVOY... once you have identified and set your vision, is to ask yourself three simple questions:

“What are the great thoughts that I must have?”

“What are the great emotions attached to those thoughts?”

And, as a consequence of those great thoughts and emotions –

“What great actions am I going to take?”

And we have done a lot of this work already, but only as the new you, or dismissing how the old you might have done this yesterday. But now is the time to get great consciousness around your thoughts... your emotions... and your actions... as the GVOY... in alignment with... the GVOY... In a true alignment and congruence process. You will look back at some of the work earlier in your work book... and the old you stuff that you held on to dearly... is now a memory. The light is on... the bus is headed in the right direction. The New You work that you did was exciting... and scary... yet by following the transitional thinking bridge, it was logical to think new, better thoughts... but were they the GVOY? To feel better, more powerful feelings? And were those feelings in the New You section the GVOY? And last, the actions that you decided on, committed to, and become planning to integrate into your life, were they consistent with this new GVOY? This GVOY is an incredible place! And in many respects, it is so incredible... so challenging perhaps... I want you to have so much consciousness as to what you decide, commit and intend to integrate here! You may only pick one or two places: your career or your parenting... your relationship or your health... it doesn't matter. What I ask of you is to be conscious as you absorb all of this, because it will come into play in the ICM blueprint section that is upcoming... Woo Hoo! Are you feeling it??

So, returning to the Pattern of the GVOY, yes, it can be scary. It is going to be an interesting environment if you are not used to functioning, with this pattern of thoughts, feelings and actions. To get to that place of greatness, and live there, and be there consistently, there are now 3 key programs you will need to identify and learn to manage. Understanding these 3 programs is the foundation that will help you stay anchored in your vision of greatness, and will literally, help you create your Taj Mahal - that Level 10 greatest version of you. The 3 programs are: Fear Management, Failure Management and Sabotage Elimination.

Fear management is very simple. Some of you may believe that when you eliminate the obstacle, eliminate the problem, the thing that's been holding you back, you get your breakthrough. You get this great area of your life that you're going to accelerate and expand and whoa....life is going to be awesome, and life is going to be great! There's just one really, counterintuitive, critical problem. Most people believe that once they experience the breakthrough against the fear or obstacle, or thing that's holding them back, that on the other side of that - their fear and anxiety will go down.

We've covered that as the old you and the new you... Fear is such a critical program for Greatness. And you

know that the reality is just the opposite. You go back to climbing another part of that mountain! A side you've never been on before! There you are - hanging on, doing something you've never done before - with new thoughts, new feelings, new emotions; climbing to new heights that you never thought possible before...Trust me...your fear is adrenalizing off the hook!

So for many of you, it is important to understand this concept. It is one of the biggest reasons you've left a book unfinished, left a seminar, done some other self-improvement work in another phase of your life, and gone back to your life, and not been able to successfully implement the new knowledge. Because as you began to implement new learning, as your fear and anxiety began to rise, it felt like the old fear and anxiety, and you thought: "Gee, I must not have this right. I must not get it." So you retreated back to your old comfort level, old familiar territory and patterns. And now, as you contemplate the GVOY, and you are soaring over an abyss with nothing discernable that you are headed to.... Oh my golly, your ability to MANAGE fear is uber-crucial... trying to eliminate it... as you probably might have done in the past... sounds ridiculous now, doesn't it?

The fear and anxiety are the same feelings, but they are coming from a different program of origin. It is coming from a place of greatness, and this is new territory. The reality is, all our heroes, all our overachievers, all the successful people on the planet, also have great fear. But the difference is, they also have great fear management techniques. A little later on, we are going to discover more about what that means. What are those coping and management patterns, strategies, and recipes? Those are the patterns and techniques that will help you rise to a new and higher level of the Greatest Version of You.

Failure management is the notion that when you experience greatness, you are going to fall more, and the falls may be more severe. Remember Picabo Street? We talked about her story - her failure management strategy in Section 5. When she skis on Vail mountain now - when she puts on her skis and heads up that mountain, the person who has not only fallen the most of anybody on that mountain, and the person whose falls have been the most severe - she is the only one with a gold medal going up the chair lift.

To get your gold medal in life you have to seek out the double black, and triple black, scariest slopes - the iciest conditions that will scare the living daylights out of you, so that you can conquer that slippery slope - whatever that means to you. Notice I said WHEN you conquer that slippery slope - not IF - because you will conquer it, and you can conquer whatever is holding you back, IF, you have a great failure management strategy. Whether it is money, love, health - it is the psychology that has held you back. You must learn to embrace failure - which means you must develop great failure management strategies.

When you do something as the Greatest Version of You - as you focus on new thoughts, new feelings, new actions, and you are moving up the ladder of success - as you're stumbling or falling from even greater heights, you must ask yourself this very important question: "Is the action I am taking today, or not taking today, truly failure, and is it going to enhance my greatness, my lessons, my learning, or am I sabotaging

myself?"

Sabotage is another very unique aspect of your strategies and patterns. Unlike other speakers of this genre, I like to differentiate this psychological pattern. I like to hold YOU responsible for YOUR greatness - and I will not let you off the hook, if you are embracing a psychology of sabotage: sabotage does not enhance you. It will not add value to you or your life - it will not help you grow to your champion level! It will truly hold you back, penalize you, and remove value from you and your life. And sometimes, you are not even aware of the difference between failure and sabotage... what if... you created an action plan for investing... and then procrastinated in doing the research? Is that more likely to be sabotage or a failure? Yep, sabotage, so that is easy to recognize... And conversely, if you DID the research, and were investing away... and kept losing money... but you kept refining your strategies, focusing on the lessons and winning, failure or sabotage... again, easy... its failure...

But what if, as you research, you start, stop, start, stop... what is that? Well, if you are braking because you feel that you're going to fast... and you are trying to stay under control... failure or sabotage? Or if you are not stopping... but consolidating because you are moving too fast to absorb the lessons... well, it may look the same, and it may even FEEL the same, but clearly, it has different psychology and motivation to it. So your programs are designed to win, you will feel braking in your actions, ask yourself why, and DECIDE to either return to speed or remain at a slower speed because there ARE lessons passing you by... but you don't just mindlessly beat yourself up and say to yourself, "I have a fear of failure... I can't do this... I better return to a safer spot." That is what some people feel like who have actually achieved escape velocity... but through unconscious, and a lack of...or an inability to... distinguish between failure and sabotage... they "allow" themselves to fall back to earth...to a safer place... to wait for more information... so that someday...they will permanently escape and soar in the heavens... just not today.

I really want to help sink this distinction in deep, so let's do another example. As a parent (and if you don't have kids, think back to when you were a kid... or how you are "raising" yourself today...) when you were counseling your children, and let's say they are older, maybe on the cusp of driving for their Greatness... going to college, or making a career decision. Do you tell them to reach for the stars, because you believe in them? Well, that's awesome, but the real program they will have imbedded in them, is YOUR program, so not only ask the question, did I reach for MY stars when I was their age.... More importantly, ARE YOU REACHING FOR YOUR STARS RIGHT NOW, TODAY?!?! That will tell us EVERYTHING that we need to know about your pattern of Greatness, and do you counsel them to reach, yet you sabotage you? Or... do you counsel them to reach, and you record that "you are just being safe.. You've been disappointed before... and this is smarter... to only reach when you know how... and its all perfect... and ... and.. and..." and with each conditional "and" for you, you die a little bit more, or maybe we can be kind and say, "your dream dies a little bit more..." and we now know a deeper truth... that their dream is in trouble, too... even if, at their young age, they DO reach for their stars... without a GVOY psychology in place... OR... a great failure/ sabotage management strategy in place... you better hope that they find a better coach and audio book than you did...

So failures you want... you need... you MUST have... to be the GVOY... Sabotage, on the other hand, we want to eliminate completely from your programs...

The final pattern of the greatest version of you that is very unique in my teaching is that you must have a pattern of interrupting old patterns. What that means is this: old patterns equal old programs, old strategies, old recipes, that genre of words that I have been using. Old patterns are the old thoughts that hold you back, the old interpretations that you can't, you won't, it's not, it isn't going to happen for you. The old patterns will appear like that. That is how the old patterns show up in your thoughts. At the time a song comes on the radio, or your friend uses an expression that your parents used, or you're walking through an office, and you're not even conscious of it, a voice comes out of the cubicle that sounds like your mother using an expression that your mother used to criticize you, and you're walking through this office complex, talking to your friend, talking to your prospect, living the great life, and all of a sudden the brain is going "I don't feel very good right now. Ooooh, there's danger around me; there's a problem."

And unconsciously, you heard the voice, you heard the song on the radio, and your neural peptides, the adrenaline levels in your blood started running around saying "This is a bad moment for me." But consciously you are going "Well, wait a second, I am focused on my greatness right now." To know that an old pattern is happening, sometimes you'll even know where it's coming from – and even if you don't - most of the time, you shouldn't even care. You just need to recognize when you're in an old pattern - and use a new strategy that you have developed, to interrupt that thought process, and you will return to your place of greatness; your place of happiness.

Sometimes, it isn't an old song... maybe it's an old fear from the old you.... Interrupt! And return to consciousness!

Sometimes, it's an old "truth", an old "identity statement," and old flip that turned the lights off... Interrupt it! And return to awareness!

Sometimes, it's a NEW fear... from the GVOY... and it's righteous... and still scary and difficult... Interrupt it! Keep soaring over the abyss! The trapeze will appear!

We have now completed the overview of a complete set of patterns matching this version of you that is about great thoughts, great emotions, great actions, and interrupting the old patterns, we are now going to build on the foundation to create a Great Vision of The Greatest Version of You.

The Quantum Glass



Is the glass half-full or half empty?

Summary:

The glass is *neither* half full nor half empty—it is always both in every person. But there is actually a quantum aspect to this question that even further emphasizes this point.

As Einstein proved, light can be both a wave and a particle because it has both properties. Thus, energy itself is multi-dimensional. However, when you test energy as a particle, it has properties of a particle, whereas if you test it as a wave, it has completely different properties. The components inside energy can simultaneously be different and the same. Although this concept contradicts linear physical science as we know it, it is proven reality.

With this quantum revelation in mind, if I were to give you a glass filled up exactly to the halfway point and ask you, “Is that glass half full, or is it half empty?” Everybody would know that the answer *should be*, “It’s half full.” Research indicates, however, most people would believe, “It’s half empty.”

But, the truth is, the glass is always, always *both*, simultaneously.

The real question is, “Are *you* half full or half empty?” If you observe your life as half full, you’ll experience it as half full; if you observe life as half empty, you’ll experience it as half empty. We all bounce back and forth between these two spectrums because life is always half full when you feel successful and when everything is going as planned. However, the key to experiencing true fulfillment is to see that life is also full when the chips are down. It is the intense and critical times in life that provide profound opportunities.

Maybe the half empty thoughts, feelings, and actions only appear in the critical, intense time, but counter intuitively, that’s the very time when you need to be half full. When times are intense, when a situation is critical, when the chips are down, that’s when you must see and be the half full. If you’re half empty when life

is easy, there's not really an impact to you other than it doesn't feel so good or maybe you're not as happy as you could be. But when you're looking at success, your results, your outcomes, your achievements – when you are trying to elevate the inevitable you to another level -- counter intuitively, that is the time that half full must appear; at the very time that half full is the most difficult. You're not growing when it's easy - you're growing when it's hard. You're learning more when it's hard, and that is when you produce your greatest success.

At any given moment, life can be both good and bad, light and dark, half full and half empty. That's the quantum nature of this work.

This is another counterintuitive shift, but if you want to bring the “old you” to another level, the time for the “new you” to show up is when it is hardest for “new you” to appear.

ICM



TAKE THE NEXT STEP!

Most believe that their history is fixed, it happened, and what you are, who you are, why you are, is mapped into the meanings, patterns, and programs that are now your deepest Truth. However, this is a flawed view. You have the power to completely rewire what the past means, and consequently, everything about you today transforms according to your design, not a random pattern that used to be logical.

I Choose What My Life Really Means!

Experience/Data Point = Reality	Meanings are both 1/2 f, 1/2 e	Design a New Meaning = New Reality
Outcome- I want to become financially stable and financially free, independent	<p>1/2 f I have all the tools for success. I improve my blueprint everyday... with excitement... w/ love... w/ the solid belief that \$\$ is on its way right now. I want to become financially free and am extremely excited that all my businesses can be the vehicles for me and my family.</p> <p>1/2 e I'm not financially free yet. I struggle with Fin freedom. Every time I try, its elusive. I am not sure that I deserve – on days I do, and at critical moments, I don't. ... I think that some of my husbands limitations affects me too. And it should be hard hard work and struggle... when I try to create control and a value prop that is righteous for me, with the diff economy, we cant get ahead.. NOBODY gets what they deserve, everything is undercut.</p>	Even when I am challenged, I KNOW that \$\$ is energy. I KNOW that I am a surf rider and master of energy. While limitations have blocked me before, they are now in my past, and every day becomes more exciting as I tap into the river of abundance Old beliefs like "NOBODY gets what they deserve" are not really true anymore. I know that as one door is shut or shuttered now, another door has opened. I LOVE Zrii, I am scared shitless but feel great that my commitment to wealth in this arena is only bounded by my efforts. Therefore, I work tirelessly and joyfully spreading health and the messages of amalaki and Deepak to all my friends, to strangers that I meet, I offer them at chance to come to the party, I create no meanings if they don't, and everyday I can't wait to be ME! The Zrii chick with integrity, joy, an impeccable message, and money money money is flowing to me NOW.
PD - "I'm not disciplined to get and stay organized in my office."	<p>1/2 f I 'thrive' on chaos/I perform better under pressure/Pulling things together, last minute, is a 'challenge' that I like/I get more done, in a small amount of time/I am a 'free spirit'...no one tells me 'when' to work and 'how' to do it/</p> <p>1/2 e This is my excuse for not succeeding/ I'm 'too busy' to be successful/I just have too many things going on/I've never been 'disciplined'...this is my parents fault for not teaching me this principle/I deserve to be stressed out...something will fall through the cracks anyway/I don't know where to 'start'/I don't know what 'organization' feels like/Organized people are 'anal'.... uptight/</p>	Organization and discipline are the 'Power Houses' to my successful business. It 'frees' my mind to know that I can find something quickly and with ease. My files are flawless and contain only necessary documents. With this, I am more powerful in my business....providing full attention to my client's requests. Everyone on the team supporting me operates smoothly....becoming stronger and more successful. I have a 'free mind' as I become more 'present' to life and everyone in it. I see, hear and feel LIFE at a higher volume! I AM Life !

The First Map Conclusions

- Δ software and data are VERY different.
- Δ You are SOFTWARE, you are NOT data!
- Δ Most do not know this.
- Δ To begin to accept... then USE... is... risk / danger/ "hard" / AND... transforming!

**Most believe that they are a function of their DNA plus _____
(nature v. nurture)**

They must overcome any negative "pre-dispositions"

Their history has meaning and mostly dictates the future

**They do their best to positively modify what's happening (or avoid
so that "not happening" is of more power and drive)**

Their trauma and scars are real, and mostly a limitation

**They do the best they can within this framework, hoping to get
incrementally more when they can**

YOU. ARE. NOT. THIS. ANYMORE!

If you get the 18 points above "absorbed" (I am NOT expecting perfection; it is not a test.) I will send you the MOW analysis.

NOW... You can begin to read your analysis!

Summary:

There's a number of conclusions that come out of the first map that are really, really important.

Number one, worked hard to make you understand that software and data are very different. Not something necessarily you may... Again, there would be intuitive knowing. There would be reality knowing. But to be able to put it in black and white, collapse a sentence, teach it to other people, or to go to your parts of the mountains of your life where you're slipping and sliding, and falling and struggling, you'll do this well in other places you know that it is different. "But in this arena, I can't..." No, no, no. It's always going to be software and data, and you are software. You are not data.

Data is just the storms that come through our lives or reality. Data that's happening, it's not who you are. Most people don't know this, and to begin to accept this and use it in a risk, danger, hard, transforming time, it becomes very, very challenging. The reality is, to reinforce where a lot of you walked in or where people that you deal with believe they're a function of their DNA. Yeah, there's a little bit of nurture/nature going on.

But they're a function of their DNA plus, you know, all their victories, things that they've beaten, all of the losses, things that they don't beat. And then all the contests that they quit and walked out on and said, "Yeah. I can't have that." They feel like they have to overcome these negative predispositions, "Oh, I've got the alcoholic gene. Oh, I've got this learning disability. Oh, I've got ADD. You know? I've been told this. Professionals tell me this." Yeah. Again, I never belittle any mental health professional. And mental health professionals, by and large, are caring, compassionate, loving, really want the best for you. They're just kind of doing it in all types, all technology.

The last nurse-doctor team that stuck leeches on your fingers to suck out evil vapors didn't do that because they were stupid. They did that because they learned that in medical school and they were the last ones to learn that leeches don't really make you better. Soap does. We learned that in the Civil War, if you wash your hands with soap, that cut the infection rate in half. Leeches have a... Now, it's kind of funny. They've come back to have a value to us. But that's when I really get my medical audience, is when they're all riled up and to go on. But leeches have a value, they don't suck evil vapors out.

So to overcome these negative pre-labels, they're not real. And anybody that wants to talk about it and take it offline, I'm happy to do that. History has meaning and it mostly dictates the future, we've debunked that. They do the best to positively modify what's happening or more likely to avoid the not happening, and they'll put more power and drive into what they don't want to happen, we talked about that. Traumas and scars are real. And mostly, the limbs and the limitations that they have, they do the best they can within the framework hoping to get incrementally more when they can.

You know, you are not this anymore. That's just not true. It's only true if you have amnesia, and go back and rewrite and rerun these sentences. So in this little three-video set, to get the 18 points on the first map now allows you to begin to read the analysis I'm going to send.

The “First Map” Challenges

- o ARE THE TOOLS REAL?
- o DO YOU BELIEVE (1. Teacher 2. Technology 3. YOU)
- o *How big is the request now?*

There are generally three parts to extraordinary acceleration and uplift of your life and business models.

- a. **The toolbox: is it real?** Do the tools work? Can you use and apply them? Can you use and apply them in every circumstance (particularly intense, crucial times.) Does the toolbox explain or help you when things don't work the way you think they should? And more...
- b. **Now that you have new tools, do you BELIEVE?** (2nd map)
 - 1. This is a belief in **yourself**
 - 2. This is a belief in the **teacher**
 - 3. This is a belief in the **tools** themselves, and so much more.

It can't be an intellectual exercise. It can't be "toe-in-the-water" and hope you can walk into deeper water and eventually get used to it. (Hint: think “cannonball!”)

You can't "think about using it," because almost always, eventually, you won't. Old You takes over.

The most important sentence here? *Put the emotion in your body you would have when New is real.* That will ensure the belief is wired.

a. **Last, how big of a request will you ask?** (3rd map)

Not only does this take you into an exhilarating place, an adrenalized and awesome arena - dealing with your fears and discomfort and new failures causes Old You to pop up and attempt to guide you back to safety. It is not crucial that your request be "solve world hunger" ... what is crucial is that it's coming from the Inevitable You, a place of heart and soul and ultimate truth.

Therefore, here are your bottom line takeaways:

- You have far more (virtually complete) control of your reality and what is happening to you and as a result, for you.
- Sometimes, it is easier to believe this, other times, it is harder.
- You now take "different" New Actions. You get New Results.

Tactically, it looks like this:

- Begin to process. Really attempt to look at every aspect, and certainly, the most important aspects, in a new way. *When you change the way you look at things, the things you look at will change.*
- What do you most like? What most resonates with you? What can you use immediately to begin small, medium, and large shifts to either fix and heal something or inspire and growth something?
- What do you not like? It may be something you disagree with, it may even irritate and anger you. Can you articulate it? Can you examine it in the cold light of day and begin to understand what is really bothering you about it?
- Also catalog those things that you simply don't understand. It may be my notations or "scribbled writing" or it may be the concept or aspects of the concept itself. You will want to begin to catalog these so that you can ask questions, research information, and be prepared at some point to addresses. Trust me, if I've taken the time to present it to you, it most likely will have some important meaning at some point in your journey.
- As you go about your day, do you know exactly what you would change? Is it a word, a sentence, a thought, or a conversation with someone? Is it an emotion, a

fear or an uncomfortable/unsettled feeling? Is it a different action, a different result, or something different that must happen or react around you?

- Then, HOW would you change it? What tool? How would you apply that tool? Are you prepared to do that, be uncomfortable again in the quest for New?
- DO YOU BELIEVE? In you, in NEW YOU? In the tools? That you WILL use and solve and eventually attain the new result/ the new outcome you wish?
- Do you know the "why" when you fluctuate here? Can you face it? Can you articulated?
- Are you taking New Actions? Are they producing what you want? When you stumble, do you "get up" and re-assert yourself no matter how silly or stupid you feel?
- And the same question from above applies: Do you know the "why" when you fluctuate here? Can you face it? Can you articulated?
- Iterate, iterate, ITERATE!

Paying close attention to when "old software" leads you to comfort and safety, denying that Greatness truly awaits YOU.

More than assigning right or wrong to these scenarios, assign consciousness. You can assign the consequences which ALSO means you can assign the "and" tool. *I want great success at work AND I want to be happy. I know more than "I don't know." I can and I will find this!*

Your focus for your homework will be to review our first several "connections" (or sessions) so that you can process all the analysis, all the huge amount of content presented, process what changes are happening to you...

Therefore, read through everything, multiple times. Begin to process what you agree with....

What you don't understand....

What you disagree with....

Begin to note and process that in your journal. Summarize this all when you prepare before our next session. Don't just "show up." Really, really think through and be prepared to challenge me that this is having an impact or not for you.

And what NEW successes are you having?

And what challenges remain...or even GREW!

Ok, ANY questions now, before we meet, whenever you are processing:

call/ write me – I am standing by to serve your needs.

Summary:

I really want you to understand what the challenges to the first map are. So we'll summarize them here.

Number one, are these tools real? Do you believe in the tools? I've given you structure tools. I've given you emotional wiring tools. I've given you points of view tools. I've changed your vantage point. I've given you some things that make sense, and given you other things that didn't, like some of the counter-intuitive questions I asked. "Am I going to believe are the tools real? Can I use them? Can I apply them? Do they work in every circumstance? And what circumstance is most crucial - where growth and intensity wait for you?"

Does the toolbox help or explain when things are not working? There's so much more into, "Are these tools really real?" So even if this was a traditional state or an, you know, author experience, seminar experience, new system experience, the number one thing you walk away with like, "Wow, that Stephen Covey," "that Tony Robbins," "Yeah. Is it real? Get it now." The second thing is, "Okay, the tools are... Yeah. I've got to believe." You know, this is the second map. We're not covering the second map in this video. But this is the basis for the second map, and it's important as we process this map.

You have to believe in yourself - that you can do this; you can overcome; you will. You have all the tools you need. What you can't solve, you will solve. If you haven't solved it, it's a "yet". "I'm going to solve it. I believe in me." There is a certain amount of credibility that has to be assigned to me. I've made sentences like, "Studies in research say," and, "We know this," and, "It's a metaphor. If you don't buy it, see me. I've got to believe. Well, he certainly seems like a passionate guy. You know, there's some things he's smart about."

But you might be wrestling with a label. You might have alcohol in your family. You might have ADD. You might have some of these and say, "Well, wait a second. But was he saying that's not real? Are you..." You know, God forbid, I mean, very tender, very loving, that's the way I always make the comment about mental health professionals. They care. They love you. It's just that if somebody said, "Hey, ADD is a myth," as taught in the current mental health system, that really upsets a lot of people and I understand that. It's just that you really have to go as taught today.

There is a challenge. There is a PTSD, which I said I never use. It's PTSD. "Well, wait a second. I've got PTSD. It's real. I'm on meds for it. I remember the data is very real. The [trouble]..." Well, and now I'm touching some sacred points in a very tender place. So you've got to believe in you. You've got to believe in the teacher. And then the belief in the tools that we talked about can't be intellectual. It's got to be a cannonball. You're not toe in the water thinking about it. That's a recipe for disaster.

The minute you step back instead of just like leaping in the middle of the pool, get in the deep end of this- if you hesitate at all, old you always takes over. That Windows 61 is just waiting to sit there and run. The most important

sentence here, "Put the emotion in your body you would have when the new belief is real." Last in the trilogy of, and this is the third map, now I'm thinking about believing in the tools. Now, I believe in me to use it. How big of a request am I going to make? How big am I going to change? How much more am I going to ask for? Am I just going to ask a little more, a lot more?

"Santa Claus, here's my Christmas list." What am I going to ask for? So your bottom line takeaway is that you have far more and it's virtually complete control of your reality, what is happening to you. And as a result, what happens for you. Sometimes it's easier to believe this. Sometimes it's hard. I get that. You take different new actions, I promise you, you get new different results. Some are falls, some are failures, some don't always advance the cause. But the trend line, the process, the science, the technology is moving you along.

And how do we do that? It's important tactically. These are very important sentences to ponder. Begin the process. Really begin to look at every aspect, and certainly the most important aspects, in a new way. My favorite expression is from Wayne Dyer who said, "When you change the way you look at things, the things you look at will change." That's a nice sentence.

You might have heard of it before. You might even believe it. And then all of a sudden, "Yeah. No. I'm in the middle of a financial crisis, love crisis, health crisis," or "I'm just grinding it out, man. 2017, 2018, 2019, This is really hard sometimes. I don't believe that just by merely changing my habitual sentence now that reality changes." Yeah. No. It's just kind of crazy when you work through this.

What do you most like out of all these tools? What resonates with you? What can you use to begin immediately to work on small, medium, and large things that have to shift in your life? What do you not like? And sometimes it might be because you disagree with it. Sometimes this crap is even irritating you and pissing you off. You may or may not be able to articulate it. "I don't agree. This is hurtful. If I were to agree with this, then there's an embedded conclusion somewhere in my life about someone I love, about me, about a truth that I don't believe can change just as easily as changing habitual sentences."

There'll be places that your ability to examine this differently, articulate a journal on it, and really begin to work it, is really, really important. Catalog the things that you don't understand. It could be just simple little bullet notes. Even scribbled writing is good enough. Get it down. Begin to catalog and begin to categorize it and prioritize it. At some point, it will have meaning. Trust me.

As you go about your day, do you know exactly what you would change? Is it a word? Is it a sentence? Is it a thought? Is it an entire conversation that you need to have? Is it an emotion? How do I change emotions? There's tools. There's over 450 tools of the toolbox. And then how would you go about doing it? What tool would you use? How would you apply that tool? These are the very tactical questions you want to ask and answer; or if you don't know how to ask and answer, then you can write, call me, refer it to me, or go look it up on the website.

Do you believe in the new you and the tools we covered? Do you know the why? Can you face the why of it? It could be conscious, it could be in the open, it could be embedded. Are you actually taking new actions? Are they producing what you want? If you've done all this work and you're not getting what you want, that's a problem. The system says, "New thoughts produced from new software take new actions and get new results."

I've been doing this a long time. If you're struggling with this, this is what you want to catalog in here and assemble. And the why fluctuating here, as well. That why is repeated. And do this over, over, over, over, over again. Pay close attention when the old software opens up. The beautiful thing about a PC, if you actually had Windows 98 and you're now satisfied that Windows 10 works, you can delete Windows 98. You can never delete Windows 61. It's always sitting there waiting to run.

So the thing that opens that is "An old song on the radio", So if an old song on the radio opens up old software, what do you think the flip tool might be?

A new song on the radio that you program to open back up the new software. Bam. Just like that. You might not have known that. So you would have gone to another seminar with another author a year ago and got some nifty little things, and got some little incremental approval. But the operating system didn't change. Can't find the Print button to open back Windows 98, never going to use Windows 10.

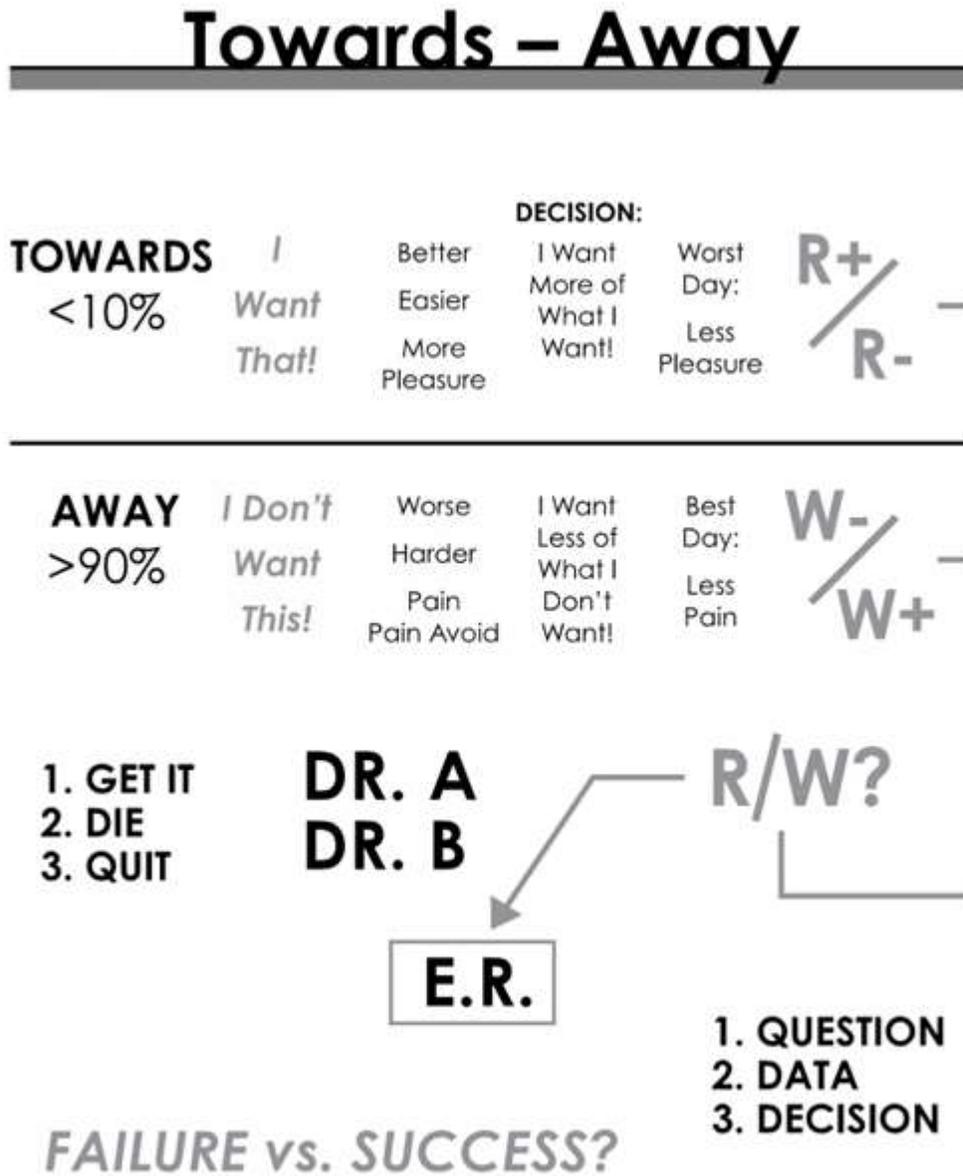
We went through a process to install Windows 10. We're going to go through a process to open it back up. Close old you, Windows 61. Open up new, Windows 10. I have 9 old songs on the radio, and one of them is my wife's eyebrow. She does this with her eyebrow. When she opens up that software, my software says, "Oh, my god. What did I do wrong? Did I say something or did I do something? Have I offended you?" Because I know that's not a good eyebrow.

So there's all kinds of ways as you really evolve into the system, that this begins to work. Rather than assigning right or wrong, assign consciousness. Why is that sentence real? Why do I like it? Why do I not like it? Why do I want to change it?"

Don't cling to judgments that, "I screwed this up. I didn't do it right." Cling to consciousness. There's a lot of homework with it. This system provides a handout explaining the homework, putting this together, summarizing, beginning to process what you agree with, don't understand, disagree with. Journal new successes, what challenges remain, and then I'm always here.

So again, thank you very much for your time. This is a great start to begin. It'll allow you to come into the system with some beginning fluency and understanding that this is tools, this is structure, this is logic, this is precision. It is not cheerleading. It's not motivational. It's not based on, "Hey, because Bill says so." It's based on the science that's in progress. So again, thank you very much for your time. I appreciate it and I look forward to my next contact with you. Take care.

Towards and Away



The Power of “Towards” and “Away”:

One of the most powerful Metaprograms, it plays into the very core, quantum and binary nature of life.

Towards

- I know what I want – there it is!
- Always moving towards what I want.
- Right v. wrong ... or Right v. right?
- Every day is more powerful, more pleasurable

Away

- I can you tell you what I don't want!
- No movement, no direction, you're stuck.
- Right v. wrong ... or Wrong v. wrong?
- Every day is more pain, less pain

Neural Command Programs:

In the Negative Position: “Don't spill the milk!”

- Neural interpretation
- Emotional meaning

In the Positive Position: “Pour the milk carefully!”

- Neural interpretation
- Emotional meaning

Towards – knowing what you want.

Away – knowing what you don't want.

People in an Away pattern, on their best day, merely get less of what they don't want – they get less pain. Being in a Towards pattern - knowing what you want – puts you in the top ten percent of the population. Your life has direction – decisions involve “more right” versus “less right” – and your worst day gives you less pleasure!

Greatness lies at the end of an incredible rainbow, an incredible vision, an incredible blueprint that you design for yourself.

General summary:

Your life is constantly in motion, and you are always either moving towards what you want or away from what you don't want. This program creates your reality. Less than 10% of people operate in a "towards" pattern. These are the individuals who predominantly and consistently produce outcomes and results by knowing what they want. In a toward pattern you will find pleasure in any progress you make because you'll know you're moving towards what you really want in life. When you are in a toward pattern, your worst day on this planet is only "less pleasure."

The 90% of people stuck in an away pattern are not wired to win because they are stuck in what they don't want. This group is driven by pain and how to avoid pain. On their very best day, "away driven" people will only get less of what they don't want. Because their focus is about less pain, and pain is always attached to wrong decisions, there is profound sadness amongst this group. When you are moving in a toward pattern, one of three things will always happen: you get what you want, you quit or you die. And, one of the most powerful and prolific programs you run is what is called "Towards and Away."

Here's how it works. Your life is in constant motion, and you are always either moving towards what you want or away from what you don't want. Think about this for a moment, and feel how it applies to your life. In life overall, are you moving towards what you want, or are you moving away from what you *don't want*? What is your primary psychological driver and source of motivation? This is the program that creates your reality.

Several studies indicate that less than 10 percent of people operate from a "towards" pattern. These are the individuals who predominantly and consistently produce outcomes and results for themselves by *knowing what they want*. People who come from this place are obsessed with obtaining their end result. Time has no meaning; there are no stipulations. Regardless of how long it takes or what it might take, visualizing and embodying the joy of obtaining their end target is completely worthwhile.

When you *must have* something, there is a direction to your life. You will head towards the thing that you want *no matter what*. Sometimes you will have progress, other times you may get a little stagnant, and you may even get completely stuck from time to time. However, you will *always* continue to move forward. Ultimately, you'll find pleasure in any progress you make because you'll know that you're moving towards what you *really* want in life.

The progress you make while moving towards pleasure will be based on a series of decisions. However, I have another secret to share with you—as long as you're working towards what you really want in life, there are *no wrong decisions*.

Think about this—does anyone ever think, "Hmm. Let's see, here is the right choice, and here is the wrong choice—I think I will do the wrong thing today." Of course not. Here's what happens.

When you are in a "towards" pattern, you're able to see this truth. All decisions are "right"—some are just more right and others are less right. The less right answers don't really bug you too much while in this "towards" mindset though, because they always bring you value in the form of a lesson.

Eleanor Roosevelt asked a great question: is failure the opposite of success? Most believe, of course, that it is. She says that it is not. In fact, Eleanor proclaims that to have success, you *must* have failure, and to have *great*

success, you must have great failure.

This is one of the best truths about this pattern. Even on your worst day on the planet, when you're in a "towards" pattern, your worst day is only "less pleasure." How great is that?

This fact is key to your growth towards *The Inevitable You*®. If we measure all of the love, money, joy, and happiness in the planet, the 10 percent of people who are "moving towards" their desires in life have 98 percent of it.

So now, let's talk about the other 90 percent. Here is their primary thought process: "I don't want this problem," "I can't stand this job," "I've had enough of this relationship," "I don't like this place," and "I don't want to be poor any longer."

These people are *not wired to win* because they are consistently stuck in what they "don't want." This group is driven by pain and how to avoid pain. As intensely as "towards-driven" people move towards pleasure, this group obsesses about their pain, and as a result, every day of their life gets worse; every day gets harder. On their very best day, "away-driven" people will only get to experience *less* of what they don't want. They will define success as "less wrong," and they may never even know the feeling of true fulfillment. What is "better" in their life will only be a little less painful. And, because their focus is about less pain, and pain is always attached to "wrong" decisions, so there is a profound sadness amongst this group.

In fact, it physically pains me when I meet clients coming from this place because life doesn't have to be this way. Let me give you an example.

I'd like to introduce you to Dr. A and Dr. B.

Dr. A was 11-years-old when he decided he wanted to become a doctor. As a result of his supreme dedication, he went on to get great grades in high school, college, and med school. He was always at the top of his class and worked very hard towards his dream. He is now a respected doctor in his community.

Would you say that Dr. A is in a "towards" or "away" pattern? (Don't over-think this—it's a metaphor, and the question isn't complicated.) As far as we can tell, he's in a "towards" pattern, right?

In a parallel universe, meet Dr. B. Now, on a superficial basis, Dr. B is identical to Dr. A. He knew he wanted to be a doctor at age 11, he got good grades all through school, and he now owns and operates a successful practice that he loves in his hometown.

Here's the difference.

Dr. A is not just a doctor; he is also a saxophone player. He once picked up a saxophone at a very young age and could play it nearly perfect from the beginning. He was incredible, and he loved playing. However, Dr. A's mom was a doctor, his dad was a doctor, and his grandparents were doctors. They always told him, "Dr. A, when you grow up, you're going to be a doctor because that's what we do. We heal people, we make good money, and we contribute to the community. You're going to be a doctor just like the rest of us."

And so, about the time Dr. A was 11, he was convinced. "Yeah, I probably do want to be a doctor. I don't want to live in smoky bars and have a run-down trailer for a house," he decided. But even today, Dr. A still relishes in playing the saxophone. In his spare time, he records music in his private studio and plays in a popular garage band. After all these years, he is *still* a world-class musician.

Now that you know a little bit more about Dr. A, would you still say he is operating from a “towards” pattern? Of course not. He’s been moving away from a life of potential poverty and from disappointing his family. If a person grows up thinking, “I’ll never be poor, I’ll never be poor, I’m never going to be poor,” he may be able to create a lot of wealth for himself. But, even if he figures out how to acquire a million dollars, do you think that person is happy, fulfilled, powerful, and loving life?

Absolutely not. Regardless of your success, when you’re driven by what you don’t want, every decision will ultimately be based on avoiding pain.

Let’s go back to Dr. B. When he was 11, Dr. B got very, very sick. He was in and out of hospitals, and his condition grew very dire. His family was prepared to lose him. However, just as they were all about to give up hope, Dr. B went to see a phenomenal doctor who literally saved his life. Dr. B never forgot how important this gift was to him, and he became very passionate about dedicating his life to healing others.

Quite obviously, Dr. B is in a “moving towards” pattern. His practice is set up to satisfy a life-long passion, and his focus has always been moving towards the fulfillment of saving lives.

So, what’s the point of this entire story? Sometimes, you can’t tell what really drives you until you dig a little deeper. Sometimes you have to look at the foundation behind your psychology to see which path you’re on.

One more point on this topic: once you embody your “towards” pattern, there are three simple rules that, if followed, will guarantee a magical, powerful life.

First of all, if you are moving towards a “must,” you will *always* achieve it. It may take a little longer than you thought, and the details may shift, but those changes will probably make the final result even better than you imagined. Accept this. Don’t get so tied to the details that you lose sight of the bigger, ultimate vision. Just stay focused and you will get what you want.

Second, know that your “towards” vision may be too large to fit in your lifetime. The man who built Crazy Horse Mountain comes to mind. His vision was huge, and he was able to make a large impact on its completion before his death. Even though he died before it was finished, his legacy lives on through his children who still work on the project to this day. Being in a “towards” pattern is more about the journey than the destination. Even if you don’t see a vision through to its finality, you will still feel vibrant, fulfilled, and rewarded while en route.

Lastly, *never stop wanting what you want*. You cannot give up or compromise. Maybe life has beaten you down; maybe you’ve started to believe you’re not really “good enough” to create your true desires. Remember—you are expected to fail on the way to success. The only way you can ever truly fail is to quit, give up, or back away.

This is a powerful formula for success. Start looking at the decisions you’re making—are you “moving towards” your goals, or are you “moving away” from something?

Greatness only lies at the end of an incredible blueprint that you design for yourself. It is your personal rainbow, your vision, and hopefully, seeing and understanding this tool will allow you to do some deep work moving forward.

So, if the difference between pain and pleasure in life is so simple, by now you may be asking, “How did such smart people get so screwed up?” Remember when I told you that four-year-olds never operate in an “away pattern”? They always focus on what they want. Do you also remember when I told you the story about not

“spilling the milk”? Well, there’s more to all of that. Whenever you create something, your brain constantly cycles these three steps.

One, you ask several questions. “What does this moment, this breath, and this sequence *mean*,” “Is this safe,” “Is this dangerous,” “Is there too much risk,” “Do the means justify the reward,” “Am I okay,” “Am I safe,” “Do I care,” “Do I not care,” “What does this *mean*?”

Next, once your brain assigns a meaning, and it triggers a corresponding emotional response, you will become happy, sad, angry, ambivalent, engaged, or annoyed as appropriate.

Finally, with the meaning understood and an emotion assigned, you will decide on an action to take. You will decide to act courageously or cowardly, you will move forward with caution, you will leap forward in anticipation, or perhaps you will not act at all (which is also an action). Thus, all actions start with meaning.

When you assign a negative meaning to a moment, there’s very little chance you will take actions that can lead to a positive outcome. You may avoid “failure” and “pain,” and you will likely call that success. However, you will limit your true potential. In contrast, when you start with a positive meaning, you will embody positive emotions and take corresponding positive actions. As a result, there is a high probability that starting with a positive meaning will draw you towards positive and fulfilling results.

Bottom line—be conscious of this internal command sequence, and use it to create the reality you desire.

Once again, I can’t really overemphasize this counterintuitive point enough—when your chips are down or the planet is storming on you, *that is when this type of awareness is most crucial... and most easily forgotten*. So, be prepared, and don’t let yourself fall back when it really matters.

Now, I’m not saying that you should *never* move away from something. The fact of the matter is, it will actually help you spark a change from time to time. Sometimes “moving away” is the catalyst you *need* to start “turning the bus around.” What’s most important is—how do you feel afterwards? What’s your excitement level? Where’s your power meter running when you’re done talking to yourself through your plan of action?

For example, stopping yourself from watching TV in order to read a book you’re excited about is a positive “moving away” pattern. However, there is also an even more empowering way to engage in this internal dialogue.

Suppose you say to yourself, “I’ve got to stop watching TV so much because I want to start that book on Teddy Roosevelt tonight after the kids go to bed. I’m just excited about that book. I’ve heard great things about it, and I love the book jacket. Oh, I can’t wait to sit down with that book!” This internal conversation is different from, “I’ve got to stop watching TV, and I’m exhausted.”

Can you feel how a positive command sequence issues a different emotional attachment and begins to tap into deeper power and potential for you?

Here’s another example. Instead of saying to yourself, “I should swing by the bookstore and buy a diet book,” you might choose to say, “Food is not love. Food is fuel; it’s energy. I’m going to stop at the grocery store and get some great nutritious food tonight on my way home. I’m also going to pick up a nutrition book because it might have some great distinctions that could help my storehouse of greatness. I love my body. I love the direction in which my life is moving, and I want to be sure I am healthy enough to enjoy it all! I can’t wait to stop at the store!” Can you feel the difference?

One last thought on this—be sure that you don't attach judgment to any internal command. The point is to be conscious about the process so that you can choose what's most fulfilling and empowering for you, not to give yourself another reason to beat yourself up.

Key Points:

- An away pattern brings you more pain or less pain
- 90% of people operate in an away pattern
- A toward pattern bring your more pleasure or less pleasure
- As long as you are working toward what you really want in life there are no wrong decisions
- When you move in a toward pattern you always either get what you want, you quit or you die
- What are you focused on?
- What do you believe about yourself?
- Do you have an incredible vision that's driving you? Or, are you motivated by pain?
- Are you trying to get away from something? Or, are you moving towards an empowering future?

Coaching Application:

- The BIG Kahuna!

The Formula

The Formula

$$R = (a) \times \text{EIM} \times (t)$$

Reality/LOA	¹ / ₋₁	(1-10)	Hours
INTENSITY=RICHTER			
1. Ask	1	X 2 X 1	= 2
2. Believe	-1	X 8 X 6	= -48
3. Inspired Action	-1	X 2 X 4	= -8
	1	X 8 X 1	= 8
	1	X 6 X 4	= 24

Summary:

Although many people are deeply inspired and have great intentions after hearing information like this, they also have a very difficult time going back into their life and actually integrating these tools.

Well, here's my solution. I call it the "Equation of Life." $R = (\underline{a}) \times (\text{EIM}) \times t$. This stands for: Reality = (Ask) x (Emotional Intensity) x Time.

Looks complicated, right? Don't worry—it's not. Because I'm an engineer at heart, it was easier for me to express this concept as a formula.

However, please don't get turned off by the math. Whether you call it praying, dreaming, or manifesting, the process for effectively connecting the dots between your deepest desire and your actual reality is the same.

So, let me explain what each part means. "R" in this equation is "reality." This is what you create and attract towards yourself.

The "A" in the formula is what you "ask" for. The movie, *The Secret*, did a great job teaching people, "Ask for what you want, not what you don't want." and, I want to expand on this a bit further.

When you ask for what you want, you get a "1" in this equation, and when you ask for what you *don't want*, you get a "-1." Why is the value only "1" either way? Because whether you operate from a New Age, quantum physics, conventional, or biblical system, there is no difference between asking for something big versus asking for something small. The difference is only your request, and you get what you ask for. In very practical and real terms, there's no difference between asking for 1 dollar, 1 million dollars, or a parking space. It's all just energy.

I want you to be able to tap into this river of energy where all of your potential flows. Life is not actually harder or easier—only your mind is limited in what it can create for you. And unfortunately, since most people are too busy focusing on what they don't want, they have no idea what they are missing.

So, here's how to make an energetic request. First, you must embody the emotion you would have if you had achieved your desire in your body. If you're asking for money, you must embody the feelings of prosperity and abundance. If you're asking for a relationship, you must embody love. If you're asking for health, you must embody peace and wellness. Note: When the corresponding emotion is (intensely) present, it will be easier to fully BELIEVE.

Now, some people may try to tell me, "Well, I think that's disingenuous," or "That's faking it until you make it." If you fall into this category, I'm going to challenge you. In fact, I would wager that if you fall into this category, you are probably among the 90 percent of people who *aren't getting what they really want*. Yet, you probably already employ this principle—in a negative way. You are too busy thinking about the opposite of what you really want to even consider opening your mind.

You'll drive to a sales appointment and think, "I must get this business. If I don't get this sale, I won't be able to make my mortgage payment. I just can't lose this deal."

What type of emotion do you think you have in your body while doing this? And, how intense are your emotions around the experience? If this is how you operate, you also probably take your vision *far* into the future and live in fear and anxiety with the consequences that you *don't want*.

So, since you're already an expert in directing energy to manifest in your life, don't you think that it might be a good idea to try this in reverse?

Think of all the times you've been anxious about an outcome you fear. Can you remember the last time you were overcome with stress and anxiety while envisioning some terrible potential consequence? How often does the bad outcome end up happening? Not very often, huh? Now, some of you may say, "Well, it works—worry keeps bad things from happening. That's why I do it." That is as nonsensical as believing that as long as you clap your hands, no elephants will come around. Those people clapping, say the same thing to themselves, "See! It's working! No elephants!"

Are you starting to get this?

Your emotions are the catalyst, the lighter fluid, the jet fuel, and the rocket propulsion fluid for creating your desire and manifesting your future. You can choose something destructive like worry, or you can choose something beneficial or empowering like gratitude. It's up to you—what you choose will be the energy that creates your reality.

So, in order to help you track your future trajectory, I created something I call, "EIM," your Emotional Intensity Meter. It is an imaginary box you can place in front of you, and it has a needle that measures the intensity of your emotions from 1 to 10. A high number is an intense emotion; a low number is a low intensity. This is the next part of the equation, and it represents that the higher your emotions, the more powerful your results will be.

Finally, the last element in the equation is "t," which stands for time. This is measured in hours for the purpose of this formula, and its purpose is simple—the longer you focus on something, the more powerful your results.

The Powerful Trilogy / Calibration Questions



ALL results begin with a thought: _____



Emotions catalyze the power of the thought: _____



The Law of Attraction: _____

Summary:

You have seen all three of these tools. They are explained in great depth and detail in other sections. The reason why they are listed here as a trilogy is for the very vital reason that they tend to operate in harmony (functional or not – and more often, dysfunctional.)

What that means is this: calibrate your client or your team. This is always a “low, medium, high” Q & A moment.

For example, if a high “all results with a thought” equals IQ centric, if they do not believe so much in emotions and their catalytic power, that is a minimization of EQ. Coupled that with a low “law of attraction”, now you have a common standard profile in corporate America. If they are more balanced with emotions, but still are more powerless with a low LOA, then you have a very workable, engaged, active employee.

It is rare that one would have a high LOA and lower on “thoughts” and “emotions.” If you have a high LOA, you’re generally high on all scales. This person is going to be a leader. This person is going to be powerful. So the question becomes, as a leader developing new leaders, giving them “101” tools and support when their “software” doesn’t support a powerful leader, then you will get an incrementally better person, but you will not get the electrifying growth and exciting acceleration. That is why working in the software and focusing on these tools has so much value.

You will want to not only ensure YOUR trilogy is maximized, using any of the tools in the system that apply, coaching others up to the same standard is key, and actually make sure job much easier.

Association/Dissociation

Exercise:

Take a medium memory, conflict, one person, scale of about 6-7



What do you know now about YOUR abilities to control emotions?

Summary:

Stand up please. We get to do a fun little exercise. The ability to intensify an emotion; the desire to do that; the unconscious competence to do that; and the reality and to dissociate from it. And while you've understood it intellectually, "Yeah, I can do that. I know how I think about anxiety. I know how I dissociate from anxiety or think celebration." I want to give you some specific NLP tools. So here's the exercise.

I want you to find in your memory, a real specific memory. I want it to be a conflict based with one person. Could be a friend, could be your spouse, could be a child, could be a co-worker, could be yesterday, could be 10 years ago. On a scale of one to 10 where 10 is like, utter rage when you remember this, "It really makes me angry. I really get the fist of doom going." Five is "Yeah, I'm really kind of frustrated anytime I think about this argument." Seven or eight is above average but not rage. I want you to pick a memory about a six.

So we're going to start with the conflict with one person that you have a memory of that's real, that happened, that specific and we're going to do something with it. So do you have the memory?

Okay, take a breath in. As you exhale, close your eyes, stand tall, and feel great. I want you to go back in time to that memory, back to that day. Yesterday, 10 years ago, doesn't matter. Back to that day. See what you saw

then, hear what you heard then, feel what you felt then - just as intensely as you did that day. See what you saw, hear what you heard, feel what you felt just like you did that day.

There, they're saying, you're responding. When you're back in the memory just as intensely as you were, just slightly nod your head. Just as intensely, see what you saw, hear what you heard, feel what you felt just as intensely as you did that day. And the first thing I want you to do is I want you to take this memory and put it up on a giant IMAX movie screen in your mind's eye. There is their face. There they are on this giant movie screen. You are sitting in the theater. They are being mean spirited, saying the conflicted thing and now they are larger than life. You can see their skin pores. You can see individual hair strands, the colors of their shirt is more vivid. See it more intensely than it was. See it larger than it was. Hear it more intensely than it was. Turn up the volume, feel that big IMAX THS sound. Hear it more intensely than it was. Feel it now kinesthetically, it's in your body differently. They're on a giant movie screen. They're saying these hurtful things to you. You're responding angrily, more angry than you were then. See it more intensely than it was then. It's on this giant movie screen. Big, vivid colors. Larger than life proportions. Sound, vibration; you can almost feel the spittle coming out of their anger; their frustration coming out more intensely than it was then. For just another moment in this place, staying just as intense as it is now, on the screen, large, vivid, sounds, larger, louder, feel it more intense. Put a number one to 10 on it and open your eyes, please. Did the number go up or down for you?

Okay. Before we comment on it, when I said, see it just as intensely and then I gave you commands in very specific ways to make it more intense. Again, it's not like, "Hey, captain obvious, I don't know how to intensify my memories." You know how to do that. Let's say you had an argument at the end of yesterday with a co-worker and you're driving home and the more you drive the madder you're getting. You're replaying the conversations, "Well, I should have said, I could have said and I would have said," and you're driving home and it was a six yesterday. But the time you get home, you're fuming! It's an eight! We know how to do that. I'm just giving you some really specific easy ways. If you want to associate and build a memory and an intensity and an association faster, movie screen, big sound, see vivid, see contrast, do this bigger better - it's really easy to do that.

Now, before we comment on the numbers, let's do something else with this memory. Again, it's less than a minute or two. We're going to go back to the memory. I'm going to tell to you to go back. If it was a six when it started and it went to an eight and because I've been talking, maybe it doesn't go back to a six, maybe it's a seven. As you go back in, because I've already activated some neural pathways, it's easy to get started when I say, "Seeing it just as intensely as it was then," it's not vibrating that way. It's got the higher resonance. Don't worry about that. Don't try to manipulate it, just follow my commands. Just follow what we're doing, go back into the memory just as intense as it was then. If it was more, if it's less, don't worry about it.

We're going to do something different with the memory so take a deep breath in, close your eyes, stand tall, feel great. With a deep breath, go back into that memory just as intensely as it was then. See it just as intensely. Hear it just as intensely. Feel it just as intense as it was then. There they are, saying their angry things. There's your responses. Go back into that memory just as intense as it was then. See it, hear it, feel it just as intensely as it was then. When you're back relatively in the memory wherever it's at, just give me a slight nod, just as intense as it was then. There they are trying to hurt you, trying to prove that they're right and

you're wrong. It doesn't matter, whatever this conflict and argument is.

Instead of a movie screen, I want you to put this on a small black and white TV. Like those little kitchen TVs that people had, that kind of make noise and they catch the news while cooking dinner? Put it in a small black and white TV and put it on your kitchen counter over there; you're making dinner. There they are, less intense than they were then because they're on a small TV. Now, they're still angry. They're still conflicted. They're still raging at you, but it's over there. It's black and white. It's smaller. Turn the volume down, like how sometimes it's just background noise. If you want to pay attention, you can hear their voices but you have to really strain. The volume is down. You cannot hear it as intensely as it was then. You cannot see it. It's a little crappy black and white TV. You know how the little bands passed through it? You're not even getting a clean back and white picture. It's one of those old TVs over there. So you're going to see it less intense than it was, you're going to hear it less intense than it was and you can't feel it as intensely because you're making dinner. But there they are, over there, they're upset, their raging, they're mad. You're wrong. They're right. Their proving their point, and you can't hear them.

Now the next thing I want you to do is I want you to pick your favorite cartoon character, whoever that is. I'm going to use Bugs Bunny in this example, because I love Bugs Bunny. I think of "Hey doc! What's up, doc?" I think of his floppy ears, eating his carrot. "Hey doc!" And I want you to put Bugs Bunny's voice or your cartoon character voice over in that black and white TV. They are just as mad, just as upset but in your memory, they're just using Bug Bunny's voice. "Hey, what's up doc? Yeah, you're wrong and I'm right." Big floppy ears, less intense than it was then. There they are. They're still mad. They're still proving their point. You're still an idiot. They're still right. You're still wrong. Less intense than it was over there. And the next thing I want you to do is put a long extension cord on that TV, because we're going to need a carry it - to pick up the black and white TV because it's even annoying you with Bugs Bunny's ears. You want this memory completely dissociated. You want to embrace what an ass this person is. Put in a long extension cord, take it down your driveway, across the street, in your neighbor's front yard and leave it there. Now, go stand in your picture window. Over there, in the front yard, they are as angry as they were. They are just as right as they've always been. You are just as wrong. Over there. You can't hear them. You can barely see them. You know what they're saying, and you don't hear them. They've got Bugs Bunny's ears, Bugs Bunny's voice. For just another moment as you experience them raging at you, way over there, put a number one to 10 on it, and open your eyes. What happened to the number? Did anybody stay the same? Anybody go up?

See what happens when we go into our memories, depending what our intentions were? Now, I didn't give you any intentions so you didn't have the intention that I'm going to dissociate this or I'm going to turn this conflict into a great, embraceable memory. You just followed the directions. Sometimes what I experience is people follow the directions. If you follow the directions, it's on a movie screen. The sound is up, the colors are vivid, you cannot have the number do anything but go up. But what happens is, if you're not interested in being more pissed off, generally you didn't even enter the memory at a six. So when I said see what you saw, hear what you heard - just as intensely, you're like, "Yeah, F*** you. I'll see it but not as intense as it was. Feel it? No way! I'm just going to observe this exercise." It's not bad on anybody that because I'll sometimes have the number go down. Because sometimes the harder I push, because I can watch facial expressions - you can see who's brow is getting furrowed, the picture that I picked, you can see this person again and when this person is telling you and arguing with you, oh, you're reacting to it. If I were to put it on a movie screen, I'll

observe what might happen to me. If I were to turn the sound up. So when you say it's the same, probably you knew it was a six in your memory but you went back into it like at a zero or a two and you didn't do anything with the memory, which is fine. It's an experience. But everybody loves to have fun. So when I put it in the black and white TV, the little kind of tiny smiles or I turn up the sound, I put the little gray treading, gray, everybody knows the crappy black and white, "Oh, I had one of those growing up. I know that TV. He's describing my TV." And I put Bugs Bunny's ears on and the little chuckles and "Oh, I love doing this! I like making my life better. This is easy to do."

Here's what's interesting, I promise you, you will never go back into that memory and recreate it as an angry memory again. It'll never be a six again because you've already modified it. The next time you'll go back, you're going to see Bugs Bunny's ears. You're going to see black and white. Now, you can go back, depending on who you picked, and pick another argument and go back right into rage into the argument, but you're ability to associate and dissociate, to intensify emotions. So when I sat here and did the formula yesterday and said, "Oh!" When you're excited and you're feeling this great emotion, you generally can't sit down." And I said, "Oh, the little orphans hanging on my leg, I can't wait to write him a check for his orphanage." And you've put hooks into the memory. You put hooks if we were doing a vision of a meeting on Monday. Are we mismatching and putting hooks in? "Oh, I'm going to go in and celebrate chaos. No, F'ing way. Oh, well, if it was just these three people, because they're optimistic. They're actually going to do it, but oh, there's Bill over there. He's my pain in the ass. He never enjoys it so how am I going to handle Bill?" Already, as we even forecast the future, we're following incompetent conscious old you and we're tipping and balancing, and raising and lowering, tempering and managing emotions, expectations, beliefs, outcomes. And it's changing the experience based on what brain chemistry we choose to do.

Beliefs

The Most Powerful Driver and Creator of Your Reality: Your Belief System

- A Champion
- Middle of the Pack
- Bottom of the Pile

“Winners use their mistakes as evidence they are champions, everyone else uses it as evidence that they are not.”

What are *your* beliefs?

Global Empowering Beliefs (what you believe about the world)

Personal Empowering Beliefs (what you believe about yourself)

Global Disempowering Beliefs (what you believe about your world)

Personal Disempowering Beliefs (what you believe about yourself)

Disempowering beliefs (vis-à-vis Empowering) tend to be more definitive and are more emotional connected and passionate.

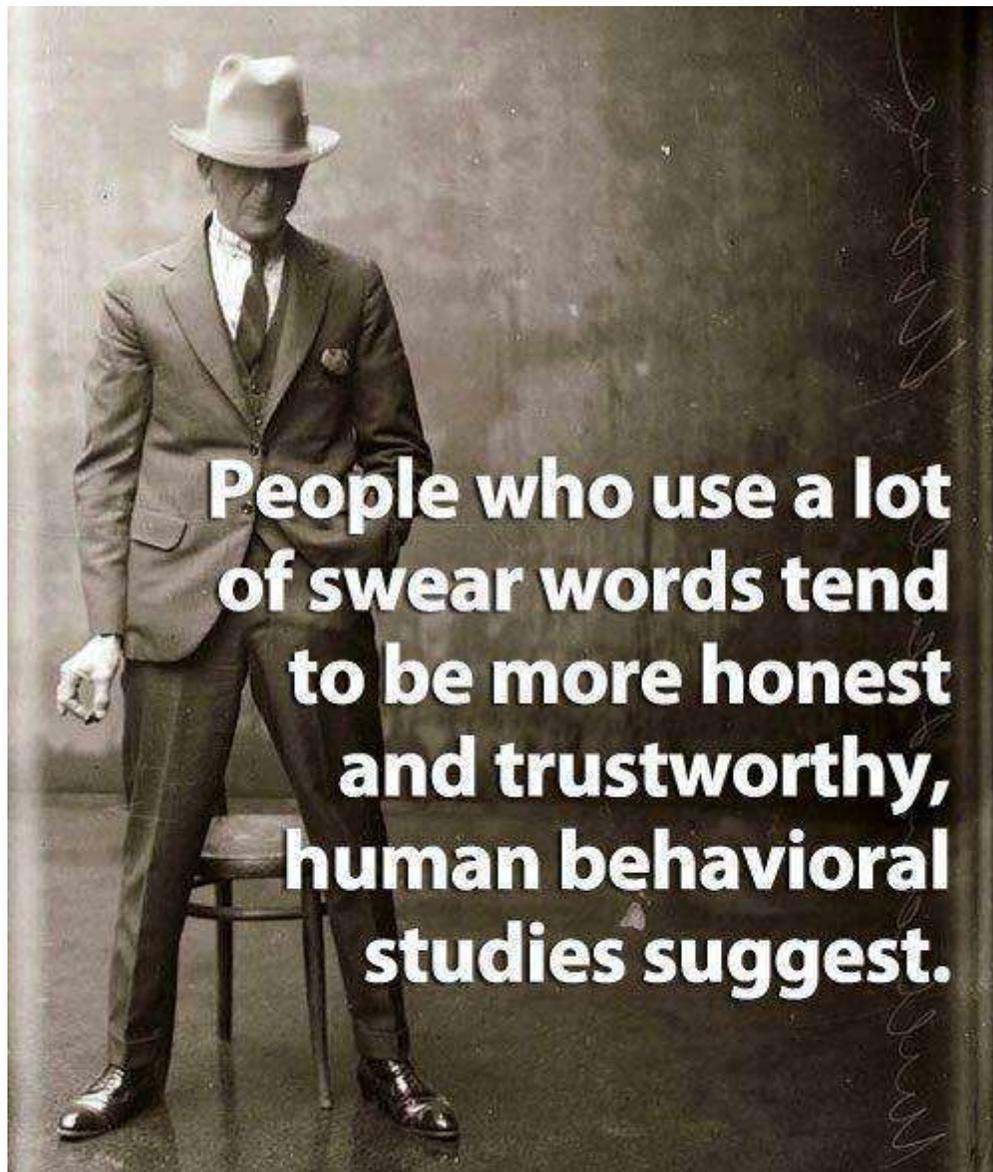
Empowering beliefs are shorter, less powerful/ emotional words, and have a lot of “can” or “possible” or even future-tense based.

Your beliefs are a key place to start. At your core, they drive your purpose and your life choices. They can be global (what you believe about the world) and personal (how you see yourself). Some beliefs will bring out the best in you, whereas others hold you back. Here are a few examples of globally empowering beliefs: “People are basically good,” “Life balances itself out,” “The world can be a great place,” “When someone works really hard, they are often rewarded.”

In contrast, globally disempowering beliefs might be: “People are always out to cheat me,” “Life is not fair,” “Sometimes good people just have bad luck.”

Swearing

It's on the internet - therefore it must be true.



- Swearing, and the formality or informality of swearing is well known. Be conscious of your setting.
- You must be authentic to you.
- AND... swearing, like other vulgar references can be a great pattern interrupt.
- I ALWAYS ask permission to swear. (It is another form of calibration!)
- And if I am not given permission, I work very hard not to swear, and I apologize for any slip ups.

Humans are real, raw, rough, "take no prisoners" at our core.

We are EVEN MORE SO when fighting for our lives

(and now, the "towards" is....building our dreams - and ponder the POWER and emotions you feel between those two sentences!!)

Cursing: It's Good for Your Health

Oh, hell yes!



You know when you stub your toe and your knee-jerk reaction is to let out a quick swear? We certainly do. It's a natural reaction, and the release feels pretty good.

And it should: A [number of studies](#) have shown that people who curse freely have a higher pain tolerance and lower levels of perceived pain.

So we recently tried it under different circumstances--at the gym. And it worked.

Picture this: You're 43 minutes into a 45-minute boot camp, and the instructor is hovering over your shoulder as you struggle to get in a few more squats. Your legs are burning and you don't think you can do it. But then...*f*@c!* You let out a brief cry of pain and annoyance and general over-it-ness and miraculously...you keep going.

Somehow those four letters make you power through the end of the set like magic.

So go ahead and let it out when necessary, but know that the pain-relieving effects of cursing decrease in people whose vocabularies are mostly made up of profanities. So save those f-bombs for when you really need them--and your grandma isn't around, of course.

From <[http://www.purewow.com/wellness/Cursing-at-the-gym?utm_medium=email&utm_source=national&utm_campaign=Dress Taller 2016 02 01 b&utm_content=null_editorial](http://www.purewow.com/wellness/Cursing-at-the-gym?utm_medium=email&utm_source=national&utm_campaign=Dress+Taller+2016+02+01+b&utm_content=null_editorial)>

F**k yeah! Why swearing is good for you

- UK council was recently stopped from rolling out a ban on swearing.
- But as scientific evidence suggests that it could be a positive force, this might be a blessing in disguise.



By [Kashmira Gander](#)

Updated December 22, 2017 17:49 GMT



Swearing can be traced back to primates Jason Merritt/Getty Images

F*ck. Sh*t. B*llocks. We all know the words that those tiny asterisks are protecting us from (yeah, don't act all innocent). And the fact that we feel the need to censor certain them just goes to show how powerful swearing is.

Naughty language is so deeply harmful in the eyes of Rochdale council that it recently tried to ban profanity in the town center. Anyone found to be breaking the bylaw by using foul and abusive language would face a fine of up to £1,000.

Responding to a rule that feels archaic when we live in a world where a person can tap a few words into their smartphone and drag up all sorts of horror in seconds, police later advised Rochdale Borough Council to drop the ban over "issues with enforcement", ITV News reported.

Still, aside from protecting our social sensibilities, surely there is a psychological reason for us not to swear?

But according to scientific research, screaming "f*ck" at the telly or yelling "bastard!" at your cat if it pukes on the rug, can be a useful psychological tool and even positive.

A 2009 study at the University of Keele found that swearing produces a hypoalgesic effect, meaning it can lessen our sensitivity to pain, and also cut the fear of pain and pain perception. Psychologists came to this conclusion by asking participants to submerge their hands in ice-cold water for as long as possible. They were either asked to swear or use a natural word. Those who used profanities kept their hands in the water for longer and reported feeling less pain than those who didn't.

To pinpoint whether this would translate across cultures where swearing isn't a common response to pain, Olly Robertson, a PhD candidate in Psychology at Keele, repeated the experiment using Japanese subjects. He found similar results.

"Swearing triggers a well-known stress-induced analgesia," Professor Richard Stephens, senior lecturer in psychology at Keele University, told Men's Health. "It's part of the fight or flight response. Adrenaline is released, the heart pumps faster and we become more enabled to overcome an aggressor or make a swift getaway. Swearing helps many people better tolerate pain."

In *Swearing Is Good For You: The Amazing Science of Bad Language*, scientist Dr Emma Byrne argues that swearing is both big and clever. She traced swearing back to our primates.

"I don't think we would have made it as the world's most populous primate if we hadn't learnt to swear," she told *The Times*, arguing it motivated us to develop language.

Fast forward several millennia, and by allowing us to express ourselves, swearing can even prevent physical violence, according to Dr Byrne. Research also shows that rude words help us bond at work and be more productive – regardless of profession. (Although we probably wouldn't recommend applying this rule if you're a primary school teacher).

"Often, swearing is associated with 'macho' cultures, which can be pretty toxic," Carry Vanstone, the director at organizational change consultancy Lacerta, tells **IBTimes UK**.

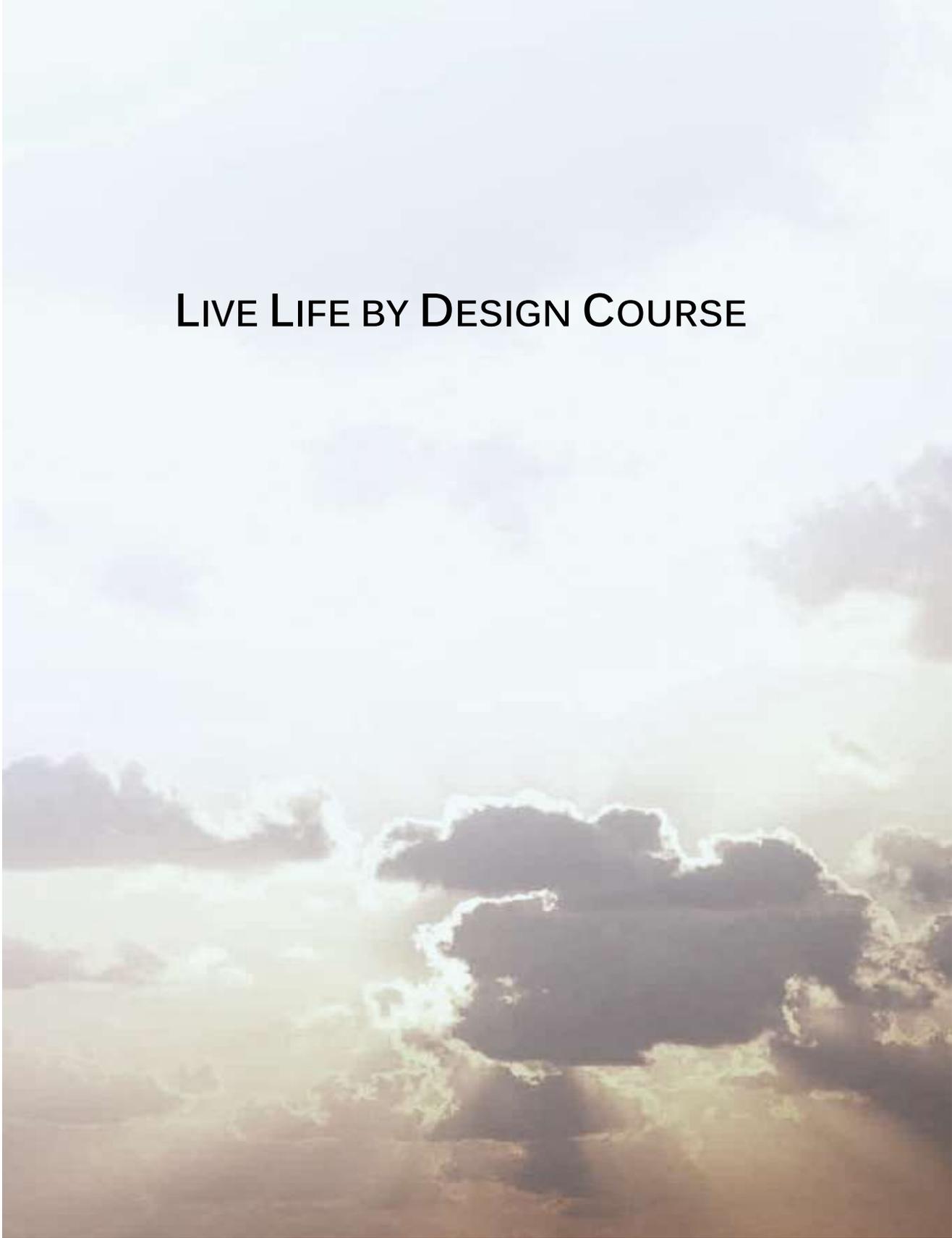
"However, swearing can also be a form of expression, allowing us to show vulnerability, express grievances, and challenge practices – all of which are at the heart of safe, rigorous and innovative work," she adds.

"Whilst we should be wary of extrapolating too far from this, it is possible that swearing acts as a very real – not just perceived – stress relief valve."

Of course, no one is saying that swearing every other word in a sentence is healthy, or will win you any friends. The evidence also suggests that those who swear most get less benefit, added Professor Stephens.

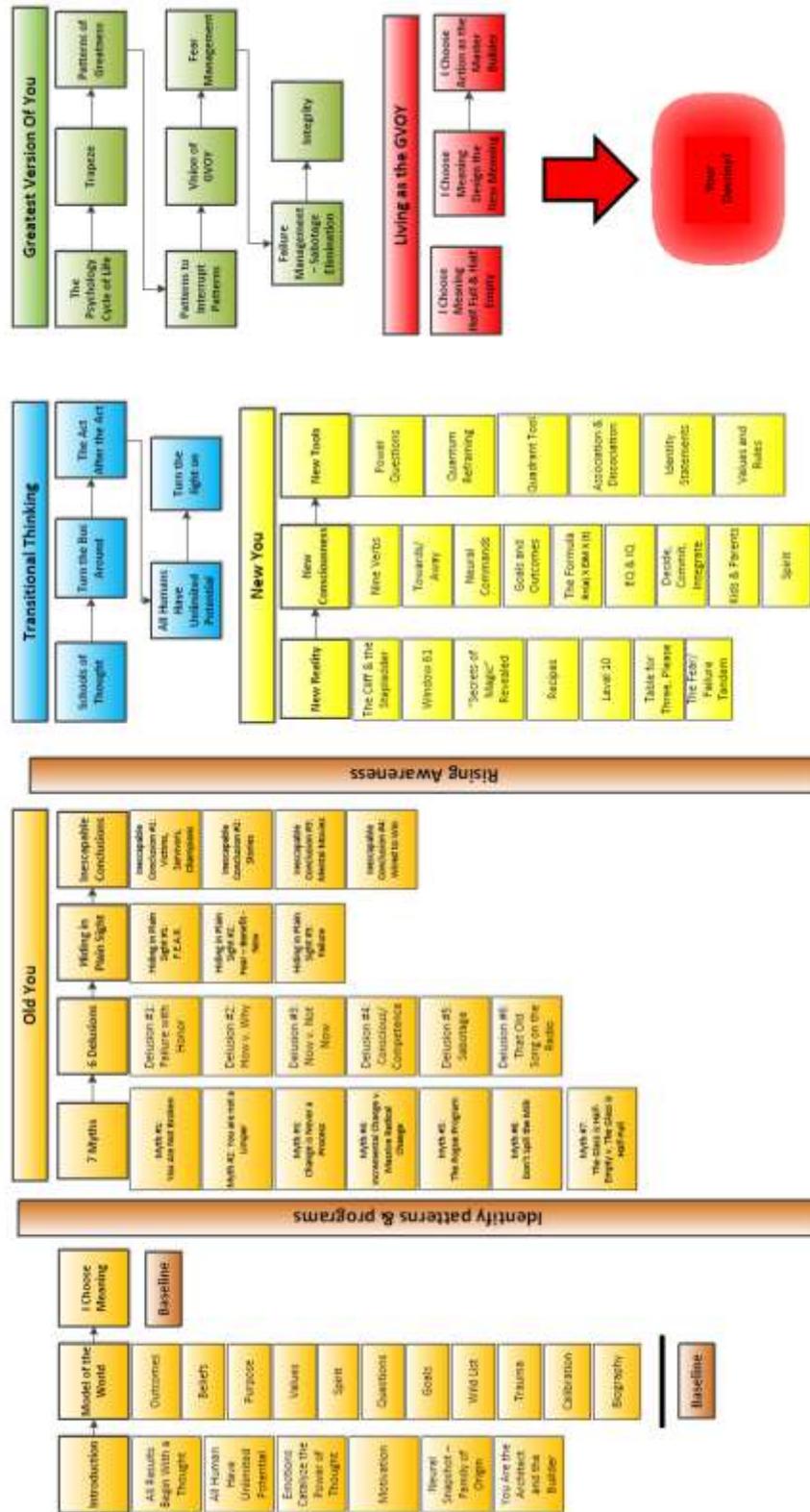
"In researching and writing about swearing I'm not attempting to justify rudeness and aggression. Not at all," Dr Byrne wrote in *The Guardian*. "I certainly wouldn't want profanities to become commonplace: swearing needs to maintain its emotional impact to be effective. We only need to look at the way it has changed over the past hundred years to see that, as some swear words become mild and ineffectual through overuse or shifting cultural values, we reach for other taboos to fill the gap."

But when it comes to banning swear words in public spaces? We say "f*ck that".



LIVE LIFE BY DESIGN COURSE

Process Map



LIVE LIFE BY DESIGN COURSE

Introduction

The Inevitable You ... Webster defines “inevitable” as:
Incapable of being avoided or prevented
Irresistible, or an irresistible outcome
being certain or sure
being obvious or clear
being unchangeable or unalterable

Thus, ***The Inevitable You*** – defines a certain unavoidable, yet anticipative, path that your life is on. The fact that you are here now, reading this sentence, means that at some level, you *are* inevitable! So let’s get on with the work of defining or perhaps “redefining” who you really are and awaken you to whom you came here to be!

Welcome to my life’s work, The Inevitable You®! Thank you for taking your time, which I know is valuable and precious, and investing it in new knowledge, new learning, as well as a critique and an analysis of an old you. Now some of you will think “Hey, I like the old me,” and however you came to hear this audio book, whether you came from a great place or an above average place, or a place of pain or resignation, or a place of compromise – the old you has two significant components. One part is really good, it functions really well, and it has gotten you everything that you consider good and that you like about your life. The other part, however, is where all your challenges and obstacles lie. It’s that part of you that you don’t like and would desperately want to change if you could, and in fact you are constantly working to change it. And in fact, many of you are here for that very reason.

Well, I have startling news for you – you’re in the right place! And it’s even better than you hoped. What this process will do for you is first allow you to take the best of you and make it even better. That alone is worth its weight in gold to you because you’ve been laboring under a common misconception. Most of our educational systems and training systems teach under the “weak link” theory. That means that fixing you is the way to get better. But fixing you is not a great way and it’s not an efficient way for success.

We’re not chains. We’re not weak links. We’re not machines. You don’t tap into potential by fixing weakness. And really ponder and feel this sentence, and oh by the way – it works great for kids: “You don’t tap into potential by fixing weaknesses.”

If you’ve ever gotten your one-hour review at work, if they’re like most reviews that most managers give, you go in for your one hour, you go in with your results for the rating period. You sit there for three minutes, you hear a “Hey, Bill, you did this, you did that. This was good, that was great.” Three minutes goes by and then they spend the next 57 minutes talking about the two things that you didn’t do so well: “And you didn’t get this fixed, and this wasn’t so good, and you still struggled with that.” They spend their time there because they

believe that's the best way to get results from you is to fix a weak link.

But you're not a chain, you're not a machine. Fixing your weaknesses doesn't make you very much better. Well, maybe a little, but considering all the hard work you put in, there are far better ways to create a better you. Growing your strength, adding to your greatness, is what really creates movement and momentum, and acceleration in your life.

Now the other part of you, the challenged you – the obstacles, the weak part of you – is up for work in this audio book. But we aren't going to just work on fixing it or improving it; or trying to get better, we're going to permanently and forever remove it from your reality, your truth of who you think you really are. The latest in neural sciences will blow you away with what we know about who you are, and why you are.

What have you viewed as your weak links?

What have you done to fix these "weak links"?

Why is this approach not working? (I know it isn't working because you are still trying to fix it.)

Are you truly guilty of believing the "weak link" theory for teaching and training people? Yes _____ No _____

Life is a Trajectory Rather Than a Journey

The Inevitable You. What does that mean? Where did it come from? When you think about it, when you feel that phrase “*The Inevitable You*,” first of all it’s not about me. It’s not The Inevitable Me. One of the challenges in the self-help, personal growth industry is that a lot of the speakers, a lot of the teachers, are wonderful men and women but they tend to teach about the world as their world is. They do not get into your world. I’ve been very conscious and very focused on making my coaching system about you - *The Inevitable You*.

Secondly, it’s really about a destiny, it’s about a trajectory. A lot of people talk about journeys in life and “It’s about the journey, not the destination,” and the journey that you’re on... I don’t like the phrase “journey” as well as I like the phrase “trajectory.” Trajectory implies a number of greater concepts. It implies acceleration. It implies rising momentum. It implies that it is a path and a journey, yes, but it’s about the pace that it’s moving. It’s about the direction that it’s going. It’s not a mundane term. Some journeys, yes, are very exciting. There are no trajectories in life that are unexciting, yet there are journeys that are that way.

What is your trajectory? (Put your definition here based on your life.)

Come to terms with the word Trajectory. What do you like – or not like – about this word?

Pick five words that you have used in the past to describe your life’s journey.

1. _____
2. _____
3. _____
4. _____
5. _____

Now – pick five new words to use when you consider your life as a trajectory rather than a journey.

1. _____
2. _____
3. _____
4. _____
5. _____

Do you feel the difference? Yes _____ No _____

Now, most of you have been in a business setting and received a performance review. Give yourself a one-hour Performance Review. Disassociate yourself – distance yourself – from you as You. Become a disinterested party

examining an interesting person.

And, we're reversing the "normal" review process which spends 57 minutes on weaknesses and invests only three minutes on strengths. For the first 57 minutes of your Performance Review, make a list of the top 10 – top 15 or more things that you have done well – that you have done phenomenally – in the past six-to-twelve months. Be fair. Be generous. Be a great leader – inspire yourself.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

11. _____

12. _____

13. _____

14.

15.

For the final three minutes of this Review – what are two areas that were less than, that you feel you weren't very good at, or at least, you "didn't fix" and have lingered for some time? (Remember, you're in a disassociated state. And still, be charitable. Be generous.)

1.

2.

All Results Begin with a Thought

I developed The Inevitable You® system a number of years ago. I was in the presence of a great mentor and friend of mine and we were doing a neural pattern exercise and he made the comment / he said "Imagine a circle of light in front of you, and when you step into that light, who you are, what you're going to become, is inevitable. You are inevitable."

And it clicked with me. I got it. I said "Yeah, that's who I am. I know why I'm here." The Inevitable You® is designed as a coaching system that takes the best of the best of the best that's out there, and it's designed to help you discover and embrace who you are, why you came here to be. Not why I'm here, not why I'm great, and not why my life is a magnificent life – its why *your* life can be, or is, or can be, even more than you ever thought. When you embrace and understand and apply yourself to discover what is inevitable about you, this journey that you're on, you're going to discover a lot of magical and extraordinary things about yourself that you never knew.

Why you came here, the purpose you're in this life – it's inevitable. So, sit back and relax and have fun, and create a magnificent journey.

I want to sink this in even deeper. I want you to ponder three questions. Now the first one is "All results begin with a thought." All results. Now capitalize ALL, double underline "ALL." All results begin with a thought." Now rate this sentence on a scale of 1 - 10. What that means is a 10, believing in this as a 10 is "It's the law of the land, it is everything, nothing happens or fails to happen." 10 is *everything* begins with a thought. Now for 7 or 8, it's above average – "Most things begin with a thought but hey, there's tsunamis and storms on the planet," or "Life threw me a curveball. That didn't begin with a thought," or "The economy's bad – that didn't begin with a thought... but most things do." For a 5 or 6, maybe that's just an average feeling – "oh yeah, sometimes it works, sometimes it doesn't." But what you're going to discover through the course of this book is that all results... or, as I have used different words, all your reality... does begin with a thought... because even if the storm didn't or the curveball didn't, they don't really create your reality, do they? What creates reality is what you do with the storms results, or the curveball's outcomes, that really make your life what it is. I know that at some level this makes some sense, but at a deeper level, for many of you, it doesn't. You protest, but I lost my house! I was divorced! My business is going under! But table those thoughts for now, and we WILL revisit them many times during the course of this book.

Rate this sentence – All results begin with a thought – on a scale of one-to-ten. A rating of ten means that, to you, it's the law of the land – without thought, nothing will happen. A rating of seven or eight means above average, most things begin with thought, but some don't: tsunamis and storms, for example. Or the economy went down, and that didn't begin with a thought. But most things do. A five or six is just average – sometimes that works, sometimes it doesn't.

All results begin with a thought: Your rating _____

What you're going to discover as you work through this system, is that all results – all reality as you experience it – begin with a thought. The economy goes down, yet the reality is the one you create. You create the outcome by how you approach it – as a disaster or as an opportunity. For some of you working in this program, this makes sense on some level, but at a deeper level, it may not. Table those doubts for now, we will revisit them. So, for the moment, accept this statement: All results begin with a thought.

Going back to your one-hour Performance review, select one thing you did extremely well and one thing that challenged and disappointed you. What thoughts did you have that created those results? Be real in your appraisal and judgment. Be kind to you, yet be critical of your strategies and recipes. This is your book, your journal, your truth.

One thing I did extremely well:

The thoughts that created this result:

One thing that challenged and disappointed me:

The thoughts that created this result:

Going forward, what thoughts could you modify, enhance, or strengthen to create new results for the newer version of you?

Emotions Catalyze the Power of Thought

General Summary:

Emotions are the juice, electricity, and the lighter fluid of life. When you're in an intense emotional state, your hypothalamus floods your body with neural peptides that communicate directly to your physical body. Managing your emotions will continually affect your trajectory in life for better or worse.

The Tool:

Now the second sentence is "Emotions catalyze the power of that thought." Emotions are the juice, the electricity, the lighter fluid of life. And when you're in a high emotional state or an intense emotional state, the hypothalamus is flooding your body with neural peptides, communicating in that mind/body connection. And when you're intensely happy all your cells in your body are happy. The cell wall, membranes are thin, and food is in and elimination goes out, and they're reproducing, and they're in an expanded state.

But if the neural peptides that are flooding your body are coming from anger or defensiveness or depression, those cells will be contracted, the cell membranes will be thickened. They're in a defensive state, reproduction slows, they're not as alive. So, the emotions that flood through your body – either consciously or unconsciously – are the fuel of life in terms of the results that are created by your thoughts.

Coaching Application:

Do you consider yourself to be below average, normal, or above average in your emotional mastery? Why?

Do you tend to allow negative or positive emotions to express more or less? Why?

Do you place a high, low, or medium value on mastering your emotions? Why?

All Humans Have Unlimited Potential

I want you to write down this sentence – all humans, all humans have unlimited potential. You know what that means, but I want you to feel that sentence when you think about that sentence. Because here’s the truth: all of you have, or at least, most of you have a hidden parenthesis that sits behind it that says (yeah, but not me). “However I don’t. You know, my life has been really, really hard. I’ve done the best I can. Unlimited potential? I get that as a concept but no, that’s not my life.”

And so when you think about it this sentence that all humans... well, you’re a human. You have unlimited potential. You have just been taught, you have learned, you have struggled with the fact, that your potential is limited. But the reality is it’s not your potential that’s limited; it’s the strategies you’re using, the recipes you’re using. The cookbook that you have been cooking with all your life was a cookbook that your grandparents gave to your parents who gave it to you, and in all likelihood you’re passing it on or have passed it on to your children. Take a few moments and journal on this statement: *All humans have unlimited potential.*

What is *your* hidden thought, *your* hidden parenthesis?

Take the time to really sit down and look at the Critical You – What limitations has the Critical You created for you? And *why* have these limited you?

Why could you not solve these limitations up to this point?

Are you the “Captain” of your unlimited potential? Why or why not? How close or how far are you?

How did you tap into your potential before this **Coaching System**? (What did you say, think, feel, believe, and focus on to tap into that potential?)

To tap even deeper into your potential, what *will* you say, think, feel, and do differently when you wake up tomorrow?

Motivation

General Summary:

No one is unmotivated – a person just wants what they want, which might be significance with a particular crowd. Or, it might be hopelessness. Or might be a bad attitude or chip on their shoulder with everything they approach.

The Tool:

The Inevitable You - it's really helping you understand who you are, how to design you better, why you want to do that, and kind of giving you the hope that in fact this is an actual reality for you, that it's not just some motivational mumbo-jumbo. In fact, I've been called a motivational speaker before and I don't really like those words for this simple reason: is there anybody on this planet that you know is unmotivated? And think about it. Now a lot of people say "Oh yeah, I know unmotivated people, somebody at work, maybe it's my teenage kid, they're unmotivated." But I would tell you no, they're very motivated to do the things that they want or fear the things that they don't want.

So, your teenager might be motivated to be a trouble-maker: that just means his recipe, his psychology, isn't in alignment with what you want his motivations to be. But he's not unmotivated. He is motivated to please his peers more than you. People are not unmotivated. In reality the ones that struggle on this planet don't struggle from a lack of motivation - they struggle from a lack of having great strategies. And they suffer quietly and they may even develop an attitude because they don't believe that this abundant planet, this potentiality world - all these great phrases, and all these great emotions, and feelings that other speakers and authors talk about - is even available to them.

So they adopt an "I don't care," and they adopt an "I don't want," and they become sullen and they become angry, and so some people would call them unmotivated. I would not because I believe they've given up hope. And even in that case there are things that they will do, there are things that they do that they enjoy

Now we've defined the Inevitable You. You should have some hope, some new awareness, some growing excitement or even outright giddiness that you really are listening to something new and different. Because this is an entirely new perspective I want to give you a bunch of metaphors or common sense examples that I use in my seminars that are going to light you up with new, vibratory, powerful thoughts and feelings about the potential you. And let's begin with acknowledging that who you are today is happening because you really are a present-day version of an older you.

Coaching Application:

Think of someone you know whom you might call "unmotivated." Step away from your own view of life and consider this person's position from their viewpoint. What's important, what is not important for them?

Briefly describe the person's behavior/actions that appear unmotivated.

Now, what do you think they really want? Make it a positive. If it's a bad-attitude teenager, know that they are trying to impress their peers rather than their teacher. That's motivation. If it's a colleague at work who is not doing their job well, who are they trying to please? What are they trying to avoid? Why do they appear to be wired upside-down? Attempt to solve the mystery!

Now take something in your life where you say you are unmotivated – a diet, a New Year's resolution, a future goal that appears over and over, never realized. Can you solve your puzzle?

What is your real motivation to not start (or to not complete) what it is that you say you want?

Personal Snapshot – Your Family of Origin

The Greatest Version of You is a mansion! Take care to work on the right wings, with the right blue prints. Don't take the old trailer that you USED to live in and park it on the grounds...

Move on! -

Facebook, May 28, 2010

Think back to your childhood "mobile home/house trailer." Journal what you liked about it and what you disliked about it.

Is it the Act or the Motivation to act that creates our Greatness? Chicken or Egg? Who cares... do one and the other follows... How many, do you think, hold one waiting for the other, and miss their Greatness?

- Facebook, October 29, 2009

Which elements actively continue today?

Do you still have your old house trailer on the back lot? Why or why not?

Have you built around it? Why or why not?

Do you still live in it? Why or why not?

Do you present to the world that you're in the mansion, but you *know* it's a trailer, and at night, you go sleep in that house trailer? Be detailed, be specific about your situation. What is your truth? Where did you live then (allegorically) and where do you live now (realistically)?

Your Combination Lock

Think about an old gym locker. Maybe your parents, and your grandparents who taught your parents, told you "The combination to life is 12-18-12," and you consequently work very hard to get 12-18-12, yet it's not working. Maybe for your grandparents, the combination was 12-18-12, but for your parents, it was 12-19-12, and for you it is 12-20-12. And so occasionally, you'll slip and actually get something to work for you, but you're using someone else's combination when you're trying to unlock the keys to your life. Let's examine your combination.

What part of the old combination lock resonated with you?

Do you believe up to this point in your life that your combination was unrealized... that you haven't found your true key to unlock life?

Do you believe you have been using your parent's combination?

Do you believe that you were only one digit off? Why or why not?

Personal Trainer

General Summary:

A personal trainer teaches you new exercises in the gym, helping you work with a muscle that was atrophied because it hadn't been used. As a personal trainer of the mind, I'm taking you into the mental gym to help you find new muscles and new exercises.

I'm introducing you to new tools – and finding new muscles – so you can create a new consciousness. We're exercising in new ways to consistently build that mental and emotional muscle to give you the ability and strength to create the new design of you. We're working with very specific things to say, things to do, things to think, things to feel, things to focus on so that you can enhance, create, maintain and grow your new consciousness.

The Tool:

What are these very specific things to say, things to do, things to think, things to feel, things to focus on? What are these new tools? Again, this is why it is not just motivation, or not connected to mere motivation. I'm not only going to present you new consciousness - I'm going to tell you how to enhance, create, maintain and grow that. Just like a personal trainer goes into the gym and works with you, and teaches you some new exercises and helps you practice the new exercises; and really takes a muscle that was atrophied because you hadn't been working on it – or didn't even know that it existed - or it's a muscle that the old workouts you were using just weren't creating value for you anymore.

As a personal trainer of the mind, I'm going to take you into the mental gym, and I'm going to teach you new muscles, new exercises. I'm going to teach you new ways to consistently build that mental, emotional, physical mental muscle so that when you come out of the other side of the new awareness of the new tools section, now you get to do the new design of you.

Coaching Application:

Take a moment to journal about working with a personal trainer of the mind.

Does it make sense that going to the gym, having a personal trainer, and doing exercises applies to your mind, your physiology, and your reality as well as to your body?

In the past, who have you used as a “personal trainer” to train your mind?

Did you have a great trainer and follow what they told you? Did you not follow, or followed their advice poorly? Or did you not have a great trainer at all? No trainer at all?

Who do you use today?

Do you connect success with a great personal trainer? Or have you believed that you do not need one?

What do you plan to do differently tomorrow morning when you wake up and go through your day?

The Architect and the Builder

Here's what this concept means, and again it relates to this trailer that you lug around with you, this notion that you're upgrading your neighborhood, that you're building a bigger house for yourself. Are you building a four bedroom in the suburbs? Are you in a downtown condo? Are you building a mansion? Are you building an estate? Are you building your Taj Mahal? This means is your life the Greatest it can be? Are you blueprinted that way? Are you building it that way? Or are you somehow limited? Is your blueprint as good as its going to get?

The Architect for most of you is an unconscious set of programs that go back from your parents to your grandparents to your great-grandparents, into time gone by. And as each one of these programs was passed down, it arrived at the point that you were born on the planet, and there is the blueprint. And this blueprint is for you, it's for your family, it's for the world; it has elements about your future, elements about your potentiality. It has design elements relating to risk and reward, it has design elements relating to probabilities - you know, how likely is it that you're going to succeed? Or how difficult is it going to be for you to succeed? Or you don't even use, literally, don't use "success" in your sentences - you use "not failing," "avoiding failure." So many blueprints are designed for not failing. You'll hear me talk later about don't spill the milk and you'll understand what it means to be designed to avoid failure.

So we're going to take a look at your blueprint. The Model of the World exercise that you will do next, in essence, reveals your blueprint. It is a neural assessment tool that I've built that is based on science. It's a very powerful tool, and I've created some very unique pieces to it. It is designed to give us a complete snapshot of how you think, what you believe in, how you feel, what you focus on; and ultimately, it is unconsciously the master builder's map for what actions you will take or not take. We're doing that exercise early, right in this section, because it will baseline where you enter the system, where you are beginning your shift and transformation from.

Hopefully at this point I've given you some challenges to ponder – how you think of you, how you create reality, and in general, spoken to a lot of old beliefs and theories and stories about who you are, who you were, and boy, are we going to get to revisit that; and most importantly, where your future is headed.

You?

Describe that future. (This is a blue print question.... What does your future life "build to"?)

How would those three architects – the **New You**, the **Old You**, the **Greatest Version of You** – differ?

What would be different about your life if you overlaid blueprints? Think of those big construction drawings where

there's all the detail with different elevations – every floor, lumber, framing, electrical, plumbing...

Going into more detail in your life, if you created a blueprint for your health, your finances, your love, your work – who's going to architect? What "design" principles would you, the "customer" want from them? (Even if you answer that *you* are the Architect, step outside of yourself to answer this question.)

Be sure to include every "blueprint" that is important to you.

Are you building the Taj Mahal, an uptown condo, or a great four-bedroom home in the suburbs? Why or why not?

The Builder

The architect and the builder are paired together because perhaps you need to get the blueprints to see what tools that are missing. Or maybe your blueprint is terrible, and you're great at building with a poor blueprint. Or maybe you have a great blueprint and your master builder skills are awful, but now you know it's just the tools you were using. You can change those tools now.

We'll be discussing tools more thoroughly later in the program, but for now, think on your life.

Whose building skills do you use most frequently in your life? Your father's? Your mother's? (Were they divorced or working together?) A coach's? No one's?

When you really want to achieve something (or you're intensely focused on not failing), what are the top five critical building skills that you use? These might include strategies such as Anxiety, Anger, Depression, Overeating, Frustration, Hopelessness, and Giving Up. Or they might be Determination, Strength, Organization, etc. Be honest and real with yourself.

1.

2.

3.

4.

5.

The Personality Assessment “Illusion”!

Traditional psychology and traditional self-help, they're not bad. They're not evil, they're not stupid - they're just old. They talk about things that have a basis in Freudian psychology that 120 years ago was great information. Today, it's out of date. There's a lot that we're going to go through in this audio book that you're going to discover that you have had these thoughts since your parents taught it to you, that you learned it in school 30 years ago, that that's how your mind functions. That's how reality works, that's how psychology is.

That is no longer true. That has evolved. That has been superseded. The earth is not flat, and leeches on fingers do not suck out evil vapors. Psychology has elevated itself. There are science elements in the latest and greatest of neural sciences that when applied to your reality, and I'm going to take this and put it in very simple words. “Neural sciences”, “Neural Linguistic Programming” - they're big words but it's a very simple science. One of the challenges that I make to you is *that you challenge me*, that everything that I'm telling you, everything that I'm teaching, everything that I post and tell you, challenge if this is the way it really is.

In traditional psychology they will teach you that through Myers-Briggs or DISK or some popular personality assessment, or you have teachers that will talk to you about who you are, they will say to you that “This is who you are.” They will give you elements of you and it will look like you and it will feel like you, and you'll go “Oh, I am that person.” I'm going to challenge that. That's not who you are - that is merely a reflection of the mental software that you're running. And when you begin to change that software, which based on the embedded tools and commands that we're going to be going through in this text, you're going to be changing instantly.

And just like if we took a snapshot of you today and looked at your hairstyle and looked at the clothes that you're wearing, and looked at the setting that you picked to have it, when we take a neural snapshot of you, which is what a personality test is and what my Model of the World is, when we take a neural snapshot of you, we're merely looking at what you think, what you feel, what you believe, how you process the world at the time of the “picture.”

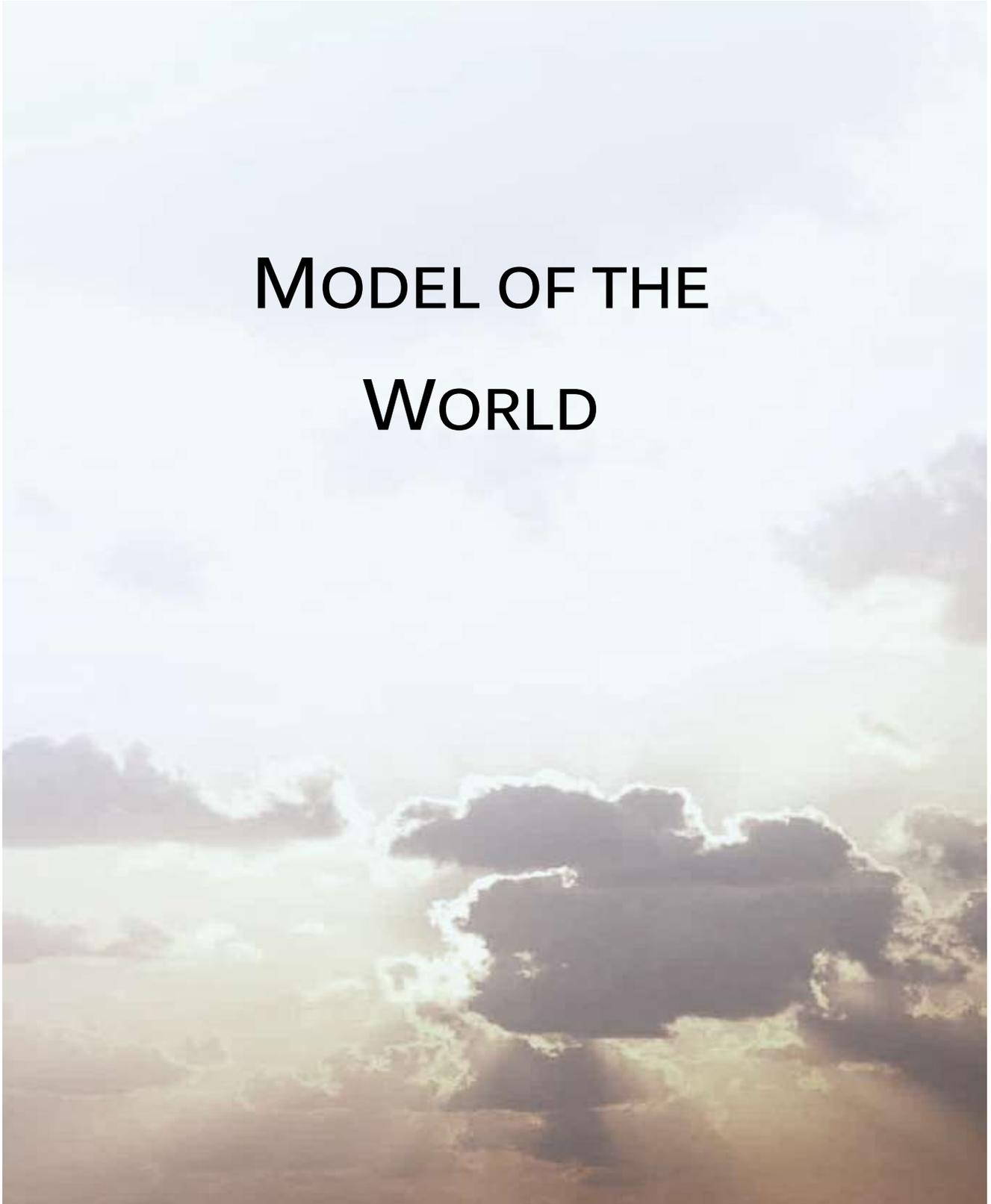
Coaching Application:

Did the personality assessment myth resonate with you?

Yes/No _____ Why or why not?

Have you done a personality assessment before and felt gratified because it had value to you? Or did you do one

MODEL OF THE WORLD



Model of the World

Your Blueprint – Your Model of the World – Your Key to Transformation

“Change” is a more diminished word than “transformation.” You can always change back. Greatness is associated with the word transformation – you never go back. The butterfly never goes back to being a caterpillar. You might run old neural patterns – you go into your family-of-origin and become little Billy or little Suzy again. But you’ve transformed. You don’t think that way. You don’t act that way. You don’t function that way anymore.

In this first section of the audio program, I’ve given you challenges to ponder – how you think of yourself and how you create reality. I’ve addressed a lot of old beliefs and theories as well as stories about who you are, who you were (we’ll be revisiting this!), and, most importantly, where your future is headed.

The Model of the World exercise reveals *your* blueprint. I’ve built this powerful neural assessment tool based on scientific principles. It includes unique pieces designed to provide a complete snapshot of how you think, what you believe, how you feel, and what you focus on. It is, unconsciously, the master builder’s map for actions you will take or not take. This exercise comes early in the program because it baselines where you enter the system – the place from which you are beginning your shift and transformation to *The Inevitable You, The Greatest Version of You*.

When you have completed this program and refer back to your MOW, you’re going to realize – This is my power! This is my ability to transform!

It’s important to take this neural snapshot of yourself before you proceed further with the audio portion of this program. This is a critical process and a big step in helping you understand the amazing potentiality, the amazing power, that you really have. People are going to say, “Hey, what got into you?” Or “What’s going on with you?” And you’re going to be able, with much confidence and certainty, to say, feel, and know – “Yes, for 40 years I was that person, but I’m not any more. I don’t think that way. I can stumble into an old hole, or an old song on the radio might throw me back. But as soon as I realize it, I’m different again – I return to this place I have designed this inevitable place of my greatness, my truth.”

And all of this will be revealed in your Model of the World.

Your Model of the World – Find somewhere quiet where you

can concentrate. This project may take several hours – it may take more. You might break it up into several sessions. Be real with yourself. Be impeccably honest. But have fun and enjoy yourself!

This document is my primary questionnaire to baseline and begin your work. It is designed to get to your model of the world (MOW). In my coaching system, I am not focused on your history, which in traditional systems simply tells you where you have come from. I am focused on where you are and – more importantly – where you want to go. You act in accordance with your Model of the World. Once you understand that, you can consciously design your life rather than acting in accordance with unconscious programming that you have received. Know your “rules,” change them as you consciously wish, and you will lead a life of unbelievable richness and texture.

However you came to this questionnaire, whether you came from a great place, an above-average place, a place of pain or resignation, or a place of compromise - the *Old You* has two significant components. One part functions well and has gotten you everything that you like about your life. The other part, however, contains all your challenges and obstacles. You will find that the things that hold you back, the obstacles that you face in life, are never what they appear to be. And you have complete power over them.

Write more than less! This is a stream of consciousness.... Not all questions may make sense. Do the best you can. Don’t focus on grammar or perfection – focus on getting complete answers to the questions. Even if you do not totally understand what is being asked, write something. Have fun with this! Do not edit your responses. Write whatever comes up. I’ve left spaces for you to hand-write in this workbook, but you may want to add extra paper or use your PC.

Be conscious of your words – particularly your verbs and adjectives. Be complete in your descriptions. Use the language that you use with yourself every day – not better than you normally do – not worse than you normally do. Be your true self in answering all these questions!

Key words to consider are think, see, hear, feel, know, are certain of, believe, focus on, and take action or act on...

Name: _____

E-mail: _____

Home number: _____

Cell number: _____

Work number: _____

Confidentiality: Level 1 (none) ___ Level 2 (low) ___ (high) ___ Level 3 (full) ___

Waiver: (for office use) _____

Billing policy: (for office use) _____

Please list any current medications that you are currently taking:

Read these instructions!

I will look forward to talking with you after you complete and absorb this Questionnaire. You will find that the things that hold us back, the obstacles that we face in life, are never what they appear to be, and we have complete power over them.

Always.

This is my primary questionnaire to baseline and begin our work. It is designed to get to your "model of the world (MOW.)" In my coaching system, I am not focused on your history, which in traditional systems just tells you where you have come from. I am focused on where you are, and more importantly, where you want to go. You will act in accordance with your MOW. Once we understand that, we can design how you can consciously choose your life, rather than acting in accordance with unconscious programming that you have received. Know your *blueprint,* change it as you consciously wish, and you will lead a life of unbelievable richness and texture.

Write more than less! This is a stream of consciousness. Not all questions may make sense – that's OK. Do the best that you can. Don't focus on your grammar or perfection; focus on getting out complete answers to the questions. Do not edit your responses. Write whatever comes up. Please send it to me, at a minimum, the night before our session. You will discover that "thinking" about things are one thing, actually writing them down is another. Everyone gets tremendous learning and value from filling this out, and the more Level 10 effort that you put into it, the more Level 10 outputs that you will get with me.

If you prefer to hand write, that's OK, just make sure you write in a dark pen that will fax well, and write legible. If you are hand writing, you don't need to fit your writing into a small space. USE EXTRA PAPER. (My fax number is

303-223-3245.) If you are typing, please change the font color or type. And most of all, have fun with it!!

BE SURE TO BRING SOME PAPER OR NOTEPAD TO OUR SESSION TO TAKE GREAT NOTES!

Be conscious of your words, your verbs, your adjectives. Be complete in your descriptions. Use the language that you use with yourself every day. Not better than you normally do; not worse than you normally do. Be your true self in answering all these questions! (Key words to consider are think, see, hear, feel, know, are certain of, believe, focus on, and take action or act on...)

Last, this is a very detailed, personal assessment. You may be uncomfortable with some of these questions, and I understand that. Many are to some extent. To the extent that you fill it out completely, know again that it is CONFIDENTIAL. I do not share this data with anyone. Integrity and keeping that confidentiality is the cornerstone to my profession. As a professional, I have the equivalent to a doctor- patient privilege or attorney client privilege. The only exception to this is if I deem you a danger to yourself or to others. Otherwise, everything you write here stays under lock and key. However, if you still feel uncomfortable, please only share that which you choose. It is your choice. I do encourage to be bold... but also to be safe if that is what you wish. Either way, we will undertake this great moment together, and I will take great care of you!!

Outcomes

However you came to this questionnaire; know what you are expecting most out of working with me or filling this out. What do you want? What do you want to change, grow, or improve? Is it pain that you want to stop? Or is it a vision that you want to implement?

Answer:

Purpose

What is your purpose? Why are you here on this planet? What are you here to do? For whom? Doing what? Be bold – you know you have a purpose – it is time to own it.

Beliefs are both global (I believe this about the world, about all/ most of the people in the world, all/most of the things and issues in the world) or personal. (I believe this about me. Who I am, why I am, what I am, how I am, etc.) In addition, beliefs can be empowering, i.e., they provide us strength, comfort, or make us feel good, or they can be disempowering or limiting, i.e., they challenge us, hold us back, hurt us in some way, and make us feel worse. Also, you may hold different beliefs at work vs. your personal life. If so, list them appropriately. At a minimum, you will list to the best of your ability your top 5 in each category. You may include more, but at a minimum, ensure you complete your top 5. Examples of this:

Globally empowering beliefs: “

- “People are basically good,”
- “Life balances itself out,”
- “The world can be a great place,”
- “When someone works really hard, they are often rewarded.”

Globally disempowering beliefs might be:

- “People are always out to cheat me,”
- “Life is not fair,”
- “Sometimes good people just have bad luck.”

Personal empowering beliefs might be:

- “I can do anything I set my mind to,”
- “There is always a way to solve a problem (and another one)”
- “I am full of possibilities.”

Personal disempowering beliefs might be:

- “I eventually drive away people who love me,”
- “Every time I try to succeed, I manage not to succeed,”
- “I can’t get ahead.”

Write them down and look at them! Own them, are they truly what makes you tick?

As a minimum of five, your top five Global Empowering beliefs in priority order:

1. _____

2. _____

3. _____

4. _____

5. _____

As a minimum of five, your top five Personal Empowering beliefs in priority order:

1. _____

2.

3.

4.

5.

As a minimum of five, your top five Global Disempowering beliefs in priority order:

1.

2.

3.

4.

5.

As a minimum of five, your top five Personal Disempowering beliefs in priority order:

1.

2.

3.

4.

5.

Values

What are your top 5 “values” in priority order that you want more of... that you want to move towards? Values are those emotions... those qualities of life that measure how you feel about something and what you get from it. Examples might be happiness, love, joy, gratitude, spirituality, health, freedom, etc.

Next, what are the top 5 values in priority order that you want less of... that you don't want in your life anymore? Examples include grief, sadness, anger, frustration, lonely, judgment, hurt, rejection, etc.

Top-five Towards values:

1.

2.

3.

4.

5.

Top-five Away values:

1.

2.

3.

What is the positive intention behind this question? For instance, if your question was negative, or implying your glass is half-empty, it might be a protective mechanism from your parents so that you wouldn't be hurt. This can be a bit complicated, but dig – what benefits do you get from constantly asking this question repetitively?

Answer:

Now it is time to redesign a new, more powerful question! What "First" Question, if asked, would give you more of what you want, and at the same time, preserve the initial positive intention of your Old You "First" Question? (For example, if you asked, "What is wrong with me?" you could shift to "What is right with me and how will I use that right now to create what I want?" Or, "Why do I always seem to get screwed?" can become "How can I achieve my success right now?" Or, "Why don't they like me?" can become "How do I present the best of me right now in this situation?" Remember, their opinion of you is none of your business, so asking about them has no value – power is about how you show up! What question would set you free from other's opinion of you? Another powerful examples might be, "What more is their to love and not judge about me right now?" Or, "What lesson am I suppose to be learning?")

Answer:

Top Five Negative Habits

List the top three to five negative habits you have that if you could change them right now it would give you unstoppable momentum and faith to create even more drive to your greater future? Examples might be: oversleeping, chewing your fingernails, failure to take daily vitamins, failure to drink enough water, procrastinating (be sure to write down specifically what you commonly procrastinate,) etc.

Answer:

If you had just one thing...

If you had just one thing, the absolute hardest, most challenging thing, that you believe could never be changed for you... or is extremely challenging to change for you... what is that?

Answer:

Top five one year goals

List your top five one year goals that you would most like to accomplish in the next twelve months.

1.

2.

3.

4.

5.

The “Wild List©”

Life is about dreaming big. Your top five goals listed above are things that you want to do or you think that you can accomplish. They are your “attainable” goals for the next year. This Wild List is about you think is not attainable. What if you had all the resources that you needed? All the money and time that you wanted? That all you had to do was ask for something and it would appear? This list is about what really makes your heart soar. Dream big. Dream dramatically. If you had everything that you wanted, what would it be? Do the big, Wild List! Make it huge, make it unbelievable. Write more, than list. Don't let you pen leave the paper. Make it a stream of consciousness... What do you want out of life? What do you want to have? What do you want to do? Whom do you want to be?

Answer:

The Greatest Version of You!

What is the Greatest Version of You (GVOY)? Include your gifts, your strengths, and your talents. Write about what you would say/ think/ feel/ do in your life. On a scale of 1 – 10, where is your life now in relationship to the GVOY? If it is not a high number, why not? What is stopping you from high number? Do you really want to be the GVOY? (Oftentimes, we create neural programs that attach more fear, pain, challenge or negativity to that which we believe we really want – the proverbial overweight person who really does not want to be thin and fit.. What is attached to your neural patterns and beliefs around the GVOY?)

First write down this number: GVOY 1- 10? ____

Now describe the Greatest Version of You:

What is stopping you from having a higher number?

Answer:

Your Top Challenges or Trauma or Most Difficulty Things in Your Life

What have been the top 3 -5 challenges/ worst moments/ most difficult things that have every happened to you in your life? Was it good or bad that it happened, and please be realistic – you probably know that it is better to say, "oh it is a good thing, blah, blah, blah.... But for many people, it was not a good thing... they don't feel good about it. Be honest. Be deep. Why was this a good or bad thing? What did you learn from it? That life sucks, trauma hurts? Did you learn that you are strong, resilient? What is your real truth about these events?

1.

2.

3.

4.

5.

Family “Sayings”

List those important sayings or constant messages in your life, again, good and bad, that you remember most about growing up. They could include things like, “it doesn’t matter how strong or fast you are, it matters how hard you work,” or “be careful of people, they will always try to cheat you,” or they can even be funny – “always wear clean underwear, you never know when you will be in an accident!” Pick the top 5 that you think empowered you and helped you create success in life.

1.

2.

3.

4.

5.

Also list at least three (more if they are easy to remember) that you feel were warnings about life, warnings about you or to you, or in general, didn’t add value to your life but in reality, created some of the challenges that you have wrestled with in life.

1.

2.

3.

4.

5.

(This is important – include a digital photo of yourself – even we have met.)

Also, please add in a picture of yourself as a child. Around age 4 or 5 is best if you have one.

Please also attach any documentation that you wish based on what you wish to work on. It might be prior personality tests, or a business plan, or past vision documents that you have written. I am trying to discover all that I can, at the deepest level, about what and how and why you tick. Add anything that you feel will be helpful to articulate the whole YOU in a more detailed fashion.

Calibration Questions:

(On a scale of 1 – 10, please rate the following four questions. Please add any verbiage you like after those four questions)

-  How magical, powerful, and extraordinary you are: ____
-  **ALL** results begin with a thought: ____
-  Emotions catalyze the power of the thought: ____
-  The Law of Attraction: ____ (as defined in the movie The Secret, Esther Hicks books, or any number of sources. In essence, the Law is: "*What you think and what you focus on is what you get.*")

Any further verbiage:

Now, fill in the blank:

-  **ALL** humans have _____ potential.
-  90% of the game is _____.

The message of *The Inevitable You® Coaching System*:

-  Challenge your view of reality
-  Evolve your vision of You
-  Transform your Life!

I Choose Meaning – You Become the Architect!

Congratulations – if you've gotten this far, you've completed the Model of the World document – no simple task! Take a deep breath. Only one more major step before returning to the next portion of the program.

I Choose Meaning (ICM) is your personal blueprint – the document that makes you your own architect! At this point, you're going to complete only column one. Ignore columns two and three for now.

Right now you may not consciously know what this means, but go to each section of your MOW and pull out the important programming points – the important data points, the relevant sentences – that you believe define you. For some of the shorter sections, such as Outcome or Purpose, there may be only two or three sentences to put into your ICM. And perhaps, for example, from the Belief section you might include every sentence. You're going to use all of your global empowering and disempowering statements, and you're going to use all your personal empowering or disempowering statements. And from your Biography section you might have as many as 15 or 30 or 50 sentences that you feel are relevant points – definitions of who you are and why you are.

My clients generally end up with 75-100 – sometimes over 100 – separate line-item programming points/sentences that define their lives.

Use the ICM form now and get started! (take a look at the "ICM examples" document to see what other clients did if you need help!)

In working with my clients, when I ask a really tough question, I frequently hear, "I don't know" as the response. I reply, "Well, if you did know, and you created the answer right now, would you be 100% wrong or 90% right?"
- Facebook, January 7, 2010



TAKE THE NEXT STEP!

Most believe that their history is fixed, it happened, and what you are, who you are, why you are, is mapped into the meanings, patterns, and programs that are now your deepest Truth. However, this is a flawed view. You have the power to completely rewrite what the past means, and consequently, everything about you today transforms according to your design, not a random pattern that used to be logical.

I Choose What My Life Really Means!

Experience/Data Point = Reality	Meanings are both 1/2 f, 1/2 e	Design a New Meaning = New Reality
	1/2 f	
	1/2 e	
	1/2 f	
	1/2 e	
	1/2 f	
	1/2 e	
	1/2 f	
	1/2 e	
	1/2 f	
	1/2 e	



TAKE THE NEXT STEP!

Most believe that their history is fixed, it happened, and what you are, who you are, why you are, is mapped into the meanings, patterns, and programs that are now your deepest truth. However, this is a flawed view. You have the power to completely rewrite what the past means, and consequently, everything about you today transforms according to your design, not a random pattern that used to be logical.

I Choose What My Life Really Means!

Experience/Data Point = Reality	Meanings are both 1/2 f, 1/2 e	Design a New Meaning = New Reality
Outcome- I want to become financially stable and financially free, independent	<p>1/2 f I have all the tools for success. I improve my blueprint everyday... with excitement... w/ love... w/ the solid belief that \$\$ is on its way right now. I want to become financially free and am extremely excited that all my businesses can be the vehicles for me and my family.</p>	<p>Even when I am challenged, I KNOW that \$\$ is energy. I KNOW that I am a surf rider and master of energy. While limitations have blocked me before, they are now in my past, and every day becomes more exciting as I tap into the river of abundance. Old beliefs like "NOBODY gets what they deserve" are not really true anymore. I know that as one door is shut or shuttered now, another door has opened. I LOVE Zri, I am scared shitless but feel great that my commitment to wealth in this arena is only bounded by my efforts. Therefore, I work tirelessly and joyfully spreading health and the messages of amalaki and Deepak to all my friends, to strangers that I meet, I offer them a chance to come to the party, I create no meanings if they don't, and everyday I can't wait to be ME! The Zri chick with integrity, joy, an impeccable message, and money money money is flowing to me NOW.</p>
	<p>1/2 e I'm not financially free yet. I struggle with Fin freedom. Every time I try, its elusive. I am not sure that I deserve - on days I do, and at critical moments, I don't. ... I think that some of my husbands limitations affects me too. And it should be hard hard work and struggle... when I try to create control and a value prop that is righteous for me, with the diff economy, we cant get ahead.. NOBODY gets what they deserve, everything is undercut.</p>	
PD - "I'm not disciplined to get and stay organized in my office."	<p>1/2 f I 'thrive' on chaos/I perform better under pressure/Pulling things together, last minute, is a 'challenge' that I like/I get more done, in a small amount of time/I am a 'free spirit'...no one tells me 'when' to work and 'how' to do it/</p>	<p>Organization and discipline are the 'Power Houses' to my successful business. It 'frees' my mind to know that I can find something quickly and with ease. My files are flawless and contain only necessary documents. With this, I am more powerful in my business....providing full attention to my client's requests. Everyone on the team supporting me operates smoothly....becoming stronger and more successful. I have a "free mind" as I become more 'present' to life and everyone in it. I see, hear and feel LIFE at a higher volume! I AM Life!</p>
	<p>1/2 e This is my excuse for not succeeding/ I'm 'too busy' to be successful/I just have too many things going on/I've never been 'disciplined'...this is my parents fault for not teaching me this principle/I deserve to be stressed out...something will fall through the cracks anyway/I don't know where to 'start'/I don't know what 'organization' feels like/Organized people are 'anal'.... uptight/</p>	



TAKE THE NEXT STEP!

Most believe that their history is fixed, it happened, and what you are, who you are, why you are, is mapped into the meanings, patterns, and programs that are now your deepest Truth. However, this is a flawed view. You have the power to completely rewrite what the past means, and consequently, everything about you today transforms according to your design, not a random pattern that used to be logical.

I Choose What My Life Really Means!

Experience/Data Point = Reality	Meanings are both 1/2 f, 1/2 e	Design a New Meaning = New Reality
<p>PE – "I have the power to make a difference."</p>	<p>1/2 f Speaking of being "powerful" masks taking action/"Having" the power to...is safe...non committal/The conversation of being powerful, impresses people/I 'have' the power, but choose not to use it right now/People are left in suspense, wondering what 'difference' I will be making/I appear to be important.</p> <p>1/2 e I'm not powerful at the moment...I just want to look like I am/I'm afraid to try... 'all talk and no action'/I don't know what 'difference' I want to make/I feel overwhelmed...confused on where to start/I'm selfish...not focused on actually making a difference/When I feel disempowered... this is my excuse for not taking action/I'm afraid of how 'powerful' that I can be.</p>	<p>I AM power...the Power to create shifts in people that better serves them. I do NOT 'talk' about being powerful...I AM powerful. I share with people what "I stand for" AND I DO it! I commit to empowering women internationally, with "micro-credit" loans. So that they can empower their children and other women in their communities. I commit to empowering humans to give animals a loving home. Others 'feel' my contagious power and ask to be on My Team. What I give is accomplished with grace and ease. I am content and grateful for what I have created.</p>
<p>I miss the boat in college at the Greatness that I think I should have been.</p>	<p>1/2 f I have had many amazing experiences that this path (not medical school has granted). I am not limited to the type of help I can give people. "Not a doctor" leaves huge avenues of solutions for me to offer.</p> <p>1/2 e I'm a quitter. I won't ever have what I want. The grass is always greener. I have an excuse for not being satisfied.</p>	<p>I deal with bad ass problems in amazing ways—I come up with the most amazing ideas and solutions I have to consciously stop myself from solving! I shock myself with what I figure out. People seek out my help, they appreciate it, welcome it and reward it in many ways. I solve real estate problems and the money rains down on me, I solve school problems and watch my children receive the most amazing educations. I solve scheduling problems. By myself and with others I create fun, exciting, profitable solutions that give benefits to everyone involved.</p>

Before we go on... (and I am really excited!) you have done a ton of work to get to this point. *and...* you now know *you* perhaps better than you ever have before! And since we are now ready to begin to really take apart the illusion of your difficulties and challenges, reinforce your existing strengths, and set the stage for explosive momentum...

I want to confirm something with you:

Did you complete your questions, the MO W, and begin your ICM form... *at a Level 10* effort? (only you know... and only you hurt or benefit yourself.) Be honest. Are you setting at the best effort that you can create at this time? Why or why not?

This is a deep, real moment for you. Make sure that you are investing in you. This is the rest of your life! If it isn't a 10... take the time to go back and sink more effort, honesty, and realism into it. This is the launching point of the **Old You** to come to life more differently than you have ever imagined you to be!



The Old You

“The Old You.” For some of you, that makes sense. You want to progress- you want to make a quantum leap in to your future. The old you is ready to be released! No old you plus 10%, - You want total transformation!

For some of you though, the old you, even if its painful, is like comfortable old shoes – you know that you need a new pair... but that means shopping and blisters and “will they ever be as comfortable” ... so you’re pondering this work, enjoying the contemplation of taking a quantum leap... you just don’t need to leap right now. Well, regardless, let’s really dig into the Old You and see what we can learn.

The Old You has two significant components, the part that serves you well and the part that doesn’t.

In this section, we work with both. You can never truly tap into potential by “fixing” weaknesses. Thus, this section concentrates on illuminating the illusions of who you thought that you were and what “weaknesses/ challenges” that you thought that you had, growing your strengths, and permanently removing weakness from your reality to create movement, momentum, and acceleration in your life.

There are 4 big chunks in this section. We are going to begin with those mainstream messages and traditional long held beliefs that are as mythical as leeches on fingers – you just don’t know that yet. These myths are perpetuated by Hollywood, society, our school systems – they are EVERYWHERE! They come from your family of origin (programmed and passed on.) These myths, these stories that you use to create yourself today, are for the most part unconscious. Virtually everyone believes the next 7 myths to be true! So we are going to discuss what traditional psychology teaches you and you’re going to hear how I differ.

Are you ready to live your greatness?

Yes/No _____

Why or why not?

Traditional psychology labels people, neural sciences labels the strategy. Stop labeling yourself based on past actions. Change your actions, or change your psychology that creates the actions, it doesn't matter. What matters is YOU choose who you are.

- Facebook, May 3, 2010

Traditional Psychology and Seven Myths Associated With It

Beliefs are prevalent in our everyday thinking, and they are broadcast by the media, within families, and through our peer groups. They are literally everywhere, and unfortunately, the disempowering ones hold on like stubborn leeches on our brains.

General summary:

Your beliefs at your core drive your purpose and your life choices. Beliefs are prevalent in our everyday thinking. The seven myths are common beliefs that have been perpetuated by Hollywood, society, your school system, and your family. Virtually everyone believes these myths to be true. They are stories you have likely considered to be true for most (if not all) of your life, and they are mostly unconscious.

Your beliefs are a key place to start. At your core, they drive your purpose and your life choices. They can be global (what you believe about the world) and personal (how you see yourself). Some beliefs will bring out the best in you, whereas others hold you back.

Key Points:

- Your beliefs at your core drive your purpose and life choices
- The seven myths are the stories you have been told all your life
- Because the seven myths have been perpetuated throughout your life, they became part of your belief system

Coaching Application:

- You will be challenged frequently as you disabuse current psychological notions held to be true by most.
- Old You is built for comfort and safety the further the time gap

How did you process the comments that traditional psychology has misled you? What does that mean to you? Do you believe this statement?

Do you feel differently about yourself in this light?

When you think about 100 years from now, what in your life, do you believe will be phenomenal? That it stood the test of time?

What do you believe will be “leeches on your fingers?”

What specific traditional psychological views do you hold as significantly true for you, your reality, and your world?

What traditional psychological views have you already discarded in your world and no longer believe, even though they were strongly taught to you and even though others still believe and hold them to be true?

Myth #1: You Are Broken Versus You Are Not Broken

The power of “labeling” is well documented. Label someone, and if/ when they believe it, even when it is crazy, they do become the label. So if you have your diagnosis, and for those of you who say, “but I am my diagnosis, it fits me to a “T,” know that is part of the myth!

- Facebook, May 1, 2009

General summary:

Traditional psychology says “You are broken but it’s not your fault, you were traumatized, so your problem today is not your fault, it’s your circumstances that traumatized you.” Myth #1 says there is nothing wrong with you; there are only things wrong with your program, your strategies and your patterns.

Here is a notion that who you are today, and why you are who you are, is stagnant or unchanging. People will tell you, “Oh, it’s okay who you are. It’s not your fault. That trauma happened to you—you were a victim. It’s okay that you’re broken now. I feel sorry for you.”

And, if you’re broken more than a little, your psychiatrist will tell you, “No worries—we have a great pill for you. It’ll help modify your behaviors, and you’ll feel better.” Now, the fact that the pill may not actually *heal* you is immaterial—you are broken, so your psychiatrist is happy to give you a pill to make you feel better.

Most (if not all) of that diagnosis stuff is garbage! *You’re not broken*. There’s nothing wrong with *you*; there are only things wrong with your program, your strategies, and your patterns. You wouldn’t look at a corrupted piece of software and go, “Oh, the computer’s bad—let’s throw it away.” You would just reload the software, or you would upload a new program. Same goes for your mental blueprint.

Key Points:

- People have a notion that somehow because of a trauma or some unsolvable past challenge, their life is now forever messed up
- Your past is in the past, you can’t change it and it did happen but who you are today is not fixed and rigid
- You are not broken. There are only things wrong with your programs, your strategies and your patterns
- You can create a “new you”
- Coaching Application:
- This is so powerful! People often weep or tear up at hearing this expression.
- It gives them much hope... at first... and then fear sets in as to what their future really holds.

Coaching Application:

Write the top five statements about yourself that would indicate you have at least five broken “parts.” Make them as real and as powerful as they truly exist in your psychology.

Begin each statement with “I am” or with “This part of me is broken because” For example:

- My heart is broken by my first marriage.
- Based on my foreclosure, my belief that I can be financially secure is forever broken.
- Since I was laid off from my dream job, I will never have job security again.

1. _____

2. _____

3. _____

4. _____

5. _____

Who, in your family-of-origin (or otherwise,) do you believe taught you this? (The value of knowing this is that you can better hear their voice, their truth so that yours can emerge.)

This is crucial: As you now look at them (and this isn't about judgment or criticism, it is about awareness of your truth and their truth), what was “broken” about their view of reality?

Myth #2: You're Going to Limp Versus You're Going to Be Fine

If you break a leg skiing, and it's a bad break, you go to the doctor, and he says, "you are going to limp"; studies and research show that 90% of his patients limp. However, if you went to the other doctor, the one who said, "you are going to walk fine," we know that 90% of his patients walk fine. So it is not the broken leg that causes the limp, it is what your doctor convinces you about you.

Find the "one line of code," that one corrupted mental software place where, when healed, causes the whole program to run as it is supposed to...

A woman I spoke with recently transformed this sentence (a deep program,) "I am worthless, therefore my husband cheated on me," to in the face of evil, I chose love."

She lives from a different. powerful place now! It is just one line of code...

- Facebook, November 2, 2009

General summary:

For most people when they are told they are going to limp, they will limp. If they are told they are not going to limp, they will walk fine. Broken legs will not only heal themselves, the very spot where the bone is broken will become the strongest part of that bone. Emotional traumas make the strongest parts of you. You just have to know how to frame it that way and put the effort into rehabbing and look for the strength in the trauma.

Now, here's the moral of both stories: *Your body will do what your mind believes is possible.* The 10 percent of people who walked perfectly even after the first doctor told them they would not, did so because they told themselves, "Screw that, I'm not going to limp." So, they figured out a way in spite of their small-minded doctor (who afterwards proclaimed, "It's a miracle!").

And, the 10 percent of people who didn't recover even though the second doctor told them they would took the worst action possible. They did nothing. Healing is a dynamic process that we don't fully understand, but you have to do your part to progress—physically and mentally.

What if a trusted professional is convinced you will need to be medicated for life? What will you do? You definitely don't want to be on meds, but you don't want to have a horrible problem either, and there may not seem to be any other strategy available.

You're not broken. You're not a limper.

The desire to take your trauma and turn it into joy and goodness is already embedded in your DNA. It's just you haven't known how to access it.

Key Points:

- Your body will do what your mind believes is possible
- 10% of people, who are told they are going to limp, walk perfectly. They find that in spite of what they are told
- When you experience a break, your body will heal the spot of the break to be stronger than it was before the break occurred
- You can choose to heal your mind in the time it takes to upload a new software program
- When you ask yourself how did this trauma benefit me you will be able to overcome literally anything placed in your path

Coaching Application:

- You must find their limps.
- You must help them trust that they can walk fine.
- They may hold on to their limp fiercely as it is the only reality they know.
- Helping them reframe this limp as their “stronger” leg is vital.
- The Key is “rehab”

Your first big question: what “limps” do you now recognize that you have that someone told you – and you believed them?

The greatest power of understanding this metaphor is in that the “broken bone” is now the strongest. Recognizing that you were “limping” in the question above, what are the deepest truths as to what is really the strongest part of you now?

Realize that the power of the mind is limitless. Dig deep. What now can you claim, with complete reality, that this previously believed "brokenness" is now one of your strongest, most powerful, truths? (even if you don't specifically know how yet... claim your power! This becomes a great strength for you now that you are aware!)

Myth #3: Change Is a Process Versus Change Is Instantaneous

For many, “change” mirrors the five stages of dying: denial (I don’t really need to change) anger (I am angry that I must change) bargaining (well, can I just change a little - I’ll make a deal) depression (I can’t/ I’m not good enough/ blah blah) and the last is acceptance... know that there is an easier way to do it than this. –

Facebook, October 9, 2009

General summary:

Traditional psychology says “There’s a process for change, and if you work really hard, you’re going to be able to make a shift.” All the work actually lies in the process leading up the change. Change actually happens instantaneously in the very moment you make a decision to transform. There is literally a single instant when you stop doing what you don’t want to do and start doing what you want to do. You can change at any level immediately.

This myth is persistent. It is often asked in these seminars, “Raise your hand if you think change is a process,” and virtually everyone will raise his or her hand. But, really think about this—is change actually a process? It’s not. Change actually happens instantaneously *in the very moment* you make a decision to transform.

There is an alternative. Start practicing the ability to change your thinking *in the moment*. Ask yourself, “What am I sick of in my life? What will I no longer tolerate?” Then change it right away and move on.

Key Points:

- Change is not a process, the work lies in the process leading to the change
- Change can be made on any level instantly, at the moment the decision to change is made
- You can change your thinking in a moment

Coaching Application:

- Most want to hold on to this as well.
- However, it begins to frame the speed, dramatic intensity, and depth at which they can transform their lives. (The sound of a snapping finger)

Before coming to this program, what is one change that you've wanted to make – but you didn't/couldn't make because it was “a process” and it never happened?

Describe what you think that “process” was?

Now, what is the true “stop/ start” moment of that process? Be detailed, be specific.

What other things have you changed in your life that you called a process, but which were, in reality,

Myth #4: Incremental Change Is Better Versus Massive, Radical Change Is Better

General Summary:

Change is NEVER hard... finding the right leverage is

-Facebook, December 14, 2010

Go for massive, radical change. Several systems, including traditional psychology, tell you, "Don't go cold turkey. Don't go massive. Take baby steps." Baby steps -- incremental change -- provides only "baby results" while simultaneously creating mounting stress and psychological damage, setting you up to fail. There is little difference in the psychological difficulty patterns of massive change or of incremental change. Yet massive change provides massive results, culminating in greater opportunity for success.

The Tool:

In the early 2000s, the e-zine, Fast Times, posted an article, "Change or Die," which posed this question: "If a trusted medical authority told you that you would die unless you made a radical shift in at least one of three areas -- diet, exercise, or stress -- would you make the change?"

Remarkably, over 90 percent of the coronary bypass patients in this study would rather die than change.

One doctor's results, however, went against the norm. Rather than accepting death, a staggering 77 percent of Dr. Dean Ornish's patients successfully changed their lifestyle while only ten percent of other doctors' patients succeeded. What was this man doing differently? Only one thing. Instead of asking his patients to change in increments, he taught them to take massive, radical actions to transform their lives.

Why did his approach work?

A different analogy, the "15 Twinkie Theory," makes it easy to understand.

Let's say you've been eating 15 Twinkies every day for as long as you can remember, but one day your doctor tells you, "If you don't cut back on Twinkies and lose weight, you are going to die. Every week, I want to you cut one Twinkie out of your diet until they are no longer a problem."

Now, let's go deeper into the mind of an individual who's faced with death, threatened by mortality, and forced to eat only 14 Twinkies instead of 15. The irony is, they don't even think about the joy of eating 14 entire Twinkies. Instead, these sugar addicts obsess about the one Twinkie they don't get. They'll think to themselves, "Oh, my God, this is so hard. This is really tough. How am I going to make it through this diet? Life is so difficult when I don't get to eat 15 Twinkies."

Then, during the second week when the patients have to cut out two Twinkies, it's not just twice as difficult for them—it's five times as difficult! They'll say, "Oh, my! Two Twinkies gone? This is insanity. This is driving me crazy. This is so hard."

By week three, when they must cut out three Twinkies, it's absolutely the end of the world for these people.

Worse, when they get on a scale to see the results from all their "hard work," the results are negligible. They've

only cut out a few Twinkies each day; not enough to make a difference.

Baby steps only give baby results. However, the mounting psychological damage and stress behind an “incremental” diet will drive you crazy. If you are like 90 percent of the population, you will conclude the diet isn’t worth it and start wolfing down Twinkies like there’s no tomorrow.

The consequential aftermath of this decision will further your downward spiral. You’ll binge at a party or late at night by yourself and wake up the next morning feeling terrible. You’ll say to yourself, “You know what? I can’t do this. It’s too hard. If I’m going to die, I might as well die fat and happy.” And with that, you go back to eating 15 Twinkies a day.

Ever been there?

This is why more than 90 percent of those faced with death versus changing their daily habits would rather just stick with their addiction than prolong life.

Still using the Twinkie Theory, let’s look at what Dr. Ornish, the doctor whose patients had a 77 percent success rate, did differently. He applied the teachings of neural science concerning massive, radical, transformative change.

If his patient’s lifestyle change involved eating no more Twinkies, here is what he would have done: Instead of having his patients cut out Twinkies in increments, Dr. Ornish would tell them they could not have any Twinkies, effective immediately.

Humans are peculiar beings. We obsess about the one we don’t get as much as we obsess about not getting 15. Thus, the psychological challenge of eliminating one Twinkie actually creates the same level of anxiety as eliminating all 15 Twinkies.

Week one, no Twinkies -- none, zero. If we look at the obsession, the psychological stress, the worry, the anxiety -- the overall mental state -- of that person eating no Twinkies versus the person who is eating only 14 and is focused on the one they don’t get to eat, there is very little difference in their psychological difficulty patterns.

By week two, it would be equally hard for both sets of patients to not eat Twinkies.

However, there are two critical variables that make the experience more effective for Dr. Ornish’s patients.

First, when they get on the scale to see the results of their hard work, they see massive results right away and feel really good about themselves. Second, when they do fall back and occasionally give in to their Twinkie temptation, they do not need as much sugar to enjoy the experience. Eating only one Twinkie is sufficient.

As a side note about the body’s reaction to sugar:

When your body is clean from sugar for three weeks, a little bit of sugar will taste great, but having more will not be enjoyable. So if you were addicted to Twinkies before and you love the sugar taste, the first Twinkie you eat is going to taste incredible. But then the difference emerges. The second Twinkie tastes good but not magnificent because the same amount of sugar that you used to ingest doesn’t taste great. Thus, both people – the person who eats 12 and the person who eats no Twinkies – will tend to overdose on sugar.

The one who is eating 12 could eat 30 Twinkies for a sugar overdose. But if you have been Twinkie-free and haven’t had sugar in your body, the second Twinkie doesn’t taste that good. The third Twinkie tastes awful.

But because of old patterns, you still might stuff in another three. When you wake up the next morning, you're still going to be mad at yourself, but you only ate six, so when you get on the scale, you didn't put on much weight. You're going to realize, "Well, six Twinkies didn't taste good. One did." And you're going to discover -- and it's going to be not just discovered, it's going to be deep in your New You truth. You can see it, hear it, feel it, think it, focus on it. Your body now knows what thin people know, which is: one Twinkie tastes great, two Twinkies do not.

When you're overdosing on something you're addicted to, you're bingeing. Those people who have radically eliminated the food they crave will have a little bit of their favorite food or their sinful food or whatever they love, but they don't binge so severely because their bodies have adapted more radically.

So for Dr. Ornish's Twinkie-free patients, by the fourth week, as their weight continues to come down, they start to settle into a normal life. If they occasionally crave a Twinkie, they have one. No big deal. That's what thin people do. It's not that they never get Twinkies. It's that they have Twinkie management patterns that overweight people do not.

Thus, one of the most critical factors leading to the overwhelming success rate of Dr. Ornish's patients was their making massive, radical change.

When traditional psychology tells you to "take baby steps" in order to change, it is setting you up to fail. This is counterintuitive because you've been told your whole life that quitting cold turkey is really hard. But it is no more difficult -- and is certainly more effective -- than changing slowly.

For whatever you are trying to change in your life, don't just take baby steps. Go for massive, radical change. Incremental change, literally, will kill you.

Key Points:

- Radical change is more effective than small incremental change.
- There are two critical variables that make radical change more effective:
 1. You can see the results of your hard work.
 2. When you occasionally fall back, you need less of what you are trying to change to enjoy it.
- Massive, radical change gives massive, radical results.

Coaching Application:

- 15 Twinkies
- "change or die" article

If you were faced with death, do you believe you would change? Why or why not?

Did the “Fifteen Twinkie Theory” make sense? Why or why not?

Review your life. Look at some of the most difficult things that you have accomplished. Did you do them incrementally or all- at-once? Choose one instance and describe how you did it.

Look at some of the most difficult things that you did not get done. Did you fail because your incremental strategy failed? (And if not, still document it here, as you are going to hear more ways that strategies fail. One of them might fit better to what you are documenting.)

Envision some of your biggest dreams and desires. Now, design the massive, radical, action steps needed to create them. What are they?

Myth #5: The Rogue Program

Client: I'm afraid to fail.

Me: Sometimes, it is not the "big" fear of failure, you need to know the one line of corrupted code. It's not a fear of failure, it's a fear of your ability to predict the outcomes. You'd rather be in a kingdom that you don't want but can control and predict, than in a kingdom that you want, but can't predict or control....

- Facebook, October 28, 2010

General Summary:

Many people who are trying to make a change in their lives are unconsciously working against themselves. There is a deep, insidious truth working against them called the Rogue Program; in strict NLP, this is called the Corrupted Line of Code. On a conscious level, of course they want to change. However, as they begin to change, a very curious thing happens: Their ego starts to kick in, and suddenly they have no excuses for the other parts of their lives that are not up to par. Their beliefs tell them all the positive changes they need to make while their ego tells them all the reasons they are not ready for this change. The ego is trying to sabotage them to protect them from future potential pain.

The Tool:

If you say you want to make a change, at your core, is that *really* what you want? Does the fat person want to be thin? Does the depressed person *really* want to be happy? Does the angry person *really* want to be calm? On a conscious level, of course you want to change. However, there is also a deeper, more insidious truth working against you. I call it the Rogue Program, the Villain Program, or, in strict NLP, a Corrupted Line of Code. Many people are actually unconsciously working against themselves. Do they fear failure? No, they fear success.

The subconscious walls fight the status quo more than the conscious walls do. It's important to ask, "Is this a towards pattern or an away pattern?" In a towards pattern, a person would say, "You know, I have a dream. I have a vision. I want the health challenge." Instead, they say, "I hate it. I don't want it. I can't stand it. I want less of it." That is the quintessential definition of away. You'll never figure out the underlying problem in an away pattern by telling yourself, "I hate this. I don't want that. If somehow I can find a program that will give me less of that, and then I'll work on less of that, and if I get a little bit of success, I feel better because I've got less of my pain." At the end of the day this never gives you joy. It never gives you ecstasy. It never gives you pleasure. It's all in an away pattern and pain avoidance. So, in an away pattern, what is the software driver?

Here's how it works.

I like the overweight metaphor because of all the things that we could change in our lives, weight is possibly the most clear-cut and most easy to control. It's about diet and exercise. Many people have stories about why they can't lose weight, but here is another way to look at it. Does an overweight person want to be thin? I'm going to argue that they do not.

Let's say you really want to lose weight. You hate your body, and you've been working to lose weight for years.

Although you have been working hard to change by exerting energy focusing on the *fat you want to lose*, you are actually creating a program in your brain that will trigger you to gain *even more* weight.

This is counterintuitive, but if you change your thinking from “I hate fat; I don’t want to be fat,” to “I love thin; I want to be thin and powerful,” you will improve your end results.

People who have been trying to lose weight for a long time probably have a multitude of stories about why they haven’t had any success. I’m going to argue that at a deeper level, they don’t really want to be thin. Here’s why.

Nobody wakes up in the morning and says, “Hey, I’ve got a great plan for myself! I’m going to eat 15 Twinkies and put on two more pounds today. That’s a path of happiness for me.”

Instead, most people who want to lose weight get up, look at themselves in the mirror, feel disgusted with their weight and with their body. They literally hate themselves for what they have become. Unfortunately, this type of emotion and energy creates long-term damage and personal suffering. Self-loathing won’t actually *do anything* to help the situation. You have to look deeper to understand what’s at the root.

In this world of “I’m not happy because of my weight,” you will do a lot of deep, unconscious programming. You’ll say things like “When I’m thin my life is going to be amazing. When I’m thin I’m going to have the relationships that I want. When I’m thin I’m going to have this job, I’m going to have this amazing salary. Everything that I want is held back from me because of my weight, and when I’m thin I will be amazing.” Most diet plans work; you just have to follow them.

Here’s what really happens...

First, Your friend tells you he or she has lost weight using this new diet program, and you say, “Wow! I think I’ll try that.” So, you get online, do some research, go the grocery store, and buy some new food. Within a few weeks, it works! You start losing weight, and people start to notice. However, once people start recognizing the change in you, a very curious thing happens.

You’re looking *so* great that suddenly there are no more excuses for the other parts of your life that aren’t up to par. Your beliefs tell you, “Time to be amazing. Update your résumé. Dump that relationship. You need to start making some changes to live up to this new persona.” *You’ve got to start making the changes that equal amazing.*

But then, your ego chimes in and tells you, “Wait a second. I know you— you’re not amazing. You’re still not good enough. You still don’t deserve all these things. This “new you” is an illusion. You’re about to destroy yourself!” The ego isn’t actually trying to sabotage you; it’s telling you these things out of love (albeit a mistaken love). It just wants to protect you from potential future pain.

However, regardless of its intentions, once the ego chimes in, its damage is done. In that space, in that *moment* when your unconscious battles with your ego, if you let your guard down—*that’s* when you give in to the cravings around you. You tell yourself, “Who could follow that diet anyway? This diet doesn’t work for me,” and consequently you’ll then proceed to indulge in an entire tub of ice cream.

Do you see the truth in this situation? Can you see how your true fear has nothing to do with weight?

There is a neural program attached to being thin that causes fear and even more pain than is attached to the current pain of being overweight. You have more pain associated with what being thin really means and what

you'll have to become. That hidden seed is the rogue, the villain, and it's why you really don't want to be thin... yet.

The weight situation is simply a metaphor to explain this hidden program which applies to all aspects of life and change. For the depressed person, there will be another program attached to "I'm happy" that is more painful and more fear-based than the program that says, "I am depressed and I'm upset." For the angry person, there will be another program that causes more fear about being calm and peaceful than about all the toxicity that anger is causing; their Rogue Program will tell them that anger is jet fuel for motivation and energy. If they're angry, if they're depressed, if they're overweight – they're running a neural program reason that makes sense to them.

Whatever it is you may want that seems to be out of your reach, you just have to find the hidden program stopping you -- although you may have to dig deep to get there.

Key Points:

- Subconscious walls fight the status quo more than the conscious walls do.
- Peoples' belief systems link their unconscious beliefs to their consciously desired changes.
- When a person wants to change they must identify all the beliefs that will sabotage their changing.
- The ego will try to sabotage change as a protection mechanism.

Coaching Application:

- Framed by the "fat v. thin" argument.
- Use two questions to ask if this is a Towards or an Away program:
 - First question: In which is more pain and in which is less pain?
 - Second question: "What could possibly be more painful about getting what you say you want (being thin, finding a partner, etc.)?"
- Ask the right questions and dig deep.
- When you start asking different questions, you get a different approach and a different response.
- You must have the ability to slow down the software and say, "What is the pain that this person is in?"
- In an away pattern, what is the software driver?

Myth #6: Don't Spill the Milk!

This is huge! When you begin a “success” sequence with a deep command to not fail, by law, you cannot succeed. You can only “not fail.”

Facebook, November 21, 2010

Summary

In this myth you have literally been wired to fail while attempting to command success. Two things happen when you are told, “Don't spill the milk.” First, in order to even comprehend that command you had to think about every possible way you could spill the milk in order to avoid doing so. The harder you try to not spill the milk, the more ways you will think of to do just that. And, while you're busy focusing on not spilling milk, emotions are triggered, creating a lasting imprint on your psyche about what the experience *means* to you

The Tool:

While this really isn't a “myth,” it is one of the most persistent ways the Old You struggles. It's not that you are dumb or not talented or unlucky. The simple fact is that you have been wired to fail by well-meaning parents who thought that they were commanding your success. When that little four-year-old is pouring her first glass of milk, what's the form of 90 percent of most parents' success commands?

Think back to when you were a child trying really hard to be successful, and your mother said, “Hey little Billy, don't spill the milk. Don't spill the milk.” Two bad things happened when you began to process the command “Don't spill the milk.” In order to even comprehend that command, you have to think of every possible way to spill the milk in order to think “Don't do that.” So your brain goes into imagery, it goes into neural patterns and neural nets that say “I could spill the milk that way, don't do that. I could spill the milk that way, don't do that. Whoo, that's a big spill – don't do that.” And so to please your parents, you think of 50 ways to spill milk and cognitively negate them.

In that energy pattern, in that neural network, if we were to do a PET scan on your brain, the part of your brain that's lit up is the part that's spilling milk. And here's the counterintuitive irony – the more conscientious you are, the more you're actually increasing the probability that you're going to spill milk because you're going to think of more and more ways not to spill it.

Unfortunately, that's not the worst thing that happens during this process. While you're busy focusing on not spilling milk, the emotions you feel at that moment are triggered, creating a lasting imprint on your psyche. Once stimulated, your brain will start to translate what the entire experience means to you. It will evaluate the situation and deduce, “This is safe.” “This is dangerous.” “This is risky.” “This is good.” “This is bad.” It will then send a message directly to your hypothalamus, which will consequently begin flooding your body with billions of neural peptides. These little chemicals are hormones that link up with every cell in your body, and they trigger deep feelings at every level—psychologically, emotionally, and physiologically.

So, with all of his neurons, emotions, and hormones flaring, how do you think little Billy now feels about not spilling milk? He feels anxiety, fear, and stress. Plus, his brain doesn't link emotion to the word “don't”; all it really hears and translates physiologically is, “spill the milk.”

This metaphor gets even worse if little Billy is an overachiever. As an overachiever, Billy won't just think of 50 ways to spill milk and avoid them, he will think of 200 ways to not spill the milk. As Billy walks over to the counter to get the milk, he'll look skyward and think, "A meteor could come through the ceiling and rip the pitcher out of my hands. Oh my gosh, now I need to worry about meteors!"

When you're trying not to spill the milk, you have the imagery in your mind of milk going everywhere, and your body feels anxiety, fear, and stress because you're trying very hard not to spill the milk. And here's what's bad: While the brain can think "Don't do that," there's nothing floating around in your body that says "Don't feel that." There's no not-neuropeptide in this process. You will be anxious and stressed out at trying to be successful at this command, even when you are successful at not spilling milk.

What does this type of mindset mean to Billy as an adult? When little Billy grows up, instead of "don't spill the milk," Billy translates the word "success" into "don't screw up," "don't lose this business," or "don't get this person mad." And, unfortunately, by projecting those thoughts, Billy will draw those unintended results toward him.

Think about how all of this shifts and changes the moment your parent says, "Pour the milk carefully, Billy," ... you're like "Ah, I get that, I can do that. I'll think of 50 ways how to be careful. I'll walk slow, I'll use two hands, I'll use a smaller pitcher or a big glass." Think of the feelings associated with that, of pouring the milk carefully, being slow, using two hands. Yeah, that feels like success. And even when you spill, you're okay because you know you spilled because you poured too fast, or you used one hand and you say, "Oh, the next time I'll do this differently because I want to be successful." And now, for those conscientious children, do they ever have to worry about meteors? Of course not! The entire reality that you are creating changes the moment you give yourself the positive command.

And, what will happen when this version of Billy grows up? He won't be trained to sabotage himself. He will be well practiced in giving himself positive commands, and he'll tell himself things like, "I am going to prepare so I succeed on this sales call." "I am going to plan a special evening so I can create a magical moment with my wife." "I want to teach my children something positive. I'm not going to define their lives and world on what not to do and how not to succeed." "When I go into this sales call, I'm going to know what it looks like, what it feels like, and what it's about. I'm going to know what it is I want."

That's why these New Age energy patterns, quantum physics, or neural programs that run in your brain all line up, all teach us the same thing. Know what you want and you will create that at a high level. Fear what you don't want, focus on getting less of what you don't want, and in reality, all you create is more of what you don't want.

The good news is that regardless of your current thinking, you have the power to change it.

Key Points:

- To even comprehend a “don’t spill the milk” command you had to think about every possible way you could spill the milk to avoid doing so.
- The harder you try to not spill the milk, the more ways you will think of to do just that.
- “Don’t spill the milk” trains sabotage.
- “Pour the milk carefully” causes practice in giving positive commands.
- Focus on what you want, and you will create it at a higher level.
- Focus on what you don’t want, and you will make that a reality.

Coaching Application:

- You will hear this everywhere as you communicate with your clients.
- Be careful about pointing it out every time – let them hear it first.
- This is where note-taking for you can be crucial.

What are your top neural commands today? Include those which often appear as thoughts or self-dialog concerning aspects of your life such as health, love, money, job, parenting, spirituality, self-image/self-esteem. This is a vital set of myths to decode for you. Be sure to include “commands” from each vital area of your life.

What are the top 10 neural command sequences that have driven your success in life? (They may be some of the same as above. I just want you to articulate those that you believe create success for you.)

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Now, write the top 10 neural command sequences that have held you back now that you understand they were designed to not spill milk? (They may be some of the same as above. I just want you to articulate those that you believe create limitations for you.)

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Comparing the 10 positive and 10 negative neural commands (20 total) – do you live your life as 10 positive and 10 negative, or do you really have 2 and 18? Or do you have 18 and 2? Be real. Be fair. Be authentic. Why is this **Old You**?

Using the negative “don’t spill the milk” commands that you wrote above, create new, positive commands to “pour the milk carefully.”

1.

2.

3.

4.

5.

6.

7.

8.

9.

Myth #7: The Glass Is Half-Empty Versus the Glass is Half-Full

General Summary:

The glass is neither half-full nor half-empty – it is always both simultaneously. The real question is, “Are you half full or half empty?” If you observe your life as half full, you’ll experience it as half full. If you observe it as half empty, you’ll experience it as half empty. The key to experiencing true fulfillment is to see life as full when the chips are down.

The Tool:

The glass is *neither* half full nor half empty—it is always both in every person. But there is actually a quantum aspect to this question that even further emphasizes this point.

As Einstein proved, light can be both a wave and a particle because it has both properties. Thus, energy itself is multi-dimensional. However, when you test energy as a particle, it has properties of a particle, whereas if you test it as a wave, it has completely different properties. The components inside energy can simultaneously be different and the same. Although this concept contradicts linear physical science as we know it, it is proven reality.

With this quantum revelation in mind, if I were to give you a glass filled up exactly to the halfway point and ask you, “Is that glass half full, or is it half empty?” Everybody would know that the answer *should be*, “It’s half full.” Research indicates, however, most people would believe, “It’s half empty.”

But, the truth is, the glass is always, always *both*, simultaneously.

The real question is, “Are *you* half full or half empty?” If you observe your life as half full, you’ll experience it as half full; if you observe life as half empty, you’ll experience it as half empty. We all bounce back and forth between these two spectrums because life is always half full when you feel successful and when everything is going as planned. However, the key to experiencing true fulfillment is to see that life is also full when the chips are down.

It is the intense and critical times in life that provide profound opportunities.

Maybe the half empty thoughts, feelings, actions, only appear in the critical, intense time, but again, counter intuitively that’s the very time when you need to be half full. When times are intense, when a situation is critical, when the chips are down, that’s when you must see and be the half full. If you’re half empty when life is easy, there’s not really an impact to you other than it doesn’t feel so good or maybe you’re not as happy as you could be. But when you’re looking at success, your results, your outcomes, your achievements – when you are trying to elevate the inevitable you to another level -- counter intuitively that is the time that half full must appear: at the very time that half full is the most difficult. You’re not growing when it’s easy - you’re growing when it’s hard. You’re learning more when it’s hard. And that is when you produce your greatest success.

At any given moment, life can be both good and bad, light and dark, half full and half empty. That’s the quantum nature of this work.

This is another counterintuitive shift, but if you want to bring the “old you” to another level, the time for the “new you” to show up is when it is hardest to appear.

Key Points:

- The glass half-full or half-empty reflects the state of the person observing the glass.
- You can observe both the half-full and the half-empty and experience life from both positions.
- During times of challenge, it is imperative to success to view the glass, and life, as half-full.

Coaching Application:

- This sets up the entire ICM/ ICA process.
- You will use this concept continuously as a framing and reframing lesson.
- This area is the basis for much of your transformative work. You must be able to find the opposite side of the coin – the other side of the glass.

This area is the basis for much of your transformative work. You must be able to find the opposite side of the coin – the other side of the glass! So let's go!

Prior to participating in this program, what would you have said the glass is – half-full or half-empty? Be detailed. Be specific. Why was that your truth?

Do you agree that the question is a “trick one” and that the real question is, “Who are you?” Why or why not do you agree?

Do you agree that a time of intensity or anxiety will potentially affect your half-full/half-empty position?

Yes _____ No _____

Write at least five of the most intense pains that you are experiencing right now.

1.

2.

3.

4.

5.

Now, what is the flip side of that pain? For each of those you listed, fill the glass half-full! .

1.

2.

3.

4.

5.

To be fair – and to know how this does affect you – write at least five of your greatest pleasures:

1.

2.

3.

4.

5.

Now, what is the flip side of these pleasures? What is half-empty about each of these? For most people, finding the flip side of the half-empty is easier. So I will help you a bit to find the half-empty side of light and joy: What did your pleasure cost you? What do you not have as a result of this pleasure? Too much pleasure is gluttony or hedonistic – have you crossed a line in your pursuit of pleasure? Why or why not? Is there a “rogue” program attached to your pleasure? What are the dark shadows of your pleasure?

1.

2.

3.

4.

5.

The Six “Delusions”

Deeper than myths, delusions color everything. Where a myth is specific, delusions affect all thinking, all processing of your reality. Delusions are intricately camouflaged and cleverly disguised. This workbook section will really help you to understand their impact on you.

General Summary:

In order for you to be wildly successful, you need to root out every lie and every disguised bad character trait pretending to love and help you. Look out for six delusions that can block your success.

The Tool:

This section is about revealing your deepest delusions. These are clever and intricately camouflaged poisons that challenge the way you think about your successes and your failures. These paradigms work very, very hard to look and act like your friend. They are subtle and powerful as they whisper disparaging comments to you. Sometimes they even yell to get your attention. And, if that doesn't work, they're not above using blackmail to control you. Trust me, these illusions are not your friends— they are delusions. You need to shine a light on these six delusions that are blocking you so they scurry away like the cockroaches they are.

Key Points:

- Your success and failures are distorted by the six delusions
- The six delusions are negative paradigms that appear to be your friends

Coaching Application:

- Don't get hung up on a “myth” v. a “delusion” – focus more on the content.

Delusion #1: Failure With Honor

General Summary:

Failure with honor means “Well I didn’t succeed, but I still feel pretty good about it.” Trying is code for not doing. It’s an excuse, an illusion, and a mental block that stymies progress. The only way to move forward is to reverse this pattern.

The Tool:

The first delusion is failure with honor programming. What this means is that we are stuck and we fail, and we feel pretty good about it. There are some very direct ways that we do this and there are some very indirect, insidious ways that we do this. When you fail with honor, it means “Well I didn’t succeed, but I feel pretty good about it.”

One of the easy places to catch it lies with the word “try”. So we all know the famous Star Wars line where Yoda says “No, there is no try - just do,” and that’s kind of a funny part of our pop culture. But what does it mean to not try and to do? Many of my clients sit in my office and say “Oh, Bill I am trying so hard to change. I am trying so hard.” And you sit there and listen to what I’m about to tell you, and go “Wait a second - I’m that guy. I’m that girl. I am trying to change. How can the word ‘try’, when I’m really trying, be a failure with honor program?”

Do this exercise.

I want you to put your pen down or I want you to look at something in your field of vision, and I want you to try and pick it up. So put your pen down and try and pick it up. No, no, no - I didn’t say pick it up. I said try to pick it up.

No, you picked it up again. Put it back down. I want you to try and pick it up. And if you’re really doing what I’m asking you to do it feels pretty silly. You’re hovering over the pen, your fingers might be very close to the pen, they might be very far; you might be sitting back disinterested, looking at the pen.

But trying to do something is a code for your brain to say “Oh, I’m not going to do it now. This works in conjunction with the “not now” program, something that I will discuss later. As long as I’m trying to do something...” feels good for most of you... but it is not success.

So when you follow Yoda, you “pick up the pen.” Then the verb you use is not “I’m going to”- it’s “I’m picking the pen up. I picked the pen up. I dropped it. I picked it up. I dropped it. I’m picking it up. That pen is mine. This thing is mine. I don’t care how much I’m struggling to get it.”

When you try to get it, when you say “Probably I’ll get it,” when you say “Maybe I’ll get it”; when you say “Well, sometimes I can get it and other times I can’t” - all of these are tinged with this feeling that, this sentiment that “I’m failing at what I’m programming but I’m okay with it because I’m trying, because I’m focused on it, because I’m moving towards, because half of me does and half of me doesn’t. Part of me does, part of me doesn’t.”

This section is designed to help you figure out how to strengthen your language, strengthen your intention, and it will all begin to happen when you reverse these programs. When you use these new tools, you are going to wake up tomorrow morning and just take off like a rocket ship.

CHAPTER 9 : Appendices

Failure with Honor

Potential words and phrases that clue you to this neural program.

Try

Maybe

Perhaps

On one hand

Working towards

Really working to make it happen

I believe I can pull it off

Part of me this, part of me that...

Can

If

When

Attempt

Chip away at

Have a crack at

Strive

Make a pass at

I'm really, really trying

I'm beginning to carry a little more "I don't care" attitude

Key Points:

- “Failure with honor” allows people to convince themselves they tried and feel good when they fail.
- Most people run a failure with honor program as a safety mechanism.
- Trying, as with other “failure with honor” language, is code for not doing. It’s an excuse, an illusion, and a mental block that stymies progress.
- The only way you can move forward is to reverse the “failure with honor” pattern.
- What language choices do you use to hedge your bets?

Coaching Application:

Write at least five examples of sentences that you use, and times that you have used them. (If you are having trouble with this one... but make sure you really dig first... you can go look at some samples in the Appendix)

1. _____
2. _____
3. _____
4. _____
5. _____

Do you use different language for home, work, personal life, etc? Dig deep. You may do more at work because professional failure needs honor, where at home you may not need this – or vice versa. Look to your “weakest” moments and programs, as these hold the key.

How do you diminish your Greatness by not absolutely guaranteeing it? (Remember, you can drop the pen – that’s ok. But to condition yourself so that you don’t ever really commit to doing it – that’s failure – and not the good kind that brings growth.)

Well, here's what you need to know. Successful people aren't wired this way. They never care about the how first. Instead, they focus solely on the why. They know if they really want and have a compelling enough reason to get their outcome, it will happen. End of story. When you know the why and the why is big enough, your mind will create, find, associate, discover, and construct your desired result.

Some of us can only relate to this driven, focused mindset in dire circumstances. For example, suppose you have unsuccessfully been "trying" to stop smoking for years when something suddenly made it absolutely mandatory—you got pregnant. All of a sudden, you then had a very big why, and the how became irrelevant. You simply threw your cigarettes away and stopped.

Take another example: "I don't know how to get \$30,000. There's no way I could. I've got a job. It's a set salary. We need \$30,000 to do a house modification. It would really make the family happy. But I can't do that."

Can't is the verb you use. There's a way. All of a sudden, your parents need life-saving surgery, the why is big. "If I don't do this, somebody's life is on the line." You might not get the \$30,000, or you need it in 2 months. You might only get \$23,000 and then make an arrangement with somebody else that you'll get the other \$7,000 later. And at the three-month point, you've got \$33,000

Other life changes can be just as simple and straight-forward. In fact, you can do anything in a single instant as long as you have a big enough why. What have you been "trying" to do?

- Make more money?
- Get a better job?
- Find your soul mate?

When the 'why' is big enough, you will always discover the how.

Make a list and dig really deep on this. WHY? What will it mean to you? How will it feel? What will your life look like afterwards?

The why is all that really matters. The how always will fall into place. And, the more intense the why, the easier the how will become.

This is especially important to remember during hard times in your life. During those tough storms, most people falter. They give up. They believe they're on the right track when it feels easy, but they lose sight of their vision and disassociate from the deep meaning behind their desires once it's tough. No matter what

comes your way, just remember to focus on the why first, and... everything else will come!

The bigger the intensity of the why, the EASIER the hows become! And always, the why comes first, particularly in the tough sections of life. And so many people believe the opposite. They believe that they change when the “how”, the road map, the directions appeared. But in the deep part of life, that is never true. So if you are pursuing something in your life that you say that you want, know the why first, everything else will come!

So in that understanding why you must change, there has to be a huge emotional paragraph or speech... a big, dramatic movie section playing in your mind and in your heart as to why you must defeat this demon, why you must win this part of the movie. Start playing a movie script in your mind. Start seeing yourself starring in the life you desire and really feel the experience. In order to see results, you must fully associate to something that deeply excites you. Superficial goals won't work. If you say to yourself, “Well, I really should be more successful because, um, well, I really would like to upgrade my house, I love my spouse, and I kind of want more for my kids,” you won't get very far. It isn't enough. You're going to have to dig deeper and know what you really want to move forward.

Why would you want to do this?

Most people go to the how; you're going to go to the “why?”

Key Points:

- Most people feel they need to know the how before the why.
- The most successful people identify their why first, knowing the how will appear.
- When the why is big enough, you will figure out the how.

Coaching Application:

Think of times you have found yourself not “changing” because you didn't know how. List at least three important instances.

1. _____

2. _____

3. _____

Now, list at least three times – very important times – that you did change. Did you know the How before your made your choices? How did you do it, not knowing the “hows”?

1.

2.

3.

This is really important: Look at your Outcomes written in your MOW. Do you know why you must have these outcomes? Yes _____ No _____

Be sure that you have for each outcome in your MOW that you desire, list the "Why." Make sure that it is a Level 10, larger- than-life "why!"

After you have written these, read them aloud – or read them to a friend or loved one. Are they impressed with your

Delusion #3: Now Versus Not Now

Conventional psychology has you fooled. You think in three time frames, hence you believe that you CREATE in three time frames... you think you might/ will/ can change tomorrow. However, the deeper truth is, you CREATE in only two time frames: now . . . and not now. So either you figure it out, and NOW is your time . . . or it is not now. If you are going to change tomorrow, you still must solve the puzzle and figure out how to CREATE in the “now” matrix. So either you figure it out, and NOW is your time... or it is not now. And tomorrow never comes...

- Facebook, November 18, 2009

General Summary:

Your reality actually exists only in “now” and “not now.” In order for you to really change your future you must go to the “now” matrix. “Now” triggers a sense of ownership and presence. “Not now” triggers a feeling that this may or may not ever happen. What you do in the “now” is what creates who you are. What you do in the “not now” is what you desire, but don’t actualize. You must start living and creating in the “now”.

The Tool:

Another critical difference in understanding the old you versus the new you that is beginning to emerge is that most of you believe, as taught by traditional psychology, that you are a three time-frame being. In other words, you believe reality happens in the past, the present and the future.

There’s a past: I’ve got memories of it, I can think about it, I can process it, I can analyze it, I can believe in it, I can manage it.

We love the power of now; we know there’s a present time.

And there’s a future, “In my future,” “I have a dream.” These are the three time frames that I live in.

Reality happens in a past, a present and a future?

No it doesn’t. Reality always only happens in two timeframes.

There’s a joke, down in Mexico, about an American who goes down to Mexico for a work project. However, in order to fulfill his business obligation, he has to get a required permit. So, each day, he goes into the local government office and asks to get his paperwork processed, and every day the bureaucrat behind the desk tells him, “Oh, I’m sorry—mañana.”

After repeating this exact process for five days straight, the man finally gets frustrated and asks the agent why he keeps telling him to come back “tomorrow” if the papers still won’t be ready, and the agent replies, “Oh, that’s your mistake, my friend. Mañana doesn’t really mean ‘tomorrow’; it means ‘not today.’”

Ponder something. Your past is not real. Your history is not real. The data is real, but the history is not.

Because if we write new software and apply it differently, the history changes.

The past is always now. When you think about what the past is anyway, it's just little electrical blips, micro amperage electricity at connecting some neural nets. And you remember what happened, but it's just a little electricity that in no longer there. It's not real.

The past is always, always, always now. Now is always now. That's true; we're living in the present. Now is always now. When is the future? Is the future tomorrow?

The future is not now. Because in order for the future to be real, what time portal must it pass through?

Now.

So the biggest reason why people don't change is because they're time travelers. And they say, "In the future I'll quit smoking. But it's okay to smoke today." If you were smoking today and as you puffed on your cigarette a tumor grew bigger, and you stub the cigarette out the tumor grew smaller, how many people would smoke, do you think? Very few people would smoke, because the consequences would be now.

But when you can time travel to the future or time travel to a place, you can say, "Well, I'll fix it then, it will be fixed by then," what you're really doing is saying, "Not now."

The only way for it to happen is that it has to be "now, you have got to quit smoking now. So when you really, really think about time and reality, it only occurs in two time frames, it occurs in "now" and "not now."

People don't like to say, "I'm going to quit smoking not now." Or "I'm going to quit procrastinating not now."

One of the critical questions you should ask yourself as you reflect on various scenarios is whether it is "now versus not now."

Just take any scenario, whether it be a conversation with a co-worker, boss or spouse – and just put "now" or "not now" at the end of the sentence.

For example: "I'm going to do this... now or not now."

"I'm going to wash the car now," and then later, you might say to your boss, "I'm going to get that report to you, but not now." Can you feel the difference in these two statements? One triggers a sense of ownership and presence; the other may or may not ever happen.

Because the truth is, if you don't do it now, you're not doing it in the future, you're doing it "not now." It's the same principle that no decision is a decision. Planning to do it in the future is the same as doing it "not now."

You will feel the difference that's going to take place in your conversation with yourself, or with someone else, when you're constantly saying "not now," "not now," "not now," "not now." That is your real reality.

It's nice to have a vision, but you need to focus on what you can do today in the "now" because your daily actions are what will ultimately drive your future. You must break old patterns that keep you in the past and start living and creating in the "now."

In order for you to change in the future, you must go through the 'now' matrix.

Key Points:

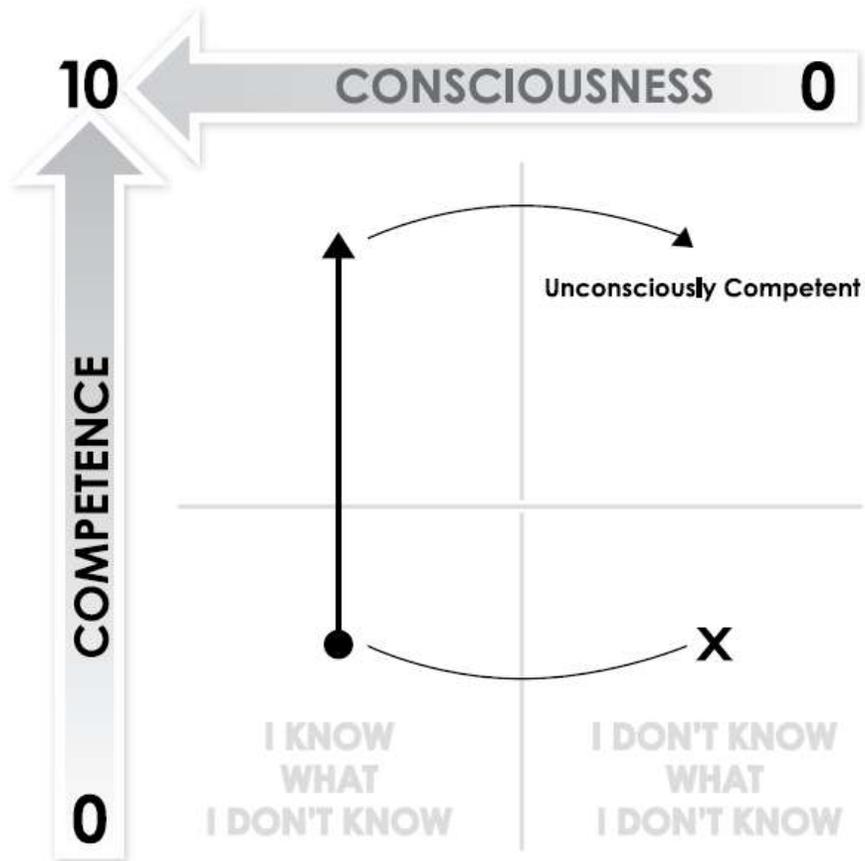
- Add "now" or "not now" to the end of sentences to feel the difference between the two

Delusion #4: Conscious Competence

General Summary:

Tasks are not as hard as people make them. When they learn a piano song, they stick with it. Psychology is no different. You must continue to practice the New You until it becomes Unconsciously Competent! (See graphic.)

Conscious Competence



There are two crucial axes to learning – conscious versus unconscious and competence versus incompetence. When you learn a complex task you work very hard to learn the steps. You practice each component deliberately until you perfect it, and at that doing, you've "learned" it. "Old you" is "unconsciously competent" in how you handle life. Anytime you try to change or start to improve, it feels a bit awkward. When discovering a new way to interact with life, the subtle nuances fell strange and clumsy at first. You have to work until you have it down. This is the only way to master any skill, including discovering The Inevitable You®.

The Tool:

This delusion is so sophisticated and yet so commonly held. It applies to the challenge of how we learn new tools, new tasks, new skills, and new knowledge. You will begin to hear me use "conscious competence" more frequently.

What that means is that there are two crucial axes to learning. They are conscious/unconscious on one, and competence/incompetence on the other. Think of it this way – when you learn a complex task, you work very hard to learn the steps. You piece the steps together, and then you perform the task repetitively to the point that you can do it in your sleep. You've learned it.

So if I were a piano teacher or a golf coach, you would allocate months or years to learn and master these skills. So when you think of you and how you are – and remember I'm calling this the Old You – you can do Old You in your sleep. Your happiness and joy, your anger or depression, what you like about you, what you dislike about you... when you're playing and having fun... when you're being a couch potato... you in a crisis... all of you, all of your glory and warts... you've practiced a million times and you will do you perfectly.

So anytime you try to learn, try to change yourself, try to improve, it's a bit awkward at first. Like learning a new song on the piano, you must do it in sections... then you string the sections together... the Old You will practice the new skill... and if you're going to learn it... you stick with it little bit by little bit... maybe if you're lucky you're not given a hard test in life until you have more confidence in this new, improved version of you... you work it until you have it down. You practice the Old You with a little bit of improvement and then one day... it's just who you are now.

Now back to our metaphor: You've practiced your song enough that you're pretty good at it, or your golf swing is great and you feel great on the first tee box. But now, suddenly, if I put you in Carnegie Hall, or I put you on the first tee box of a Pro-Am with a professional golfer and an audience watching you... I've upped the crisis point, the intensity of the moment. Well if you're like most of us you're going to shank your shot, or you're going to struggle through the performance.

So something that you thought you had repetitively practiced and were great at, depending on the context, all of a sudden can get difficult.

What you dislike about you, when you're playing you, when you're playing a couch potato, when you're in a crisis – all of you, you have practiced a million times. And you do you well, and you do you perfectly today. So in real life, after your seminar, or after your book, previously when you thought you had something down – you had done your self-help, you had done your psychology improvement, and you even liked the changes and you feel great – all of a sudden, the boss yells at you, or your spouse gets upset, or you lose a customer. Most of us will think to ourselves "Oh, I can't do this. It doesn't work. I'll never be able to do this." You don't

give your complex mind and its psychology going back decades of work, the chance to get better. Most of you, at a time of crisis will stop, you'll quit, you'll give up.

Well today you can change that. Realize that the changes and growth that you desire are not rocket scientist tasks – they do take some time to work into your fabric, into the tapestry of who you are. And if you are now beginning to grasp these things, like incremental change, and change is a process, and all these other myths that you were set up to believe, or you were unconsciously contributing to, it was just setting you up to fail.

Key Points:

- When you begin something new you must progress from conscious incompetence to unconscious competence.
- The progression from conscious incompetence to unconscious competence is a learning process.
- The progression from conscious incompetence to unconscious competence is the only way to master any skill.

Coaching Application:

- Old You is SO unconsciously competent, especially “in the 10”.
- “Where’s the PRINT button?!?!”

Name three times that you have made the effort to learn something complex: a musical instrument, technology, a language, something new....

1. _____
2. _____
3. _____

Now, look at someone else’s outcomes (again, in the arenas of health/money/love/ spirit/ etc.) and describe a conscious competence curve that you believe someone else should have, that you would encourage them to have. (By positioning this so that you are in the position to coach someone else, are you generous or critical in how you view a learning curve?)

Now, look at your outcomes again. Are you generous with you? Over-critical? In the crucial areas that you want, do you take the time to work through your conscious competence curve? Why or why not?

(By answering these questions honestly, most of you will see that this crucial area is one that you don't have the patience to allow yourself the time to learn and grow complex tasks... this is one of your biggest obstacles to growth!)

Based on your growing power from this coaching system, what is the most difficult thing you are committing to transform? Plot a conscious competence curve for this action.

How does this feel?

Delusion #5: Sabotage

There is a HUGE difference between your actions that lead to a failure and your actions that lead to sabotage. One creates your Greatness, one holds it back. They look the same, but they are very, very different. –

Facebook, July 24, 2010

General Summary:

Sabotage will keep you paralyzed, insecure and miserable – it's disturbingly invasive. Sabotage is not your enemy. It actually has altruistic intentions meant to protect you. Sabotage simply stems from a delusion that you need to protect yourself from failure. Sabotage doesn't realize failure is laden with inherent benefits. While sabotage moves toward limitation, failure moves toward success. Sabotage deludes you into thinking you can't do something.

The Tool:

These delusions, coupled with the myths, are now starting to stack. And they're starting to lead to a significant strategy that the Old You will use not only frequently but counter intuitively. If a crisis or tension or anxiety is rising, this strategy is a virtual lock; and it is called sabotage.

Sabotage is like a governor on an engine. It limits the speed that the engine can go. It's like a thermostat – it turns off if the heat starts to build too much. It's not an enemy in the sense that it wants to protect you. It wants and feeds on your safety, your security. It's ego driven. It is the primitive you. Why it's here with other sophisticated delusions is because that, like conscious competence, we need to cover it in all sections because of its sophistication. It's a delusion because it's the only safe answer you often have to protect you. When the storm surge in your life is up, and its high and its dangerous, this is the "how" and the "why" you'll take the sails down, quit the race, and head back into the harbor.

In context with the delusions, it may now make more sense. When you sabotage you, you're not broken or stupid – you've just been deluded that you can't handle the planet right now. But when we build the New You, you'll get a very clear view on how sabotage is different than failure. It may be the same act, but if one is motivated by limiting you, and one is motivated by you trying to succeed, sabotage is something that is a strategy.

Sabotage, as a strategy, deludes you into thinking that you can't do something. It's the "I'm lazy," "I'm a procrastinator," "I don't have any willpower"; yet you absolutely have willpower, and you don't procrastinate on things that you must do, or are really important, or maybe for somebody else. You do sabotage you, though, as an effect to slow down your speed when you think your life is too risky. It benefits you, while it hurts you. When you get done with the workbook exercises on this, you'll begin to compile the Old You in all your splendor and glory (and again – it's not about judging the Old You). You weren't stupid, you weren't broken; you just had some cookbooks and strategies and recipes, and they all should begin to start stacking together, to go like "Gosh, so much of this makes more sense to me now! Why I was stuck, why I couldn't, why I didn't

advance my life more.” You can stop beating yourself up because these things begin to make more sense.

Sabotage now has its place – it’s not real. And in the New You section we’re going to add some exciting tools for you that are going to take sabotage right off the table as a strategy that’s protecting you. I’m so excited for you.

Key Points:

- Sabotage is not your enemy. It has altruistic intentions meant to protect you.
- Sabotage is protecting a primitive version of you that’s driven by your ego.
- Sabotage slows down your speed when you think life is too risky.
- Sabotage feels like a safety net, but it’s really holding you back.
- Sabotage is the “half-empty” (and equally destructive side) to “failing with honor”.
- Sabotage simply stems from a delusion that you need to protect yourself from failure.

Coaching Application:

- This will be covered in detail in newer psychology in the Vision of the GVOY pattern.
- Anchoring, too.

How do you most commonly sabotage yourself? (You forgot something, don’t have the right information, or right time, or the right stuff that you need. It’s not on your calendar. You say you haven’t made up your mind, or you don’t care. Or whatever.)

Write these down. Be detailed. Be specific.

Can you now say why you are sabotaging yourself? Dig deep. Work hard. If you can’t find the reasons, you will – we are revisiting this later.

Examine: 1. “Failing because you committed to change” versus 2. “Sabotaging and not changing.”

Document here the differences in the two strategies so that you can recognize yourself doing this in the future.

1.

2.

Delusion #6: That Old Song on the Radio

Do you ever feel like Charlie Brown, trusting yet again that Lucy REALLY means it, that she WILL hold the ball for you to kick? Who is your Lucy? What are you trying to kick? How do you solve this problem??

- Facebook, July 11, 2010

General Summary:

This delusion is a sort of mental loop, and it can trip you up regardless of your present success and capability – for no apparent reason at all. Your brain will actually hardwire experiences and link them to emotional conclusions. Those conclusions may not always relate to your present situation. Your brain will trigger a response so quickly you probably will not even realize what happened. All of a sudden, you'll feel bad for no apparent reason and not know what to make of it. Nothing has actually happened... it's just an old song on the radio. Your brain will work hard to give you numerous, plausible answers to any question you ask. It will start stacking conclusions until you can justify your feelings. Yet, the answers will likely have absolutely nothing to do with your present condition. You can shift your old patterns and step back into control.

The Tool:

The last delusion in this content chunk is very fascinating – no matter how much you grow or how much you solve, or what great strides you make, you must understand that your mind can still trip you up, for no apparent reason at all. I call it 'that old song on the radio.' Science uses the term "neural trigger" or "neural trap," or sometimes you'll hear me say "the pattern has fired." There are all kind of interchangeable meanings. What really is happening is this - your brain is so smart that it doesn't name that song in three notes; it names that song in three nanoseconds and it plays a 200-piece orchestra 35 times, by the time the fourth nanosecond hits that moment. When these neural patterns are ingrained, when you look at why you do what you do, and you've practiced it over and over and over again; you've watched that movie, even though it's a terrible ending, you've watched it 10,000, or 10 million times - the brain hardwires that pattern in place and all it needs to hear is three nanoseconds of the song and man, you're gone. You are in the pattern. And so sometimes this notion of "I'm trying to change and I'm struggling with it," ... it's just an old song on the radio.

Think about the time that you're driving in your car, and the song that comes on the radio is the old break up song when you were 16... it is like you are back on the beach, feeling that intense broken heart, smelling the sand and the water... and it feels as bad as the day it happens! And so the song will trigger the neural peptides to fire. The "I'm sad, I'm devastated" neural peptides will fire. Or, it is the song that you feel in love with, and it could be the same person, the same boy or girl who broke your heart! But when it's the love song, again, you are back when you fell in love, seeing... hearing... feeling those feelings all over again. But you're not broken hearted, and you're not back in love, it is just an old song on the radio.

It's just walking through the office and hearing the voice... and maybe you don't even consciously hear the voice... it is just coming out of a cubicle as you walk excitedly down a hallway, talking with your new, potential prospect... and this voice, not only does it sound like that old teacher who tormented you, maybe that person

even is using the same expression! ... oh dilly darn... that won't amount to much at all... and BOOM... without even consciously knowing and recording that you just heard this voice... BUT YOUR BRAIN DID! ... and you will start to feel bad... or feel a sense of foreboding... and maybe you'll attribute it to the new prospect, and you completely change your state! But again... it's just an old song on the radio...

You're going to put a new song in your mind. You're going to put a big smile on your face. You're going to know that you love going into this business, into your new job. And you go walking in feeling great. You transformed. You shifted your patterns just like that. You're in control. Life is not in control of you.

Key Points:

- Scientists call this phenomenon a "neural trap".
- When an old song comes on the radio it can be abrupt or subtle.
- Your brain can trigger an old song without you even knowing what happened.
- Being conscious of your old programs and patterns running is the key to shifting back into control.

Coaching Application:

- Numerous examples: actual old songs, voice from the cubicle, and even the hypnotized demon tree!
- Make sure they know what the "new song" is.

What "old songs on the radio" drag you back from your success? Include all your crucial areas of change and transformation. Be detailed. Be specific.

If you were to put a "new song on the radio" that would elevate your state – put you in a power position – do you know what that would look like, or what that means? Journal on those thoughts, feelings, and actions here.

Hiding in Plain Sight

As we continue to expose, more and more, of the Old You, and the reasons why the Old You struggled... let's stay focused on other dysfunctional truths (aka "leeches") that you have been taught and believe. There are only three programs to deal with here, but they are "ginormous!"

General summary:

There are three programs hiding in plain sight. Even though these programs are huge, the way they've held you back, your interactions with them, and how you've been coached to relate to them all contain the very seeds to their power. They are hiding in plain sight and they appear more powerful than they really are.

The Tools

Welcome to the third chunk of Old You. There are only three programs here but they're biggies. Are you noticing that many of the things that seem to "help you" are actually holding you back? Besides delusions and myths, there are just a few more roadblocks keeping the "old you" stuck, and I've saved some of the best for last. This chapter is about the most common and pervasive hurdles we face and what you can do to combat them. They are hiding in plain sight. Let's shine a light on them and put them in their place.

Key Points:

- There are three programs hiding in plain sight: Fear, Fear-Benefit-Now and Failure
- These programs appear more powerful than they are.

Coaching Application:

- Again, don't get hung up on the distinctions between "Old You" psychologies.

Hiding in Plain Sight #1: FEAR – F.alse E.vidence A.ppearing R.eal

Client: “I am afraid of failure.”

Me: “Have you ever failed?”

Client: “No.”

Me: “Then you CAN NOT fear failure, you can only fear what you IMAGINE failure to be... Thus, you are really only afraid of your imagination.” How might this Truth set YOU free today? -

Facebook, February 10, 2010

General Summary:

Fear is “false evidence appearing real.” Fear will hold you back, but it can also energize, protect, give perspective, and control. It can be a half empty glass or one half full. Fear always serves a purpose and it also benefits. Otherwise, why would you invite it into your life? In fact, the real fear is using the gift of your imagination to create things you don't want. Sometimes fear can be smart, righteous and completely appropriate. Champions use fear as an opportunity to mark the edge, reversing the emptiness of fear to fully access the power it provides. In that defining moment of release, fear joins us as a co-creator. Fear is actually the adrenaline of life, the fuel of courage and the nectar of greatness.

The Tool:

Let's talk about fear. What is it exactly? Does fear hold you back? Does it energize you? Is fear half empty or half full? At its core, what is fear?

The answer? Fear is all of the above and more. Fear is energizing and protective. It gives you perspective, controls you, and holds you back. Like so many other things in life, it is both half empty and half full.

Have you ever heard the expression that defines fear as this acronym— False Evidence Appearing Real? Really ponder this phrase for a moment - False Evidence Appearing Real. When people say “I'm not succeeding,” “I'm not successful,” “I can't,” or “I don't,” they are actually talking about their fears.

When asked “why are you not successful,” or “why don't you give it a shot,” they will say, “I'm afraid of failing,” “I'm afraid of success,” and “I'm afraid of rejection.” However, 99% of the time, those reasons are not the true source of their inner conflict. There's always something else lurking deep behind those superficial fears.

These explanations are created because we are even more afraid that we will not be able to solve our real conflict. Our deeper fears are, “will I be able to have control over my life,” “will the people I love still care about and respect me if I fail,” and “will I be enough?”

Many successful clients will show up for a session and tell me, “Bill, I'm afraid of failure.” To which I respond, “tell me about your failures.” And they say, “Well, um, well... I've never failed at anything.”

It comes down to asking the question - are you really afraid of failure, or do you use fear of failure as a form of motivational energy that drives you? This will usually create a look of confusion followed by one of understanding on their faces.

Because here's the truth—fear always serves a purpose. There is always a benefit. Otherwise, you wouldn't invite it into your life. In fact, the real fear is using the gift of your imagination to create things you don't want.

Sometimes, though, fear can be smart and righteous. Sometimes it is completely appropriate! When gold-medal skier Picabo Street gets on top of an icy triple black-diamond Olympic run with four years of training on the line—it's completely appropriate for her to feel fear. When Picabo stares down at that snowy, stark incline, of course she is afraid. However, instead of cowering to the fear, she turns that fear into her advantage, her edge. That's what makes her different. That's what makes her a champion. Fear is an opportunity to mark the edge. Champions transform the "empty" side of fear to "full" by accessing fear's raw power. In that defining moment of release, fear becomes a co-creator in life. It declares, "Oh, you better be afraid; you'd better be firing all cylinders right now; you'd better be 100% alive."

In this sense, fear is actually the adrenaline of life, the fuel of courage, and the nectar of greatness. But, in order to get there, you can't fall back.

The precise moment when you feel fear is exactly when you need to gather the best of everything you've got to charge forward. Martial artists understand this principle. When faced with an opponent rushing towards him, a skilled martial artist will not shield himself, scream, or push back. Instead, he will artfully embrace his opponent. He will understand and abide by this universal law: whatever you push in life, it pushes back. The more you resist, the more it persists.

By embracing an opponent, a martial artist can deflect all that energy and send it in a more advantageous direction. Embracing and aligning with the opposing forces, brings them closer, deflects them, and then sends them in the opposite direction.

But, even if you have great intentions about embracing your fears, when you are tested in a new way that personally challenges you, it's really hard to find your greatness. You will have to focus on putting it into practice when it really matters. And, that will be exactly the moment when you have the opportunity to do something remarkable. That is your moment to seize and conquer what's standing in your way.

The key is to embrace your challenges and to see the opportunity behind them. If you resist, push away, or fight them, you'll only give your fear more power. Instead, be grateful for how fear serves you. See it as a signal to step up, a call to action, and an invitation to fully experience life.

Fear is such a phenomenal place from which to grow, but in order to use your fear to your advantage, you need to learn how to redirect it. I'm going to ask you to look at your fears through a new lens. I want you take them on as The Inevitable You® so you can be strong enough to see what's really happening. Next up - there is a reason why you are still holding onto them, and here's a clue—how do your fears benefit you?

Key Points:

- Fear always has a benefit and serves a purpose
- Fear contains great power
- Fear can make you feel close to death or full of life

Hiding in Plain Sight #2: Fear – Benefit – Now

General Summary

The secret to conquering your fears is to get to the core of how they serve and benefit you, then learn how to meet those needs in a more empowering way. Figure out the recipe you use to create fear, and then you can begin to tweak the pattern to fulfill the need the fear serves in an intentional way. It's not our conscious brain that makes change difficult, it's the unconscious subsidiary benefits that really mess us up. You need to create a new strategy that matches or exceeds the benefits the fear brings. Then and only then – when you're designing something that's going to substitute for the fear benefit; and you know whatever fear emotion that's attached to the inevitable, greatest version of you, then it becomes very, very easy to make these transformative changes NOW.

The Tool:

In the previous section, we learned that your greatest fears are not often what they seem and as you waded deeper into this pool of life, the old you had almost gotten flippant with your “fears.” Oh yes, I am afraid to fail... or, oh yes, I am afraid to succeed. Now, you should now really have a fantastic handle on what your fears really are: which ones are righteous, and which ones are bogus. You've planted the seeds for how the New You is going to transform the bogus ones, and welcome in the new, really scary, yet really righteous fears!

Now that you know that FEAR isn't what you thought, let's look at the next element: BENEFIT.

It's a commonly held misconception that fear holds us back. We see fear as a big obstacle. Now that you're really getting consciousness around your fears, you can see fear in terms of “Is there a benefit of this fear to me?” At first blush, it's easy to think that fear doesn't help me; it's what's holding me back, after all! Yet, even at a common sense level, for example, a fear of rejection actually keeps you safe from risking future relationship pain. Hiding in plain sight, your psychology would want you to keep that fear around - for the benefits! Let's ask some great questions to hone in on the benefits.

Whatever the strategy, recipe, or pattern that you're going to use to replace this fear pattern, you'll need to keep the emotional attachments at the same level. The adrenalin and neural peptides you've created as the life force attached to this fear, they have value and you want to keep the value. Before making any changes, you need to consider the value of the old pattern, and the new strategy you choose must match the old pattern at the same or greater level. Wow, that's a mouthful. What does that mean?

So we've discussed FEAR and BENEFIT. What's the last element? The last question in this pattern that will help you transform is NOW. Why must I change *now*?” When you think of it, capitalize NOW and blare it in your mind, put a band to it. Why not tomorrow? Why not next week? Why not...just...later? Here come the procrastinations! I'll wait until I make my New Year's resolutions. But the holidays are coming up! I don't want to change now. *My reality is not now.* Tomorrow. Tomorrow, I'll change.”

The answer to the question of “why now” has to be compelling. We're looking for high emotional juice and connection. We need vibrating urgency and high-energy patterns. It needs to scream “I gotta do it now! And I can't wait, I can't breathe, I can't live, I can't move another day. Oh, I gotta do it now!! Everything is counting on it! I can't fail. I MUST do it now... for my family... for everything that I believe in it life. I HAVE TO DO IT NOW OR I ... I AAAHHH... NOW! NOW! NOW!!!”

And when you're in that energy pattern, when you know the "why now" and it's real to you, that's when you're designing something that's going to substitute for the fear benefit, that fear emotion that's attached to the inevitable, greatest version of you. At this point, you can't not make these transformative changes in the face of this thing that you used to call fear.

Now it's not fear. The old fear is all the things that you've thought about and believed it to be. And you leave it in the backyard playing with its other buddies and its other old patterns and its other old friends. And look at the difference between sitting there, frustrated and hesitant and procrastinating, and the time when fear, benefit and now were in alignment. You were a superstar – you forged ahead – you got it done! Well, now you get a lot more conscious about why the Old You has struggled!

The new you is a master. The new you has high emotional juice connected to the benefits, the drive, the vision, and to this thing that you want. You are deep in the now versus later, and the "I'm starting or stopping something *right now*." And you look at these three elements and you'll discover that much of why you are, who you are, why you've been stuck, and where you've been stuck, are rooted in these traditional theories of psychology. Let's keep building the toolbox and add some more.

Key Points:

- Fear always benefits us somehow
- Identify how your fear benefits you.
- Create a strategy that matches or exceeds the benefit the fear brings – search until you vibrate with now.

Coaching Application:

- The benefit is usually the reverse of the fear.
- Make sure you list ALL the benefits.

Hiding in Plain Sight #3: Failure

You are not perfect yet at being “not perfect”!

- Facebook, May 11, 2010

General Summary

Most people avoid failure at all costs. Society's negative meanings and attachments to the notion of failing push people to say anything, do anything, and create anything (even if it makes no sense), in order to avoid feeling like a failure. For most people the phrases they use about failure contribute to their “failure with honor” programming. These phrases enable us to preserve the distinct balance between having, wanting, and fearing, but they also keep us from diving in, taking risks, experiencing failure, and using those lessons to succeed wildly. Failure is necessary for growth.

The Tools

The third biggie is really hiding in plain sight. It is failure. Most people avoid failure at all costs. Not only do we avoid failure, we are terrified of it. But let's look at what we've learned. You don't actually fear failure; you fear your creative vision of what failure could bring. In using your amazingly fertile imagination, though, you are forgetting that in order to be great, you have to fail. With great success comes great failure.

And for many, taking aside all the content we've experienced so far, this is by far one of your worst experiences: “I failed,” “I'm a failure,” and “I can't win.” Feel and ponder the weight of such statements, all those the attached emotions and meanings, and the truth of what you believe at your deepest core level about you. These statements and feelings will be avoided at all costs.

We will deny, blame, create accusations, denounce uncontrollable, outside forces, and become defensive in order to deflect failure. We may also claim disinterest, pretend we don't really care, and become dismissive.

And worst of all, in the dark night of the soul, you will really hate or loathe yourself. You'll beat yourself up, saying things like “I have no will power,” “I have no discipline,” “I'm doomed to always be this person,” or “I've given up.”

We also have societal language patterns that try to hide failure. We'll say things like, “I've made a mistake,” “I've made an error,” “Oops, that's a blooper,” or “I miscalculated.” From now on, as soon as you hear yourself saying any of these phrases, notice how they contribute to your “failure with honor programming.”

Using these phrases enables us to keep a distinct balance between what we have, what we want, and what we're most afraid of, but it also holds us back from diving in, taking risks, experiencing failure, and using those lessons to succeed wildly.

Society often goes against you on this one. For instance, most large companies will say that they encourage mistakes because it leads to innovation. However, unfortunately, most don't really follow through on this

commitment. When was the last time your boss praised your mistakes and deemed them as “innovative”?

Yeah, it’s a huge mixed message, it’s a huge challenge, and it’s hiding in plain sight. And you know that failure is necessary for growth. Think about it, you go to the gym, and you exercise until muscle what? Yeah, muscle failure. That’s what we call that growth.

But the “don’t spill the milk” commands and programs to not spill are often overwhelming. You’ll do anything to be not labeled a failure or have that .!./; “I am a failure” to the point that you won’t change, you won’t want what you want in order to avoid this program. And like all the other sections have spoken to this, now this is the Old You. You will release this program. The New You tools and recipes and strategies will amaze you. Remember Picabo Street? Keep her name in mind as we move forward.

Key Points

- Society often does not encourage mistakes
- Most people have attached negative meaning to failure and therefore avoid failure at all costs
- Failure brings lessons and growth
- You must learn to embrace the failure for the lessons and growth that you receive from it

Coaching Application

- Again, we are still in “Old You” psychology at this point.
- You will find Picabo Street and all three psychological positions.
- It occurs to me as I prepare this document to discuss your use of metaphors, archetypes, and other story telling vehicles.
- Feel free to use mine as I also use other speakers as you develop your stable of great experiences.

Describe your Old You position on failure. Was failure ok? Really? Or did you pay lip service to it?

What did failure mean to the Old You?

What would it feel like for you to believe that failure (which if it were impending would cause fear to rise) if you knew that your growth and progress required you to fail, and the greater success that you desired, then the

If you record that when you lose success, you are a failure... know that the true winners record that it takes the loss of success to create authentic, great, deep, success...

-Facebook, March 11, 2010

Inescapable Conclusions

The last content chunk in the Old You section is the “Inescapable Conclusions.” All of the myths, delusions, and psychologies that hide in plain sight come together to create what you used to think was “surefire” knowledge and certainty that the Old You, while doing the best it can, will only go as far as it has gone. You will try... you will work on it... and you will suffer in silence with the belief that this is your life.!

General summary:

The seven myths, the six delusions and the three programs hiding in plain sight are all information given to the old you. These were unconscious programs given to you by someone else, your parents, society, etc. When you revert back to all of these programs, inescapable conclusions become true.

The Tool:

The Old You might have even been above average. The Old You might have even had above average results. But really ponder the cost and benefit equations that created it. Another way to think about it – ponder the child who grows up poor and hating his or her poverty. Their incantation ... their chant ... the truth that's deep in their being is “I'll never be poor, I'll never be poor, I'll *never* be poor!!” Now they grow up, and they're *making lots of money*. They will even likely be rich. But when will they be happy? When is enough enough? When can that rage and hunger stop feeding the machine? And you know the answer – it can't! It won't. And this pattern is one of the most common root causes of midlife crises.

The delusions took you even deeper into the *difficulty to change*. You could fail with honor and feel okay. You did not have to change because you don't know how – you needed to research more. You could time travel to avoid changing now. You could struggle with the learning curve and go from excitement to apprehension and return. Your greatness was captured in your own personal prison despite you holding the key to the door.

How unfortunate is that?

You must take in this statement (and really feel it in your heart)—*you and only you* have the ability to create your own story, to become the leading hero, and to stand at the gateway of your mind so as to only welcome those thoughts, ideas, and movies that will serve you and your dreams.

In fact, this is how you are truly *meant* to live. Your brain is not equipped with multitudes of creativity so that you can beat yourself up, shoot down your dreams, and record failures. It's designed to create a vision so powerful that you can literally see *through* any obstacles placed in your path.

It's just that the “old you” never learned how to use this power. The “old you” allowed your ego and fears to take control... and you probably don't even realize it.

To help make this all more relatable, let's go into each of the elements a little deeper.

Key Points:

- Inescapable conclusions are derived from the programs you were given by someone else
- Because these inescapable conclusions have been taught to you by your parents and society, you believe them to be true

Coaching Application:

- This is the last section.. the last big chunk (and this is the fourth one to the Old You) are the inescapable conclusions.

Inescapable Conclusion #1: Victims, Survivors, Champions

If you are a champion, every mistake you make is a lesson preparing you to win... if you are not a champion, every mistake you make is evidence that you are not a champion, and probably can't be one... –

Facebook, September 6

General summary:

When people experience trauma they can define themselves as victims, survivors or champions. Victims, survivors and champions all have a focus, story and belief. If you define yourself as a victim, you've probably never had what you want and always suffered. If you define yourself as a survivor you say "I may not be perfect or have all the things that I want. I may not have the same capabilities I did before the trauma, but I survived it." Champions actually take their horrible experience and define themselves as a champion for having overcome it. Champions take their deepest challenge and connect it to their deepest greatness. The trauma does not make victims, survivors or champions, the power of your mind does. How you define and choose to remember any life experience is completely up to you.

Tools

So if your story is "I was traumatized" or "I was criminalized" or "Something terrible happened to me" - well it did. But here's an interesting thing: someone who's traumatized, some of them become victims. And for the rest of their life, they never have what they want, and they always suffer, and they say "I suffer and I don't have what I want, because of that trauma, because that happened to me."

At the same time... some people actually become a survivor: they say, "Oh, I'm a survivor. I am not a victim of that. I survived that. I got stronger. I got better. I may not be perfect, or have all the things that I want. I may not have the same capabilities I did before the trauma, but I survived it." And that's their focus, that's their story, that's their belief.

There's a small percentage of people then, at the upper end of the bell curve, that actually become a

champion or a hero as a result of the trauma. And they might actually champion the trauma. So if you were molested as a child, maybe you'll never want another child to be molested. Or if you were traumatized, and you never want anyone else to suffer with that trauma, you become a champion to defend someone else's innocence... so that the world changes, you help pass laws, you help do different things. The very greatness that is you, is a direct result of that... or maybe it's a trauma that you keep buried, but your greatness is reflected or emerges in another arena of life. It doesn't matter.

Here's the bottom line—trauma does not create victims, survivors, or champions. You do. The trauma did not cause the victim, it did not cause the survivor, and it did not cause the champion. It was only in a chain of events.

You didn't wake up in the morning and say "Hey, I have a great plan for myself today. I want trauma and then I want to be a victim." It happened, no one taught you a different reaction, and for ten, twenty, thirty, or fifty years it has been your truth. And it's your story, and the story is true.

And now you get to say "You know what? I'm beginning to put these tools together. And now, as I get ready to redesign my blueprint, I want the greatest version of me to step up. The greatest thoughts I could possibly have: I become, I'm working on, I'm focused on emotional mastery. I want incredible emotions attached to this. And as a consequence, I am going to take great actions.

The biggest reason why many people don't have what they want, is the story they tell themselves as to why they don't have it. We know the shortest distance between truth, and the life that you lead, is the story you tell yourself as to how you got there, or why you are not there yet. This is the power of your mind. This is how powerful the labels you create become. How you define and choose to remember any life experience is completely up to you.

So, if you're suffering, and I am not diminishing or dismissing that suffering, this is your chance to truly escape the bondage created from that trauma.

You're FREE! You've just begun your escape from the inescapable conclusions!

Key Points:

- You can choose how you define and remember any life experience, including trauma that has occurred in your life
- You get choose if you want to be a victim, a survivor or a champion
- The trauma or life experience never makes a victim, survivor or champion, you get to choose

Coaching Application:

- Be very tender with this one.
- It is probably one of the biggest areas that I run afoul (when I run afoul) as "victims" are traumatized at least three times: once by the trauma, twice by the professional, and thrice in the telling. They sometimes don't take kindly to being called a "victim."
- Fragile? Or not...
- Irish funerals

What is the difference in your mind between victims, survivors, and champions?

Inescapable Conclusions #2: Stories

Procrastination? Just a tool... if you procrastinate on reaching for a doughnut or turning on the TV, then you would have to eat carrots and go to the gym.... Hey! You're a Procrastinator, right? Make it work for you!

- Facebook, November 10, 2009

General summary:

The stories you tell yourself and others about who you are, why you are, and why you don't have what you want are the reality you live every day. When you live a story, talk about it, and breathe it you and the story become one. You are the hero of your own movie and you have the power to overcome your own opponents – internally, externally and intimately. The bigger the challenge is the bigger the hero is. The difficulties in your life only give you an even greater change to make a bigger difference in this world.

The Tool

The next discussion lies with the stories you tell yourself and others, as to who you are, why you are, and why you don't have what you want. We tell these stories with an emphasis on the nine common verbs for reality creation. I speak often of these verbs primarily because of their enormous power to create (and remember, all great tools either can build or destroy...). They are: what you **see... hear.. feel... know... think...** and as a result of these five, you **believe...** and as a result of a belief... you **focus on...** and now... the deepest story is almost unshakeable because the 8th verb is unconscious for most: you **put the story into your body...** and now, the 9th verb is easy... **you act..** or take an action.. and for most, remember, they take no action.. which is an action...

So when we talk about a story as an inescapable conclusion... what that really means is that you live this story, you talk this story, you breath this story... you and the story are one. For example "since that happened, I have not known a good night of sleep... I am tired all the time... cause I am tired... this bad thing happened to me..." and you will tell your friends this story constantly, you will even tell strangers this story. Or it can have some positive benefits: "when that happened to me... I was in bad shape for a while, then I got mad, and I said, no one can do that to me... and I fought back. So now, I proved them wrong!"

Versions of all the stories that we tell could go on and on. More importantly, you tend to have a harder time creating a great story when the intensity of life is high, or the pain of the story is high... and that is the exact time , in your new consciousness, to really examine the stories that you are telling...are they real? Do they propel your forward or hold you back? Do you believe that you can change them?

And, by the way, if you're suffering right now, you need to know that I don't want you to think I am diminishing or dismissing your pain, but *this is your opportunity to escape the bondage created from that trauma and to release it forever.*

So to understand stories better, I am going to cover the 7 basic elements to a story. This is a classical literature 101 which is the greatest reason we love stories... we live the drama... its just that many of us don't

know how to be a hero. So let's dig into stories and their heroes!

Desire: The desire becomes the driving force behind the main character's behaviors.

Problem/ Needs: The problem is a need the character is not fulfilling. Yet the character usually focuses on his/ her desire and not their real need. In order to be fulfilled, the character must develop beliefs, values, and understandings that meet the need long-term.

Opponents: There are three types of opponents: External, Intimate, Internal. Remember, the bigger the opponent, the bigger the hero!

Plan: The character develops a plan to deal with the opponent.

Battle: The character usually experiences his or her own mortality and searches for meaning through this battle. (faces death-defying challenges and eventually triumphs through *his/her innate Greatness with deprecation, humor, growth, and "humanness.") WE now can all hope to win our battles, too.

Self-revelation: The character experiences self-revelation and fulfillment of his/ here desire, his/ her need. A self-revelation can be in the form of new beliefs, new values, or new character traits (i.e., a deeper level of courage, faith, determination, honesty, etc.)

Equilibrium: The character develops a new belief system, new values, or new character traits and his/ her life returns to balance. The character's real need is fulfilled.

All stories have this formula. It's classic Literature 101. Seeing a hero overcome a challenge and step into his true identity is something we all crave and love. It's why we spend 20 dollars to go to the movies on a regular basis, why we love novels, and why we watch "reality" TV.

Now, for the 10% of the population who are successful, their stories follow this script, or the elements to this script, virtually exactly, and they win almost every time. For most of the rest of us, however, the story that we tell, really records why we aren't a hero.

- Our villain is too big
- Our plan isn't good enough
- We don't have the resources to pull it off
- And so many more reasons... why we aren't a hero.

So what that looks like is this: we become our diagnosis... "I have clinical depression." We become our handicap... "I am in a wheelchair" ... we become our challenge... "I have dyslexia" ... and I want to emphasize... I am not diminishing any of that... I understand that pain. I need you to understand, however, that doesn't need to be the definition of your truth. Yes, it's real! But it's not why you are who you are –

And for most of you, while the stories may not be as dramatic, the obstacles that you put up in the story are just as real... My spouse dumped me or I lost my job or I'm just oh so busy or I'm so tired all the time that I can't get things done ... therefore... I am now... not... and you tell your story. But other people who were divorced or lost their job or are oh so busy... they go on to create Greatness! Are they better than the others? Or is their story better??

Your "story" is something you constantly share with friends (or even strangers), and you probably have multiple versions of it. You just haven't escaped... and you definitely haven't turned into your victory.

But, as you let go of the "old you" and get closer to understanding the "new you," I'd like to ask you—are those stories really true? Are they really who you are? Do you believe that you can change them?

Rewrite your story! You can do that! You can do that now!

Key Points:

- All stories including the ones you tell yourself have common elements: a hero, an opponent, desire, a problem or need, a plan and a battle.
- The stories you tell yourself about who you are and why you are contain all the elements of a story.
- You get to be the hero of your story and you have the power and desire to create a plan and battle to overcome the opponents and solve your problem or need.
- You get to choose the story you tell yourself and others

Coaching Application:

- "The biggest reason why you don't have what you want is the story that you tell yourself as to why you don't have it." Tony Robbins
- The master was unmoved. To all their objections he would say, "You have yet to understand that the shortest distance between a human being and the Truth is a "story."

Refer to the biography section of your MOW. Think about the "stories" that the Old You told yourself as to

What stories do you want your children to tell about themselves as an adult?

c. Internal:

4. Your Plan:

5. Your Battle:

6. Your Self-Revelation/ Growth:

7. Equilibrium (or Integration):

(You can take this line of questioning, and examine any area of your life: your business, your parenting, your love relationship, your health, your finances, you name it... and while some might be different – you may be doing well as a parent but your health is “less than” – you will notice themes.... And for the ones that you intensely wish to change, this exercise in the New You section will lay out a new “story” for you to begin to tell!)

Which ones did you struggle with? Do you know why or why not?

Which ones are well worn, well thumbed over? (The ones that you tell over and over? The ones that you tend to tell hold you back, those are the ones that you tend to struggle with... are the ones that give you the greatest

opportunity for success!)

Begin to get excited... You will revisit this again! Now get ready as we continue the audio book, this autobiography is only going to improve in print form!

Inescapable Conclusions #3: Mental Movies

A client today: "I am tired of my weaknesses."

Me: "Superman would be boring without kryptonite in his world."

So as you read this: What is your kryptonite? Do you believe it is your strength?

- Facebook, September 29, 2010

General summary:

Everyone has mental movies playing in their mind. Most of your movies are probably about fear, uncertainty, and doubt. You play these movies often, and they are more animated than your empowering selections. The more you focus on the negative aspects the louder and more illuminated they become. The empowering movies will linger somewhere in the background of your mind – muted, distant and faded. You can rewrite the movie of your life. When the old, bad movie comes up eject it. When the good movie plays, turn up the volume, and play it over and over again. You get to write the screenplay, you're the director, and you add the special effects.

The Tools

So, now that you know how your "stories" affect you, you're also going to want to film a few new movies. Think about it—do you ever *not* have a movie playing in your mind? While driving to work, what are you picturing? While worrying about an appointment, what movie is playing in your head? While thinking about your kids, what do you envision?

On the other hand, while thinking about an upcoming date, what do you see? When you're looking forward to an easy Friday in the office, what do you visualize?

Ahhh... in the middle of pleasantries... a to-do list pops up... or "you-haven't-done-this-but-you're-procrastinating-on-it-and-I-feel-bad" pops up...

Notice how the movie shifts. Unfortunately, most of your movies are probably about fear, uncertainty, and doubt. You play these movies often, and they are much more animated than your empowering selections. This is unfortunate. The more you focus on the negative aspects of your challenge, the louder and more illuminated they become. In fact, doing so will make the villain seem *huge* and the challenges much larger than they actually are. Everything will start to seem insurmountable and impossible to overcome. As you continue to visualize this reoccurring horror film in your mind, the volume will get even louder, the scenes will get even bigger and brighter, and you will begin to embody the movie to the point of genuine physical pain.

AND then when you play the good movie... the volume is less or muted... the color is less or even black and white... the kinesthetic is almost a dissociated state... you may not feel bad, but you definitely don't feel good. And in the good movies... you're OK... You might even be a bit above average... yes... yea... let's just stick with ok... OK?

Next, look at the quality of the movies and the balance of the time equation that you play each movie...

And it continues to get worse for most... the bad movie has an awful ending. Now, in real life, how often would you watch a bad movie? More than once? More than 10,000 times? Would you even stay to the end of a bad movie? Would you ever CHANGE the ending if you could? Am I making my point??

And if your good movie sneaks onto the screen, how often by worrying about junk, do you turn THAT into a bad ending, too?

So begin to think... begin to imagine... a world whereby if you merely reversed these skills...

When the bad movie came on... you hit eject! You muted the sound... you put the picture in a small TV... you had no feelings as you watched it rather disinterestedly...

And when the good movie came on... you watched it to the end! The colors were magnificent! The screen was a giant theater screen with incredible surround sound! You cry with joy every time you see the touching, fantastic ending!

You control which movies are playing... you control the horizontal... you control the vertical!

You write the script! You're the director! You add phenomenal special effects...to YOU!

Now it is no longer unconscious... **it is no longer the Old You...**

What would your world be like?

Key Points:

- You, not your unconscious, get to choose the mental movies you are playing in your mind
- You can choose to focus on the empowering movies, make them loud and illuminate them
- You can choose to stop playing the negative mental movies

Coaching Application:

- This is a great place to get people juiced on their movie scripts: the writing, the director, the acting, the special effects, the plot, everything!
- Toggle back and forth frequently between the old movie and the new movie.

What "movies" do you commonly play in your mental DVD?

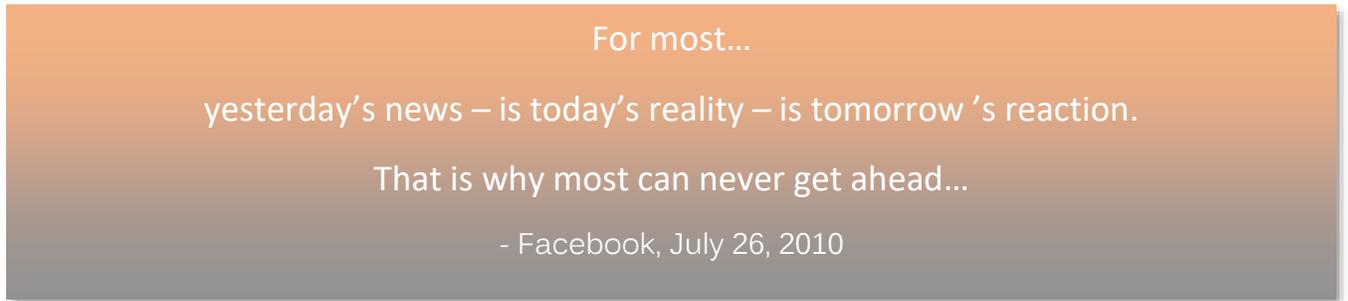
If you think about the elements that I referenced in the audio, write something about each of the following: Your script – Oscar worthy or "not ready for prime time?"

What cues does your Director give you? Success? Avoid failure? What?

What special effects do you have at your disposal? Or do you have an old black-and-white, low-budget movie?

What ending has been written? Uplifting? Do audiences cheer at the end? Tear-jerker? Or do you walk out in the middle of the movie, it's so bad?

Inescapable Conclusion #4: Wired to Win



General summary:

The old you was wired for failure. Your life is no longer about avoiding mistakes and challenges. Holding on to looking for ways to avoid failure will only serve to minimize potential pain but pain will still be there. It won't move you forward. Focusing on success allows you to expect and accept the pain associated with growth. You are now wired to succeed.

The Tools

By now you've heard about Picabo Street. When she was skiing on the mountain she could easily claim that she fell more times than anyone else there. And not only had she fallen more, the falls that she's had were worse and far more horrible than anybody else's falls because they are at speed and they are over an edge. Picabo is an Olympic gold medalist.

She is splayed out when she hits. Yet, she holds the landing because ... why? She's fallen more than anybody else. She's not practicing the fall. She's focused on speed. And when you are focused on speed, now you write a program for failure that says, "Every fall, every failure gets me closer to my gold medal." She even named her skis mainly for people who were strong and meant a lot to her. Among them, she has her "Earnies" (after [Dale Earnhardt](#)) and her "Arnolds" (after [Arnold Schwarzenegger](#)) Picabo wired herself for the win! ... one of the top 10 percenters!

Whereas in the other 90%, they're busy saying, "Every time I fall is evidence that I will never get my gold medal. Because when I fall, I have failed. And they ski to not fall. And it's not that she skis to fall. She skis to go fast.

Most people are simply not wired to win, they're not focused on success, they are wired to avoid failure.

They are designed by the unconscious Architect, handed down through and from their family of origin... to focus on, and build themselves as, "If I don't fail at what I've tasked myself with, then that must be success." And all I will tell you now is that when you're wired to avoid failing, the truth is, you can't really win. The only thing you can do is avoid failure.

And for the majority of people... while they may not be fine with this, seeing it in black and white... the deeper truth is... This system works to minimize pain.

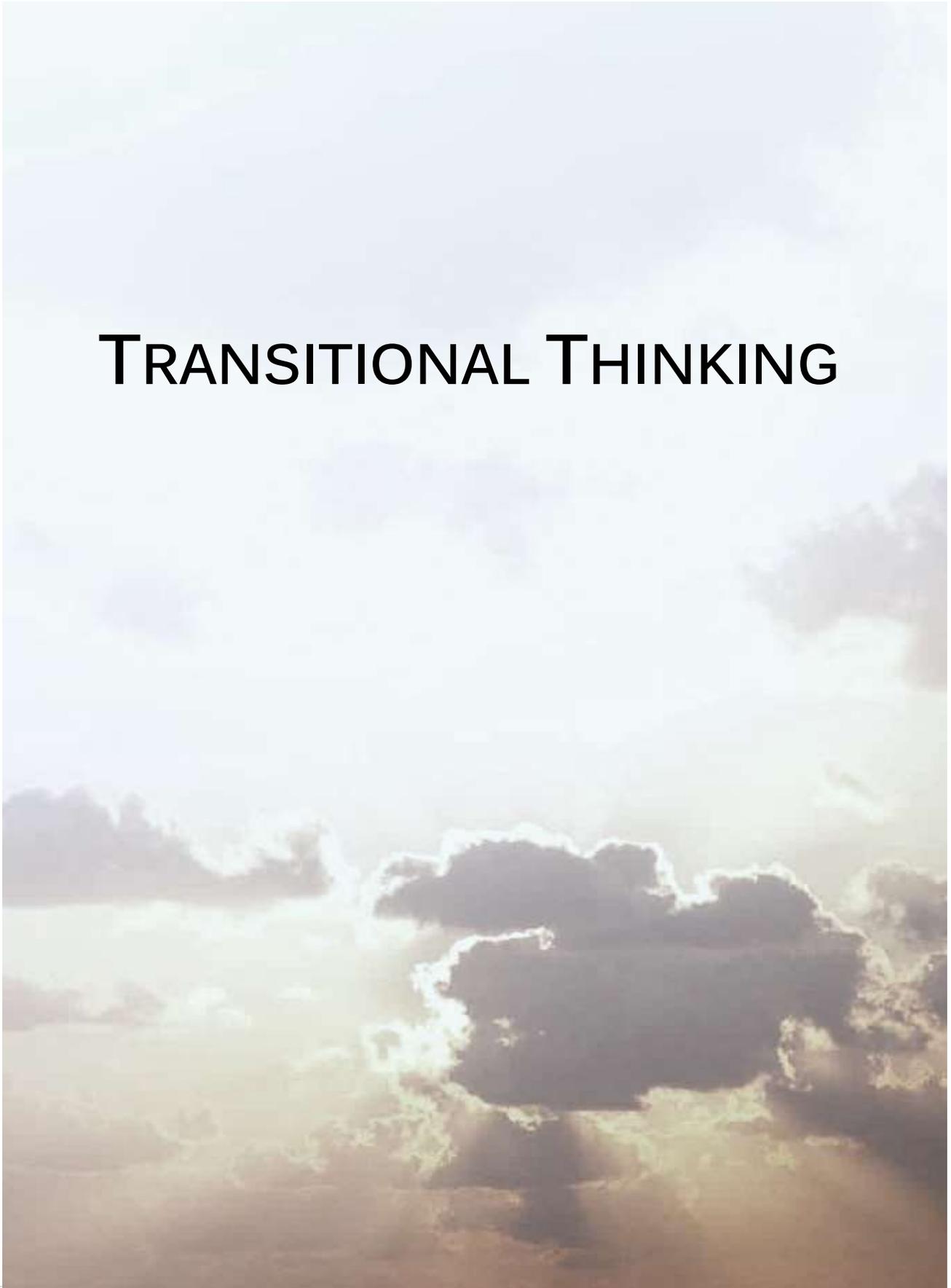
Recently, a client really argued this point. "But Bill," he said, "If I figure out every contingency, analyze everything that can go wrong, and put a solution in place, isn't that guaranteeing me success?"

It was painful to even hear him say this! Can you imagine how painful his life is? Oh, he has some "success," and if you could see me now, I just gave it the two finger air quotes around the word "success." Even retelling

NOTES: Conclusions

This concludes the Old You content and questions. As you go back and look over everything that you have written to this point, there are a lot of foreshadows and “planted seeds” that are setting you up for an amazing, phenomenal shift. It will be easier if you have given a Level 10 effort in this Old You section.

TRANSITIONAL THINKING



Transitional Thinking

Transitional thinking. Why is this so important? Why is this so crucial? Why haven't other authors and speakers covered it before? Why am I covering it? It's for this reason, it's for this belief, it's for this consideration: Most people, when they look at their life, and they're heading in a certain direction - and sometimes they're heading there and they don't want to be heading there, sometimes they're stuck and heading nowhere, sometimes they want to go in a different direction and they don't know how or they can't, whatever the elements are (and we've talked a lot about those already) - whatever the elements, sometimes the only thing to do, because people get locked into "Oh here I am today, how do I get there? That's so far!" or "What am I going to do? My goals my vision, it just feels so daunting, so overwhelming. I can't make that leap. I'm not going to make that leap, it's too hard."

As you do this section on transitional thinking, you are building that amazing bridge to a future New You! All journeys – all trajectories – point toward your future Shangri La... a magnificent future that you may have given up on. And now, transitional thinking begins building the bridge to span from here to there – from Old You to New You....

Turn the Bus Around

“Flip the switch”... Just like “turn the bus around” – you have a choice today which room you light and what light you choose to use there... Is it an old dingy room with a low-watt bulb where you barely are alive (but comfortable) or is it an amazing room with high wattage, fully alive light, and scaring yourself crazy with commitments towards your Greatness?

- Facebook, June 3, 2010

General Summary:

If you're heading down a road, or you're just stalled, or you're pointing in the wrong direction, it doesn't matter. What's important is “Is the bus heading in the right direction?”

The Tool:

So sometimes, when all you do is turn the bus around, and point it in the right direction, you see a different horizon line. You see a different view of your challenges, your problems. You see solutions easier, more clearly. Every day, even if one day is small progress, and sometimes it feels like no progress at all, or sometimes it even feels like two steps forward, one step back - it doesn't matter. The bus is pointed in the right direction!

When all you do is turn the bus around, everything begins to change. So this notion that “I must have all the answers, I must have the plan completely in place. I have a perfection program running and the perfection program says in order to be safe, in order to be okay, I must have all the perfect answers perfectly” - it doesn't matter. Turn the bus around.

Sometimes, it's all that you can do to turn the bus around. This is you beginning transitional thinking. Think of it this way... sometimes the vision is clear, or what you want to do.. to be.. where and how you want to be somewhere in life... is clear... Yet it seems so daunting to get from where you are now to “over there.” So you long for... pine for... hope for... think a lot about ... over there... and it seems so far away, and you stay completely stuck.

So when you turn the bus around, here's what's different. You begin to “Well I've stopped heading in the wrong direction, I've stopped being stuck, I'm headed in the right direction.” And sometimes that's enough to get you going. Keep your head down, keep driving along... another way to think about this.. When you get stuck in a rut and the car is going rrrrrr.....rrrrrrr..... and it can't get out, and it's almost out, and it slides back in, and it's almost out, and it slides back again – sometimes all you need to do is get enough momentum to get out of that rut, and now you're fine. You're not stuck, you're now moving. You don't have to get all the way where you're going right now. It took you awhile to get into this place, it may take awhile to get out. You don't have to know every perfect answer to transition your thought process, to begin to transition your psychological models, to say “I get it, I want it, I'm headed in that direction.” All you need to do is to turn the bus around.

Now you can begin the new thought patterns, the new tools, the new hope. I want you to begin turning the

bus around with this sentence, with this statement: "All results..." and I want you to look in your workbook, capitalize All and double underline it, "...begin with a thought. Now we've talked about the notion of calibration before and we do a lot of calibrating in neural sciences. It's very useful to ask yourself "On a scale of 1 to 10, do I believe this?" 10 being like "Oh my gosh, absolute, gigantic, unbelievable, it's a rock solid truth." 7, 8, 9 might be "Well I believe it. I believe most of it, but I got some problems with it, it's not perfect. I believe a lot of it." 5 or 6, kind of average: "More problems or less problems, not so sure." Under 5, you believe parts of it but you don't believe it. So on a scale of 1 to 10 this sentence needs to be a 10 for you: "All results begin with a thought."

Why this is a critical thought to "transitional thinking" is this: You control reality. You control what happens in your life. Now, we covered this thinking in the first CD, but you were the Old You when you processed that information. Now, having completed section 3, the Old You is exposed for what who it really was. You were a good person, an above average person... but mostly unconscious, mostly dancing to the score of someone else's musical... handed down in your family of origin. So lets revisit all results... you are not the New You yet. You are in fact, sitting in a place perhaps you have never really been before. You know now that much of what you thought about reality and you, is not true. You have had dreams your whole life, and every time you turned in that direction before, it's been too hard to make this huge leap. So in doing the work book section on transitional thinking, you will begin to build that amazing bridge to a future New You! All journeys / all trajectories... point at a future Shangri La... a magnificent future that you may have given up on... now... transitional thinking will begin to build the bridge that will span from here to there... from Old You to New You.

What do you believe is challenging or incorrect about the assertion: Change and transformation are merely acts of turning the bus around. It is not a process and doesn't begin with going from here to there.

If you were to stand outside of yourself at this point and write a rebuttal to that argument that it is not, what would it look like? What would you say, think, feel, do, focus on to convince yourself that turning the bus around is all that you need to do? (Address all the verbs questioned here: say, hear, think, feel, do, and focus.)

When you wake up tomorrow morning, what does that mean – turn the bus around? What are you going to do differently? On the left side of the table, write the top 10 things you're going to say, think, feel, and do today that allow the old inertial you to continue in your life. This is your normal morning.

On the right side of the table write what you say, think, feel, know, do – what are you going to do that's going to allow the New You to have the bus pointed in the right direction? And – realize that as long as the bus is headed in the right direction, you'll make progress toward what you want. If an old song comes on the radio or someone trips your trigger – or fires a button, hits a hot point – and you turn the bus back around and head back the other way, all you have to do is turn the bus back around again. That's why these 10 actions, thoughts, feelings, and focal points become important – vitally important – to your ability to head toward your real objective every day!

1.	1.
2.	2.
3.	3.
4.	4.
5.	5.
6.	6.
7.	7.
8.	8.
9.	9.
10.	10.

The Act After the Act

It NEVER matters what act you do... what creates meaning ALWAYS is the act-after-the-act. Powerful people learn, grow, and integrate their acts. Everyone else feels sorry, gets angry or depressed, or records that they are a screw up. But always know this; pick a new act after- your-act and your life will be new!

- Facebook, September 12

General Summary:

I have clients challenge me. I have clients say to me "Well Bill, I didn't get into that car wreck because I began that with a thought," "I didn't have the tsunami hit me because I began it with a thought." But we know the your real reality is what happens after the car wreck, after the tsunami... that is what creates your reality, that is what creates your greatness or it creates your pain. It's never the car wreck, it's never the tsunami... It's not the leg break that creates the limp nor the walking fine - it's what you do afterwards.

Another way to think of this, and I call this "the Act After the Act," most people believe it's the act in life that's going to give them their pain or going to give them their pleasure. They say, "It's the act: When the act is good, the act is bad, the act is success, the act is failure. There's more to my life, there's my reality happening to me. That's the way it works, Bill." No. It doesn't work that way.

Here's the way it works. The act after the act, and you always get to choose your act after the act – after the tsunami, after the car wreck, after the lottery ticket win, after the success, after the failure, you get to pick THAT act. You get to pick. After you listen to this audio book consciously, and you do the work book exercises... you design your response, you engage in a new, powerful set of tools and beliefs! Before today, before this audio book; you probably knew this intellectually, but based on the Old You "truths," you really could not use it or do something about it. Or maybe as you process this information, or you have a lot more awareness to see your friends unconsciously pick meanings, and choose emotions, and decide on thoughts, and make choices on their outcomes for themselves... You can begin to transition to New Thinking... and will New Thoughts create a new set of results? Absolutely! Based on what the act is, the transitional thinking part begins to set up the fact that "No, it's not a tsunami that creates my reality. It's not a car wreck that creates my reality. It's a blip. It's a broken leg." Even if you have to rehab it for nine months, it still becomes the stronger leg. It now has the potentiality to be the greatest version of you ... if that's what you pick.

Key Points:

- The act never defines you
- You choose your response to the acts of life
- When you are consciously choosing you responses you can either choose pain or pleasure as your response
- Continues to build the point that reality is under their control.

Coaching Application:

What acts in your past do you believe have defined you? (Hint-Hint: Go to your top five challenge/trauma points of your MOW or go to your programming points in the ICM.) Take those significant acts, only defined here on the left side of the table in one sentence. On the right side, define the act-after-the-act. What was your response? Did you get better? Did you get worse? Did you get hopeless? Did you quit? Did you fix it? Did you thrive? Did you become a champion? What did you do? Why did you do it? How did you do it? Journal on it!

1.	1.
2.	2.
3.	3.
4.	4.
5.	5.

Though perhaps not the Greatest Version of You (some responses might have been, and some might not), what could you do differently today? What thought or feeling could you change today in reviewing and reframing that old act to realize that it was a broken leg – and it's now stronger – if you had selected a different act then or if you could select a different act now? What rehab do you need to do to make that act-after-the-act incredibly powerful, incredibly result-oriented for you?

1.

2.

3.

4.

5.

Last part of the question: What will you do tomorrow morning when you wake up to bring the new act after the act into play? Consciously use the Nine Verbs in your response (See Appendix on page 211).

All Humans Have Unlimited Potential

General summary:

Many accept that all human being have unlimited potential with the hidden parenthesis of “not me.” *All humans have unlimited potential, including you* is a fact you must understand. It's not your potential that's limited it's the strategies you're using that need help.

It's that simple. Over the years, you may have been taught that you have limitations. You may have inaccurately deduced that your past struggles mean you are imperfect in some way. You may be struggling with deep- seated fears about the possibility of failure.

You are a human, therefore you have unlimited potential.

The Tool:

If you remember, we covered “potentiality” fairly well in the Introduction. You may ask, “Why is it here again?” The reason is mentioned several times in the audio program, and the workbook, too: as your “psychology” or MOW shifts, things that you thought through in one version of you, the Old You for instance, changes completely in a New You psychology! And this simple fact is that one of the biggest reasons why most struggle to change is that they get stuck between “here” and “there” for a variety of reasons, all of which we address in this coaching system. So to reprocess your belief around potential means that you can go even deeper and bigger in believing in a New You, a new, incredibly powerful and potential You!

After you finish these questions and answers, (AND NOT BEFORE!!) go back and look at your original “Human Potential” responses beginning on page 19. Can you feel and see the shift? It is the real you beginning to “cross the bridge” to the New You!

The original “potential section” was really looking at what was missing from your potential. This section is about what truly is your potential now that you realize that the original “hidden parenthesis” is no longer active.

Key Points:

- Many people are constrained by believing in their unlimited potential
- Most people believe all humans have unlimited potential, they just don't believe it for themselves
- Your potential is not limited, your strategies are limiting you

Coaching Application:

- You need this truth to hook them beyond what they can see today.
- I began with unlimited... The reality is many cannot even see an expanded potentiality, much less unlimited. This is one that you must have consciousness.
- This sets up “the Greatest Trapeze.”
- “Hidden Parenthesis”

What was your Truth prior to coming to The Inevitable You® Audio Coaching System – what would your potential

have been?

Yet, what was your true four-year-old potential? What happened between then and now? For most of you, your potential went down; so own that. Be detailed. Be specific.

You are transitioning into the New You! Write the New You adjectives, verbs and adverbs you would use to describe your potential today – right now.... Address all your key areas: health, love, wealth, career, spirituality, etc.

On a scale of 1-10, rate the truth of this sentence: All results begin with a thought.

Your calibration _____

Emotions catalyze the power of that thought. Your calibration _____

Why did you rank these as you did?

Most people believe these statements strongly when the planet is nice, and less strongly when the planet is storming. Do you understand, counter-intuitively, that the opposite must be true? When the planet is storming and you show up, (a life depends on it, or someone you love must have your results... then you always find a way... the law is then a 10!) Describe your view of this.

How can you find a way to believe and get there... the place where your true potential is a 10?

Schools of Thought

I tend to talk in four main silos of thought because these are the most common: traditional, new age, quantum physics, Biblical/ religious. However, there are others, and I suspect that they, too, are in alignment with these four.

It does not matter whether you speak in New Age, Biblical, or traditional principles. In the important matters, i.e., how one creates reality and life, they all agree... they just use different words.

- Facebook, August 1, 2008

General Summary:

Now I don't care what silo of thinking you come from, or what school of thought, or what philosophy that you come from, when it comes to this world of potentiality; whether you're a traditional thinker and you want to do a Dale Carnegie or a Napoleon Hill, or a Zig Zeigler, and you'd look at traditional "I'm going to tap into this potentiality thoughts." I don't care if you're Biblical, I don't care if you're quantum physics, I don't care if you're New Age and you follow New Age energy patterns or listen to *The Secret* - the challenge is that all of these school, all of these philosophies match up, they say the exact same thing. But when you've run the program of potentiality for you, and if your hidden parenthesis says "Me? Not so much," then your mind cannot notice. You cannot see. You will not discover because even though your brain sees it and your brain hears it, and your heart feels it... The mind, the unconscious, knows it's there. But when the patterns you're using is "It's never there, it's not there, I can't" - that's what NOT turning the bus around, looks and feels like.

You need to ask: What are the possibilities? How can it be there? What can I say, think, feel, do right now to find more of what I want? So this transitional thinking is going to allow you to move into the new tools section, to find what you seek... do not look at the new tools to disqualify them – do not say, "Oh, that will never work for me." Or, "Oh, I've tried that stuff before and it doesn't work. Well I'm not so sure. I mean I'll listen to it, I might even look at the exercises, but I'm not going to do the exercises" ... You have to listen to the material. You've got to do the exercises, and THEN you can sit back and ponder: "After I've turned the bus around..." Because if you just sit here and procrastinate and don't follow deeper into the book, if you do sections of the book where titles catch your fancy and you're not doing ALL of the audio CDs; or you're doing the audio CD's and you're going "Well, he's got a point and that's kind of interesting, and I've never really thought of it that way, that's pretty cool, but I don't have time to do the exercises. Well, that's a lot of work to do the exercises" those are all the ways you stay in the rut... all the ways that you don't turn the bus around... and...those are all failure with honor commands by the way.

Key Points:

- All the schools of thought: tradition, Biblical, quantum physics and New Age say the same thing
- All the schools of thought, although worded different, have the same underlying belief in human potentiality
- Regardless of your school of thought you can choose ask power questions to tap into your potentiality
- You must determine how comfortable you are in other schools of thought.

What silo of thought do you embrace?

What most attracts you to this school of thought?

What is challenging about it?

Look at the other schools of thought that you're currently not using. Why or why not? If you're New Age do you diminish and dismiss religious? If you're religious do you dismiss quantum physics?

How can you take the "best-of-the-best" from all of these schools of thought to enhance your life?

Remember, it is most important that when you are working towards a transformation, change, or shift... look at new information as to what it can provide you, figure out what you can use! So many look for reasons to disqualify it so that they won't have to change, and they ignore the value that IS congruent with their "school of thought."

Turn the Light On

Client: "I am afraid of the dark.."

Me: "Are you sure? Perhaps you are afraid of the light, and the reality is that the dark is comfortable. You know it well."

Client: "But if I turn it on, what is my excuse being in the dark tomorrow?"

- Facebook, June 10, 2009

Many of these questions have the same form, they just come in a different set of clothes or a different set of details, or they look differently. "Turn the light on" is similar to "Turn the bus around," but, unlike the bus, turning the light on is a singular act. It floods the room with light even if the room has been dark for 40 years. And don't pretend that a darkened light bulb has no value to you.

General Summary:

When you turn the light on, you've revealed the illusion of the obstacle, and you begin to look at these cycles and patterns and equations differently. You may have tried desperately to turn on the light switch in the past and it didn't work. You know the illusion of why your light didn't work and you know there is a real light switch. Even if your room that you live in has been dark for numerous years when you turn that light on, and your room is now lit. You can adopt a new mindset, and start using new tools. You control what happens in your life and when you turn the light on.

The Tool:

And to make sure that I really sink this in... so that you understand how deeply important this is... let me give you another metaphor... I am going to find some way to reach you! When you sit there and say "Well, I've really enjoyed the book but it didn't do that much for me," I get to ask you "Did you do the exercises?" "Well no, I didn't. I started them and..." You've got to turn the bus around. You've got to employ transitional thinking that allows you to begin this. I've emphasized that point.

Now, if your room that you live in has been dark for forty years, and when you were 3, or you were 5, or you were 15, you tried desperately to turn the light on, and the light switch that you knew about, didn't work; or what was going on in your room was... "Well, my room just isn't burning as brightly as those other rooms. That's just my fate." So this room has been dark for 40 years, or 10 years, or 50 years... it doesn't matter. If I give you the secrets of magic revealed, and you now know the illusion of why your light didn't work, and your room is dark, and I'm going to show you where the real light switch is... because your parents and your grandparents didn't know where the light switch is either - they did the best they could, but you're now going to go through a series of questions, and a series of tools, that's going to allow you to turn on a new light. When you turn that light on, and your room is now lit, and you go "Wow! That's amazing! I didn't think my room could do that. My room is lit!" I always ask the question "So when you wake up tomorrow, what's your room? Is it light or is it dark?" So feel that, think about that, ponder that. Intellectually, you would say, "Well, if I don't turn the light off when I go to bed, probably the light is on."

But I'm about to take you through a sequence of what clients really look and feel like, who are stuck. And they're stuck in transitional thinking - they're not stuck in the new tool section, they can't even get to the new tool sections because they haven't turned the bus around.

And this is what they look, and think, and sound, and feel like:

"What's the room tomorrow morning?"

"Well it should be light."

"No, no wait! The room's been dark for 40 years."

"Well yeah, but it should be light."

"No, No! It can't be light! It's been dark for 40 years."

"Well, why, if it's light....."

"No! No! No! It's been dark for 40 years!"

And that's all they want to focus on. That's all they want to hammer on. The room can't be lit tomorrow morning, and the day after, and the day after, because the room has been dark for 40 years. But again, this is the myths of how you have struggled. When you turn the light on, you've revealed the illusion of the obstacle, and you begin to look at these cycles and patterns and equations differently.

Key Points:

- You are in control of when your light is turned on
- Regardless of your past experiences, you choose to either stay in the dark or turn the light on
- Once you choose to turn on the light switch, your room is lit
- You can adopt a new mindset and turn on your light at any time

Coaching Application:

The next set of questions is designed to help you understand that the person who told you your light switch didn't work – or taped your light switch down – or in the darkness of this room also didn't know where the light switch was – This person who allowed you, forced you, blocked you from turning on the light – was not evil-spirited. That person simply did not know differently.

Most importantly, as in the Old You segments – recognize the fact that this person simply did not know and was doing the best he or she could. Love that fact, laugh at that fact, be grateful about that fact – and release that fact. It's never too late to have a happy childhood!

Find the happiness – the half-full – that existed in that dark room. This will become your new – and your greatest – most powerful memory or set of memories.

Most importantly, do you know where the light switch is? Have you decided? Are you committed to turning it on? How will you turn that light on? (Perhaps your light switch is signing up for a new course, going on a job interview, or asking that special person out that you are sure will reject you.)

And crucially – vitally – important: What will this room look like tomorrow morning when you wake up? What will you say, think, feel, do with that light?



NEW YOU

The New You

Examine the ways you observe – the ways you interact – the ways you experience – your reality. Get ready to see things in a new light and cement the shifts that began when the Old You let go of programming that no longer serves!

To this point I've introduced you to concepts in this book that I believe will rock your world. Were you rocking as you did those workbook exercises? Your entire world, your entire view of the world ... your beliefs of that world, everything ... is up for grabs.

And - we captured your model of the world. I called it "your neural snapshot" of reality creation. We spent almost a couple of hours laying out the Old You, the myths, the delusions that created that incredible inertia that felt like wet concrete on your feet in your sprint to glory. Old programs that hide in plain sight were embarrassed to be revealed for their trumped up, buffoonish power. At the end of Old You, we laid waste the formerly inescapable conclusions. We just finished building a small, yet vital section, on transitional thinking... a bridge to the beginning of The New You!

I want you to get really excited to dive into the New You. I've planted a number of seeds in the Old You section about this neural position in your life, in the world of potentiality. Sometimes I alluded to the New You; sometimes I was very direct in telling you or pointing out to you, if that aspect of the Old You was an illusion and what might wait in the New You reality.

Get ready to really acquire new knowledge, new technology, new everything as we build the New You. You will see things in a new light, in a new way. It will cement the shifts that began as the Old You, began as you let go of the old, gored, sacred cows that no longer serve you. Remember, we never disrespect the Old You. Like everyone on the planet, you did the best you could, with the tools you had.

New Reality

We've talked a lot about this concept: is reality a fixed thing? Is it out there? Is it happening? Is it happening to you, and you're doing your best to interact or react? If you've studied the newer authors, a Stephen Covey for instance, suggests that you should proact with your world, proact with your reality – that's what highly effective people do.

The truth is more basic, more simple, and more powerful than that. You create reality – it is not happening to you. Therefore, you can't really proact nor react.

The Cliff and the Stepladder

An 800-foot cliff – or an eight-foot ladder. You've never been more alive – or you've never felt so close to death. Your moments become exactly what you program (or design) them to be.

Reality is not happening to you . You create reality.

Adrenaline is adrenaline. It is there, and it is real. You decide if it is the “adrenaline of life” or the “adrenaline of death.” Rest assured, it is one or the other. And if it is NOT the adrenaline of life, by law, it is the adrenaline of death. . . Life does not tarry, nor move backwards. . .

Anything that is not growing, is dying.

- Facebook, August 31

General summary:

The difference between someone on a cliff or a stepladder is only their respective realities. Both are facing fear and stretching themselves to the limit. Whether you are on a cliff or a stepladder is all a matter of perspective. The context is actually what creates your reality. Whether the cliff or the stepladder lights up your mind, neither is reality. It's not what actually happens; it's what that experience means to you that matters. You can choose to be in the adrenaline of life and feel alive or you can choose to feel close to death in the moment.

The Tool:

Somewhere right now in Western Colorado, there's a woman climbing an 800-foot cliff. It's a challenging cliff and a technical climb. She is hanging from a steep incline and lingering over the edge, strategically maneuvering up the rock. As she looks upward, her heart moves into her throat as she realizes what's coming. Near the very top of the cliff, she must perform a difficult inverted transition in order to reacquire the rock and summit the mountain.

Now, put yourself in her situation. Could you do this? What if the drop were only a few feet off the ground?

What if you were only maneuvering over a four-foot wide plank on your driveway? You could probably do a somersault or even a cartwheel from there, right? Most people would have no trouble at all doing jumping jacks from just a few feet off the ground.

It's all a matter of perspective.

The context is actually what creates your reality. Neither the four-foot wide plank, nor the steep cliff really matter—it's the context within your own world about what you think is possible that matters. The rock climber balancing off a steep incline has supreme confidence that she will successfully release and reacquire the cliff. She has a vision for what is coming and believes in herself completely. Freeze-frame her in this moment, right before she's ready to make her move. In that split second, look at her blood and her adrenals. Look at the cortisol levels in her blood and the neural peptides floating through her blood. Put a PET scan on her brain, and let's look inside to see what her neural nets are actually doing. Everything is fired up, pulsating, and alive inside her.

In contrast, I also want you to do a PET scan of my brain and look inside to see what my neural nets are doing as I... put up Christmas lights on an 8-foot ladder. You see, I am scared of heights. Even though I jumped out of a lot of planes during my military career and did a lot of dangerous things on duty, I'm still scared of heights. I can get up on the stepladder, but my knees will be knocking, my stomach will be weak, and frankly, I'll be scared out of my mind up there. And so, if you looked at my test results in this moment, all my neural nets would also be on fire, pulsating, and fully alive.

So, what's the difference between me and this woman dangling off an 800-foot cliff? Besides our respective realities, there is none. We are both staring in the face of fear and stretching ourselves to the limit. Our PET scans and blood tests will actually look identical—even though our experiences are vastly different.

Well, here's what's different. At her core, the mountain climber is saying to herself, "I've never been more alive than I am right now." She is excited to be charged up and grateful to be in her present position.

Now, a lot of people think that adrenaline junkies flirt with death because of some "death" wish. However, the truth is quite the opposite—they do it because it highlights life. For the mountain climber, taking her body to an extreme makes her feel alive. Her life, her purpose, her body, her truth, her heart, and her mind has never been more alive than they are in that moment of challenge.

But, back on the eight-foot stepladder, I've never been closer to... death! Inside, my brain is lit up just the same as the mountain climbers, but at the core of my being, I'm thinking, "I'm about to die. I am scared to death."

How you perceive a challenge in life is up to your individual perspective. Whether it's the ladder or the cliff that lights up your mind, neither is reality. You are your reality. It's not what actually happens; it's what that experience means to you that matters. Let me make this all more personal. When you are facing an economic problem, a relationship problem, or something that deeply upsets you... that something is not creating your reality, you are.

So, what can you do to change the experience? (Good question.) Start asking yourself in those pivotal moments, "Am I in the adrenaline of life right now," "Have I never felt more alive," "Am I overflowing with excitement even though I'm doing something incredibly difficult and dangerous?" or "Do I feel closer to death in this moment," "How would I like to feel," "Can I turn my fear into excitement?"

You have the option to create the moments in your life exactly as you want them to be. You're not helpless.

You're not a victim in life. You are a creator. You have the ability to redesign your life, and if you choose, it can be completely different. There are no limits! Let's upgrade your system.

Key Points:

- The cliff and the stepladder do not define your reality, you define your reality
- Your reality is defined by what the experience means to you
- You choose to feel the adrenaline of life or you choose to feel close to death during moments on the cliff or the stepladder

Coaching Application:

- Deeply personal, it makes a great point. How you utilize this or develop your own metaphor to illustrate reality illusions and controls is the more important point.
- Predictions and Meanings: Managing, being excited about and handling unpredictability and being awesome with it.
- Reality is not happening to you. You create reality.

What's your stepladder? What's your cliff? Have you ever turned a stepladder into a cliff? Why or why not? Has a cliff ever become a stepladder for you? Why or why not?



Windows 61

What if you changed your fear and anxiety from “I am going to get screwed” to anxiety and adrenaline that you are not going to get your Gold Medal? How would your motivation shift? -

Facebook, January 12, 2008

General summary:

Like all computers, your brain runs a basic operating system. You must keep your operating system updated. Most people are running systems that are at least two decades old. Your personality is fixed by the time you are five years old. You need to upgrade and rewrite your software to make it current because your reality today does not matter; the software you use to process your reality does.

The Tool:

Just like all computers, your brain runs a basic operating system. This computer does a lot amazing of things; however, it can also have many problems. It can suffer from a power surge, the code might get corrupted, and you might have to reboot it from time to time. Occasionally, you may even have to reload the software completely.

Your brain also has functional add-on modules like spouse, friends, mom, dad, business executive, etc., and you are constantly uploading new add-ons through TV, books, sporting events, and work. Make sense? Thus, besides your fundamental upgrades and add-ons, the quality of the information you upload directly influences the rest of your program. What books do you read? How much television do you watch? All of this is uploaded in your system. And, what do you do to reboot? Maybe you go out for lunch with a friend? Pray? Meditate? Talk to your coach or counselor? Or, do you walk away when things get tough?

Then, there are viruses. Do you allow bad data to infiltrate your mind, i.e. criticism? Or, are your internal firewalls set too high? And, are you able to receive good data, i.e. compliments?

This metaphor is endless.

But here's what's most important—of all the things you can do to ensure quality brain/computer maintenance, this one is critical. You must keep your operating system updated.

Traditional psychology and the latest in neural sciences agree on one thing: Your personality in great part is fixed by the age of five. And if you understand this book, then you understand that reality does not matter, the software that you use to process reality does. You need one more important data point to bring this analogy home. What year was your same gender parent five years old?

Let's use me as an example. My dad was five in 1931, and I was five in 1961. If I have not done anything to update my "software" (and mind you, improving my life or changing through experiences is not the same thing – that is still just modifications of the Old You.) I am trying to succeed in the 21st century running "Windows 61" software... that was installed by a technician versed in all the default settings, parameters, etc., of "Windows 31!" So if your software is Windows 65 or 75 or 90, it doesn't matter. This whole process of embracing the New You is about upgrading and rewriting your software to bring you current to today.

And think about this: The most successful superstars of our time don't run software with the current year... their software is already in the future. They are running Windows 2015 or 2025!

So once you've made this upgrade, you'll be ready for another truth.

Key Points:

- Your mental software does a lot of amazing things; it can also have many problems
- Most people are running mental software installed by their parents
- Most women run their mother's program for the year their mother turned five years old
- Most men run software established by their father when their father was five years old
- You must keep your mental software operating system updated

Coaching Application:

- In the ACS, this is Windows 54.0
- More people didn't get that metaphor, and they love Windows 61
- All the other computer metaphors remain in effect

Is your basic operating system running the most updated software or still relying on old programs? Could a firewall be too loose, letting junk in – or too tight, blocking useful data? Perhaps it is time to reboot, rewire, or reprogram, replacing pain and failure with the new Success module.

What are the key elements of your "Windows" software load?

Did you understand the power of the metaphor that you can be represented by software? Answer this fast series of questions to get a better grasp on you: When a PC gets goofy, the first thing anyone does is "reboot."

How do you reboot you?

If that doesn't work, how do you "reload" your software?

If you choose to look deeply at the cause of why your software is not working, do you know how to pinpoint the "corrupted line of code?" Why or why not?

The audio section makes the case that your "reality" is based on your Windows basic software tempered by life, hence, the "Life xx" number (xx becomes the years of your life.) What is the truth of the you? What software load are you really on? Why?

More importantly, we all tend to run one version of software when we are safe or not challenged, and another, usually lower one, when threatened or trying to grow. Does your software load change when you are troubled? How?

If you wanted to upgrade you, how do you think that you might do that now? (We will cover lots more of this later, but I want you to capture where you are now.)

Secrets of Magic Revealed

It is rarely “fear of failure” that is real – it has a twist to it. And it is a real twist. My client this week said that her fear was about failure, but it was really about living a life with no limits. She had been busy her whole life being safe, but not from failure. She reminded me of that dog that walks about with its leash in its mouth. “Please lead me; make me safe,” she asks of everyone. Yet her Greatness demanded no leash! Now, that’s fear...

- The Inevitable® Pearl, June 10, 2009

Magic tricks. When someone reveals the illusion behind a magic trick, your mind grasps it, and you’re never again fooled. It’s no longer “magic.” It’s not incremental – it’s not hard. The Old You was working as hard as possible to solve a non-problem – an illusion – and you were using an unrecognizable code. Now, you know the code.

General summary:

The prevailing view says that to earn knowledge or to have a new position you have to work through an issue, and the more complicated the issue the harder you must work to learn so the longer it takes. This is not the truth. The Old You was already solving a non-problem – illusion. Once you have seen the illusion of a magic trick, you understand how the trick was done and you will never be fooled by it again. You will also never have to work hard to understand the illusion again, no matter how complicated and impossible it seemed. The new reality is once you have seen the secret of magic revealed, understanding is not hard, it’s simple – you just have to figure out the illusion.

The Tool:

As a society, we often believe that in order to work through a complicated issue, we must work hard and spend a lot of time on a subject. This seems noble; however, it’s simply not true.

Have you ever watched a talented magician like David Copperfield perform a trick and then thought to yourself, “Wow! How did he do that?” Or, have you ever had a friend perform an impressive card trick and then asked him to show you how it was done? In both instances, here’s what’s interesting; once you understand how the trick is done, you’ll never be fooled by it again. You never have to work to understand the illusion again, no matter how complicated and impossible it initially seemed.

Similarly, after a good teacher explains a new distinction or mindset to you and you “get it,” you will be able to grasp similar concepts in a single second. You will never fall back to an old way of being, and you will instantly be able to apply what you’ve learned.

While the “Old You” was busy working to solve a “non-problem,” an illusion, the “New You” is ready to understand some life secrets that may seem like magic to you right now.

It’s time to create a new cookbook.

Pick the top three illusions that you feel that the Old You had solved, but because you had never looked at them in this new way, you hadn't created greatness or value or hope. Now that you're looking at them in a new way, reframe them to create greatness – value – hope. Fully capture that here. 1.

Look back 5 years or 10 years or 15 years – what have you known to be true, yet now that you have done the Old You section, you know it was an illusion? How can you reframe those illusions/ discovery moments to become a better, greater, brighter you tomorrow morning?

1.

2.

3.

What are the top three illusions that you still wrestle with today?

1.

2.

3.

Now, when you look at those illusions as truly illusions, knowing you just haven't solved them yet – when you wake up tomorrow morning, what could you do to solve them?

Recipes

“You’ve all heard me talk about good/ bad cooks and good/ bad recipes. Does it make any sense to blame the cook for a bad meal and reward the cookbook for a good meal? Rather, I say, blame the cookbook for a bad meal and reward the cook for the good meals!” -

Facebook, October 19, 2010

“Secrets of magic revealed” says that the illusion was “you’re a bad cook” – but it is now revealed that it was the cookbook – not the cook – that was in error. When you change the cookbook you’re using – when you change the neural programs and strategies and patterns that you’re using to create your life – the Inevitable You® comes forth. The inevitable life you were meant to have comes forth! So when your family-of-origin gave you the cookbook of the world and said “This is what life’s about – this is who you are – this is what you’re good at – this is what you’re not good at. This is what is good; this is what is bad, about the planet.” If they gave you a positive message, you believe in fairness and hope and the ability to succeed. If they gave you challenging messages, you believe that the planet is mean and unfair and dangerous. You believe according to your cookbook, your blueprint.

General Summary:

If you have an incredible recipe, you will always create an incredible dessert. You have all the ingredients needed to create everything you want in life – you just need the right recipe to make it happen. Once you have the recipe you'll be able to use it forever. It is never the cook who is bad; it is always the recipe. When you change your cookbook for life you will change your strategies, your approach, your patterns, and your emotional triggers.

The Tool:

In my seminars, when I ask most people if they are a good cooks, about 50% raise their hands. I take the bad cooks through an example of how to get a magical, extraordinary recipe for an incredible dessert. Then I ask, “If you follow this recipe, what will you cook?” The sad truth is that most say, “I probably wouldn’t follow the recipe” or “I would find a way to screw it up.”

How sad is that? The truth is, if you follow an incredible recipe, you will always create an incredible dessert.”

Right now—you have all the ingredients needed to create everything you want in life—you just need the right recipe to make it happen. And, once you have the recipe, you'll be able to use it forever. It is never the cook who is bad; it is always the recipe.

Whether you know it right now or not, you are already an amazing, magical chef. When you change your cookbook for life and update your software, you will change your strategies, your approach, your patterns, and your emotional triggers.

In New York, right now, there is an incredible chef, an amazing, magical extraordinary chef. Now he doesn't have any children to pass his family recipe onto, and it's this incredible chocolate dessert, one of the most amazing chocolate desserts on the planet. And people come from states around to experience this, and he's

ready to retire, and he wants to pass this recipe on. But when you're an extraordinary, amazing, magical chef you don't really have a recipe. Now, you might measure a cup of flour, or measure some things, but in reality, the recipe is in your head, it's in your body. And so anytime you go into the kitchen, you begin to cook, and you produce this incredible dessert. So he needs to create the magical recipe that's going to support the dessert.

So we call in Myth Busters. They've got high-speed cameras all about the kitchen. They've got scientific equipment everywhere. And we say "Okay, go!" and the chef begins to make this magical dessert. And as he's creating this dessert, when he reaches into the little ramekin, not only do we know that he's got .8 mgs of cinnamon in his fingers - we know the speed his arm's moving, we know the angle of his elbow and we know the release velocity of his fingers when he puts it into the mixing bowl.

If we now took this incredible recipe, in detail, and we gave it not to just the magic chefs in the room, but to everybody in this seminar, and said "Okay, if you follow this recipe, what are you going to make?" the sad truth is that most of the room – it's not some, its most - most of the room would say "Well, I'd probably find a way to screw it up. I could have an incredible recipe. I'm not a good cook."

But the reality is this: when you follow the recipe, you must make the dessert. it's a law, you will make that incredible dessert, every time. It's a recipe. Your life is like that, too.

If you give a four year old the recipe and ask them the same questions, not one of them would say "I'd screw it up." Every one of them would say "Woo-hoo! I'm going to make this incredible dessert," because when you're four, you believe in your power. You believe in your inevitability, and you would make an incredible dessert, and you'd feel great about it. When you're older, and you've struggled with life, and you've been challenged at times, and you have trauma, and you have scars, and you even have some wounds that are still wounds, they just have deep scabs on them.

Key Points:

- You have everything you need to create the reality you want, you simply need the right recipe
- There is nothing wrong with you, you just have not been using the right recipe for creating the reality you want
- If you change your recipes you will change your reality
- You can choose new recipes for your strategies, your approach, your patterns and your emotional triggers
- if I'm doing a seminar for four-year-olds, I could ask them the same question and give them the recipe, and not a one of them would say "I'd screw it up." Every one of them would say "Woo-hoo! I'm going to make this incredible dessert," because when you're four, you believe in your power.
- if you follow an incredible recipe, you will always create an incredible dessert."

disassociated state. (So you can be charitable and be generous.)

What recipes of life were you given? Your recipe for Love....

Your recipe for Hope....

Your recipe for Anxiety....

What other recipes do you wish to tee up for observation so that we can really eliminate them later in the workbook?

Think back to your parents' and grandparents' cookbooks and recipes. Which ones do you still use today?

Which ones did you vow never to use? (And never to have)?

Which ones have you used at one time and discarded?

Which ones do you still struggle with and wish that you didn't have?

Level 10

"If I knew then what I know now..." implies that you'd do things so much better today because you would be better then. The truth is counter-intuitive: you should remember today what you knew then. At age four, you were powerful! You were focused! You not only played at Level 10, you did everything at a Level 10. You slept at Level 10! Life takes on a whole new reality when you live it at Level 10 – it's far easier than you can imagine, and everything opens up to you.

If you fail at average, you get pain. Fail at above-average, you get average. Fail at excellent, you get above-average. But when you fail at magical, you get magical! Isn't it cool how that law works? It is why kids can live at a 10, and it's easier. They get to sleep at a 10. If you think that going from a 7-8, or 8.5-9 is hard – it is. Go all the way to 10 however, and watch what happens! ®

General Summary:

When you live at a level ten, in essence you're returning to being a four-year-old. Then you were not mediocre, you were powerful. Everything four year olds do is at a level ten. They play at a ten, they laugh at a ten, they cry at a ten, and they sleep at a ten. Living life at a ten means, ten thoughts, ten emotions, ten verbs and adjectives - everything's at a ten! Life becomes easier when you are living at level 10.

The Tool:

Instead of thoughtlessly responding to situations, start asking yourself to rate your reactive consciousness on a scale of 1 to 10. Ask yourself, "On a scale of 1 to 10, what is the power I'm creating with this thought? Is this thinking helping or hurting my reality?"

Once you become well-practiced in this technique and you start to regularly calibrate your thoughts, you'll be able to quickly realize when you're in a "Level 10 Pattern" and when you're moving backwards. It will be very obvious. Plus, after you're able to identify your personal trigger points, you'll also be able to develop resistance measures to counter your hot buttons ahead of time.

As a result, you'll be able to start enjoying life at "Level 10."

Remember today what you knew when you were four years old. At that time, everybody is Superman and Superwoman. Everything is a ten.

Four-year-olds play at a ten, laugh at a ten, and cry at a ten, and most importantly—they also sleep at a ten. They don't fester and worry about what happened each day. They don't fret about what tomorrow will bring. They enjoy each moment exactly for what it is. Period.

Living life at a "Level 10" means you have Level 10 thoughts, Level 10 emotions, and Level 10 language—everything's at a 10! When you strive to come from this place every day, life actually becomes easier. It's simple and completely authentic. You don't have to go back and redo things. You don't have to calculate contingency plans because you know that you're already amazing and magical. You can simply focus on blowing the planet away with your capabilities.

So, make Level 10 mistakes! Have Level 10 fears! Then... sleep at Level 10, relax at a Level 10, and let it all go. Simply be authentic. This will make your stress feel different, and your anxiety will begin to dissipate. Trust me—living at a Level 10 is much easier than what you're doing now. This is the place where everything opens up to you.

Key Points:

- You have level 10 living inside you. You just lost touch with it. You can reconnect to your level 10.
- Life becomes easier when you are living at level 10
- When you are living at a level 10 everything opens up to you, you're magical
- Living life at a "Level 10" means you have Level 10 thoughts, Level 10 emotions, and Level 10 language—everything's at a 10!
- When you live at Level 10, you return to The Inevitable You®, and you already possess this power at a very deep and authentic level.
- going from a 7-8 is hard, going from a 5- 6 is hard... and as you think that going from where you are to a ten would be incalculably hard... it is not... it is easy. And everything opens up to you.

Coaching Application:

- faster than the speed of "bulls**t"
- Chuck Yeager, 1947, YouTube, sonic boom...
- Also makes the point about .7Mach, .8Mach, etc as being "harder"

Do you believe life at a Level 10 is easier than life at a Level 7? Why or why not?

When imagining life at a Level 10, what do you feel will be the most difficult? Is there anything you do not have the ability to solve?

As you ponder the obstacles to a Level 10 life, what are your strategies, answers, solutions?

Are you prepared to commit to a Level 10? Why or why not?

(In the “New You” content, Level 10 questions here are designed to get you thinking about life as a 10... Can you imagine what you think a 10 will be as the Greatest Version of You?!)

Table For Three, Please

During this change and transformation process, you're making shifts: Old You, Transitional You, New You –while moving toward The Greatest Version of You. Knowledge and awareness lead you to make higher, more evolved, decisions –and yet, you experience strange emotional oscillations. As you're puzzling through something, remember, "I'm a party of three, please."

Counter-intuitively, "a table for three" doesn't matter much when life is easy or there aren't any challenges present. However, when the chips are down and the storm surge is high, it is crucial to know, first, that you can act/ think/ feel from any one position. Second, the positions can shift rapidly, even as fast as within a sentence or a paragraph based on a loved one's face or a boss's look or something in your environment either creates defensiveness in you or inspires you to Greatness.

General Summary:

The adrenaline of Old You fear v. the adrenaline of New You
Greatness: same adrenaline, almost the same feeling... but oh
so different in creating reality! -

Facebook, October 21, 2008

A table for three represents the 3 models of you: the old you, the new you and the greatest version of you. When you begin challenging your reality the Old You framework needs to grasp the content and begin to shift to the New You reality. Without the old you grasping the content and beginning the shift, it is impossible for the New You to understand the content. You must distinguish between the Old You, the New You, and the Greatest Version of You. You must know who is talking, who's asking and answering questions, which one of you is problem solving. You will experience strange oscillations, sometimes in the same sentence, or even the same paragraph, between the Old You and the New You. You must be conscious of who at the table of three is doing the problem solving.

The Tool:

Before I go any further, I need to lay some important groundwork. As I've personally evolved and started to connect the dots in the "change and transformation" field, along the way I have realized some of the key distinctions I have made don't come as easily to everyone, and, to be honest, it used to bug me that people didn't seem to just "get" all of this information. I've had enough first-hand experiences to cement this knowledge in my psyche to the point where it's hard to even fathom another way of being. As the great Oliver Wendell Holmes explained, "A mind, once expanded, never goes back to its original dimensions."

And so, I've come to realize that I've been blessed with an eclectic background encompassing several aspects of life and that most people have not yet been privileged with this diverse perspective and natural pool of knowledge.

But, in order to complete my mission, I had to figure out a way to break the code. What was going on inside people to make change and transformation so hard? I had to figure out a way to make this sync for everyone.

Here's what I discovered.

I learned that as people evolve, they hear, learn, and understand things very differently. You see, the “old you” is truly an entirely different person than the “new you,” and now we need to introduce another “you.” The “greatest version of you” is a completely new being, as well. You may have experienced this view of you. Maybe you rose to an occasion for your child or someone you loved who really needed you.

Maybe you really wanted something at one point in your life, and you got it. The “greatest version of you” is that part of you who shows up at Level 10 to create reality. Your world as the “old you” was limited, and you could only handle so much with this limited perspective.

Avoiding failure used to be one of your biggest drivers, right? You used to blame others, or yourself, for failures. Alternatively, you may have had a passive-aggressive attitude about it, right? Surely, by now you've accepted that failure really does lead to growth even though it doesn't always feel that way in the moment. As your reality has now shifted, I know that you're ready for more. The “new you” is open to learning at a much higher level.

It's kind of like one of those old Polaroid cameras. The ones where you took the picture, pulled it out, and then watched it develop into a great photo in your hand. Do you remember those? Think of it this way— whereas as the “old you” is the finite photo; the “new you” is the negative. While some concepts you'll hear in this section are identical at their core to some you heard previously as the “old you”; you're now able to understand them in an even more empowering way. Therefore, as I bring up a topic we've somewhat “covered” before, don't stop reading and say to yourself, “Oh, I've heard this before.” You are in a new psychology. You are an entirely different person now. Instead ask, “How will the ‘new me’ absorb and translate this material?”

Understanding this natural evolution in thinking has cleared up a lot of confusion for my clients, and it has answered my query as to why so many of you don't change even when given all the right tools. By making these distinctions, you and I can both determine who's talking, who's asking, and who's answering questions. Which version of you is in the driver's seat? In the middle of a session, I'll often ask a client things like, “Who just said that,” “Who just had that thought,” and “Exactly who am I talking to?”

So, the next time you sit down at the table to think through one of your life's puzzles, just remember, you are a “party of three” and respond accordingly.

Key Points:

- You have 3 versions of you inside yourself: the old you, the new you and the greatest version of you
- You must distinguish between the three because a different version of you can pop up at any time
- You must be conscious of who is talking, feeling, and problem solving
- Counter-intuitively, “a table for three” doesn't matter much when life is easy or there aren't any challenges present. however, when the chips are down and the storm surge is high, it is crucial to know, first, that you can act/ think/ feel from any one position.

Coaching Application:

- Be very conscious of this one – ask yourself frequently (as well as the client when needed) “what psychology is communicating?”
- Like other tools in the system, this one can change in the middle of a sentence and back again by

the end if you're not careful.

- Once my clients get this, they understand their own psyche better, as well. When they fall back after experiencing a new challenge, they look sheepishly at me and say, "Oh, I guess that was the 'old me' popping off again."

Pick a time when you now know that you were oscillating. Describe what was going on and what made you switch between the Old You and New You and Greatest Version of You positions.

We played the "now v. not now" game, meaning, add that to the end of every sentence, and watch how the intention and conversation changes. Play the "Table for Three" game: at the end of each sentence, or crucial programming point, note who was talking, the Old You, the New You, or the Greatest Version of You? Pick a time that helps you understand your difficulty or growth in that moment. Journal it here:

This is a HUGE tool – play it at a Level 10! Watch what happens! (Do it with a number of vital times in your life.)

The Fear/Failure Tandem

“Do you make your fears smaller or your Greatness greater? The funny thing is that in order to grow your Greatness... so does your fear! -

Facebook, October 14, 2009

Fear and failure – unusual for their power as drivers for both success and losses – and unique in how they cycle with each other.

As one is impacted, so is the other. In the Old You section, you embraced fear as a benefit. As you transition into New You, you're dealing with higher expectations. Thus, fear – but now it's a half-full fear – also goes up. In the Old You section, you learned that failure has value, as it leads to growth. In your New You reality, failure evolves to being the main ingredient in the success recipe – the greater the success you're shooting for, the greater the failure must be.

General Summary:

Fear and failure are intertwined, as one is impacted, so is the other. As your fear increases, your adrenals kick in and boost your energy. Your thoughts become clearer, and your actions become more precise when you're under pressure, as a result operating under fear actually decreases failure. Most people don't understand the benefits of fear they simply stop trying once they get scared. When your fear is decreased your potential for failure is increased.

The Tool:

While all of the tools I've shared with you in this book so far are intertwined, fear and failure are unique in how they cycle with one another. What that means is, as one is impacted, so is the other, but not in the way you may think.

Most people believe that as fear increases, so does failure. This seems to make sense, right? However, the opposite is actually true. As your fear increases, your adrenals kick in and boost your energy. Your thoughts become clearer, and your actions become more precise when you're under pressure. As a result, operating under fear actually decreases failure.

However, since most people don't understand the benefits of fear, they simply stop trying once they get scared. As the risk goes up, so does avoidance. You can come up with hundreds of ways to protect yourself from all potential pain, but what you are really doing is turning your hope into stagnant, yet pragmatic realism. What you are really doing is giving up before you even get started.

Ironically, when your fear decreases, your potential for failure increases. When you're not in fear, you're one of three things—cocky, comfortable, or apathetic, all of which make you more prone to mistakes. Plus, when you're not in fear, you don't benefit from an adrenal rush and the heightened senses that go with it.

On the other hand, if you look at how failure influences fear, the pattern is more intuitive. As failure increases, so does fear. As failure decreases, fear dissipates. Make sense?

This is what I want you to understand—failure leads to fear, not the other way around. It's crucial for you to

understand this distinction because fear has likely been at least one of the excuses holding you back up until this point. Now it's time to let fear go. When you separate fear from failure, it's clear that fear is just an excuse. It's not a valid reason to avoid taking the risks that will bring you fulfillment.

As the "new you" begins to apply this notion, you're going to discover an entirely new vantage point. You'll be able to see fear as a friend to keep you sharp, and you're going to be able to clearly see how your "old you" perspective has held you back.

For the "new you," fear is not only something to embrace, it's something to celebrate. Think about it. As a fear rises, you're able to climb to a new part of the mountain you've never been on before. You're no longer idle where the "old you" was stuck. You're dealing with higher expectations and higher standards for yourself. And, as a result, you're going to get to experience the world in a whole new way.

Now that you are creating your "new you" reality, I'm going to ask you to evolve even more. You must not only see failure as beneficial, but you must see it as a mandatory and crucial ingredient on the road to your ultimate success. I want you to fully appreciate the concept that failure actually leads to joy.

And, the greater the success you shoot for, the greater your failure must be to get there. The greater the stakes; the greater the joy.

So, go ahead and make your failures joyous right now. Failure is your best friend.

So, let's wire this all in.

If you have been operating with a failure-avoidance focus, you've probably been in a stagnant, unfulfilled, and boring place. You've been busy doing nothing.

And, if you've been operating from a fear-avoidance focus, you've probably been paralyzed in a state of constant stress and anxiety.

Either way, you've been stuck, which is okay for now. And, if all of this isn't resonating with you yet, that's okay, too. It can be complicated and somewhat overwhelming to take it all in at first. Just take a deep breath. You've actually come much farther than you realize. Could the "old you" have even put "failure" and "joy" in the same sentence?

Fear and failure in tandem has kept so many people down for so long. You can't just tell yourself to be fearless on cue. Not only is that virtually impossible, it's also nonsensical.

And so, if you take absolutely nothing else out of this chapter, here's the crucial bottom line—whatever you do, don't let fear stop you from moving forward towards your dreams. Instead, when your fear increases, rejoice in it, celebrate a new impending breakthrough, and use your heightened awareness to your advantage

Key Points:

- Most people believe that as fear increase so does failure. The opposite is actually true.
- Operating under fear actually decreases failure, for most people as risk goes up, so does avoidance
- Fear is likely an excuse holding most people back

- If you have been operating in a failure avoidance focus, you've probably been in a stagnant, unfulfilled and boring place
- If you've been operating in a fear avoidance focus, you've probably been paralyzed in a state of constant stress and anxiety
- Don't let fear stop you from moving toward your dreams
- The greater the success you shoot for, the greater the failure must be to get there
- When your fear increases, rejoice in it , celebrate a new impending breakthrough
- Failure leads to fear, not the other way around
- You must see failure as beneficial and mandatory and a crucial ingredient on your road to ultimate success

Coaching Application:

- One of the most complex tools!

When you heard that fear goes up or down, which did you answer? Be honest. As you read other books, when you studied other seminars, or did other self-help/self-development/personal growth work, did you think your fear would go down? Does this section make sense to you?

As you ponder this now, what fear and anxiety grows as you begin to connect to this New You? Feel that New You now. Be specific. What does this new process look like to you? What does it feel like to you? What do you think will happen to you?

Why or why not?

What old fears have haunted you the most? What old failures have haunted you the most?

Do you understand how the fear/failure tandem works to hold you back? Ask yourself, how did these operate in tandem? Why or why not? How does it work to hold the Old You back?

What are you going to do differently tomorrow to release your illusion of obstacles? What are you going to do tomorrow to focus on manipulating the fear/failure tandem in this chart? (It is crucial that you consciously write down HOW you plan to do this. Look at the graphic. Notice how the two ebb and flow together. Get deep. This is your Power! This is your Greatness!)

Was the Old You fear-centric or failure-avoidance centric?

New Consciousness

Do your neural programs choose your verbs, or does your verb choice “create” your neural programs? For most, it is the latter. For the wildly successful, it is the former. Which do you choose? –

Facebook, July 4, 2008

As we build a New You – your consciousness – your awareness – really begins to shift. Counter-intuitively, your goal is to return to the consciousness and awareness of the four-year-old you – before anyone told you that success means looking like everyone else. At four, your knowledge was less but your consciousness was greater – and your power was alive and raw and at a Level 10 all the time! Let’s kick off into this section!

Nine Verbs

Predominantly, you use these nine action words to create your reality. The first five – See, Hear, Feel, Know, and Think – are sensory modality words, which lead to the sixth, Focus. As a result of Focus, you begin to Believe. And these seven verbs lead into a mind- body connection verb, rather inelegantly, but powerfully, known as “Put into your body” which leads to the ninth verb: Act, or Taking Action.

General summary:

The first five verbs – see, hear, feel, know, and think – those are sensory modality words. What you see, hear, know and think will lead to the sixth verb focus. As a result of the focus, you’re going to believe something, which is the seventh verb. When you believe something you put it into your body, the eighth verb. When you have it in your body, and it’s congruent with the other seven verbs, you will now take an action or you will act on it. And so the ninth verb is action. And in general for most people, the action or act that they will take is to take no action at all. But understand – to not take an action is an action.

The first five – see, hear, feel, know, and think – those are sensory modality words. And think about it – when you see something, what you see and how you see it is going to be based on these programs that you use, so do you see the glass half full? Do you see the glass half empty? Do you see the good? Do you see the bad? Do you see what’s working? Do you see the problem? Do you see the solution? Do you see what’s wrong?

You will have a predominant program running that says “I see this,” “I hear this,” “I feel this.” And as a result of see, hear, feel.. you’re going to know something. Now sometimes, thinking about it will direct the other verbs, but in these first five patterns, what you see, hear, feel, know, and what you’re thinking about, will lead to the sixth verb.

The sixth verb is focus - you’re now focused on something. And when you focus on it, you’re again in this constellation of verbs – you’ve focused on it, you’re seeing all aspects of it, you’re seeing things that support it, you’re discarding things that do not. You have a focus, and as a result of the focus, you’re going to believe something, which is the seventh verb.

See, hear, feel, know, think, I'm focused on it, I believe it. When you believe it, there is an unconscious process for most of you. I can teach it to you in another module as a conscious process. But for many of you, this mind/body connection that you've heard about, you actually have a verb here where you *put into your body* this belief system. When you have it in your body, and it's congruent with the other seven verbs, you will now take an action or you will act on it.

And in general for most people, the action or act that they will take, is to take no action at all. But understand – to not take an action is an action. To not act on something will create reality. It's creating reality in the negative, but it is a reality creation verb that you need to pay attention to. What is my act? What is my action? And it will be congruent with the other eight verbs.

Key Points:

- The nine verbs are see, hear, feel, know, think, focus, believe, put into your body and act
- When you see, hear, feel, know and think you will focus on something. As a result of focus you believe. When you believe you put it into body and this drives action.
- No action is an action

Coaching Application:

- Be sure to anchor as many verbs as possible when dealing with the client.
- Know they're likely modalities: "I see what you're saying," "I hear that," "oh, I can really feel and understand your point."

In which of these verbs do you tend to operate most? In which do you tend to operate least ? How could you enhance your operating verbs?

Which ones do you want to enhance as the New You? How would you set about enhancing them?

How can you change the framing of your least functional verbs in order to create more reality programming capability for your- self as the New You?

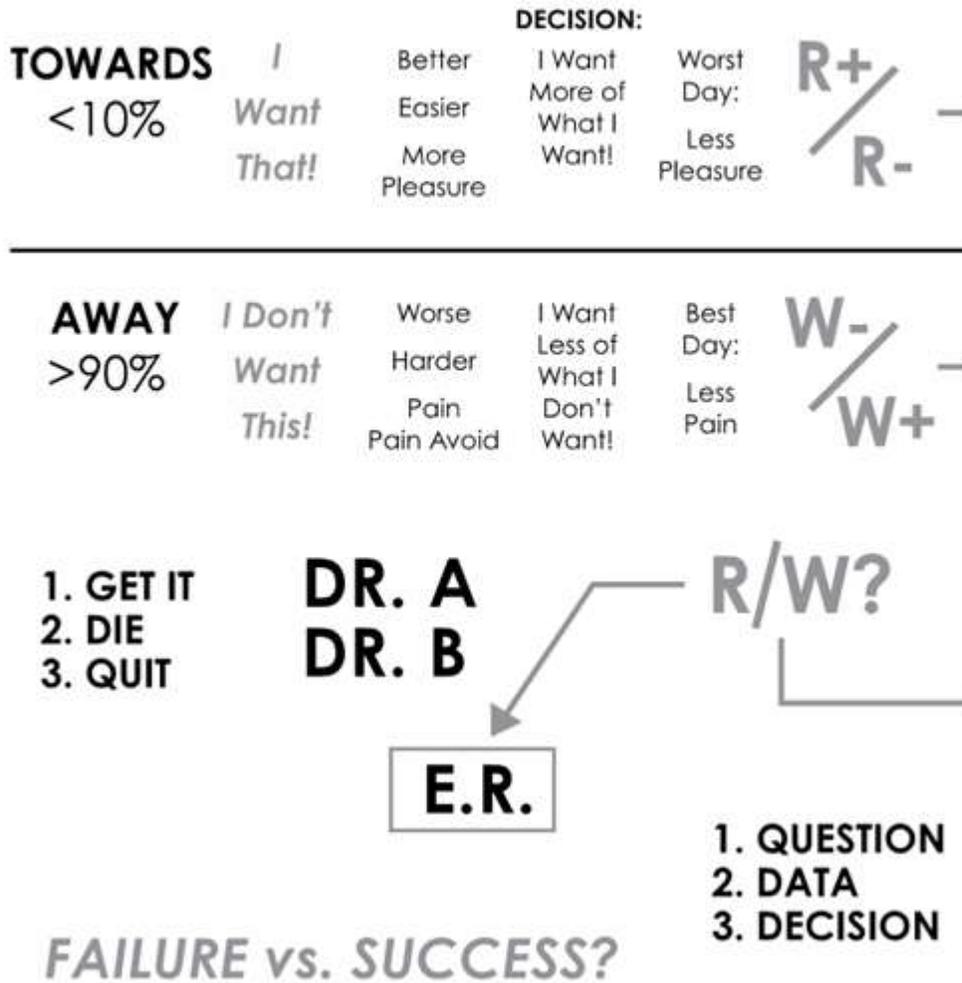
What does the mind/body connection mean?

What does it mean to you to “put something into your body”? How will you do that?

When you act, what is the most frequent form that your actions take? Do you have a standard pattern? Do you tend not to act? Do you overanalyze? Do you act impulsively? What is the Old You pattern?

Towards/Away

Towards – Away



Towards – knowing what you want.

Away – knowing what you don't want.

People in an Away pattern, on their best day, merely get less of what they don't want – they get less pain. Being in a Towards pattern - knowing what you want – puts you in the top ten percent of the population. Your life has direction – decisions involve “more right” versus “less right” – and your worst day gives you less pleasure! Greatness lies at the end of an incredible rainbow, an incredible vision, an incredible blueprint that you design for yourself.

General summary:

Your life is constantly in motion, and you are always either moving towards what you want or away from what you don't want. This program creates your reality. Less than 10% of people operate in a “towards” pattern. These are the individuals who predominantly and consistently produce outcomes and results by knowing what they want. In a toward pattern you will find pleasure in any progress you make because you'll know you're moving towards what you really want in life. When you are in a toward pattern, your worst day on this planet is only “less pleasure.”

The 90% of people stuck in an away pattern are not wired to win because they are stuck in what they don't want. This group is driven by pain and how to avoid pain. On their very best day, “away driven” people will only get less of what they don't want. Because their focus is about less pain, and pain is always attached to wrong decisions, there is profound sadness amongst this group. When you are moving in a toward pattern one of three things will always happen: you get what you want, you quit or you die.

And, one of the most powerful and prolific programs you run is what is called “Towards and Away.”

Here's how it works. Your life is in constant motion, and you are always either moving towards what you want or away from what you don't want.

Think about this for a moment, and feel how it applies to your life.

In life overall, are you moving towards what you want, or are you moving away from what you *don't want*? What is your primary psychological driver and source of motivation?

This is the program that creates your reality.

Several studies indicate that less than 10 percent of people operate from a “towards” pattern. These are the individuals who predominantly and consistently produce outcomes and results for themselves by *knowing what they want*. People who come from this place are obsessed with obtaining their end result. Time has no meaning; there are no stipulations. Regardless of how long it takes or what it might take, visualizing and embodying the joy of obtaining their end target is completely worthwhile.

When you *must have* something, there is a direction to your life. You will head towards the thing that you want *no matter what*. Sometimes you will have progress, other times you may get a little stagnant, and you may even get completely stuck from time to time. However, you will *always* continue to move forward. Ultimately, you'll find pleasure in any progress you make because you'll know that you're moving towards what you *really* want in life.

The progress you make while moving towards pleasure will be based on a series of decisions. However, I

have another secret to share with you—as long as you're working towards what you really want in life, there are *no wrong decisions*.

Think about this—does anyone ever think, “Hmm. Let's see, here is the right choice, and here is the wrong choice—I think I will do the wrong thing today.” Of course not. Here's what happens.

When you are in a “towards” pattern, you're able to see this truth. All decisions are “right”—some are just more right and others are less right. The less right answers don't really bug you too much while in this “towards” mindset though because they always bring you value in the form of a lesson.

Eleanor Roosevelt asked a great question: is failure the opposite of success? Most believe, of course, that it is. She says that it is not. In fact, Eleanor proclaims that to have success, you *must* have failure, and to have *great success*, you must have *great failure*.

This is one of the best truths about this pattern. Even on your worst day on the planet, when you're in a “towards” pattern, your worst day is only “less pleasure.”

How great is that!

This fact is key to your growth towards *The Inevitable You*®. If we measure all of the love, money, joy, and happiness in the planet, the 10 percent of people who are “moving towards” their desires in life have 98 percent of it.

So now, let's talk about the other 90 percent. Here is their primary thought process: “I don't want this problem,” “I can't stand this job,” “I've had enough of this relationship,” “I don't like this place,” and “I don't want to be poor any longer.”

These people are *not wired to win* because they are consistently stuck in what they “don't want.” This group is driven by pain and how to avoid pain. As intensely as “towards-driven” people move towards pleasure, this group obsesses about their pain, and as a result, every day of their life gets worse; every day gets harder. On their very best day, “away-driven” people will only get to experience *less* of what they don't want. They will define success as “less wrong,” and they may never even know the feeling of true fulfillment. What is “better” in their life will only be a little less painful.

And, because their focus is about less pain, and pain is always attached to “wrong” decisions, there is a profound sadness amongst this group.

In fact, it physically pains me when I meet clients coming from this place because life doesn't have to be this way. Let me give you an example.

I'd like to introduce you to Dr. A and Dr. B.

Dr. A was 11-years-old when he decided he wanted to become a doctor. As a result of his supreme dedication, he went on to get great grades in high school, college, and med school. He was always at the top of his class and worked very hard towards his dream. He is now a respected doctor in his community.

Would you say that Dr. A is in a “towards” or “away” pattern?) Don't over-think this—it's a metaphor, and the question isn't complicated.) As far as we can tell, he's in a “towards” pattern, right?

In a parallel universe, meet Dr. B. Now, on a superficial basis, Dr. B is identical to Dr. A. He knew he wanted to be a doctor at age 11, he got good grades all through school, and he now owns and operates a successful practice that he loves in his hometown.

Here's the difference.

Dr. A is not just a doctor; he is also a saxophone player. He once picked up a saxophone at a very young age and could play it nearly perfect from the beginning. He was incredible, and he loved playing. However, Dr. A's mom was a doctor, his dad was a doctor, and his grandparents were doctors. They always told him, "Dr. A, when you grow up, you're going to be a doctor because that's what we do. We heal people, we make good money, and we contribute to the community. You're going to be a doctor just like the rest of us."

And so, about the time Dr. A was 11, he was convinced. "Yeah, I probably do want to be a doctor. I don't want to live in smoky bars and have a run-down trailer for a house," he decided.

But, even today, Dr. A still relishes in playing the saxophone. In his spare time, he records music in his private studio and plays in a popular garage band. After all these years, he is *still* a world-class musician.

Now that you know a little bit more about Dr. A, would you still say he is operating from a "towards" pattern? Of course not. He's been moving away from a life of potential poverty and from disappointing his family. If a person grows up thinking, "I'll never be poor, I'll never be poor, I'm never going to be poor," he may be able to create a lot of wealth for himself. But, even if he figures out how to acquire a million dollars, do you think that person is happy, fulfilled, powerful, and loving life?

Absolutely not. Regardless of your success, when you're driven by what you don't want, every decision will ultimately be based on avoiding pain.

Let's go back to Dr. B. When he was 11, Dr. B got very, very sick. He was in and out of hospitals, and his condition grew very dire. His family was prepared to lose him. However, just as they were all about to give up hope, Dr. B went to see a phenomenal doctor who literally saved his life. Dr. B never forgot how important this gift was to him, and he became very passionate about dedicating his life to healing others.

Quite obviously, Dr. B is in a "moving towards" pattern. His practice is set up to satisfy a life-long passion, and his focus has always been moving towards the fulfillment of saving lives.

So, what's the point of this entire story? Sometimes, you can't tell what really drives you until you dig a little deeper. Sometimes you have to look at the foundation behind your psychology to see which path you're on.

One more point on this topic. Once you embody your "towards" pattern, there are three simple rules that, if followed, will guarantee a magical, powerful life.

First of all, if you are moving towards a "must," you will *always* achieve it. It may take a little longer than you thought, and the details may shift, but those changes will probably make the final result even better than you imagined. Accept this. Don't get so tied to the details that you lose sight of the bigger, ultimate vision. Just stay focused and you will get what you want.

Second, know that your "towards" vision may be too large to fit in your lifetime. The man who built Crazy Mountain comes to mind. His vision was huge, and he was able to make a large impact on its completion before his death. Even though he died before it was finished, his legacy lives on through his children who still work on the project to this day.

Being in a "towards" pattern is more about the journey than the destination. Even if you don't see a vision through to its finality, you will still feel vibrant, fulfilled, and rewarded while en route.

Lastly, *never stop wanting what you want*. You cannot give up or compromise. Maybe life has beaten you

down; maybe you've started to believe you're not really "good enough" to create your true desires.

Remember—you are expected to fail on the way to success. The only way you can ever truly fail is to quit, give up, or back away.

This is a powerful formula for success. Start looking at the decisions you're making—are you "moving towards" your goals or are you "moving away" from something?

Greatness only lies at the end of an incredible blueprint that you design for yourself. It is your personal rainbow, your vision, and hopefully, seeing and understanding this tool will allow you to do some deep work moving forward.

So, if the difference between pain and pleasure in life is so simple, by now you may be asking, "How did such smart people get so screwed up?"

Remember when I told you that four-year-olds never operate in an "away pattern"? They always focus on what they want. Do you also remember when I told you the story about not "spilling the milk"?

Well, there's more to all of that. Whenever you create something, your brain constantly cycles these three steps. One, you ask several questions. "What does this moment, this breath, and this sequence *mean*," "Is this safe," "Is this dangerous," "Is there too much risk," "Do the means justify the reward," "Am I okay," "Am I safe," "Do I care," "Do I not care," "What does this *mean*?"

Next, once your brain assigns a meaning, and it triggers a corresponding emotional response, you will become happy, sad, angry, ambivalent, engaged, or annoyed as appropriate.

Finally, with the meaning understood and an emotion assigned, you will decide on an action to take. You will decide to act courageously or cowardly, you will move forward with caution, you will leap forward in anticipation, or perhaps you will not act at all (which is also an action).

Thus, all actions start with meaning.

When you assign a negative meaning to a moment, there's very little chance you will take actions that can lead to a positive outcome. You may avoid "failure" and "pain," and you will likely call that success. However, you will limit your true potential. In contrast, when you start with a positive meaning, you will embody positive emotions and take corresponding positive actions. As a result, there is a high probability that starting with a positive meaning will draw you towards positive and fulfilling results.

Bottom line—be conscious of this internal command sequence, and use it to create the reality you desire.

Once again, I can't really overemphasize this counterintuitive point enough—when your chips are down or the planet is storming on you, *that is when this type of awareness is most crucial... and most easily forgotten*. So, be prepared, and don't let yourself fall back when it really matters.

Now, I'm not saying that you should *never* move away from something. The fact of the matter is, it will actually help you spark a change from time to time. Sometimes "moving away" is the catalyst you *need* to start "turning the bus around." What's most important is—how do you feel afterwards? What's your excitement level? Where's your power meter running when you're done talking to yourself through your plan of action?

For example, stopping yourself from watching TV in order to read a book you're excited about is a positive "moving away" pattern. However, there is also an even more empowering way to engage in this internal dialogue.

Suppose you say to yourself, "I've got to stop watching TV so much because I want to start that book on Teddy Roosevelt tonight after the kids go to bed. I'm just excited about that book. I've heard great things about it, and I love the book jacket. Oh, I can't wait to sit down with that book!" This internal conversation is different from, "I've got to stop watching TV, and I'm exhausted."

Can you feel how a positive command sequence issues a different emotional attachment and begins to tap into deeper power and potential for you?

Here's another example. Instead of saying to yourself, "I should swing by the bookstore and buy a diet book," you might choose to say, "Food is not love. Food is fuel; it's energy. I'm going to stop at the grocery store and get some great nutritious food tonight on my way home. I'm also going to pick up a nutrition book because it might have some great distinctions that could help my storehouse of greatness. I love my body. I love the direction in which my life is moving, and I want to be sure I am healthy enough to enjoy it all! I can't wait to stop at the store!"

Can you feel the difference?

One last thought on this—be sure not to attach judgment to any internal command. The point is to be conscious about the process so that you can choose what's most fulfilling and empowering for you, not to give yourself another reason to beat yourself up.

Key Points:

- An away pattern brings you more pain or less pain
- 90% of people operate in an away pattern
- A toward pattern bring your more pleasure or less pleasure
- As long as you are working toward what you really want in life there are no wrong decisions
- When you move in a toward pattern you always either get what you want, you quit or you die
- What are you focused on?
- What do you believe about yourself?
- Do you have an incredible vision that's driving you? Or, are you motivated by pain?
- Are you trying to get away from something? Or, are you moving towards an empowering future?

Coaching Application:

- The BIG Kahuna!

Let's begin with the "away" pattern first. Have you ever been trapped in knowing more about what you don't want? Describe that time and what you knew then about what you didn't want and what you focused on then:

What was the real “more pain” “less pain” / wrong v. wrong decision that you had in that place:

Describe how what really felt “right” was in fact, merely “less wrong” and you faked yourself into believing that you were happy with that choice only because it got you out of a more painful place:

Do you now understand what was so hard about that place and why it was virtually impossible to “win” and drive your life to a new, better place?

Pick your top three “away” patterns that you are involved in right now (it might be your health, a job situation, a relationship issue, your kids, or financial always hooks some big ones.)

Now, let’s review your “towards” patterns. Write down a time that you were focused on what you wanted, and it was a visionary “towards” pattern. It might have been a sports position, a part in a play, a job that you wanted, a date that you wanted, some- thing that you simply obsessed about:

Write down the differences in you in this “towards” pattern vs. the person you were in the above “away” patterns. Pay attention to the nine verbs.

What happened in this “towards” pattern? Did you get what you wanted? Did you get better than what you wanted? Or did you get a big lesson that led to later glory?

Taking the “towards” lessons that you have already experienced in your life (and if you are the rare person that can’t find any- thing... ask a friend or family member, someone who cares for you. I often find that people are so hard on themselves that they don’t recognize their own Greatness. People who love you do.) and apply them to your above listed top three “away” patterns. Re-write them as “towards” programs.

Can you feel their power now? Can you feel your power?! And so now what I want you to remember, is an understanding of this incredible tool, this very powerful psychology. You can begin to look at decisions that you’re making, things that you’re thinking about, how your nine verbs match up. What are you focused on? What do you believe about yourself? Do you have an incredible vision that’s driving you? Or are you motivated by pain? Or are you trying to get away from something?

Neural Commands

Towards and Away strategy is your blueprint, your vision, your underlying strategy. Neural command sequences – your thoughts – are the building plans, the tactics to implement Towards and Away. And, you're not attaching judgment to any Away command, because that may be what "turns the bus around." Just be certain to finish with a positive command sequence and the Towards vision of what you want.

General summary:

Whenever you create something, your brain constantly cycles three steps. One you ask yourself several questions such as "What does this moment, this breath, this sequence mean?" or "Is this safe or is this dangerous?" Next your brain assigns a meaning, and it triggers a corresponding emotional response. Finally, with meaning understood and an emotion assigned, you will decide on an action to take. Thus all actions start with a meaning.

When you assign a negative meaning to a moment, there's very little chance you will take actions that can lead to a positive outcome. You may avoid "failure" and "pain," and you will likely call it success. However you will limit your true potential.

When you start with a positive meaning, you will embody positive emotions and take corresponding positive actions. As a result, there is a high probability that starting with a positive meaning will draw you towards positive and fulfilling results.

Key Points:

- Your brain operates in 3 cycles: you ask questions, your brain assigns meaning and triggers an emotional response and you decide to take action
- All actions start with a meaning
- Be conscious of your internal command sequence, and use it to create your reality
- When your chips are down or the planet is storming on you is when this type of awareness is most crucial and most easily forgotten.
- Sometimes moving away is the catalyst you need to start to "turn the bus around"
- Be sure not to attach judgment to any internal command
- The point is to be conscious about the process so you can choose what is fulfilling and most powerful for you

Coaching Application:

Write down your most common top 10 command sequences that you use today. Use your language, your common approach. Examples might be: "Stay focused on what I need to win," or "don't quit, don't stop," or "never be late," or "I'll never, never lose," or "a good heart always leads me in the right direction." What are your top 10? 1.

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Now examine each one closely, is it towards or away? Which pattern do you use most frequently? Do you use one more than another when the stress and anxiety are rising?

Now, this question is tricky! Can you see the underlying pattern, much like Dr A and Dr B in the Towards/ Away audio, does it look like it is a positive command sequence, but in fact, it is not? (An example might be that "I am always on time" is in fact driven by the fact that you hate to be late. Dig deep, you will need to know the underlying psychology for the next question.) Now re-write all 10 to not only put them into a positive command sequence and really strengthen them (the audio has some great examples of how to do this.)

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Goals and Outcomes

Your Greatness creates your gold medal, not your fear and anxieties about not falling.

Goals are in the future; Outcomes have already happened.

General Summary:

Goals – writing what you want in the future, are preferably in a SMART (Specific, Measurable, Actionable, Realistic, Time-based) format.

Outcomes – because they have happened... have great five sensory experiential data points to them. When I take people through a future experience as if it's already done, they are blown away by a power far beyond "visualization" because I put in sound and tastes and smells – everything! So they record that they never do this. I submit that many do it unconsciously - it's just in the negative. You see, hear, smell, taste, and feel anxiety or stress. And most play that movie over and over again. You just don't do it in the positive. The top one-to-three percent of the population envision a magnificent future for themselves as if it's already done. Use these powerful tools to create your extraordinary, magical reality! It's time for a New You to show up for this powerful section! These questions and answers will drive the new plan and the new execution tactics. What would the New You do differently? We are digging for your new working tactics that you intend to focus on to execute your new plan. Your new plan will have SMART components to it. What new components do you need for the New You to be successful?

The Tool:

SMART goals are specific, measureable, action-oriented, realistic, and time-sensitive. Only the top 3% of people create SMART goals and track their progress regularly. The most successful people incorporate their goals into the way they think every day. People in the top 1% of the population create their life targets and move towards them as if they have already happened. By deeply visualizing their success, they bring the future back with them and use that knowledge to take positive, powerful and decisive actions.

It's time for a few more layers of power.

Sometime around the first day of a new year, most people take some time to create a few goals. In addition, if you're organized, you may keep a running list of tasks that you need to accomplish each day in order to maintain progress towards those goals. And, if you are one of an elite few, you may actually write down your big-picture goals on a regular basis, as well.

You may also be one of an even more elite group of goal-setters who follow principles such as Stephen Covey's "7 Habits of Highly Effective People." This powerful group believes in being proactive about life. They stay ahead of the curve by trouble-shooting in advance to avoid large challenges and problems while creating their reality *every day*.

There are still other super achievers who believe they can create their *future* reality. These are those savvy planners who create S.M.A.R.T. (Specific, Measurable, Action-Oriented, Realistic, and Time-Sensitive) goals and keep track of their progress regularly. *Only the top three percent of people live here.*

Can you feel difference in each of these approaches? Can you see how success would be more prevalent in those who incorporate the most goal- setting tactics into their day-to-day life?

That is definitely true. However, there is an even *higher* level that very few people understand.

The *most* successful people in life incorporate their goals into the way they *think* every day.

Whoa. What does that mean? It all starts with a target.

You see, there is a difference between simply writing down a list of goals and driving towards an integrated target.

Ponder this—if I were to hypnotize you and tell you that there is a rose under your nose while asking you to smell it, focus on it, and think about it, do you think your brain would know whether the rose was really there or not? Of course it would, *and...* of course it wouldn't.

One part of your brain would know you are hypnotized while another part would simultaneously fire the neural nets associated with a real rose.

Therefore, at a conscious level, *you* would not know the difference. You would be able to smell the rose exactly as if it were actually there.

Similarly, if you *know* the overall *target* you are aiming towards in life, you can *visualize* the complete experience before you even get there. You can literally put yourself in the situation, engage all five senses in the process, and thereby create an interesting change in your body. *Thinking* your goals prepares you at a deep, unconscious level so that by the time you get there, you've already achieved what you want and know *exactly* what to do.

This, my friend, is where the game of life begins.

A target-driven life gives you the ability to create tomorrow, today.

People in the top one percent of the population create their life targets and move towards them as if they have already happened. By deeply visualizing their success, they bring the future back with them and use that knowledge to take positive, powerful, and decisive actions.

When *you* master this process (and you will) you have the ability to be incredibly magical.

Are you familiar with Roger Bannister's story? It explains how he broke the four-minute mile. Basically, Bannister ran the course over and over and over again in his mind. Each time, he felt the crunch of the cinders under his shoes, he heard the deep sound of his own breath, and he worked against the acid building in his muscles. Each time, he intensely focused on the final stopwatch clicking at 03:59.4 over and over and over again. He lived the race countless times in his mind before he actually completed it, and by the time he ran, it happened *just* as he imagined.

Have you ever done something like this?

If you are like most of my clients, you'll say "no." However, to that response, I say, "Hooey."

Most people do this *every* day—just upside down. Instead of visualizing the future that you *do* want, you likely have been spending time deeply visualizing and emotionally experiencing the future that you *don't* want such as worry, anxiety, and unease.

Now take your Top Five One-Year Goals that you put in your MOW. Strengthen them now as S.M.A.R.T. goals:

1.

2.

3.

4.

5.

Now, take them and turn them into S.M.A.R.T. outcomes already done:

1.

2.

3.

4.

5.

Doesn't that feel amazing!?

The Formula $R = (a) \times EIM \times (t)$

The Formula

$$R = (a) \times EIM \times (t)$$

Reality/LOA	¹ / ₋₁	(1-10)	Hours
INTENSITY=RICHTER			
1. Ask	1	X 2 X 1	= 2
2. Believe	-1	X 8 X 6	= -48
3. Inspired Action	-1	X 2 X 4	= -8
	1	X 8 X 1	= 8
	1	X 6 X 4	= 24

No matter what your belief system – new age, quantum physics, conventional, biblical – your mind has the ability to create. You exist in this energy, and when you request what you want, your probability of getting it is much better than when you ask for what you don't want (re: "don't spill the milk"). Emotions are the catalyst, the rocket propulsion, for creating the desire – the manifestation, the energy, the outcome, the reality – that you want. Tap into your river of potentiality.

General summary:

The equation of life is $R = (a) \times \text{EIM} \times (t)$. This is the formula to connecting the dots between your deepest desire and your actual reality. "R" in this equation is "reality." This is what you create and attract towards yourself. The "a" in the formula is what you "ask" for. When you ask for what you want you get a "1" in the equation, and when you ask for each you don't want you get a "-1." For the EIM of the equation, you must embody the emotion you would have if you had achieved your desire in your body and measure it on a scale of 1 to 10. The (t) represents the time measured in hours you spend focusing on what you ask for. This formula will gauge how you are creating reality.

The Tool:

Although many people are deeply inspired and have great intentions after hearing information like this, they also have a very difficult time going back into their life and actually integrating these tools.

Well, here's my solution. I call it the "Equation of Life." $R = a \times (\text{EIM}) \times t$. This stands for: Reality = Ask X (Emotional Intensity) X Time.

Looks complicated, right? Don't worry—it's not. Because I'm an engineer at heart, it was easier for me to express this concept as a formula.

However, please don't get turned off by the math. Whether you call it praying, dreaming, or manifesting, the process for effectively connecting the dots between your deepest desire and your actual reality is the same.

So, let me explain what each part means. "R" in this equation is "reality." This is what you create and attract towards yourself.

The "A" in the formula is what you "ask" for. The movie, *The Secret*, did a great job teaching people, "Ask for what you want, not what you don't want." But, I want to expand on this a bit further.

When you ask for what you want, you get a "1" in this equation, and when you ask for what you *don't want*, you get a "-1." Why is the value only "1" either way? Because whether you operate from a New Age, quantum physics, conventional, or biblical system, there is no difference between asking for something big versus asking for something small. The difference is only your request, and you get what you ask for. In very practical and real terms, there's no difference between asking for 1 dollar, 1 million dollars, or a parking space. It's all just energy.

I want you to be able to tap into this river of energy where all of your potential flows. Life is not actually harder or easier—only your mind is limited in what it can create for you. And unfortunately, since most people are too busy focusing on what they don't want, they have no idea what they are missing.

So, here's how to make an energetic request. First, you must embody the emotion you would have if you had achieved your desire in your body. If you're asking for money, you must embody the feelings of prosperity and

abundance. If you're asking for a relationship, you must embody love. If you're asking for health, you must embody peace and wellness. Note: When the corresponding emotion is (intensely) present, it will be easier to fully BELIEVE.

Now, some people may try to tell me, "Well, I think that's disingenuous," or "That's faking it until you make it."

If you fall into this category, I'm going to challenge you. In fact, I would wager that if you fall into this category, you are probably among the 90 percent of people who *aren't getting what they really want*. Yet, you probably already employ this principle—in a negative way. You are too busy thinking about the opposite of what you really want to even consider opening your mind.

You'll drive to a sales appointment and think, "I must get this business. If I don't get this sale, I won't be able to make my mortgage payment. I just can't lose this deal."

What type of emotion do you think you have in your body while doing this? And, how intense are your emotions around the experience? If this is how you operate, you also probably take your vision *far* into the future and live in fear and anxiety with the consequences that you *don't want*.

So, since you're already an expert in directing energy to manifest in your life, don't you think that it might be a good idea to try this in reverse?

Think of all the times you've been anxious about an outcome you fear. Can you remember the last time you were overcome with stress and anxiety while envisioning some terrible potential consequence? How often does the bad outcome end up happening? Not very often, huh? Now, some of you may say, "Well, it works—worry keeps bad things from happening. That's why I do it."

That is as nonsensical as believing that as long as you clap your hands, no elephants will come around. Those people clapping, say the same thing to themselves, "See! It's working! No elephants!"

Are you starting to get this?

Your emotions are the catalyst, the lighter fluid, the jet fuel, and the rocket propulsion fluid for creating your desire and manifesting your future. You can choose something destructive like worry, or you can choose something beneficial or empowering like gratitude. It's up to you—what you choose will be the energy that creates your reality.

So, in order to help you track your future trajectory, I created something I call, "EIM," your Emotional Intensity Meter. It is an imaginary box you can place in front of you, and it has a needle that measures the intensity of your emotions from 1 to 10. A high number is an intense emotion; a low number is a low intensity. This is the next part of the equation, and it represents that the higher your emotions, the more powerful your results will be.

Finally, the last element in the equation is "t," which stands for time. This is measured in hours for the purpose of this formula, and its purpose is simple—the longer you focus on something, the more powerful your results.

Key Points:

- Reality = Ask X (Emotional Intensity) X Time
- Your reality is created by with this formula
- You control all the elements of this reality creation formula

Coaching Application:

- If you are not extroverted or overly emotional, you must really practice your conscious use of this tool!
- Ask as needed (usually more frequently than most realize) what is the emotional intensity of the client? Low, medium, or high?

List the top five “asks” that you have had in place in your life when you came to this Audio Coaching System. Be real with yourself.

1. _____
2. _____
3. _____
4. _____
5. _____

Were the asks all negative? Were the asks all a “minus one”? Or were the asks positive and powerful? Don’t just answer yes/ no. Write about your “asks!”

When you contemplate accelerating your positive EIM to the “Tupperware convention” level, how would you do that? Have you ever done that before? Think back to a time that you were so excited; you were at a Level 10 intensity on the positive side.

What did you think? What did you feel? How did you act? What did you focus on? Who were you? How did you do that then?

How would you do that now?

Do you agree with the time component of the formula? Do you spend time focusing on what you want, and then – unbidden and unrequested – an Old You program triggers to run an anxiety pattern or a fear pattern, thus “un-asking” everything you’ve been focusing on? Does that make sense? Why or why not? How will you change it? How will you utilize this question to take better advantage of the formula for your greatness and success?

ALL results begin with a thought. Emotions are the catalyst that power thoughts.

Choose wisely your thoughts and emotions... -

Facebook, August 8,

Emotional Quotient/ Intellectual Quotient (EQ/IQ)

Ponder this choice: if you could have intellectual success and emotional failure on an issue, or intellectual failure and emotional success... which would you choose? –

Facebook, January 4, 2010

General summary:

EQ is the ability to inspire, to motivate, to emotionally connect. It doesn't matter that your science of achievement is stellar if your emotional quotient is debilitated. You can assemble all the success you want, but it won't feel good. As you become more connected to the emotional context of the tools you're learning, not only do you feel good, but you're enhancing your ability to succeed. Emotional intensity wasn't a foreign language when you were four, so remember who you were then – and design yourself to be who you want to be now!

The Tool:

IQ represents intellectual quotient and EQ represents emotional quotient. We've consistently placed those with a high IQ on a pedestal and believed that high intelligence will lead to equally high life rewards. In contrast David Goldberg's theory proves that a person's EQ can actually more accurately predict success. Your EQ is also the willpower that pushes you through obstacles. A leader with a high EQ solves problems better and faster, and he intuitively knows how to use the entire team's energy to benefit the company. Your ability to emotionalize by consciously associating and disassociating to your life experience is key.

Here's the premise of his work. Basically, our society has measured our potential for success on an "IQ" or "Intellectual Quotient" Score for several decades. We've consistently placed those with a high IQ on a pedestal and believed that high intelligence will lead to equally high life rewards. However, in contrast, Goleman's theory proves that a person's EQ can actually more accurately predict success.

If you really think about it, this makes sense. We've all seen some really, really smart people who didn't have the common sense to get out of a wet paper bag. And, we've all seen other people, who, though not as intellectually gifted, achieve great heights.

So, even though we've known a high IQ doesn't necessarily drive success, most of us have allowed the label to control many of our life decisions.

We hang onto IQ as the main driver in life. If someone once told you your IQ was high, you probably accepted it as a gift and applied that meaning in one way or another. In contrast, if someone once told you that your IQ was low, you probably never felt very smart growing up.

When Goleman introduced his EQ research, he changed this standard. Here's what he discovered.

When he looked at the average CEO in America, he found that their IQ was higher than their EQ as traditionally accepted. *However*, when he tested the superstar, over-achiever, top CEOs, the reverse was true.

Their EQ was consistently higher than their IQ. As a result, of his findings, Goleman theorized that having a high EQ is the “it” factor that makes some people wired for the highest echelon of success. It is the difference between good and exceptional leaders. He concluded that EQ is what gives someone the ability to inspire, motivate, and emotionally connect with others.

For those intellectuals reading this book, you may be saying to yourself, “I want to follow the leader who is *right*, not just the one who makes me feel good.”

Well, here is the deeper truth. Your EQ is also the willpower that pushes you through obstacles. A leader with a high EQ solves problems better and faster, and he intuitively knows how to use the entire team’s synergy to benefit the company. Plus, because he will not be dragged into any unnecessary drama, he is able to maintain the clear mind needed to make better, “right” decisions.

Are you getting how powerful your emotions are? Your ability to emotionalize by consciously associating and disassociating to your life experiences is *the key*. Managing your emotions is the core message behind *The Secret*, and it’s the driving force behind all other aspects of personal development, as well.

But, unfortunately, emotions have been trained out of you over the years. Again, would a four-year-old have this problem? All four-year-olds have great fluency in emotionality. They are gifted in reading, understanding, using, and expressing a large spectrum of emotions without guile. They live organically, honestly, and without manipulation.

If you can tap back into this ability as an adult, not only will it feel good, it will enhance your ability to find fulfillment ten-fold.

Because at the end of the day, it doesn’t really matter how much wealth and success you acquire, what matters is how you *feel* about it. What matters is your EQ. Even if you are the biggest loser on the planet, if you have a high EQ, you’re going to feel good, and people love people who feel good. They are those we want to be around.

All that said, this may be easier said than done. A lot of what I have taught you up to this point is fairly straightforward. However, this one requires some art and pizzazz. If you aren’t emotional to begin with (which a good percentage of my clients aren’t), this is going to feel like a foreign language to you, and I get that. Please REMEMBER WHO YOU WERE—this wasn’t a foreign language to you at age four. You have this knowledge somewhere deep inside you.

Key Points:

- EQ is a better predictor of success than IQ
- All four-year-olds have great fluency in emotionality or a high EQ
- Your EQ level is key to working through challenges
- Mastering your emotions or having a high EQ is key to creating the reality you want
- It is far better to be kind than it is to be right
- The golden rule is #2
- Broken legs and broken edges, you must design past this
- Impeccable Truth, Honesty, Integrity – always

- Emotional Bank Account
- The 50/50 or 100/0
- Conditional v Unconditional love and forgiveness
- Association and Disassociation
- The Hell Yes/Hell No rule and where is it loaded?

Coaching Application:

- Science is beginning to catch up on this one, albeit slowly.
- Counter intuitively, the more intense the moment, the more you and/or the client will flee to your safer (yet not always stronger) axis of reality.

Do you believe you would score higher on an EQ or an IQ scale? Why or why not?

Do you agree that fluency in both is crucial to your success? Why or why not?

If you were to strengthen your EQ attributes, what would you do? How would you do it? What would you feel? What would you focus on?

If you were to strengthen your IQ attributes, what would you do? How would you do it? What would you feel? What would you focus on?

Really take deep time and describe an emotional future where you truly are in mastery of your emotions. When you choose to let it all hang out, positively, you do it, despite outside/in influence: "What the heck are you doing? Ohhh, Mr. Happy! Ms Happy! Well, I think that it is all crap!" Own your Power! Own how this would feel.

Decide, Commit, Integrate (DCI)

Are you the type to enter a cold pool with first a toe... then a foot... then waist... oooohhh- too cold... back to just knees... too cold- I am getting out! OR... do you just cannonball in?? It's a proven FACT: Cannonballers have more money, better sex, and are all-around just better folks! Cannonball into LIFE!! –

Facebook, June 26, 2010

General summary:

A decision, a choice, is an important first step but can still be easily reversed. Commitment language makes the decision more powerful, but the action is still not done consistently. It's only done when it's integrated and becomes a habit. You've transformed permanently. "I am that person! This is my new identity!" List three of the greatest successes in your life that you decided to do, committed to do, and integrated. This might be getting a law degree or succeeding in starting a company or it may be getting a paper route. Your three biggest achievements:

The Tool:

Webster's defines decide as "to make a final choice." Its root word from Latin literally means "to cut off." So you are cutting yourself off from all other options when you decide. Commit, as defined by Webster's, is "to bind, to obligate, to carry into ACTION." The key word here is ACTION! In order to make the decision a commitment, you've got act on it. Integrate means to blend together, to unite, to operate as a whole. Operate is the key work. It has to become a habit. It has to become consistent. It's only done when it's integrated. You have transformed yourself when you say "I am that person.

That's my new identity."

The last area of awareness that is crucial to understanding and designing the New You lies within three words: Decide... Commit... and Integrate. As you go through this audiobook, there's going to be a lot of check points, and you're going to process a lot of information, where you going to ask yourself: "Hmmm, do I really want to do this? Should I decide to do this? Should I commit to do this?" And for most of you, the difference between **deciding** and **committing** or choosing, they're very sloppy language use. You use them vaguely and interchangeable, you pretend that there are these intangible approaches to making a decision. And think about it - anything that you've ever had in life, that you've had in a great fashion, or a great sense, or was a great accomplishment, you didn't back into it, you didn't use weak verbs. You didn't go "Well, I think I *should* do my diet next month. I really *should* get the stuff on my to do list done. Well, it would be nice if I got that promotion. Or, I hope that person likes me, and they may want to marry me!" The things that you've already done in your life, you did them because they were a must. You had to. You obsessed about completing them.

And so when you leave this place heading for your destination, if it's a level ten, greatest version, inevitable you, that's going to happen, you don't fully realize what's over there until you are halfway there. That's why the trapeze always appears, but you must have the faith to go, when you can't see the trapeze with your old

thinking and your old patterns and your old processes.

So the important verbs to create this process are: decide, commit, and integrate. Like a lot of my examples out of these neural sciences, I had to put these in a common sense arena where you'd look at it and go "Oh, I get that." So let's look at the words decide, commit and integrate.

A decision means that you've decided that you are going to do something. Webster's defines it "to make a final choice." Its root word from Latin literally means "to cut off." So you are cutting yourself off from all other options. So when we make a decision, most people tend to think that this is our power move. We have Decided! So think about the young man, who has been in a dating relationship with a girl and he says, "I've decided to marry her." Now a lot of girls get confused, because they think, that the commitment word, the C word - whether they think he's been phobic or not, or waited too long, or, "Is he? Will he?" - they think that when he says, on bended knee "Will you marry me?" that he's committed to marry you. But in reality, a decision to marry you, is not yet, a commitment to marry.

Commit, as defined by Webster's, is "to bind, to obligate, to carry into ACTION." The key word here is ACTION! In order to make the decision a commitment, you've got act on it... put a deposit on a dress, on a hall, on a photographer, on a wedding cake. You've got to print invitations, you've got to send them to the world. You've got to stand up in a ceremony where you vow to love, honor, cherish. You go through a commitment ceremony. And up until the moment that you say "I do..." Now again, when you prepare, and you walk the aisle, and you've gone through the commitment process, it's rare that somebody will back out. But it's not impossible.

And think about the times that you've almost taken a new job, that you've almost finished your health program, that you've almost done something - same neural patterns, same psychology. I decided I wanted to do this; as I begin to commit myself, commit my resources, as I got closer to the end, some other pattern - and whether it's the rogue pattern that we discussed in Old You, where there's a villain waiting for you, or it's a fear pattern, or the other things that we've talked about as to why you can't change - as you've gotten close to that commitment phase where it's done... And commitments are very hard, much harder than a decisions, by the way, to undo. You now have to go through a divorce if you want to undo a commitment. Or you've quit your job, you're now at another job - you've got to quit that job and figure out "Am I going to beg for my old job back?" What are you going to do, when the commitment stage arrives, and is a committed to, transformed, greatest version of you? Inevitable you, when you go from "I decide to do this, it feels good and now I commit to do this" - that's a higher level of energy. It's a higher vibration, it's a higher truth.

To be able to jump to commitment language makes it more powerful, but it's still not done. You are acting on it... but its not a habit... it is not consistent. It's only done when it's integrated, and when we do your MOW on this phase, on this thing that you want, after the transformation and it's integrated. And that's why it's not a change/ change back. It's integrated, it's done, "I am that person. That's my new identity." Those three verbs are very, very powerful. You're going to love the section in the workbook that deals with them.

Key Points:

- Many people make complete a step of the decide, commit and integrate model without completing all 3 steps
- In order to transform yourself you must decide, commit and integrate
- Your transformation is not complete until you have complete the integration

Coaching Application:

- Romance and wedding metaphor.
- Anchor great verbs and actions for the client for all three states.

What are your three greatest achievements?

1. _____
2. _____
3. _____

Looking at these three greatest achievements –What did you think then? What did you feel then? What did you focus on?

New Tools

Let's recap our progress through the New You: We built a new reality for you working with Towards and Away patterns, Neural command sequences, fear/failure tandem, and The Formula. And we focused the most recent section on evolving awareness and a new consciousness from the New You perspective. This Tools section concentrates on How you create the New You.

As a recurring theme of this program, you've been using these tools your entire life, but too often as "upside down" – an Away pattern versus Towards, for example. And even when you've been using them appropriately, most of the time you do it when life is good. But when you're in crisis, you tend to revert to the old unconscious competence, the family-of-origin programming. And you would no more trust that fear goes up or trust that failure is joyous or your ability to associate or disassociate your emotional intensity than you could throw a man to the moon. I'm reminding you of these recurring themes because these tools are insanely powerful and amazing – but you've got to do them on the right side. You've got to fight through the fear and failure tandem that's going to be trying to sabotage you.

The “First Question”

When processing life and its experiences, we operate somewhat like a computer program, asking ourselves an initial question with a series of questions following in a logical order. One of the most powerful things you can do to change the quality of your life is to change the quality of the questions that you ask. Ask great questions, and your mind will serve you every time. That’s tapping into potential!

From your Model of the World, you wrote down your Old You “First Question”. Insert that here:

In that exercise, you also wrote in the fifth part, your new “First Question”. Insert that here:

Now, pick a significant challenge that you are facing today. Apply your old “First Question” to it. What are the only outcomes that you create when you answer your Old You original “First Question”?

Now, apply your new “First Question”! What are the different outcomes, solutions, and power that you can access when you use this new question? Be detailed; be specific.

Can you feel your power beginning to sizzle?

Quantum Reframing

Quantum Reframing... (really understanding glass half-empty or half-full) If you struggle with “abandonment” and you now fear “loss,” thus, all your strategies are “please love me, don’t leave me,”... Were you abandoned, or were you set free? Now what does that new truth mean for your strategies? You’re free!

- Facebook, June 29, 2010

Is the glass half-full or half-empty? It is always a trick question because the glass is always both. The real question is “who are you as you regard the glass?” Therefore, you can gain tremendous access into your potential when you realize that there is always another side of the coin... and counter-intuitively... your potential is proportionately larger the more challenging the moment is. Do you access both sides, with consciousness, with positive intention?

General Summary:

The *Quantum Re-framing* tool uses perspective to show us the various sides of things- light and shadow, good and bad, scary and fun, pleasure and pain. In *Old You* software, things are either this or that. In *New You* software, we can see there are two sides to every coin. When we become experts at fully recognizing both sides of things, we can choose which side to focus our attention on that suits our goals best, and still be aware of its other side. This way, we know we are still seeing the whole truth, but we are using the optimal energy to get us where we’re going.

The Tool:

Is the glass half-empty, or half-full? Of course, it’s a trick question, because both answers are correct!

The “old you” may have given you black and white options from which to choose, such as, “Is what I just learned good or bad,” and “Is this safe or is it dangerous?” However, the “new you” is always looking for *both* sides. The “new you” asks, “Which side of the coin do I now want? Which way of looking at this situation will serve myself and others?”

Although the full side is highly compelling, you also have to be aware at times of what’s empty. You need to be real about the entire picture. Understanding the empty side of things will help you appreciate the complete value of what’s full. Taking a holistic approach illuminates the entire situation because sometimes, the shadows can tell us more about the light than the light itself, and sometimes the light is contrasted by the shadow.

The point is not to pretend, “Oh, everything is rosy,” all the time. It’s about deeply understanding every

dimension so you can make powerful decisions to create the reality in which you choose to live.

Let's dig deeper on this. Procrastination is a problem many people report and it makes a great example for *quantum re-framing*. Virtually everybody who comes to my office will say, "Oh, I'm a procrastinator. That's why I can't move forward."

To which I'll respond, "Oh, cool!"

This usually throws them off a bit, and they'll say, "Yeah, well that's a real problem." Then, here's how the rest of the conversation goes:

Me: "Is it? Let's look at it. Are you good at procrastination?" Client: "Yeah."

Me: "Are you great at procrastination?" Client: "Yeah."

Me: "Are you a professional procrastinator? Can you procrastinate on anything?"

Client: "Yep. I'm unbelievable, I procrastinate, blah, blah, blah... I'm a professional at procrastinating."

Me: "Great—because you are now going to use this incredible tool to your advantage. You're going to procrastinate on reaching for a Twinkie. You're going to procrastinate on turning on the TV for the entire week! Since you're such a professional at procrastinating, this should be easy for you."

If, like many of my clients, you've been waiting for years to do something different with your life, but haven't because you say that you're a procrastinator, you simply need to use this tool to look at your procrastination a new way. Procrastinate in a way that will serve you. If the half-empty side of procrastination is to not do what's good for you, what's the half-full value? It's in *not* doing *what's bad for you*. If you can be a pro on one side of the coin, you can apply the same technique to the other side, as well, right?

There was a scientific study that began at an Ivy League school in the mid- 1950s that really sheds light on this topic of procrastination. The focus was on five-year-olds (who are now in their sixties), and it proved that one of the factors that most affects success later in life is not intelligence, persistence, appearance, or anything else you might guess. According to this study, the number one trait that affects a child's later success in life turns out to be his or her ability to control delayed gratification.

Here's how they performed the test:

Each of the kids knew he was in a study, but he didn't know its purpose. So, as each came into a room, a scientist offered him a chocolate chip cookie. The scientist would say, "Hey, I need to leave the room for a little bit. You can have this cookie anytime you want while I'm gone. However, if you wait until I come back, I'll give you *two* cookies."

The researchers filmed these kids alone with the cookie in the room (which made for hilarious footage, by the way). A kid would look at the cookie, study the cookie, smell it, taste it, and even put their tongue to it. Some kids ate it right away—they had no ability to delay their gratification. Other kids waited for a very long time, ate a little nibble, then had a few more nibbles, and then finally just ate the entire thing. But, the children who could wait for enormous lengths of time until the scientist came back were few, and these were the kids who ended up being the most successful later in life. As promised, each of these patient kids received two cookies, and in the process, they learned a very valuable lesson that reinforced their dedication to strong will-power: delayed gratification results in even more value.

Can you see how delayed gratification is the "half-full" side of procrastination? The kids who were rewarded

were the ones who *procrastinated* eating the cookie.

The key to this tool is not in deciding whether procrastination is good or bad, it's in recognizing that it is both good and bad, depending on your perspective, or context. When you choose new ways to describe things by quantum re-framing, using words that are empowering and that excite you to do what the *new you* has decided is best, life begins to be *so* sweet. Your history hasn't changed. Your life hasn't changed. Your current problems are still your current problems. But, *you* have changed.

Key Points

- The glass is always both half-full and half-empty. Both are equally true.
- Most peoples' early programming, their *old you*, was not able to grasp that both seemingly obvious observations are both true.
- Because we can see now that both are true, we can make a choice about which reality suits us best in a given situation.

Coaching Applications:

You have a responsibility as a coach not to place your half-full onto someone's half-empty. We all know how to look for half-full as adults, and we are usually unaware of the places where we continue to see things black-and-white, in *old you* software. But the moment of recognition - that aha moment where we realize we have been running an *old you* half-full program, must be ours alone. We need to find the silver lining; having someone show it to us disarms the tool. As a coach, teach your client the *quantum re-framing* tool, invite them to use it, but try to resist the temptation to do it for them.

Now, take these questions and deeply ponder the shift and why. Re-frame them as one issue, this time as the *new you*. It would take the form of "Wow, look at how they are really half-full!" Own that it is because of *new you*, not a change in evidence or data points; it moved from half-empty to half-full because of *new you*! Why it was stuck at half-empty was because of *old you*! Try to enhance what you say, think, feel, and focus on about this challenge

Journal on some of the more significant areas of your life that the glass is authentically half-full. Why do you believe, as the Old You, that they were half full? Was it resources? Was it support? Was it history data and experience? Or.... what?

Why have you not been able to get out of that place? What is holding you back?

Now, take these questions and deeply ponder the shift and why.

Reframe them as one issue as the New You. It would take the form of "Wow, look at how they are really half-full!" Own that, it is because of New You, not a change in evidence or data points. How it moved from half-empty to half-full is because of New You! Why it was stuck at half-empty is because of Old You! Enhance what you say, think, feel, focus on about this challenge.

2. What beliefs must change in order for the New You to take this area significantly to half-full?

Do you feel authentic potentiality beginning to form underneath your reality? The evidence never creates the belief – and this is just one more real tool that proves it!

You can't only risk part of something
when you wish to win the whole... You must risk it all to win it all!

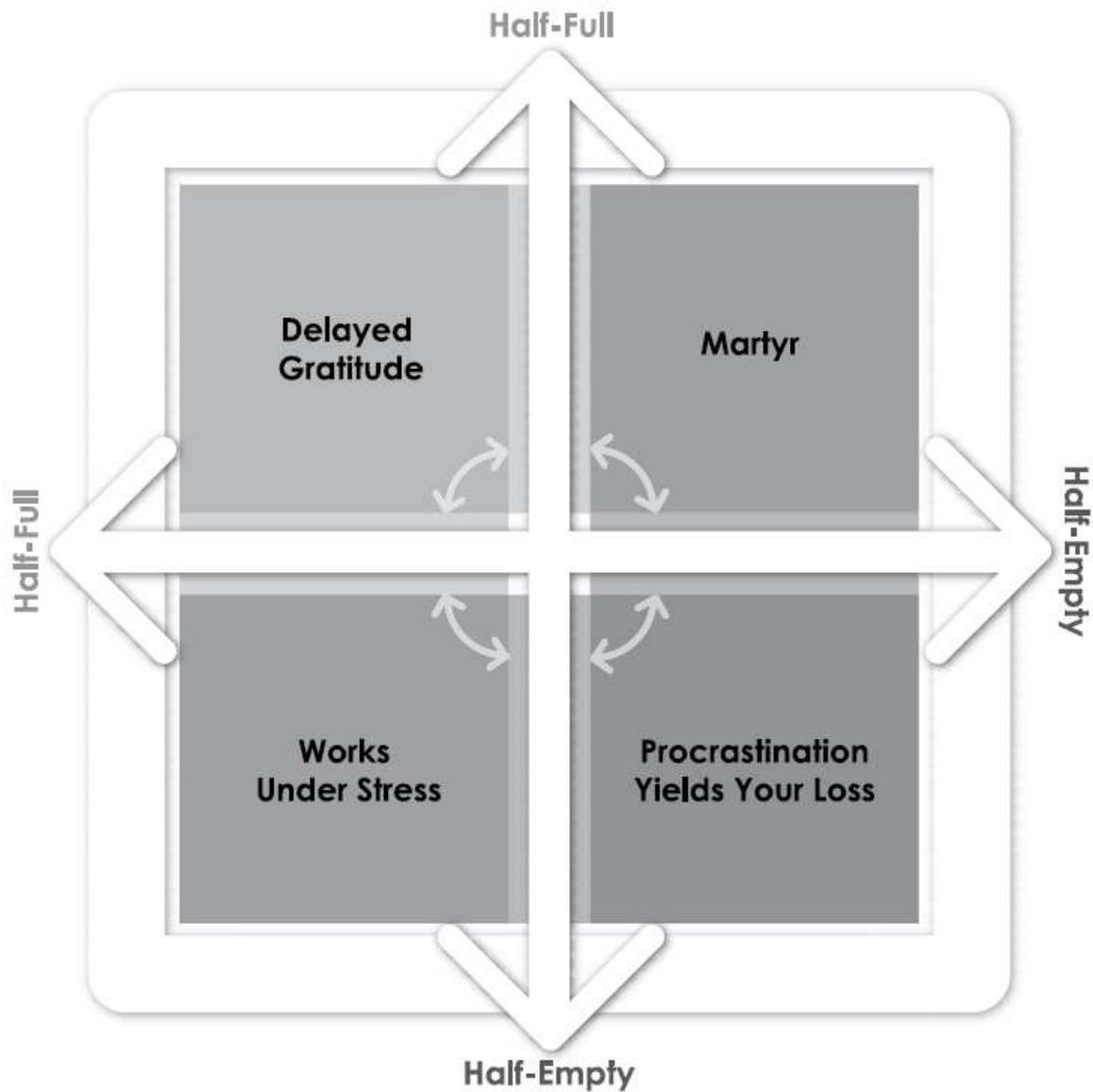
–Facebook, November 15, 2010

Quadrant Tool

Quadrant Tool

Issue: _____

(Example: **Procrastination**)



General Summary:

The quadrant tool takes the quantum re-framing tool to the next degree: squared, thus the 4 quadrants. If you see that everything has two sides, then don't half-empty and half-full have two sides? The four quadrants of the *quadrant tool* are half-full of half-full, half-empty of half-full, half-full of half-empty, and half-empty of half empty.

The Tool:

"What's the difference in your mind between re-framing and rationalization," a friend once asked me. Ah ha - now we're looking at the act of re-framing and seeing that it has a half-full and a half-empty side. If I re-frame something and it was something that was bad to me and I change it into something good so I can say "Well, I didn't win that job, I didn't get that spot on the sports team, I didn't have that good thing happen." Well, if I re-frame it and I re-frame it to "It's a broken leg and I got stronger and I'm better," well, that's the half-full way to frame it.

But what happens when you use the re-framing tool in a half empty-fashion and you're rationalizing the fact that you didn't make the team or you didn't have something happen in your work career and the real truth is you were lazy, the real truth is you were afraid? Sometimes if you take the re-framing tool too far in a towards pattern and you're leaning over your edge, you're going to get a great lesson. And on the other hand, if you take it too far because you're running or hiding from a painful lesson or truth, well it's just going to get presented to you again and you're still not where you've created the value from that challenge, that trauma, that pain.

It helps to visualize The Quadrant Tool. For this, let's take the example of our procrastinator:

The quadrant tool reflects the whole picture, half-empty and half-full of all your experiences and data points

This tool is used to break your unconscious movement between the quadrants and let you consciously see all four quadrants

You can pick your quadrant and choose your reality to change your reality

Quadrant implies four.

Whatever trait – characteristic, truth, belief, Model of the World – no matter what you want to overlay into this tool, you will notice that there is a half-full and half-empty side to everything. In the audio portion, we said that light, half- full, is joy while light, half-empty, is hedonism and gluttony. We said that dark, half-empty, is evil and bad while dark, half full, is naughty and ornery. The Quadrant Tool allows you to move around your experiences – your data points – your "evidence" – that you have unconsciously labeled as "bad" or "good" and reframe them.

Let's do something fun with this one first!

What are the top three qualities/characteristics that you love about yourself?

1.

2.

3.

Do you know them? Were you aware of them before?

What are three qualities/characteristics that you most dislike about yourself.

1.

2.

3.

Of these three least-likeable characteristics – what are the half-full benefits of each? (Go deep on this one. You will see and feel more why you still have them in your life and why they have historically been hard to remove or impact!)

1.

2.

3.

If you overlay this same exercise with your significant other, it is often easier to see. What most attracts us to them when reflected in the half-empty side is what most drives us crazy about them! So as you get more familiar with this energetic concept, you now must reframe your biggest challenges, trauma, or obstacles as the very foundations to your Greatness! Take one of your biggest challenges... Put it into the following graphic tool: (This is a huge tool (See graphic on page 146).

Go deep, focus on not only rewiring some of your challenges... use it to enhance some of your Greatest Strengths!)

Association/Dissociation

Choose how you feel – it is not mandatory what you do and how you feel today. Emotionalize your success, intellectualize the failure. Sadly, most do the opposite...

Facebook, August 1, 2010

This is the third tool in this powerful trilogy. You don't have to feel emotions the way that you do today. Most are upside down, allowing big emotions for their shadows, and minimizing the light and joy of their better side.

General summary:

You can choose to associate or disassociate your emotions accordingly to distance you from those feelings you want or don't want. Associate to all of the things that empower you and disassociate from all those things that disempowered you. Many people choose to use the association tool to stay stuck in their negative emotional pattern. Anytime you have a negative emotional thought pattern be very, very conscious about it and know you have a choice to stay associated or to disassociate.

As you continue to dig even deeper into your quantum nature, you will discover a curious fact. Sometimes when you consciously re-frame new emotions to an experience, it feels mismatched and incongruent. This is normal, and this chapter is all about embodying your emotions at a much deeper level.

Here's what you have to do. Once the re-frame takes place, associate or disassociate your emotions accordingly to distance you from those feelings you want or don't want. Ask yourself, "What emotions am I going to associate or disassociate in this time frame, in this instance, moment, or memory? Really look at the experience. What was it? What is it?"

What does it mean? What do you want to take from it?

For example, perhaps in your past, you've been "disassociated" from your greatness. You used to think, "Well, ah shucks, I'm not going to claim my greatness because that would be arrogance. That would be prideful and boastful. I don't want to do that. I'm a humble, humility-based person. I mean, I did win the Nobel Prize last week, but that was nothing. Really, I just got lucky."

Our unconscious drive to dissociate from positive and powerful emotions diffuses our innate strength. It mocks our greatness, and makes it that much harder to achieve more. Don't just dismiss your power! Embrace it always.

By the same token, disassociate from all those things that dis-empower you. Unconsciously, we've been taught it's okay to be depressed, miserable, and half empty. But, it's not okay. You have a choice. When you intellectually look at both the half full and half empty sides of life, you're going to choose a meaning you will reinforce as truth.

Simply dissociate from your negative pattern.

Key Points:

- Association and disassociation are an essential part of the “Formula for Life”
- Association and disassociation are key to mastering your EQ
- You can always choose to associate or disassociate with any experience or emotion
- Associate to empowering things and emotions while disassociating to the disempowering things and emotions

Coaching Application:

Pick a specific memory, about an angry confrontation that you had, maybe about a 6 – 7 on a scale of 10. Remember it just as intensely as it was then. See it just as intensely; hear it just as intensely, feel it more intensely than it was then. Making it in color, put it on a big movie screen, put big sound in, feel the anger more intensely than it was then. Write it down now.

Doesn't the intensity go up? It is up from the 6 or 7, yes? Haven't you done this before, remembering something, and making it worse in the remembering of it than it was? This is association. Now, shake your body out... let go of the memory for a moment. Maybe move around for a minute or two. Now go back to the memory again. And the residue of the association may still be there, so if it is higher than a 6 or a 7, that's ok. Now, remember it less intensely than it was. See it in black and white, put it in a small screen TV, turn the sound down, put cartoon ears and voice on the other person, consciously make it less intense. (and don't tell me this is hard, or you don't do this. You give some people a hall pass for your anger in your memory all the time. This time, though, you have to do it consciously when it might be a bit hard.) Write it down now:

Doesn't it feel less now? With cartoon ears and voice on your assailant, I dare say you might even smile at it now! So, what was a 6/7 memory, we took to an 8/9/10, and then turned right around and made it a 1/2/3! This is dissociation! So the power of this tool is to take the quantum reframe of a topic, look at the quadrant aspects of it, and associate / dissociate emotions at will. How powerful are you?! Take one of the challenges that you have been working so far through the course of this workbook. Reframe it, consciously dissociate from the challenge, and associate to the solution. Write that experience down here:

Woo Hoo! You are on the way, baby! Doesn't that feel fantastic!?!?

Identity Statements

Does a rose by any other name smell as sweet?

Facebook, October 10, 2010

General summary:

An identity statement, "I am..." is the most powerful form of neural programming. And, as in all previous material, you have an identity statement today, it is just unconscious, critical, and most likely disempowering... and certainly it meets these criteria in any area that you struggle. So think and feel this... if Old You came to solve a problem, depending on the size of the problem, you knew what to expect. If the planet was being mean to you, it got worse; if the planet was nice, it got better. If someone important needed you – a child or a loved friend – more of you showed up to solve the problem... but you didn't change your identity as a result! This is a conscious section... do the work to create the powerful identity – you will see how to make it real later. But do change your identity statements now in the following questions:

The Tool

Your identity is your unconscious definition of yourself, which is something you protect very fiercely when challenged. It starts with two simple words "I am." From an NLP standpoint, this is the simple, most powerful, self-programming tool you have. When you say "I am", whatever follows becomes a law. It becomes a fact, and it defines your reality and who you are.

Everything begins to shift when you create an incredible, level 10 identity statement.

What if, when I asked you about your health, you said, "I have an amazing immune system!"

Now is that true or false? If you're alive today, I'll tell you what—you definitely have an amazing immune system even if you're sick. Your body is constantly assaulted by germs, viruses, and toxins every day, yet without even having to *think* about it, your immune system cleans, fights, grows, heals, and rejuvenates. Trust me; you definitely have an *amazing* immune system.

When was the last time you said, "I have an incredible, magical, amazing immune system I'm totally in love with?"

Unfortunately, when all you focus on is, "I'm overweight," or "I'm not in great shape," your brain will create that for you. You have an unconscious mind-body connection, and when you look at these command structures, "I am" takes on great power. As such, "I am an amazing immune system" can also become a powerful new identity. As your mind moves to this new focus, your weight and health will also start to shift.

Similarly, what if you said, "Money is always flowing to me! I just ask for it, and it shows up."

Now, some of you are going to say, "Well, wait a second, Bill. That doesn't happen to me."

This is a tool you can both use forever, and everything will begin to shift when you create an incredible, Level 10 identity statement.

Key Points:

- “I am” identity statements are the most powerful self programming tools in NLP
- Anytime you use an “I am” identity command are you defining your reality and who you are
- Level 10 identity statements shift your reality and who you are

Coaching Application:

- Powerful words are in the appendix of the ACS.
- Often used at the conclusion of a process, even if it is not formalized as such. You do the work for the client and tell them to accept or fine-tune it.

Pick an area that you desire a new powerful you, with an new “identity,” that when this You shows up, incredible power will flow. You can pick health, or love, or money, or your career, pick one area now:

_____.

Now, write a bunch of adjectives, just let them free flow, about a new powerful you that might show up!

After checking in the Appendix, and adding some more that you like, circle five that you wish to use for you. Now, in this area, there are a number of nouns that you might use that would define the “role” that the New You plays. Again, flow a stream of consciousness here. Put some great music on... dream... have fun! And after you write as much as you can, pick some more out in the Appendix.

Circle the two that you like best for you. Last, write down a bunch of verbs that the New You would do when you show up in this area. After you have done as much as you can, more verbs are on page 216 in the Appendix.

Circle two that you wish to use. Now, put them all together, and feel your new identity!

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Adjectives

quantum-guided, attentive, **vigilant**, observant, **ready to act**, watchful, **prepared**, aware, grateful, excellent, outstanding, **wonderful**, terrific, splendid, **fabulous**, fantastic, **marvelous loving**, beautiful, eye-catching, striking, smart, **pretty**, stunning, elegant, **dazzling**, lovely, **conscious**, wakeful, up, stirring, aware, alert, roused, **courageous**, great, **wonderful**, marvelous, **brilliant**, terrific, fabulous, splendid, superb, playful, **self-assured**, poised, **self-possessed**, assured, **assertive**, self-reliant, buoyant, irresistible, **overwhelming**, **overpowering**, persistent, unrelenting, persevere, **inexorable**, open gratified, **satisfied**, happy, **contented**, pleased, comfortable, relaxed, at ease, tranquil, **calm**, peaceful, still, **quiet**, placid, **composed**, passionate, calm, unruffled, nonchalant, **casual**, **imperturbable**, unflappable, levelheaded, **equable**, **commendable**, large, inquisitive, inquiring, interested, **probing**, captivated, **riveted**, rapt, **spellbound**, charmed, involved, intent, absorbed, **strong**, strong-minded, **resolute**, gritty, single-minded, unwavering, firm, **dogged**, indomitable, **connected**, eager, **thrilled**, animated, keyed-up, wound-up, **invigorated**, **strengthened**, engaged, keen, eager, passionate, **fervent**, **animated**, whole-hearted, authentic, overjoyed, **delighted**, thrilled, elated, **blissful**, rapturous, euphoric, **joyful**, genuine, **emotional**, ardent, fervent, passionate, heated, **heartfelt**, moving, **spiritual**,

brilliant, eccentric, **fanciful**, excellent, wonderful, tremendous, **marvelous**, **magnificent**, great, remarkable, extraordinary, wise, wild, **flying**, airborne, **purposeful**, electric, **thrilling**, stimulated, innovative, marvelous, wonderful, **amazing**, stunning, **spectacular**, excellent, **awe-inspiring**, splendid, fabulous, superb, breathtaking, **magnificent**, flexible, **innovative**, prosperous, lucky, privileged, direct, **bursting**, chock-full, **maximum**, greatest, rich, **deep**, sonorous, real, vibrant, lively, bubbly, cheerful, spirited, **energetic**, chirpy, **animated**, full of life, truthful, **eager**, pleased, willing, **ready**, prepared, **beautiful**, articulate, blast, **explode**, detonate, creative, **virtuous**, noble, worthy, wholesome, upright, moral, joyful, **enchanted**, fairy-tale, **charmed**, dreamlike, **mystic**, humorous, vivacious, animated, pulsating, alive, **vital**, funny, **enthusiastic**, excited, **energetic**, high-spirited, lively, boisterous, animated, **vigorous**, heart to heart, **elated**, ecstatic, **euphoric**, overjoyed, inspired, enlivened, invigorated, **lifted**, stimulated, **centered**, abundant, **numerous**, pronounced, prodigious, inordinate, immense, **enormous**, huge, vast, **grand**, centered, **abundant**, numerous, pronounced, prodigious, **inordinate**, **compassionate**, astonishing, amazing, extraordinary, **staggering**, **mind-blowing**, fantastic, remarkable, tremendous, **light**, exultant, jovial, **cheery**, on cloud nine, **high-spirited**, gleeful, in seventh heaven, **impactful**, liveliness, **vivacity**,

pizzazz, zip, **zang**, pep, energy, oomph, joie de vivre, radiance, **spring in your step**, **elegant**, fem/masculine, fueled, encouraged, stir up, **stoke up**, glorified, **plugged**, touted, curious, **penetrating**, strong, powerful, concentrated, deep, **passionate**, extreme, **severe**, absorbed, focused, **attentive**, fixated, engrossed, concentrated, intensive, **motivated**, dedicated, **determined**, driven, **resolute**, firm, persistent, strong-minded, dogged, decisive, **fixed**, purposeful, **centered**, anchored, **come together**, bring together, sexy, inspiring, **entranced**, **captivated**, attracted, gripped, beguiled, spellbound, **riveted**, **mesmerized**, compassionate, hypnotize, win over, **entrance**, enthrall, **enigmatic**, worship, adore, **admire**, venerate, revere, exalt, put on a pedestal, aware, **enlightened**, pleasure, elation, bliss, **savor**, resourceful, **affection**, fondness, **devotion**, passion, fancy, ardor, zeal, fervor, amity, **harmony**, resourceful, **sincere**, zealous, **obsessive**, fanatical, vehement, fervid, fiery, hot-blooded, **inflamed**, enraged, **en fuego**, savvy, inspired, **moved**, stirred, ambitious, stimulated, encouraged, **enthused**, steadfast, **aroused**, spurred, **impelled**, moved, triggered, intuitive, propelled, hurled, thrust, **shoved**, hammered, **powered**, honest, gifted, **headlong**, headfirst, accelerated, self-assured, bold, **brazen**, forthright, **direct**, advance, promote, **further**, Mach speed, magnetic, incredible, **unbelievable**, **extravagant**,

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tremendous, magical, remarkable, almighty, **stunning**, impressive, **astounding**, dazzling, **brilliant**, incredible, prepared, calm, exciting, adventurous, **certain**, impeccable, **absolute**, whole, total, **on target**, ideal, reach the summit, top of..., accountable, **care**, courtesy, **consideration**, devotion, **responsiveness**, attentiveness, sexy, quiet, calm, still, **tranquil**, placid, **composed**, laid-back, even-keel, **cool**, powerful, lovely, amiable, **satisfying**, astonishing, wonderful, great, remarkable, **special**, **exceptional**, one of a kind, visionary, colossal, epic, **immense**, massive, **enormous**, huge, **mammoth**, vast, titanic, prodigious, historic, towering, **influential**, **commanding**, authoritative, prevailing, dominant, potent, **great**, mighty, formidable, **brawny**, sturdy, forceful, **crushing**, vigorous, potent, **pungent**, intense, distinct, supreme, unbeatable, **unconquerable**, **unshakable**, indomitable, dominating, **impregnable**, **insurmountable**, driven, impelled, propelled, thrust, pushed, **forced**, inflated, **scent-injected**, filled, **expanded**, rising, mounting, climbing, spiraling, **increasing**, elevated, **sky-high**, high, towering, **flying**, rocketing, skyrocketing, escalating, **arising**, through the roof, shoot-up, rapid, fast, **speedy**, swift, alert, bright, **quick-thinking**, **sharp-witted**, quick-witted, astute, intelligent, clever, volatile, **fiery**, **quick on the uptake**, quick off the mark, dangerous, tense, **ingenious**, **shot out of the gate**, imaginative, inventive, quick-witted, **creative**,

capable, vivid, **bright**, clear, intense, **dazzling**, excellent, luminous, radiant, sparkling, **gleaming**, shining, **incandescent**, fulfilled, **gratified**, content, placated, mollified, quenched, **assuaged**, appeased, **assured**, win over, **suited**, fit, met, comply with, sated, slaked, assuaged, appeased, **full**, replete, safe, **protected**, locked, **sheltered**, safe and sound, confident, assured, **self-confident**, **self-assured**, sure of yourself, fastened, dependable, **reliable**, stable, fortify, **capture**, procure, get hold of, **get hands on**, guarantee, **ensure**, indemnify, pinpointed, spotlighted, highlighted, **positioned**, aligned, targeted, **examined**, focus on, **turn on**, concentrate on, poised, **home in on**, come to grips with, relate to, assertive, **certain**, **convinced**, sure of yourself, definite, no doubt, **encourage**, hearten, **reassure**, inspire, bolster, **support**, vitalize, animate, buoy up, authorize, allow, sanction, **permit**, vest, invest, endow, **enable**, inspire, embolden, **encourage**, galvanize, **rouse**, energize, give power to, make powerful, spur, **rouse**, electrify, **stimulate**, incite, fire up, **stir up**, keen, clever, shrewd, nifty, canny, smooth, talented, **skilled**, able, **exceptional**, skillful, **extraordinary**, remarkable, out of the ordinary, enthused, inspired, stirred, moved, **roused**, aroused, kindled, excited, fueled, incited, **quickened**, accelerated, increased, invigorated, promoted, **speeded**, sped, **intensified**, emotional, **electric**, thrilling, stimulating, robust, sturdy,

stout, durable, **solid**, resilient, **tough**, heavy-duty, clear, **hard-wearing**, convincing, sound, clear-cut, persuasive, **compelling**, effective, **formidable**, fervent, great, **intense**, deep, deep-seated, fierce, powerful, potent, passionate, **ardent**, strapping, well-built, **tough**, beefy, stalwart, unbeatable, unshakable, **unconquerable**, invulnerable, indomitable, **impregnable**, **unassailable**, insuperable, indestructible, **supreme**, **insurmountable**, irrepressible, wonderful, fantastic, **great**, marvelous, **fabulous**, splendid, **terrific**, brilliant, ace, cracking, CRACK, outstanding, **superior**, enhanced, **improved**, excellent, **outstanding**, high-quality, high-class, top-notch, first class, **thriving**, prosperous, **wealthy**, flourishing, **successful**, growing, on the up and up, thunderous, roaring, **resonant**, resounding, **sonorous**, loud, active, **crashing**, deafening, rumbling, bellowing, resounding, **rocketing**, reverberating, **soaring**, rising, **expanding**, developing, exploding, surging, delicious, **flavorsome**, appetizing, **scrumptious**, yummy, **succulent**, mouth watering, full of flavor, luxurious, extravagant, **plush**, lavish, splendid, **opulent**, superb, **magnificent**, grand, elaborate, spectacular, enormous, great, **huge**, massive, **tremendous**, awesome, **extreme**, excessive, marvelous, excellent, remarkable, **overjoyed**, delighted, **thrilled**, elated, blissful, **rapturous**, euphoric, jubilant, joyful, gleeful, high, vibrating, **frenzied**, **LEVEL 10!**

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Nouns

light, warrior-healer, **angel**, god/goddess, rock, **teacher**, creator, partner, **gardener of souls**, guide, miracle maker, **renaissance man**, **love magnet**, sorcerer, alchemist, **leader**, prince of possibility, transformer, **mixologist**, architect, builder, **designer**, healer, samurai, minister, brother, sculptor, **doctor**, minister(prime), light worker, **peacemaker**, friend, **partner**, ambassador of Kwan, **warrior-leader**, soldier, fighter, **trooper**, combatant, frontrunner, **head**, chief, director, **guide**, mentor, advisor, **diplomat**, envoy, representative, **legate**, spouse, companion, **mate**, colleague, collaborator, **acquaintance**, contact, colleague, **comrade**, ally, **negotiator**, arbitrator, mediator,

pacifier, appeaser, intermediary, **diplomat**, arbitrator, employee, **operative**, hand, premier, head, ruler, **chief minister**, head of..., medic, surgeon, specialist, physician, **expert**, **practitioner**, comrade, member, **visionary**, colleague, associate, priest, preacher, **vicar**, reverend, clergyman/woman, parson, rector, creator, **inventor**, organizer, artist, artiste, **engineer**, manufacturer, producer, **constructor**, **creator**, maker, industrialist, **designer**, planner, engineer, **builder**, draughtsman/woman, modifier, convertor, **changer**, modernizer, doyen, **leader**, option, likelihood, opportunity, **prospect**, **frontrunner**, head, boss, chief, **guide**, **mentor**, advisor, director,

experimenter, **transformer**, wizard, **magician**, enchanter, magus, darling, sweetheart, fellow, gentleman, **wonder**, phenomenon, marvel, creator, fabricator, producer, **leader**, director, controller, planter, landscaper, **grower**, spouse, companion, associate, **colleague**, maker, **inventor**, originator, **architect**, educator, tutor, instructor, **coach**, trainer, pillar, mainstay, stalwart, **tower of strength**, deity, **spirit**, divinity, idol, **supernatural being**, seraph, archangel, cherub, **messenger**, naturopath, homeopath, therapist, **shaman**, witch doctor, faith healer, conjurer, **dream-catcher**, avatar

Verbs

spread their wings, remember to fly, **stretch/grow**, lights a spark in souls, caterpillar- butterfly, **connect**, teach to soar, **heart to heart**, live authentically, to heal, **inspire to be greater than**, to grow, inspire consciousness, **touch**, see garbage/see love, split their heart open, **believe more than they do**, penetrate their heart and soul with the searing love, awaken each soul within its unconscious cocoon to spread their wings to fly, soar back home to heaven, guided, awakens each soul, **deepen**, create magic, **inspire**,

sorcery, **awaken**, enlighten, enrich, **illuminate**, **ignite**, strike; generate, flash, **produce**, start, trigger; **connect**, attach, join, link, tie, **fix**, unite, **bond**, relate, converse, talk, communicate about, discuss, **live authentically**, **heal**, reconcile, rebuild, **restore**, rectify, cure, repair, mend, inspire to be greater than, produce, **cultivate**, raise, nurture, develop, **expand**, increase, inspire consciousness, touch, **stroke**, feel, handle, contact, **match**, meet, converge, believe more than they do, raise, **nurture**, develop, expand, increase, cultivate,

guided, **extend**, **expand**, develop, increase, **strengthen**, **awaken**, rouse, **stir**, **stimulate**, stir, get up, **enlighten**, inform, instruct, edify, educate, tell, clarify, enrich, **augment**, supplement, improve, **develop**, enhance, deepen, **illuminate**, light, brighten, lighten, irradiate, **clarify**, elucidate, inform, **inspire**, **stimulate**, motivate, stir, encourage, enthuse, **rouse**, **move**, instigate, glow, beam, **encourage**, rouse, persuade, **motivate**, stimulate, **brace**, **toughen**, break through

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ID Statements

I, NAME, see, hear, feel, know that I AM to help others, to build lasting values.

"I am NAME, I see – hear – feel – know and believe – I am absolutely an extraordinary, unique, enlightened, phenomenal, catalyst destined to encourage, stir, motivate and awaken, my brothers and sisters leading them back to themselves, back to the source.

I, NAME, know, see, and feel, that I am a profitable, successful, focused, honest, passionate, money magnet that creates money and income with every business that I am involved in, no matter how remotely!!!

I, NAME, AM a smart, business oriented, successful, resourceful, financial wizard, and I will acquire as many money making properties as I need to maintain and live in the lifestyle I want for my family and me!!!

I, NAME, think, feel, see, know, that I am a dedicated, gifted, passionate, appreciative, righteous, sorcerer-shaman, whose purpose is to radiate love and positivity and cure souls in need.

I, NAME, see hear feel and know with great certainty that I am an awakened, passionate, purposeful, unstoppable and abundant rock star and creator, and my purpose is to inspire flight in myself and others!

I, NAME, see, hear, feel, and know, that I am an honest, focused, motivated, energetic, and caring warrior-teacher whose greatest purpose is to inspire, educate, and mentor other veterans in achieving their assured financial freedom through sound, time-tested real estate investing strategies.

I, NAME, see – hear – feel – and know – that I am an instinctual, creative, intuitive, tender and responsive parent – nurturer, whose purpose is to be a guide and mentor to children, with hugs available as needed.

"I, William Sumner, see - hear - feel – and know - that I am a grateful, connected, guided, quantum, loving warrior - healer, whose purpose is to serve and heal and grow and inspire souls to soar!

I, NAME, see-hear-feel-know with every cell in my body that my divine purpose here is to serve as a healer, a guide, a role-model, a source of inspiration and hope to those lost and troubled souls yearning, searching, seeking for their deeper, more divine purpose.

Values and Rules

General summary:

Values are the emotions and qualities of life you want or don't want, and your rules are what it takes for you to get there. You can use your rules to make it easier to get the emotions you want. You can also use your rules to make it harder to get the emotions that you don't want.

Key Points:

- Your rules define how you get what you want
- You choose to set the rules that give you the values you want or don't want
- Choose your rules wisely and consciously to get more of what you want and less of what you don't want

Coaching Application:

- Perhaps one of the most underused tools and often least understood in my current system.
- When all else fails, dig in here. It doesn't have the big glamour of some of the other tools, but it is very powerful nonetheless.

The Tool (audio transcript)

The last tool in the New You section, isn't last because it's a big kettle drum conclusion. It's last, because it's fun, it's easy, and you'll understand its capabilities quickly. It's not complex neural programs, it's not challenging, complex truths, although admit it – those tracks were amazing information, weren't they? Quantum reframing, quadrant tools – yeah, I get so excited. But back to “values and rules.”

You defined your current use of this tool when you did the MOW. Remember, one of my summary principles has been that you use, virtually all of these tools, just unconsciously and upside down. And so when I defined it in the MOW section, it just talked about the emotions and values and qualities that you like and the rules that you use to get it. So I'm reinforcing the fact that I hope you did the baseline as I asked you, because here's one of the amazing places that you will really see incredible contrast between the Old You and the New You. I simply wrote that values are the emotions and qualities of life that you want or don't want. And you now may realize that I mixed the two intentionally, because sometimes it's a little hard to say “Is freedom an emotion or a quality or a state?” as a towards pattern for what you want. And now you can see towards and away more easily. If stubbornness is something that you don't want, is stubbornness an emotion, a quality, a value? What is it? Or love – some literature will tell you that love is an emotion, some will tell you it's a decision, you decide to love, and that's what gets you through thick and thin; and quantumly, it's both. Another example: Safety versus adventure – well sometimes, to say “I want safety,” you only want safety when you're at risk. Well, if you're in a towards pattern for adventure – and think about this, because I know when you married your spouse, you sat down and consciously, together, did your MOWs and said, “Hey, I value adventure, which as adventure goes up, risk goes up, which means my need for safety goes up... so I value safety, but not so much in comparison to risk...” and your spouse said, “well, I like adventure, but only when I am safe,” (CHUCKLES) of course you didn't. We don't teach this stuff anywhere. And you really don't want two adventurers to marry,

because no one will worry about safety, and you don't want two safety seekers to marry, because they will bore the heck out of each other. So because opposites attract, an adventurer attracted a safety-seeker because that felt good. And the adventurer is tempered by safety and security, and he or she grows. And the safety or security seeker is tempered by adventure, and they grow in the glass half full part of life. And now, you have tools and new awareness, to do this even more consciously.

So in this tool section of knowing your rules and values, let's really discuss their positions and importance.

When you think about it, do you really want money? That's what you most likely had in your goals sections, a lot of you. Or do you want to know how money makes you feel? Do you want what money can bring you? And again, in this emotional safety and security value, do you need money to be safe? Do you need a spouse to not be adventurous? Or do you need the planet to be nice to you? And if the planet's mean to you, but you have more money, are you seeking more money, or are you seeking the emotions and feelings that you have, when you have the thing that you say that you want? Do you want the accomplishment that's in your goals section or your Wild List section, or do you want the emotions that accompany it and how you feel when your accomplishment is done?

And so now, you can think of this – if you create how money makes you feel, or how accomplishment makes you feel, if you can create that feeling, and you can do it powerfully and consistently, isn't that true power, regardless of the thing? Doesn't that give you authentic greatness? Or do you need evidence? Do you say to yourself, "Oh, I need evidence. I must *do* the thing that I must do, or I must *have* the money, and then I can have the feelings." And here's how crazy, counter- intuitive this stuff is. This is one of the most black and white, easy places to go "Well duh! This doesn't make any sense, the way Old Me ran the program." If you want joy and happiness and ecstasy, most of you believed that you needed the evidence that you could have those emotions and feelings. So you needed money, or you needed what you recorded, in order to be happy.

But if you don't want something, like anxiety, or fear, or frustration – oh, you don't require evidence for that. You only have to merely worry about it, that you can't have it, or that something or anything will come up and take it from you, and voila – you have fear and uncertainty and doubt and frustration and anxiety.

And it gets worse. Think of the things that you say that you want, the rules that you wrote down in your MOW. For the things that you wanted, were the rules easy or hard, in order for you to get it, and get lots of it, and make it easy to have what you want? Were the emotional words and attachments, the EIM, the Emotional Intensity Meter – were they up or down, higher or lower, on the qualities and values that you said that you want? Go back and look at the rules that you wrote down. FEEL your EIM as you re-experience those rules... And for the rules, are they compound rules, meaning "and-and-and," or are they discreet rules, meaning "or-or-or"? I will explain this more in a second. And when you look at the things that you didn't want, the away values, the things you wanted less of in your life – were the rules easy or hard to have those away values present in your life? And was the emotional intensity high or low, and was the compounding or discreet rule

in place? Again, meaning where was your “and’s” and where were your “or’s”?

So let’s make this real. And again, I don’t mind using me, because I’ve done this for over a decade, and I learned so much when I began applying these tools, and I want you to have the same sense of what can change, and happen, and transform for you. When I did this exercise ten years ago, I sat down, and I said “I want to be happy.” So my mentor said “Great! Write down your rules for happiness.” And I said “Well, I live in Colorado. I live here in part for the sunshine. I need a beautiful sunrise and big blue skies in the morning. That really makes me happy. And then when I go to work...” because I worked in a busy part of town, I said “Yeah, I need traffic to be good. I don’t like stop-and-go traffic. I get really frustrated in stop-and-go traffic. I don’t want that. I want smooth and easy traffic flowing right to my business office.” And the last thing I wanted, at that time I was still in a dual career mode – I still had my sales job full time AND I was coaching clients full time. In my role as a sales executive, here was my rule for real happiness that day: If the deal was good I wasn’t happy. If the legal agreements were in negotiation by the attorneys I wasn’t happy. And if my client called me and said “We’re going to sign the deal today,” I wasn’t happy. And you know why? Because in the tumultuous times of the late ‘90s and when the planet began to flip around 2000, 2001, I’d seen a lot of deals promised me, and get pulled away. I saw attorneys screw up deals. I saw a client that loved me say “I’m going to give you a deal” and the next day she was fired, or she was reorganized, and a new CEO reopened everything. I wasn’t happy until I had the signature in hand, contract in hand, and filed with my legal department, and blessed that I finally could get my commissions paid. And then I was happy.

Now I want you to think about this. If I’m driving to work and there’s grey skies, am I happy? And I don’t even control the skies. That’s totally out of my control, what the sunrise looks like. And do I control traffic? And if there was a beautiful sunrise but slow traffic, was I happy or not happy? I was frustrated: “Yeah, a beautiful sunrise but look at this awful traffic!” And then when I got to work, and everything I could possibly control and do was underway. My client – “We love ya” – proposal, attorneys are saying “The negotiation looks easy.” I’m like “Yeah, right, sure. Wait until the deal gets pulled out from under me. I need this deal signed!”

What do you think the probabilities were, that I was happy most of the time, or that happiness was easy? Or that in reality, the converse of the things that I said I didn’t want, when I did the away part of the exercise, and looked at the values and feelings and emotions that I wanted less of, which was frustration and impatience and uncertainty around my business model – in reality, the way I was wired then, happiness was very hard to get, it wasn’t easy. The emotional intensity that was attached to my happiness was dissociated and small, because I was just waiting for the planet to play a trick on me; and the compound rulings that everything had to be in place – beautiful sunrise *and* perfect traffic *and* deal signed in my hand, for me to be happy.

And here’s the ironic thing – I would have told you back then that I was a happy guy, and I was certainly happier than a lot of people around me. But I wasn’t a New Me, I wasn’t a level ten. I wasn’t in joy and ecstasy. I was doing the best I could with the tools I had. And conversely, when you go to the away values, they tend to be the flip opposite of the things that you want. So I didn’t want frustration – yet the rules to get me frustrated were easy! There just had to be clouds in the sky. There just had to be one traffic accident.

There just had to be one cog in the machine of all the things that were in motion to pay me my commission check, one little cog could have one little slip, and boom – I'm unhappy, I'm frustrated, I'm full of anxiety. "Is it going to happen? Is it done?"

And so what you do in the conscious exercise I'm about to release you to do in the work book, in all the tools we've done, one of the greatest principles have been in place – reverse how you're using the tool. Make happiness and joy and ecstasy easy. Make big, emotional, intense words attach to the conditions that you talk about. And don't make it compound; make it discreet – "or-or-or" – in order for you to create the happiness, joy, ecstasy or whatever values and emotions you're going to put in your workbook that you want. And make the things that you don't want very hard to get. Use dissociated, small emotional words to them, and it has to be "and-and-and."

So now here's the New Me that I rewired ten years ago. Here's my rules for joy and happiness and ecstasy: "When I wake up, there's a beautiful Colorado sunrise, a beautiful blue sky, or I remember a sunrise anytime in the last week, or I've got a picture on my screensaver of a beautiful sunrise taken off my deck – I'll look at that. Or, when I go to work, traffic's going to be flowing smooth and easy and fun, or if it doesn't, I'll remember days when I'd get there in time, and I'd leave in plenty of time, and I won't stress or pressure myself out. Traffic's not in my control anyway. I'm just thrilled I'm in a car with gas! Now I love my car and I have great music playing. Or, anywhere in the deal process – client loves it or not, proposal or not, attorneys or not, CEO signed or not – it doesn't matter, because I'm a level ten guy. I make deals happen, and I ask for deals and they come, and I've got a whole pipeline of deals sitting there. Any one of these things happening for me this morning, and I'm going to experience level ten happiness, joy, and ecstasy, because that's where I'm going to place my focus, my thoughts, my feelings, my intention, my beliefs." Now do you think that guy had a whole lot easier time experiencing happiness, and had it a lot more consistently and powerfully, than the other guy, the old guy?

And let's look at what we do to the away values that you say that you don't want. In order for me to get even the most minor amount of frustration in my life, a lot of things have to happen. There has to be grey skies, and I have to try and experience a memory of a sunset, and that has to completely fail. I have to boot my computer up, and the screensaver doesn't work, and I have to look outside my window, and there's still no sun, and I have to look at the weather forecast, and there's no sun coming soon. I have to really, really focus hard, and work hard, and absolutely ensure that I cannot experience a great sunrise. And if that happens, that may put a small amount of frustration, but I need other "and's" here: and traffic's got to be terrible, and it's got to be the worst traffic jam I've ever been in. It's got to make me super duper crazy late, and, and, and... And my deal, I have to have everybody hate me. The client has to hate me, the attorneys have to hate me, the signing CEO has to hate me *and* my pipeline has to be dead, and I have to have *and, and, and*. You make it hard to be unhappy.

And again, in this counter intuitive, New You world where people go "Oh Bill, it seems so disingenuous that you make it easy to be happy and hard to be unhappy," I'm like "Yeah, that's the point!" That's the point. Make it easy to be happy, and make it hard to be unhappy, and realize that the deepest truth is that for most of your

life, for all of your life, the deepest truth is you've made it hard to be happy and easy to be unhappy, because that's what your family of origin taught you, and there was a benefit to it. Maybe it saved you disappointment or maybe you weren't hurt when the world was mean to you, or you never got your hopes up, or you feel like, well, anxiety produces lots of contingency plans.

Whatever benefits you think there are to your strategies, you're now getting a deeper, more fulfilling, more richly textured way, to look at the New You, the new reality; to say "Holy smokes! Why would I have ever been the Old Me?? I'm smarter than this! I'm .. I'm better than this! I can do this! I am this guy! I am this girl! I can do this! I can feel positive emotions, I can dissociate from 'less than.' I can make rules easy to build happiness and joy all the time, and build this bank account of huge happiness and joy, and make frustration and anxiety and uncertainty and doubt – I'm going to make that really hard for that to even creep into my world. And anything that happens, I'm going to look really deep at it. What's half full? What's half empty? What's the truth of this? What meaning am I going to take out of this moment? And I'm conscious – I know I'm not perfect, I know I'm going to fall a lot, I know there's a lot of fear running around, because I want to be this great woman, I want to be this great man."

But you're so much more conscious. You understand at a deeper level why "Don't spill the milk" became "Don't lose the deal" and became hard, even when you're above average. And pouring the milk carefully becomes "I'm a winner" and makes life easy for the overachievers. As I told you many, many times, they're not better, they're not smarter, and they're not more talented than you... they just use different recipes. They think differently. They approach life differently. And in this big section about New You we built a lot of great reality awareness, and a lot of ways to look at reality differently, and tap into different, real, authentic, potential realities for you. We looked at the awareness and the consciousness that the Evolved You can have (snap) just by thinking differently, focusing on feeling different. And now, in this last section, we gave you the real tools so that when you wake up tomorrow morning, it's not going to be "Well, how am I different?" or "That was a great audio book, but what am I going to do differently today?" You're going to know that yesterday, you were using rules that made it easy to be frustrated, and hard to be happy, so if you want to be frustrated today, be frustrated. But don't be asleep, don't be unconscious, don't pretend that you're unhappy because the planet made you that way, or your spouse made you that way, or the economy made you that way. Because you can now look at the planet, your spouse, your teenagers, your colleagues, your clients – all of these places, they can be broken legs, and you're stronger. They can be disassociated emotions. They can be "I'm focusing on the fact that... and you ARE the New You!"

Here is a powerful tool: what you value most, and more importantly, the rules by which you get what you value most (often harder for many, thus minimizing getting what you want!), vs. the rules by which you avoid what you don't want (often easier for many, thus maximizing getting what you don't want). Does this make any sense as to why we would do this? Wouldn't we want to make what we desire most, easy to get? And then, wouldn't we want to make what we desire least, hard to get? Take one of your "towards" values from your MOW. Look at the rules that you wrote for how you get that value. Most often, many have the rules for it, not under their control, and it depends on someone else or something else happening that they have no control of, to occur in order for them to experience what they want. Additionally, in order for that value to occur, all the rules are connected with "and."

Now take one of your “away” values. The rules for this occurring is easier, more controllable, and connected by “or’s.” Rewrite those rules now – make it easy to get what you want and hard to get what you don’t want. The New You will find this easy to do!

Towards Value:

1.

2.

3.

4.

5.

Away Value:

1.

2.

3.

4.

5.

So we come to the end of the New You section of the workbook. I hope that you are sizzling with power, buzzing with the anticipation of continuing, really feeling authentic potentiality lighting up your life like those runway lights that blink rapidly in sequence. That is who you really are! A powerful, spiritual being having this human journey. I have worked very hard and very consciously to assist you, perhaps for the first time, to really experience your potential... to know why you have struggled in the past for your Greatness, and now, to see clearly how to tap into it. I hope that you have done the exercises at Level 10! If you have not, really go back and work the sections that you missed. We are now going to go the third seat at the table... the Greatest Version of You! When we debunked the Old You, and then we built a Transitional Bridge to the New You, and gave you New Reality, New Consciousness, and the New Tools to make that real, you should have begun vibrating with genuine potential. Do not enjoy this place too long... it is time to shift again!



GREATEST VERSION OF YOU

The Greatest Version of You

So it is a big moment for you! We have worked through Old You... you now understand better than ever why you did who you were and how you were who you were. To allow you to truly move to a New You, we built a transitional bridge to get you moving. It is so important to understand that for the New You to go smoothly... it must be the New You absorbing the New You material, not the Old You. Thus, as you embrace the New You, the different psychology and programming that goes with it, as you begin to vibrate with power, we accelerate again! As foreshadowed a number of times and addressed directly a number more times, the third and final position to understand, embrace, own, consciously choose, and live an exhilarating life is this Greatest Version of You. I consciously chose this name years ago when I began building this system. First, it is not about perfection, it is a version. There is no final version of anything. We are constantly improving our Greatness! With every gold medal and with every fall, we accelerate our Greatness! Thus, no one can claim, "It's too hard," or "It's unreasonable," or "It's an impossible standard." It is merely a trajectory, each experience building on the last. And to understand intuitively, immediately, most know that this is not their standard of living. Having arrived here, as New You, however, you understand life at a Level 10! It is not only achievable; it is the only form of consciously living who you came here to be. You came here as a powerful being – it's just that someone worked very hard to make you safe... and in doing so... they stunted your power... they blunted your potentiality. It is time to regain the real you. It is time to remember... the Greatest Version of You!

People who want life to be safe or to manage their fear/anxiety are upside-down. To have what great people have, you must understand life is a rollercoaster and after going around, scared to death, (and now safe,) you jump off it, and get back in line, shaking with adrenaline, shouting "Do it again! DO IT AGAIN!"

- Facebook, July 16, 2010

In one school of thought, I could lead you into the ICM and say "Okay, we're going to go back and re-blueprint you. We're going to go back in your history, we're going to take your current reality, we're going to use all these new tools. We're going to take all the pain, all the obstacles, all the limitations - we're going to re-frame them, we're going to re-wire them. We're going to go into towards patterns, we're going to leap for this great potentiality on our trapeze. We're going to live this at a level ten. It's going to scare the bejeebers out of us, but we're going to manage our fear. We're going to do all this great stuff."

And I could take you to the ICM which is going to lead you into that, but I've chosen to take you to the Greatest Version of You first, for this simple reason: if I took you to the ICM now, if I took you to the blueprint processing now, the question becomes: are you going to use an older version of you to create a blueprint, the newer version of you, or the greatest version of you? If you really understand the greatest version of you, and you use that to blueprint you, then your blue print is the greatest version of you, now... which one do you believe will create more value, more greatness, more inevitability?

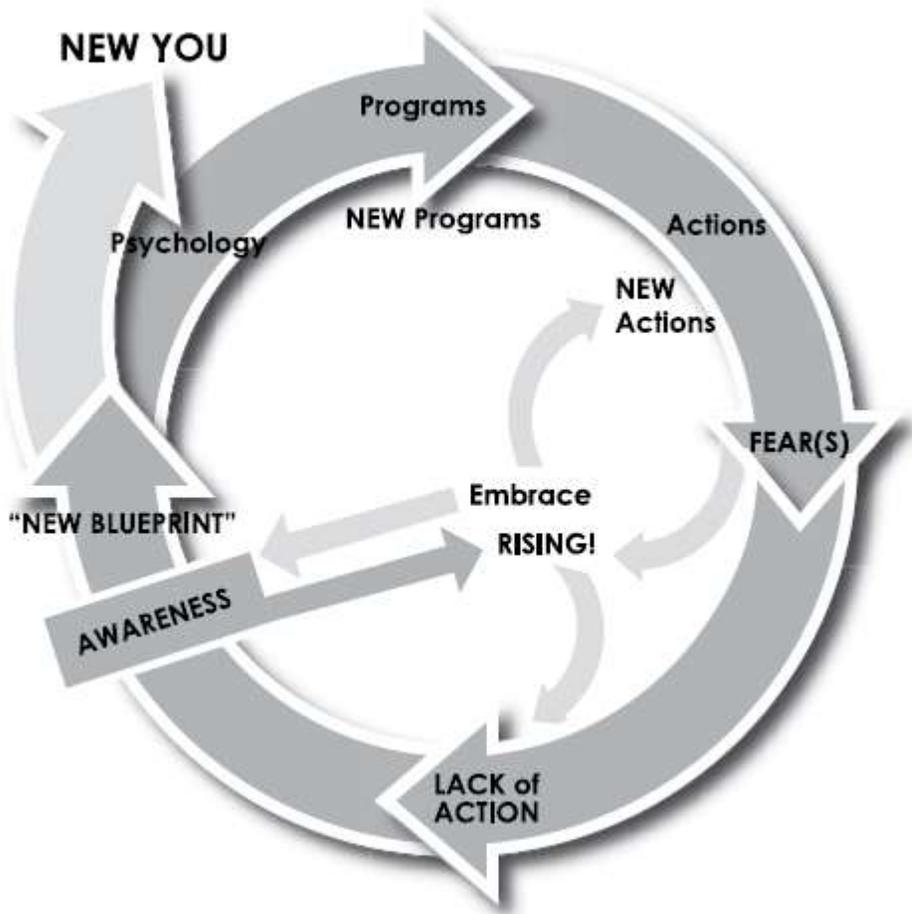
And the answer is... of course the greatest version of you, the level ten version of you, where you are focused on your greatness; you've got all cylinders firing, you've got all your neural processes consciously rewired and focused on your greatness. When we go to the ICM, and re-blueprint you, and then we go to the last section - the ICA, the I Choose Action template - the greatest version of you designed, living, breathing, action, functioning, nine verbing, according to a blueprint that the greatest version of you designed, ... and now you're going to build an action plan on top of it - the inevitable you is going to emerge. It's going to be off the hook, it's going to be extraordinary, it's going to be amazing, it's going to be incredible. So put your seatbelts on, let's move into the Greatest Version of You.

We've looked at the Old You, and we've wiped out the old programs, the old patterns, the old cookbooks, that you were using. We really wiped some of that old gunk off of you. In the New You section we really began evolving you past all the old sticky points that you had consciously or unconsciously stopped at, because that's how you happened. Remember in the "Table for three, please," I said we'd take another leap of faith when we got to the Greatest Version of You. Well, we're here now.

The Psychological Cycle of Life

General Summary:

Psycho-Cycle of Life



The Tool:

As you think about the blueprint process, this chart is the cover photo of the Taj Mahal – or – the house trailer – or – the anywhere in-between that you're currently occupying. Whatever it is to you, I want you to go to the left-hand side, and you'll see that psychology is the driver. If you don't have your book open in front of you, put a circle in your mind, and pick a point the circle around the 9:00 point, and that is your psychology... or we

talked about it as your MOW in the first section of this audio book, it is your reality. And now, better than ever, you now understand that it isn't reality that is happening to you, if it is your Old Reality, it was unconsciously designed by the family of origin program and was the Old You, your Old Life. We can also put at this data point on the circle the ICM, or the I Choose Meaning blueprint. Starting there, I want you to go up clockwise to the right to 12:00 on the circle... here you see that psychology drives the programs that you use. When I say programs, and interchange that with pattern or strategies or recipes, (I like to use a number of words, so that you settle into the words that feel great to you.) Some people get hung up and say "Program? What program?" I have already talked about core programming and filters. Filters are programs, too. Filters are patterns. Programs are strategies, and strategies are representative of programs.

Don't get too hung up on the words or what you don't understand. Your mind may try to anticipate where this book is going, don't get hung up in that direction either. Just know that your life is like a program. Remember our discussion in Section 5 about Life 54.0; we said your life is like a software program – whether you're a Mac or an IBM fan, is irrelevant-what's important here is your program is your Life. If you are 30, your software version might be Life 30.4-or if you're in your 50's your personal software version might be 54.0 It doesn't matter what version of software your mind is using: that is the program you're running. The program has subprograms just like Microsoft has Word, Excel and PowerPoint. Your mind has subprograms that you call health or love or money, and these versions, some of them anyway, -like your money version-might be stuck in a very old pattern-but your love version is very current and doesn't need updating. Your health version might be very, very updated, and because you're experiencing a divorce, your love version of software might be very corrupted right now. You're going to have to reload that program to relearn and rediscover what you want love to be, or what you believe a relationship should be.

So when you look at this program that's sitting on the chart, it's nothing more than all of the audio book tools combined into a pattern, into a set of strategies, into a recipe that says life is dangerous, life is safe, life is fair, life is unfair, I am good, I am unlucky. You run these programs and patterns to arrive at You... who you are at any given moment... it is dynamic... you could be great today, but a job or economy scare, or a health scare ...or reality, can suddenly completely shift everything. The point is that based on you Act today, your life is... the act after the act is... represented here by your psychology first... and then the program runs based on the rules that are in place. As a result of the program running, you'll take actions and for many of you, the action is no action at all: "I'm not going to be great today," or "I'm not going to get that new job. I'm going to think about it. I'm going to reflect on it. I'm going to still wake up tomorrow morning who I am today... because I'm not ready to change today. I'm still holding on, or I'm still thinking about it... or I think I should, but it doesn't feel right, or I feel like I should, but I want to analyze it, it doesn't make sense."

Whatever program you're running-wherever you are in that neural photograph-these programs produce the actions you take. So actions move over to the 3:00 position on the circle chart. Based on the actions you take, that's your life. You have money, you don't. You have love, you don't. You have ok health, you have great health, or you have poor health. Whatever your life is, it is based on the actions that you take on a daily basis. Then if life presents a challenge or throws a big economic storm at you, or a relationship storm at you, or a health storm at you, you will react the best that you can. That's what 90% of the planet is busy doing.

We're going to go deeper into this cycle as we study this chart. We'll discuss piece parts a little later, but for now, I want you to have the overall picture of the mansion you're going to blueprint and create - knowing that it is based on psychology, creating programs, and leading to actions which results in the life that you have.

Enjoy the questions in the work book associated to this. Go as deep as you can or you want with this... know that this is the base chart of how you create today, and how you will create tomorrow, and how you create every day of your life!

Coaching Application:

To begin to build your Taj Mahal, your Greatest Version of You, it is vital to first understand how all this psychology that we have been working on, comes together. Refer to picture on page 155. Life is nothing more, really, than the psychology, which drives the programs that create reality that cause you to select the actions that you do. (Whew, that is a mouthful! And vital for you to absorb and understand.) As new psychology drives new programs which in turn, drives new actions, fear begins to rise which leads to the new blue print and the New You! Simple, yes?

What were your success models? Did you consider your success models upside down?

When you contemplate the Greatest Version of You, what obstacles stand in your way?

Do you have strategies to overcome those obstacles? What have you done in the past? What worked for you? What didn't work for you?

What are your fear(s) around the Greatest Version of You?

What are your Truths around the Greatest Version of You?

Are you set? Are you excited? Does the Greatest Version of You create adrenaline of life or adrenaline of death? Why or why not?

Trapeze

Greatness is not about leaving first base and running to second base. Certainly not at the emotional level, for sure! So to really feel the Greatest Version of You: Climb a tower to the highest platform that you can stand... and go one more. Take out the safety net. Take out the burly catcher swinging on the other side, waiting to catch you. And last, to understand and feel the emotions of Greatness, take out the trapeze over there, too. You must leave from this side, not having evidence that a trapeze awaits you there, but knowing and believing that your Greatness will create it by the time that you get there! That is the Greatest Version of You! Most believe crossing the abyss (facing their fears and taking the bite out of life anyway!) means that this will be their breakthrough! Fear and anxiety should go down, right?

General summary:

A trapeze is a metaphor for the leap of faith you must take to launch forward, let go, and never look back. As the “greatest version of you” your fear level continues to go up in direct proportion with your level of advancement. It is going to be crazy and intense. As the “greatest version of you” you must climb the tower to the tallest platform you can handle and then you must go up one more. You must stand on this tiny tower platform to make your giant leap. The “greatest version of you” cannot be afraid to fall. You must leap and believe that you will create a new trapeze when you get to the other side!

The Tool:

I think that the metaphor of a trapeze best represents this idea, and here's why. When you move from the “old you” to the “new you,” and now to the “greatest version of you,” your fear level continues to go up in direct proportion with your level of advancement. As a result, when you elevate to the “greatest version of you,” your fear is going to shoot out of sight. It's going to be crazy and intense. You will feel anxious and unconfident, and you'll think to yourself, “Can I do this? I'm now climbing a new part of the mountain—it's hard! I'm in a place I've never been!

I've never even pictured myself being here!”

Have you ever seen the TV show, *Circus of the Stars*? Although they had a lot of acts, the most thrilling was always the trapeze act because it's one of the scariest and most difficult. The celebrities on the show would deliver their performance 40 feet off the ground, and they would dramatize the whole experience on TV by showing several dynamic camera angles. It all made for breathtaking, awe-inspiring footage. The handsome star or the beautiful starlet would leap out towards the trapeze, and everybody in the audience would be in a trance and on the edge of their seats. Would the hero or heroine successfully catapult into a graceful trick, or would he or she fall into disheveled failure? It was all very exciting to see.

Well—right now, *you are the star*. And to discover the “greatest version of you”, here's what you must do. You must climb your tower to the tallest platform you can handle *and then you must go up one more*. You must stand in this tiny tower platform to make your giant leap. You are going to be clutching your stomach and feeling weak in the knees, but you must stay strong because there's more.

Even though it's scary, you must also remove your personal safety net. The “greatest version of you” cannot be afraid to fall. What's more? You must also remove the big burly catcher who's swinging over on the opposite

trapeze—he can't be there either. You are creating the “greatest version of you,” not the greatest version of his catch. If he slips, if his hands are sweaty, or if he's thinking about his grocery list instead of catching you, you will not be able to become the “greatest version of you.” Your ultimate success cannot be left to the mercy of someone else. And last, you must remove the trapeze over there, too. The “greatest version of you” is limited on this side of the leap by your life experiences here. You must leap and believe that you will create a new trapeze when you get to the other side! Got it? Good.

Now, you are ready.

It's time to take a leap of faith. You must launch forward, let go, and never look back. You must go the full distance! You must do so with total conviction, utter confidence, and sheer determination. The “greatest version of you,” by natural law, cannot see the trapeze that will catch you. You must jump blind, but your greatness will create exactly what you need exactly where it needs to be the moment you arrive.

The “greatest version of you” always knows how to succeed. You will naturally find your balance and catapult into a new place—as long as you trust in yourself.

As you leap into the “greatest version of you,” you will become a new person—again! You will start to think new thoughts, have new feelings, and take new actions. Although this may be one of the most terrifying leaps you have ever made in life, you must have faith that all the resources you need will show up exactly when you need them.

And, even if they don't show up, you must still believe that you are on the right path. You must understand that you needed the growth more than you needed the exhilaration of success. You *needed* the lesson more than the victory. Even if you fall big, it will be with purpose, and it will bring you closer to your ultimate goals. Finally, also know that nothing will ever happen that you cannot handle.

Launched into this space of faith and growth, the “greatest version of you” will always find its natural resting place. You will always find your natural home, and you will come to know a sense of peaceful fulfillment that comes with that. Beyond the abyss of your greatest challenge, you are in a powerful, solution-driven universe. Acknowledge your own faith and certainty and then use these pivotal tools to reinforce the truth that you already know deep inside—the “greatest version of you” is capable of soaring where nobody else waits, where nobody else dares to go, and were nobody else even believes is possible.

When you get there, congratulations! You will have finally stepped into the “greatest version of you.” But beware—there is no turning back from here

Key Points:

- Your fear will go up as the greatest version of you
- The greatest version of you will have fear and you must choose to leap with that fear
- The greatest version of you must believe you will create greatness in your leap

Coaching Application:

- My metaphor that catches that emotional “pit” what the greatest version of you really feels like.
- Use as you approach the GVOY state.
- Who is the “greatest version of you”?
- Does stepping into the “greatest version of you” elicit a sense of fear, or a sense of excitement, in you?
- What does it mean in your life to take a leap of faith into what’s possible, as the “greatest version of you”?

To really feel the Greatest Version of You:

- Climb a tower to the highest platform that you can stand... and go one more
- Take out the safety net
- Take out the burly catcher swinging on the other side, waiting to catch you

And last, to understand and feel the emotions of greatness, take out the trapeze over there, too. You must leave from this side, not having evidence that a trapeze awaits you there, but knowing and believing that your greatness will create it by the time that you get there!

What did you think when you heard, “the greatest trapeze”?

What did you feel when you heard, “the greatest trapeze”?

When you felt the adrenaline, was it exhilaration and excitement – or intense fear and trepidation?

What does it mean in your life to leap for a trapeze that's not there?

Let's make the metaphor real: What in your life now is a distant trapeze, waiting for the Greatest Version of You to leap: is it with your spouse or significant other? A child? Something at work? Your health? It relates to your Purpose?? What trapeze is waiting for you that you have not leaped for because you never climbed the tower, the safety net was never good enough, or you never believed you had a strategy that would get you from here to there? What would you say, think, feel, or do to make the Greatest Leap? Be expansive! Be bold! Leap now as you write!

Patterns of “The Greatest Version of You!”

Once you have identified and set your vision, ask yourself three simple questions: “What are the great thoughts that I must have?” “What are the great emotions attached to those thoughts?” And, as a consequence of those great thoughts and emotions – “What great actions am I going to take?” Greatness never needs reassurance. You may have doubts from time to time, but the Greatest You never loses its true north, no matter what real or imagined critics say...

- Facebook, November 18

General summary:

In order to live as the greatest version of you, you must have great consciousness around your thoughts, your emotions, and your actions. You must create these from the inside out and be conscious as to what you decide, commit and intend to integrate. To get to that place of greatness and live there consistently there are now 3 key programs you will need to identify and learn to manage. The 3 programs are:

- Fear Management
- Failure Management
- Sabotage Elimination.

Key Points:

- The greatest version of you must be aware of the patterns and programs you are running and choose ones of greatness
- Your patterns of greatness are not created externally from the outside in, they be created internally, from the inside out
- To control your patterns of greatness you must manage fear, failure and sabotage



I/O

Pattern of Great
Thoughts

Pattern of Great
Emotions

Pattern of Great
Actions

Pattern of Interrupting
Old Patterns

Business
Personal
Money
Health

Etc.

FEAR
MGMT

FAILURE
MGMT

SABOTAGE
ELIMINATION

The Patterns to Interrupt Patterns

If the patterns of Greatness include great thoughts, great emotions, and great actions, perhaps the most important pattern is “the pattern of interrupting old patterns!” Old patterns WILL crop up from time to time, especially when you seek your Greatness, so to know that you WILL interrupt them allows your greatest success!

- Facebook, July 27, 2010

General summary:

Old patterns will come up from time to time. An old pattern can be triggered unconsciously and completely shift your emotions – even if you were completely unaware of what is happening. In order to interrupt an old pattern, you simply have to recognize that it is happening and then return to your greatness.

The Tool:

Remember when we talked about that “old song on the radio”? We discussed how a song could come on and instantly trigger a reaction unconsciously to completely shift your emotions—even if you were completely unaware of what was happening. Well, this can happen at a deeper level as the “greatest version of you” also. You could be walking through your office, talking to a friend, talking to a prospect, living a great life, when a voice comes from down the cubicle row that sounds just like your abusive father. You may not hear it consciously, but guess what does? So all of a sudden your brain might tell you, “I don’t feel very good right now. There’s danger around me; there’s a problem.”

If this happens to you, you should definitely listen, pause, and evaluate your intuition. Inner-instinct is never something to gloss over. However, be sure to look deeply behind what’s driving the sudden fear. Nine times out of ten, it will be rooted in an old trigger that your unconscious mind picked up on. Your unconscious self heard “that old song on the radio” even though you walked by and didn’t even notice, and as a result, you’re neural peptides and adrenaline levels have all started to rise. Your unconscious mind will be saying, “This is a bad moment for me,” but your conscious mind will say, “Wait a second, I am focused on my greatness right now. What’s the problem?”

So, here’s the good news—breaking an old pattern is easy at this stage. In order to interrupt an old pattern, you simply have to recognize that it’s happening. Sometimes you’ll know exactly where it’s coming from, and other times, you won’t even care. You just need to recognize what’s going on and then return to your greatness. End of story.

The pattern to interrupt patterns can be a very tricky arena. Don’t make it harder than it needs to be. Practice conscious competence to arrive at easy ways to interrupt the pattern. (obviously if you are in the pattern and you don’t know it, which happens to everyone, there’s no “pattern” to interrupt. You first have to have consciousness that you’re in an old pattern! We all have these moments. It is when you realize you’re in a pattern, what do you do? Beat yourself up? Well, don’t do that! now the Greatest Version of You can reinterrupt

the pattern, and you celebrate!)

Key Points:

- Awareness of old patterns is a key to your greatness
- You must recognize when and old pattern is running and interrupt that pattern
- Once you interrupt an old pattern you can choose to immediately return to your greatness

Coaching Application:

The final pattern of the greatest version of you that is very unique in my teaching is that you must have a pattern of interrupting old patterns. Old patterns come from old programs, old strategies, and old recipes, right? Old patterns are the old thoughts that hold you back, and they contain the old interpretation that you “can’t,” “won’t,” or “don’t,” right? This is how old patterns show up in your thoughts.

Just one more point of caution—there are a few ways your old pattern could show up. Besides some old song or other external trigger, your pattern could be an old fear, an old truth, or an old identity statement that sneaks into your mind. Sometimes, it might even be a *new fear*, but, once you realize what’s happening, you can literally simply soar over the abyss.

The pattern to interrupt patterns can be a very tricky arena. Don’t make it harder than it needs to be. Practice conscious competence to arrive at easy ways to interrupt the pattern. (Obviously if you are in the pattern and you don’t know it, which happens to everyone, there’s no “pattern” to interrupt. You first have to have consciousness that you’re in an old pattern! We all have these moments. It is when you realize you’re in a pattern, what do you do? Beat yourself up? Well, don’t do that! Now the Greatest Version of You can re-interrupt the pattern, and you celebrate!) An example of this is when you’re at dinner, and when you’re overeating, there arrives a point when you go, “Oh, I’m full.” Yet many people continue to eat. So when you’re stuffing yourself with negative emotions or negative thoughts and you realize it, what do you do? Answer these questions, and let’s see... How would you know when you’re “full” of negative emotions, thoughts, or negative patterns? Really spend some time seeking this answer and be thorough.

When you realize that it’s time to interrupt a pattern, do you have a tough or easy time doing this? Why or why not?

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Vision of the Greatest Version of You

If you have a clear vision of your life and what you want, you must also have a clear vision of TODAY and how today's thoughts, emotions, and actions will support your big picture.

(Most don't have the big picture, and when they do touch there, they don't translate Today's vision to support it.)

The Inevitable® Pearl, March 2, 2010

General Summary

This one is very simple. It combines much of the new knowledge that you have. What is your "towards" vision, with a high EIM at a Level 10 truth... about who you now claim to be? It can be overall, or it can be specifically geared to a piece of your life like your health, love, money, passion, or work.

When you heard, "table for Three, Please," did you have a distinct Ah-ha! moment – Did you realize there's an Old You, a New You, and a Greatest Version of You? If you were to articulate the Old You vision, what would that have been?

If I had asked you to do the vision of the New You, how would it have changed?

Do you believe that the Greatest Version of You "vision" is attainable? Why or why not?

Are you beginning to acquire the pattern of Great Thoughts?

Are you beginning to feel the pattern of Great Emotions?

As the Greatest Version of You, your "Decide, Commit, Integrate" pattern evolves dramatically. What are the criteria that you need to make a decision? What criteria do you need to make a commitment? What will you do differently tomorrow morning when you wake up in order for the commitment to be real?

Coaching Application:

If you were to articulate the Old You vision, what would that have been?

If I had asked you to do the vision of the New You, how would it have changed?

Do you believe that the Greatest Version of You "vision" is attainable? Why or why not?

Write your vision for The Greatest Version of You. (Go big, or go home! It is time to lay it on the line! Go for that trapeze, even if you can't see it! GO GO GO!)

the Old You for who you were has value to you. I told you before that I felt you tend to be overcritical of your shortcomings while you underemphasize your strengths and your value. Now is the time to get real. As the Greatest Version of You, what – truly – are the top 10 great thoughts that you want to focus on?

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Are you beginning to acquire the pattern of Great Thoughts? Next, under the Old You, what was the emotional matrix that you used? Were you upside down? Why or why not? Were you upside down in some areas and not others? Articulate that now.

When you contemplate being the Greatest Version of You – have you committed to be a high-positive on the EIM? Why or why not?

Are you beginning to feel the pattern of Great Emotions? As the Greatest Version of You, your “Decide, Commit, Integrate” pattern evolves dramatically. What are the criteria that you need to make a decision? What criteria do you need to make a commitment? What would you do differently tomorrow morning when you woke up in order for the commitment to be real?

List the top 10 working actions or tactics that you intend to focus on as the Greatest Version of You to begin planning and executing the Greatest Version of You. Examples might be: upgrading technology to be at the cutting edge of time and information management, enlisting the help of a personal board of directors to help guide and mentor me, scheduling on my calendar specific time that is sacrosanct whereby I will focus on advancing the Greatest Version of Me, commit to finalizing this workbook completely to reveal and embrace my new personal blueprint, etc.

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Is the pattern of the Greatest Version of You coming into clear focus!?

Fear Management

General summary:

Most people believe that once they experience the breakthrough against the fear or obstacle on the other side their fear and anxiety will go down. Actually your fear will rise. You must be conscious to not retreat back to you old comfort level, old familiar territory and patterns. Having fear present is an essential ingredient necessary for greatness. Fear can be translated into excitement.

The Tool

When people consider personal development, self-help, growth, transformation, one of the problems that they have – and it's not taught by very many teachers – is a very simple notion. If you believe that there is an obstacle or a challenge, or something that's holding you back, and you're reading books and going to seminars, and buying audio books, hoping that you're going to solve the problem; whatever author or whatever teacher that you are absorbing, most of them tend to be very good, most of them tend to have value. But what they don't teach you is a very interesting phenomena when you focus on and begin to create a breakthrough to the solution, a breakthrough to another side, to another place, to another plateau, when you actually succeed and get what you want.

And it is this – do you believe, do you think that it works this way, that when you get your breakthrough, the problem that's been plaguing you, the obstacle that's been hovering days, years, decades; and you've now gone to a seminar or you've heard information that's going to help you break through and boom! You break through, there it is! "I'm coming out of this seminar, I'm walking ten feet tall! I'm feeling fantastic!"

Key Points:

- The greatest version of you will experience more fear than the older versions of you
- The greatest you knows how to turn your fear into excitement and exhilaration
- Managing your fear and converting into positive emotions to drive to your greatest, is a key to your success

Coaching Application:

Fear management is very simple. You may believe that when you eliminate an obstacle, you will automatically receive a corresponding breakthrough that will dilute your fear and anxiety. This idea definitely makes sense. However, there is just one counterintuitive (but vital) issue with the notion.

Having fear present is an essential ingredient necessary for greatness. As soon as you have no fear, you're no longer progressing. Although you might take a moment to catch your breath between great climbs, ultimately, as soon as you've conquered one peak, you are going to want to climb to another part of the mountain! That's the way life works.

There's always more to discover, more boundaries to push, and more new experiences to explore. To be living in constant greatness is to experience a level of constant excitement that surpasses anything you've ever known!

Are you breathing your Greatness? Are you feeling it shake all the way to the core of your spine? Are you feeling your Trapeze?

Fear as the Greatest Version of You should just take your breath away! It truly is standing in the gate for your gold medal! So when you consciously choose that this staff meeting, this discussion with a loved one, this session in

the gym... whatever you choose to approach as the Greatest Version of You.... is breathtaking! It is pure adrenaline! It is Greatness! You don't just get Greatness when you make a great speech or make a great sale or create a great moment. You must live this pattern... we know that is what Great People do to achieve their Great Outcomes. It is the Level 10 life we discussed as an earlier tool. It is the sonic boom of Greatness! (and then only silence and calm....!) What are your greatest fears as the Greatest Version of You as you work through this chapter? (it may feel like you have answered this one already, but you need you to now answer it as the Greatest Version of You... make sure you are associated there. What are your fears now?

If act-after-the-act is the REAL reality, then what is fear-after-the-fear? Most believe: breakthrough, fear goes down. Nope, it is the opposite. You are now climbing the mountain of Greatness again - therefore, fear goes up sharply! Don't use fear as an indicator of your breakthrough or not. Calibrate yourself to the mountain. - Facebook, December 7, 2009 Write down five great strategies for you to have prepared when this fear sets in, righteously so, when you have committed to the dizzying heights of Greatness, to the Trapeze that is not there. What will you think... feel... and do... to stay the course as the Greatest Version of You?

Rewrite your identity statement here, strengthening it one last time, as the Greatest Version of You. Know who you must be, how you must show up, to handle these fears, and still grab all your Greatness:

Are you breathing your Greatness? Are you feeling it shake all the way to the core of your spine? Are you feeling your Trapeze?

Failure Management – Sabotage Elimination

Most people focus on the past to avoid repeating a mistake. Great people notice the past in order to celebrate their lessons. And their real focus is on their future Greatness playing out in the Present thru great thoughts, feelings, and actions....

Make sense? –

Facebook, July 20, 2010

General summary:

Failure management is the notion that when you experience greatness, you are going to fall more, and the falls may be more severe. Sabotage is when you choose to put your foot on the brake.. The greatest version of you must ask every day "Is the action I am taking or not taking today going to enhance my greatness, or am I sabotaging myself?" You must be conscious of the difference between failure and sabotage. You want failures, you must have them. Sabotage, on the other hand, must be eliminated forever.

The Tool:

How you wire yourself to win really is a result, not of not failing, not falling, failing to or not failing to succeed. The real champions want the falls, force the falls because they ski on their edge. They ski over their edge. They point their tips down.

And so as a small business owner or an executive in a company, or just somebody beginning their business career or finding that man or woman that you want to fall in love with and risking everything - a broken heart, that triple black diamond slope of love, of money, of greatness - you have to understand that your ability to fall... And again, this is why it goes hand and hand with fear management. Don't you think that Picabo Street also knows some of the greatest fear on that mountain? Those icy slopes, those difficult conditions that she trained in and practiced in - there was days she didn't want to do that, there was days when her heart was pounding out of her throat with fear. She did it anyway. She fell anyway. She lived over her edge and in doing so that advances your edge even further and further and further into that zone of greatness such that, at the end of the day, real champions know that failure and failure management is a really critical part of their success.

Failures you want - they enhance your greatness. Sabotage you do not want - it is going to in fact guarantee your failure, and it ain't the good kind' it's the kind that's going to hurt you and it does not produce value.

Sabotage is a very unique aspect of your psyche. Unlike other self-help authors or psychologists, this pattern is highlighted to hold you responsible for *your* greatness. If you embrace a psychology of sabotage (meaning taking actions that do not enhance you or add value to your life), you might as well stop reading. These actions will not help you grow to a champion level; they will penalize you and hold you back.

Key Points:

- You must embrace falls and learn from them
- You must eliminate sabotage and prevent yourself from going back to comfort
- The greatest version of you embraces the lessons received from experiencing more failure
- You must be conscious if you are falling because you are having a righteous failure or if you are falling to sabotage yourself

Most recognize the common sense truth that sabotage and failure look the same, they just have different motivations. So I have spoken of the skier who wanders accidentally onto a black slope. As they begin to pick up speed, and they feel out of control, many will manufacture a weak fall to slow themselves down completely. And they limp off the slope as best they can, falling each time, solely as a braking strategy. They would prefer to ski blue slopes the rest of that day, and focus on not falling. Pick a time in your business career, or relationship, or health, where you fell to be safe and journal on it now:

Why does this make sense?

Now, as the Greatest Version of You, it gets even hairier! Here's your metaphor: race car drivers focus on death defying speeds to win a race – think of a tight, turning, dangerous course. Once you have that picture, know this: to win, they cannot brake in curves, they must accelerate into the curve and through it in order to win! They brake, full on, Level 10, just before the curve, to set up the acceleration in the curve. Can you feel the difference as the Greatest Version of You? It is not that you cannot ever brake, it is that you must focus on speed, and “foot-on-brake” braking is very conscious, as is “foot-on-gas.” Pick three crucial challenges right now to your Greatness. What would it feel like to accelerate into and through them? Focus on what your thoughts, feelings, and actions would be.

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Failure management versus Sabotage – Do you understand the difference? Can you feel your motivation in action? Give specific examples that may apply to these three challenges. Make sure that you discuss both. Feel both. The actions might even, in fact, be the same. But the point of this exercise is to really feel the difference in these two strategies and how they actually appear in your life. One creates your Greatness; one inhibits it.

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Go to the Old You and the old programs of you. When you have tried to change in the past, what triggers have fired? How did those triggers appear? What caused them to appear? Do you know the rule for their appearance? Was this random or did you, in fact, create them – allow them – attract them – choose them? Have they “tormented” you into not changing? And in this journal answer, focus on what you think the new , Greatest Version of You triggers will you fire? Be specific, be detailed.

Dig into your old strategies of “failure management.” What did your family-of-origin teach you? How will you change these in the Greatest Version of You?

What are your current sabotage strategies? How have they worked in the past? Again, how will you focus on ensuring that the Greatest Version of You eliminates these strategies?

What are you going to do in the future to eliminate sabotage? And as you feel those elimination strategies working, also feel your fear management strategies kick in as your fear and anxiety is rising because sabotage is no longer benefiting you and keeping you safe. And feel your failure management strategy kick in when, like Picabo Street, you start falling harder and more frequently on the difficult slopes of your life. Journal on this.

What fears have you held through school, through higher education, through your first-time job? Reference your success versus failure theories and strategies. Were you one of those who really “went for it” – were you Picabo Street? Who were you really? Feel that now. Journal that Old You and feel those old programs.

Now, write the Truth of who you are. Feel the New You coming into focus. Feel the Greatest Version of You. Feel the greater thoughts, greater feelings and higher fears as you commit to more, Greatest Action. What does that look and feel like to you?

It is so vital that you understand how this is going to play out in your Greatness models. I have attacked it from a number of different ways. Even if it feels a bit redundant, it is not. Each doorway will either end up with you managing your failures and creating more Greatness or stumbling through sabotage strategies and feeling your Greatness slipping away...

Integrity

Remember, you can never say the wrong thing to the right person, and
you can never say the right thing to the wrong person...

- Facebook, October 13, 2010

General summary:

Our society does not teach and encourage integrity. The greatest version of you knows how to handle any situation with grace and authentic integrity. The greatest version of you knows how to respond to questions and situations with integrity and this part of you always shows up with sincerity. Being authentic with others will give you the ability to be authentic and honest with yourself.

The Tool:

Now we said the stories that you tell yourself limit you. It's gets a little worse than that. I want you to think about truth and deception to begin with. Do you believe that most families in today's society teach and encourage us to have integrity? If you are thinking that this is a trick question—you're right. It is.

Here's the sad truth and it begins with a metaphor. Little Mary, age 4, powerful, extraordinary, magical being goes into the kitchen one Saturday morning and mom is making cookies. Mary takes a cookie off the plate and eats it. Mom comes into the kitchen and says, "Oh my God, who ate the cookie?" Little Mary tells the truth - "I had the cookie, Mom." Does she get punished or rewarded for telling the truth? In most families, yeah - she gets punished. She gets in trouble.

Now next Saturday, Mom's making cookies again and they are incredible cookies and Little Mary can't help herself. And she has a cookie, but she's smart, she's not stupid. And when Mom comes into the kitchen and goes "Oh my God, who ate a cookie?" Little Mary goes "Well, um, you better check little Billy's breath. I think I smell chocolate on his breath." Or she might say "Well, I didn't have the cookie - I think the dog might have had cookie. I saw the dog near the table." And now Mom doesn't know who had the cookie. Does Little Mary get punished or rewarded for telling the truth?

And now Little Mary grows up and she is a Vice President or she's a business owner, and she's sitting in a meeting. And the President or the Vice President, her boss comes in and says "I've got this incredible great idea! We are going to do XYZ with our products in the next quarter and it's going to be huge!" Now Mary is the VP or in charge and she's pretty smart; she's still the same smart four-year-old. And she says to the boss, "You know boss, yeah, I've gotta level with you. That is not going to work. That's a great concept but you know, the systems aren't ready, the marketing's not ready. Here's the things that are wrong with your brilliant idea."

And from her heart with a lot of intensity and sincerity she tells the boss, "You're wrong." Does the boss reward or punish her for telling the truth? "She's not a team a team player. She's a naysayer. She's a pessimist. She doesn't really try to solve problems; she's trying to point problems out," the boss goes into all the negative commentary about Little Mary. As much as most companies would *like to think* that they encourage truth and honesty, they actually often reinforce dishonesty. Most employees have learned to tell their bosses "what

they want to hear” rather than “what they need to hear.”

Now in another universe, parallel universe, same scenario. The boss comes in and says “ABC,” and Little Mary goes “Oh yeah, that’s awesome! Yeah, I think that idea will really work.” And she goes out of the meeting and tells her staff, “Oh my God, you’re not going to believe what the boss is trying to do. It is really dumb. But we have to support it and we’ll kind of go along.” And even though she doesn’t believe in it and she halfheartedly goes about the processes, the fact of the matter is she will now be rewarded for lying and telling the boss his idea was good.

When a girlfriend asks a boyfriend “Tell me the truth,” and girls, be honest. I’m married to one so I know. Do girls reward men? Do girls, do women, do women reward men for telling them the truth? And a lot of times they don’t. And I start out with women, it’s no different - men don’t reward women for telling them the truth either most of the time. This culture that we say “We believe in telling the truth,” we say things like “Well, I couldn’t tell my mother-in-law that her dish she made for dinner... She asked me how it was, I couldn’t hurt her feelings. I’m not going to tell her it was awful.”

The greatest version of you will show up with integrity, will show up with sincerity, will show up as the little organic, powerful four-year-old that you were. Because remember - you are going to remember now what you were then.

And there’s a way through integrity to tell your mother-in-law if she says “What did you think of the dish?” you can say with full integrity “You know it was the most incredible dinner. I loved the experience and the effort you put into all of this was extraordinary, I had the best time.” And many of the times that’s what she’s really asking: “Did you enjoy my house? Did you enjoy my hospitality?” If she really wants to know the dish, she knows you didn’t answer her and she’ll say “Yeah, but what did you think of the dish?” And if she does that she really wants to know “What did you think of the dish?”

And you can say “Well you know, it didn’t really float my boat. It wasn’t the best for me, but again, what I really appreciate is the fact that you went to the trouble to get a new recipe. That’s my take away from the dinner.” And she feels good. Or the wife that asks you “Do I look fat in this dress?” Is she really asking you “Do I look fat in this dress?” or is she saying “Do you love me?” And the answer is “You look incredible in anything that you wear. I would love you if you were in a burlap bag.” “Well yeah, but do I look fat in this dress?” she asks again, she didn’t get the answer.

You can say “Well you know, that dress doesn’t flatter your figure the best. I’ve seen you in better outfits.” You have to get a lot of integrity because in those metaphors now think back to the truth of what you tell you when you are telling your story to you about the greatest version of you or why you’re not there and why you can’t and what your story is.

So this ability to go into deep integrity – “What do things really mean? What’s the truth? Am I building my foundation on this great point of integrity? Am I really focused on the greatest version of me - these great thoughts, these great emotions, these great actions? Am I taking the moments when I’m struggling and going ‘Wait a second, why am I struggling? Oh this is an old pattern. This is just a song on the radio, I am going to interrupt this pattern, I am going to return to my greatest. I am going to manage this fear, and anxiety, and adrenalin. And I’m going to focus on the adrenalin of life! Greatness is the adrenalin of life and I’m going to fail in this place! And they’re going to be big and I’m going to love it because I’m going to grow! And my greatness is getting here more and more every day. “And every time I sabotage myself I’m not going to beat myself up – I’m just going to look at it and go ‘Oh, I know what that is - that’s an old friend. You, back in the

backyard.”

To speak truthfully and honestly is so liberating. And, by the way, being this authentic with others will give you the ability to be completely authentic and honest with yourself, as well.

Having this deep level of integrity is what will give you the power to ask yourself, “What is my life really about? Am I really focused on the greatest version of me? Am I really embodying great thoughts, great emotions, and great actions right now? Am I recognizing my struggles as old patterns? Am I effectively managing my fear and anxiety? Am I focused on the adrenaline of life?”

Key Points:

- People are not taught to live in integrity with others or themselves
- You must become authentic with yourself and others to be honest with yourself
- The greatest version of you knows how to be authentic and honest with sincerity in situations

Coaching Application:

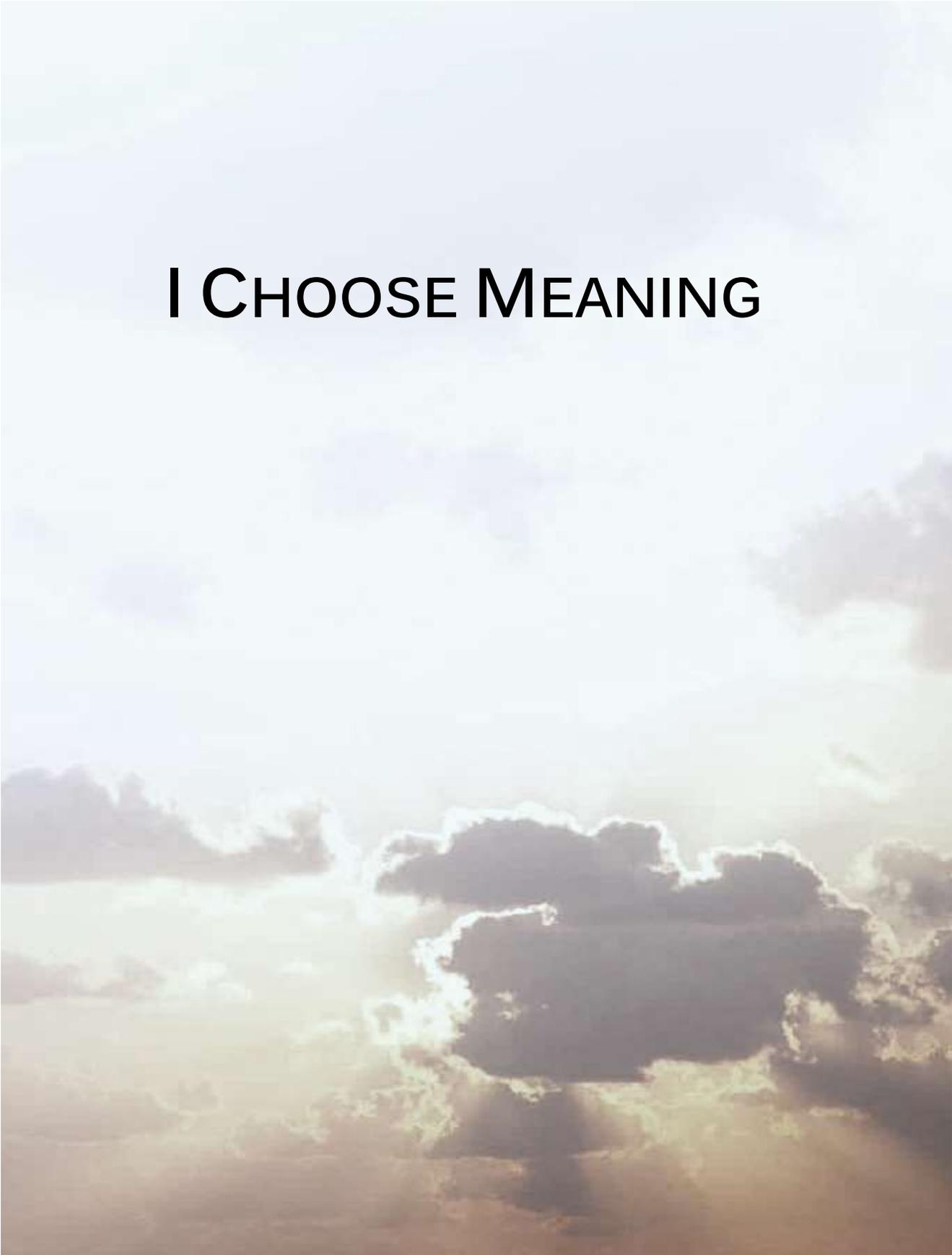
- This is another funny area... occasionally, some clients take offense that you are impugning their integrity.
- Don't do it very often now, but used to tattoo in sharpie “ITTT”
- Help them focus on the “story” of their Truth.

Integrity is bundled with the Greatest Version of You because it is one of the most difficult areas to maintain in our culture. We often reward low integrity and punish high integrity. Greatness seems so counter-intuitive sometimes. Some of you will focus on doing “better than above-average” and call that Greatness. The more that you can connect to your Greatest Version of You Integrity, the easier it becomes to truly own all of this. Do you believe that you were trained and conditioned at the highest levels for integrity and telling the truth? Why or why not?

What are you training your children? If you have no children, reflect on nieces, nephews and children of friends, observation of friend's behaviors as parents. This is a programming question to help you get to your programming. The teaching of children, while very real, is only a vehicle to better understand you.

Now, consciously think: are there any remaining obstacles in your way? If there are, or even possible ones, write them all down here, now:

What are the solutions to these challenges? We must get to the bottom of the Greatest Version of You. This coaching system is built to bring you to this very moment. In the last two sections we are going to go through a conscious blueprint process. However, now, you are prepared to do this as the Greatest Version of You, not just an improved version, or a better version, or an intellectually stimulated, emotional dissociated you... You will do this as the Greatest Version of You! Are you ready?



I CHOOSE MEANING

I Choose Meaning

We have now arrived at the first real culmination of this **coaching system**. From the first breath of life here, I have told you.... You can choose the meaning of every data point and experience in your conscious *and* unconscious memory.

I have laid out a compelling case for that.

- The **Old You** was doing the best it could with the tools it had. So whether the “best” was limping the best you could, or “not failing” the best you could, or dealing with permanent trauma the best that you could... that is *all* different now.
- You built a “transitional bridge” to a **New You**. That bridge was vital to allow you to follow where your mind wished to lead.
- As the **New You**, I loaded you with tools, real tools, for transformation: fear and failure tandem, recipes for success, Towards and Away, quantum reframing, the quadrant tool... and more.
- “A table for three, please” gives you a very powerful way to really analyze how you show up and why you show up, both when life is easy and when it is challenging.
- The Trapeze gives you the real emotional lift to begin to experience life as the **Greatest Version of You!**

So now, it is time to pull this all together, because the ICM tool – you already filled out column one, way back after the Model of the World – is going to be your new blueprint, one that *you* have designed, as to what your history and life really means.

When you complete this exercise, you will truly own your life. It is not that the history changes – it did happen to you. *What it means* changes, and that changes and transforms *everything* about you... why you are, what you are, even how you are. Because when you finish column three in this form, you now have taken control of your life!

You are now going to take everything that we’ve done in all the previous sections and we are going to pull it together into creating a new blueprint for you. You see, most people believe that their history is fixed, and what happened to them is the truth and who they are, and what they are, and why they are.... are all fixed data points, it is based on their true memories and experiences, and that is that!

They didn’t really have before, this the ability to go “Well, wait a second. As a three-year-old, I’m going to create a different meaning,” or “As a twelve-year-old, that’s what this is going to mean to me now.” So for your today... you believed it happened to you, you attached a meaning then, or began to run a program to it... then... and it is who you are today. HOW you arrived at being you today, if fact, is predicated on your THEN... And if the thing that happened to you, the history that you have, is causing you pain and problems, you are going to go to a professional, who is just going to help you feel better about where you’re stuck, and who you are, and help you go “Well, it’s not your fault. Don’t be so judgmental,” and they love you unconditionally.

You know that this flawed side of you is based on the history that’s happened to you. And you’ve heard me talk repeatedly now, throughout this audio book, that that history, while the event is fixed, what it means, is not. So we’ve done some metaphors and said “Oh, if you had this broken leg, it’s now your strongest leg, and it’s more

healed, and if you've been limping, it's because the doctor told you that you are a limper." We've talked about the quantum re-framing and taking things that were half empty, and associating the emotions of half full. We've looked at taking the value and extracting it.

You've had the conceptual, philosophical, strategic ability at this point, having processed the audio book to this point, to hopefully shake up your world, shake up your view of reality, and really challenge that, perhaps, who you think you are, is not who you really are; or at least who you think you are, can be somewhat, to radically, different! So if you came to this audio book because you were in pain, you can get out of pain. If you came to this audio book because you are above average, and you want to be extraordinary, you can do that, too. The tools are the same. And all the work book exercises, to this point, should have emphasized, reinforced, and made these points very real, for you, in YOUR life.

This is the big section where we pull it all together, and this is customized for you. Let me remind you where you are. You did your MOW, and in the MOW you told yourself, you wrote down things that "I want this out of life," or "I believe my strengths are... I believe my weaknesses are..." Or "These are the things that I value most, I want more. These are the things I value least, I don't want them at all, or I want less of." You did a Wild List. You did a biography: "There I was born in this state, in this year, in this family. And this was my school and this is what happened, and this is who passed away, or this is who hurt me." Or, this is who I hurt." Or this is "I had an amazing childhood, everything was great, until I got to college," or "Everything was great until I got into my first marriage." Whatever your biography is, you've put in the MOW, all the things that were your history, your Model of the World today, your truths as you know them.

Column 2 – Half-Full and Half-Empty

Now we've shook some of those up, we've challenged some of those. At the beginning I asked you before you even did the audio book to take what you thought were the programming points and put them into this form. Column one is the Experience/Data Point - that's your reality as you know it. And I told you not to worry about columns two and columns three. So now we are going to do column two and column three. So point one: you are going to have a data point and let me give you some examples.

Your data point might be "I was the eighth of nine children. I was raised in a small town in Ohio." Do you think that would be a significant programming point? Yeah, of course it is. Birth order, big family, small town in Ohio - there is going to be programming implications to you. That might have been a data point that you put into your ICM form. You might have put in "Well, I am a very successful CEO. I do a lot of turn-around activities; however, I seem to be challenged with anger management issues and I've been to several anger management programs and several psychologists to no avail. You might say that "I was raised by an incredible father and I'm still close to him." And in the family sayings section you would have written "One of the most important things my father ever told me is it doesn't matter how strong or how fast you are, it's how hard you work." Those might be some of your data points. In your family section, you might have put, "my father always told me that a one-legged man can't win a race." Or you might have put, "I have tried the Laws of Attraction. They don't seem to work for me."

Now the first thing you are going to notice, is meanings are both half full and half empty. We have already discussed that in the Quantum Re-framing tool, and the Quadrant tool. What I want you to do for your data point is I want you to go immediately... And it's not a test, don't spend a lot of time agonizing or thinking about it. (snap!) Just off the top your head, is the data point you wrote down, half full or half empty?

Now you're going to notice something curious for some of you - you are going to have put a lot of half full points and you don't have very many half empty, or for some of you, you're going to have put all half empty, or a lot of half empty, and not very many half full points made it to your ICM form. It doesn't matter - whatever it is, it is. And as you iterate this tool you're going to get better and better at it, and you're going to go back in your history, and pull more data points, pull more reality points back onto this form, so that you can redesign what they mean to you. But for now you are going to go immediately to whatever it means - half full, half empty.

So if we go to small town, eight out of nine birth order - would you consider that to be half full or half empty? To me it's half full. So we'll start there, and if for some reason it is half empty to you, it's okay. You're going to start there, you're always going to finish the other side, so it doesn't matter where you are.

"It doesn't matter how strong or fast you are." Okay, now that's sounds half full. "I'm close to my dad," okay, that's great. "Anger management, I have this problem with anger management." Ooh, now that sounds half empty. That could be holding me back, okay - half empty, it doesn't matter. You are going to go to the column, and you are going to go instantly to whatever it means to you, and you are going to begin filling that part out.

In each part, half full and half empty, I want you to write, three to five at a minimum truths, meanings, programs, realities, or whatever it looks like, and is really germane and truthful and real and deep to you. So if we look at what's half full about being in a big family, you can talk about... it might be "Half full - big family, loving environment. We had great holidays. I have always had older siblings to take care of me. Family dinners were fun. There were always great experience ahead of me." You're going to put a number of half full things about that reality, that data point experience.

So for the anger management you might think to yourself, "Okay, that's a problem, half empty. Anger management - it's toxic, it causes me a lot of personality conflicts." You're the CEO - "The board gets mad at me," maybe you've been fired from a company or two. There's problems with managing Wall Street or managing expectations. You are going to go down through the toxicity, the pain, the problem, the half-emptiness that anger management has caused you.

The third example, we were working with is "My father said to me it doesn't matter how strong or fast you are, it matters how hard you work" - half full, great. Okay, "Half full - I developed a great work ethic. I focused on the right things. I didn't just use natural talents; I developed a legendary ability to work hard... Coaches love me

because... Who I am today as a result of having..."

The next one I used was a one legged man can't win a race. Now, that is an interesting one. For some of you, it might be half full. Don't get your hopes up... or avoid disappointments. For some of you it is half empty. It places a limitation on you. Is it even true that you're limited? Who told you that you only had one leg?? As for the "law of attraction never works for me," that one feels half empty. You might write, "I believe in the laws, I don't believe in me, or these laws aren't a 10, maybe there only a 6-7 for me, and I don't know how to get more prosperity from this planet, it is really tough right now... things like that..."

You're going to go into all the truths, a minimum of three to five data points. Boom – you're beginning to fill the form out in column two. Awesome.

Now what you need to do, and this is the quantum reframe. Remember, I told you, good has darkness, half full is always always half empty, too. Because it's not in this form, when you started to fill out your form, and put your life on this form, you may have a really hard time sometimes with the other half side. You may say "Hey, I was traumatized, I was criminalized - there's nothing half full about that." Or you may say "Well this was such an amazing point there's nothing half empty about it." So sometimes it's going to be hard work. Sometimes, you are going to have to dig into the tools that I've taught you, dig into the tools, that we talked about to this point.

And if you're really struggling, I have in the work book an entire section of client stories - names, faces, genders, and circumstances are changed to maintain their confidentiality, but the teaching points are there. And so go find the teaching points that relate to yours, and you've got to go into the other side, and get the other half of the quantum meaning, the other half of the coin.

So if we go to the first level - the small town in Ohio, eight of nine - you could say things like "Well, half empty." Always wore hand-me-downs: "My brothers and sisters had always created the reality so I never got to be me. I never got to be private. The privacy in our family was terrible. Small town Ohio wasn't very cosmopolitan, wasn't very worldly. I have a lot of parochial, small town attitudes, and I am trying to make it as a financial advisor on Wall Street." You know being from a small town in Ohio may help, and may not help. You have to look at the meaning, but at least you are aware of both sides of the coin.

If we said half empty on anger management and we filled that out, what could be half full? Well, if you have ever met an angry person, they're very intimidating. They can be very powerful. Their anger is their jet fuel that they get through the day. Anger can actually be a motivator for them. It might present a fearsome personality; they might be considered powerful. While some boards may not like an angry CEO, other boards may want him for a turn-around environment.

When we look at "It doesn't matter how strong or how fast" - what's half empty about that? Well, the first thing that

jumped to my mind was the fact, what child would you ever say to “It doesn’t matter how strong or how fast you are,” and end the sentence there, don’t finish it? What child would you say “It doesn’t matter how strong or how fast you are”? Well, you would only say it to a slow, weak child, because if that child were strong and fast, you wouldn’t be telling them it didn’t matter. You’d be saying “Hey, you’re strong and fast - that’s one of your greatest strengths.” And the truth is, that a father who would say that to a son, may or may not even be commenting on the son’s strengths or weaknesses – it’s family of origin programming. The father may be revealing “Hey, I’m not very fast and I’m not very strong but I’ve always worked hard to catch up. So hard work is a strength.” For the bromide that a one legged man can’t win a race? Are you aware that there is a NO LEGGED Iraqi veteran with NO LEGS, who they won’t let in the Olympics? On his carbon fiber blades, he runs faster than the fastest man! What does this limitation even mean in this day and age?? With technology being what it is, the flattened world, the global village... we know so much more than we did... a no legged man is not allowed in the Olympics! As for the half full of the non-working law of attraction, that came during a radio call in to my show. When I asked her what she would do when the money that she wanted was indeed hers, what would her life be like? She had a beautiful description of a great loving relationship, two amazing kids that she would have... and when you think of my tools, she had a level 10, EIM, for her future husband and future kids imbedded in the attraction. So then I asked, “so how’s your current relationship going?” there was this long moment of silence... and she was in a bad relationship with a boy friend going on two years, and she knew that she had to make a decision sometime soon on that. Could it be her LOA was being sabotaged by her unconscious rogue program, “when I am wealthy, I will have an amazing family?”

So the half emptiness or the half fullness, the other side of the coin in this form, sometimes is very difficult to get to. Now once you’ve done that, and you’ve created this column, and you look at half full and half empty, one of the things I am going to tell you, is go back to the original data point, and generally here’s a pattern that’s going to hold for most of you: If it was a half empty data point, which most of you spend more time on - not all, but most - you are going to use definitive words and emotionally contextually intense adjectives. You are going to say things like “I never won in school,” “People always hated me,” or “I never succeeded,” And the adjectives and the emotional content and the emotional intensity meter that’s running on these words, and the absolute value to these sentences, for the half empty ones, are going to be higher intensity, more richly defined words, even though it’s in the negative.

And then when you go to what you wrote down for half full, you are going to find that first of all you qualify it – “Well, most people say that generally I am a pretty good father. “ Well, you know “I am never a good father!” or “I am always a bad father!” is what you do in the half empty. When you go to the half full we’re not as positive, we don’t use great words, we don’t make them as definitive. And so you are going to see when you do the half empty and the half full, you are going to see that generally the half empty side of the equation is going to have more emotionally laden words, it’s going to have more definitive structure to it.

In the previous sections, I referenced five different examples to get you thinking:

- 8/9 children, raised in a small town in Ohio
- CEO/anger management

- Father said, “No matter how strong or fast you are...”
- A one-legged man cannot win a race
- The Laws of Attraction, *The Secret*, do not work for me.

I went through the half-full and half-empty meanings in detail in the audio section. If you need to review the audio, do that again now. If not, and you have this information fixed in your mind, look at how I filled out column two.

Download the “ICM Examples” document to see how other people have completed this exercise.

Now is time for you to dig into your MOW and ICM. Download the ICM document, and pull *at least* three-to-five meanings for every programming point that you chose.

Remember, now that you are almost complete with the audio book, you can add more data points, because when you first did this after the MOW, you weren't really sure what you were doing. Now you are! Make your fair, balanced, and *powerful* review of your life really count!

You should have anywhere from 75 – 125 programming points! Let's count up your programming points. While this might be a daunting number at first... here's why it is easy in its entirety:

- 2- 5 in the Outcome statement.
- 2- 5 in the Purpose.
- Virtually every belief becomes a programming point, but let's say that we take half of them... 10 or so here.
- Values and Rules... a bunch more: 10 – 15, let's say.
- Spiritual – couple more.
- The negative habits are *all* programming points! (5 more)
- Goals are programming points. (5 more)
- Wild List will have a number, let's say 5 – 10.
- Trauma – *huge* programs here! (5 – 10 more)
- Family sayings are more (5 -10.)
- The biography is a big one, too. (15 – 30 easily.)

Thus, this total is from 66 – 107, and that is conservative. Dig deep... get all these sentences in your column one of your ICM!

Design the New Meaning

So one of the things that's going to happen in the third column now, we're going to design the new meaning. What you want to do in the third column - and you'll notice it's not half full or half empty, it's just the meaning, because here's what you want to do. You want to take the half empty, and diminish it, and disassociate it, and make it smaller. And again, don't tell me that that's manipulative or disingenuous. You do it on the half full today; you've got to reverse this. And so you are going to take the half empty and you are going to diminish it, and you are going to disassociate from it and you are not going to use big powerful words. And you are going

to take the positive, the half full, because it's going to be in the same column, the same paragraph, and you're going to write this amazing, powerful paragraph that's going to contain the new truth, the new blueprint point, of what you believe that that reality meant, now that you're conscious about what the tools mean.

And so for instance you're going to say... We started with birth order and a small town in Ohio. You are going to say, New Meaning, New Reality, to something that in your old MOW was just "Hey, eight of nine kids in a small town in Ohio." It's going to be "I was raised in this magical family where love abounded and goodness was shared, and we supported one another, and we loved one another!" So that's all enhanced truth. And you might want to deal with some of the half-empties: "And sometimes having hand-me-downs and occasionally not having worldly experience to go to, might have occasionally limited my view of the world back then." But you went off to school, you are on Wall Street. So now you're not going to ruin the program that "I'm parochial," or "I'm small town," or that "I'm limited by..."

Because for most of you, you're still running the program, even though the reality has changed, you say things like, "But when I went to college, I got this incredible experience. My roommate was from a foreign country," or "I did this, and this happened to me, and I created that! And this became! And that was! And this is my new truth! And now I'm on Wall Street, and I've got all the values of small town Ohio. I've got all the values of this great, rural upbringing, and this big family. And I'm also blended powerfully with the cosmopolitan view!"

And you design this giant paragraph. And again, don't challenge me on this one. Don't say "Oh, this sounds so hard, it's so much work. Do I want to do that? What's the value?" Here's the value, because you're already doing it today, in the half empty truth, when you start thinking about your pain and your problem. And so we started off with a half full one, and you may not recognize it yet, but when you start with a half empty one, and you start off with your pain, and your problem, you'll tell this big lengthy story, over and over again, that "Oh, I was traumatized and it was terrible! And it robbed me of this, and I don't have that, and I can't do this, and I tried to do that, and I have failed in my life. My life has not turned out well..." And, and, and – you'll make the giant paragraph unconsciously in the negative.

I want you to create the giant paragraph, consciously, as the greatest version of you in this third column. So let's look at the anger management; that was a half empty one. We said that "We're angry, we're toxic, our family is in stress and danger, the job is in stress and danger." But we're going to take the half full value of the motivation, and the drive, and the success of that, and now we've got to redesign the meanings. And in this particular case it is a real client, and one of the things that happens, is that we know that he's angry because his parents divorced, and he had problems in his youth, and he developed an anger pattern.

So we're going to say "Half Full - I learned at an early age to be driven. And at times in my life, I've been inappropriately angry. I'm releasing that anger now, but I am keeping all the drive, I'm keeping all the motivation. I don't need to be angry anymore. That little boy that was angry, now understands that that leg is not broken, I am not a limper. I am powerful, I am capable. I don't need anger as my drive. I choose the

greatest version of me as my drive! And the few times, that I occasionally might get mildly upset about what is going on, I am going to take a breath, I'm going to laugh about it. I am going to connect emotionally to my staff. I am going to make sure that I stay focused on the half full vision, that they're delivering to me, blah, blah, blah." You're going to go into the paragraph and you are going to rewire it in a powerful fashion. How would it feel to go from a angry, toxic, leader who is about to lose his family and another job, failing at going to anger management, to a calm, center, powerful individual who is wired to successfully lead and win? Wouldn't that be amazingly different? You see, going to anger management to solve a problem is SO self-defeating. Think about it. If you are going to anger management, what is the best possible outcome you will get from a professional or a course? ... Yea, managing .. your .. anger... The very best that you can get! You have to go to a calm, centered, tranquil course to get tranquility and peace, and do it in a powerful way that still allows you to succeed. This is the illustration, one of my principal illustrations, of why Away patterns can never produce what you think that you want.

To go to an anger management course, they are going to just teach you how to manage your anger. Mother Theresa said "I will never go to an anti-war rally. If you have a peace rally, invite me, I'll be the first one there." This world of Towards and Away, this world of Quantum Re-framing, to release the anger and toxicity, but to maintain the drive and motivation that it produces; to release the anger of that young boy that produced anger that so long has been his jet fuel, and to say "Oh, I want you to be an old pattern. You got me to where I am today, but you're not going to get me to the next stage. You're not going to keep my family together. You're not going to get me my next CEO's job because the very thing that got me here, is the thing that's penalizing me now." - this is what allows this form to be so powerful.

And when you take the strong and fast example and say "I love everything that my dad taught me. I have this incredible work ethic, and because of that work ethic, I developed speed and strength that nobody else has." Now, the little boy who did not know that his limitation was buried in the command "You are weak and slow, you are weak and slow" - he can now release that energy, release that command, and begin to design a world, where he is strong and fast and he has a great work ethic. This is an incredible tool.

The third column for the one legged man could look like this: "I love that my father loved me so much, to worry about me being disappointed. And now, I am releasing that fear of disappointment, and I choose to win, no matter how many legs I have or don't have. It is not about my legs... it is about my drive, my will, my incredibly intense desire to succeed. I am a winner! I am not a limper! I choose to win!"

And for the woman who felt the law of attraction was letting her down? She could write this: "I believe in my power and capability to finally, permanently attract all the wealth and prosperity that I desire! I also choose to honor me, and I will attract a magnificent mate, and we will manage this planet together! We will be great! I will start my family at the perfect time. I release the fact that I used to tie money and kids together. I now tie my power and truth together. I am in charge. I consciously and unconsciously command all of my truth and power to this point: I am loveable, and any man would be lucky to have me, and I will choose a powerful mate, and my family is on its way to me now." And again, I want to challenge you to create this powerful, long,

ICM Worksheet



TAKE THE NEXT STEP!

Most believe that their history is fixed, it happened, and what you are, who you are, why you are, is mapped into the meanings, patterns, and programs that are now your deepest Truth. However, this is a flawed view. You have the power to completely rewire what the past means, and consequently, everything about you today transforms according to your design, not a random pattern that used to be logical.

I Choose What My Life Really Means!

Experience/Data Point = Reality	Meanings are both 1/2 f, 1/2 e	Design a New Meaning = New Reality
	1/2 f	
	1/2 e	
	1/2 f	
	1/2 e	
	1/2 f	
	1/2 e	
	1/2 f	
	1/2 e	
	1/2 f	
	1/2 e	

ICM Examples



TAKE THE NEXT STEP!

Most believe that their history is fixed, it happened, and what you are, who you are, why you are, is mapped into the meanings, patterns, and programs that are now your deepest Truth. However, this is a flawed view. You have the power to completely rewire what the past means, and consequently, everything about you today transforms according to your design, not a random pattern that used to be logical.

I Choose What My Life Really Means!

Experience/Data Point = Reality	Meanings are both 1/2 f, 1/2 e	Design a New Meaning = New Reality
<p>Outcome- I want to become financially stable and financially free, independent</p>	<p>1/2 f I have all the tools for success. I improve my blueprint everyday... with excitement... w/ love... w/ the solid belief that \$\$ is on its way right now. I want to become financially free and am extremely excited that all my businesses can be the vehicles for me and my family.</p>	<p>Even when I am challenged, I KNOW that \$\$ is energy. I KNOW that I am a surf rider and master of energy. While limitations have blocked me before, they are now in my past, and every day becomes more exciting as I tap into the river of abundance Old beliefs like "NOBODY gets what they deserve" are not really true anymore. I know that as one door is shut or shuttered now, another door has opened. I LOVE Zrii, I am scared shitless but feel great that my commitment to wealth in this arena is only bounded by my efforts. Therefore, I work tirelessly and joyfully spreading health and the messages of amalaki and Deepak to all my friends, to strangers that I meet, I offer them at chance to come to the party, I create no meanings if they don't, and everyday I can't wait to be ME! The Zrii chick with integrity, joy, an impeccable message, and money money money is flowing to me NOW.</p>
	<p>1/2 e I'm not financially free yet. I struggle with Fin freedom. Every time I try, its elusive. I am not sure that I deserve – on days I do, and at critical moments, I don't. ... I think that some of my husbands limitations affects me too. And it should be hard hard work and struggle... when I try to create control and a value prop that is righteous for me, with the diff economy, we cant get ahead.. NOBODY gets what they deserve, everything is undercut.</p>	
<p>PD - "I'm not disciplined to get and stay organized in my office."</p>	<p>1/2 f I 'thrive' on chaos/I perform better under pressure/Pulling things together, last minute, is a 'challenge' that I like/I get more done, in a small amount of time/I am a 'free spirit'...no one tells me 'when' to work and 'how' to do it/</p>	<p>Organization and discipline are the 'Power Houses' to my successful business. It 'frees' my mind to know that I can find something quickly and with ease. My files are flawless and contain only necessary documents. With this, I am more powerful in my business....providing full attention to my client's requests. Everyone on the team supporting me operates smoothly....becoming stronger and more successful. I have a 'free mind' as I become more 'present' to life and everyone in it. I see, hear and feel LIFE at a higher volume! I AM Life !</p>
	<p>1/2 e This is my excuse for not succeeding/ I'm 'too busy' to be successful/I just have too many things going on/I've never been 'disciplined'...this is my parents fault for not teaching me this principle/I deserve to be stressed out...something will fall through the cracks anyway/I don't know where to 'start'/I don't know what 'organization ' feels like/Organized people are 'anal'.... uptight/</p>	



TAKE THE NEXT STEP!

Most believe that their history is fixed, it happened, and what you are, who you are, why you are, is mapped into the meanings, patterns, and programs that are now your deepest Truth. However, this is a flawed view. You have the power to completely rewire what the past means, and consequently, everything about you today transforms according to your design, not a random pattern that used to be logical.

I Choose What My Life Really Means!

Experience/Data Point = Reality	Meanings are both 1/2 f, 1/2 e	Design a New Meaning = New Reality
<p>PE – “I have the power to make a difference.”</p>	<p>1/2 f Speaking of being “powerful” masks taking action/“Having” the power to...is safe...non committal/The conversation of being powerful, impresses people/I ‘have’ the power, but choose not to use it right now/People are left in suspense, wondering what ‘difference’ I will be making/I appear to be important.</p> <p>1/2 e I’m not powerful at the moment...I just want to look like I am/I’m afraid to try...‘all talk and no action’/I don’t know what ‘difference’ I want to make/I feel overwhelmed...confused on where to start/I’m selfish...not focused on actually making a difference/When I feel disempowered... this is my excuse for not taking action/I’m afraid of how ‘powerful’ that I can be.</p>	<p>I AM power...the Power to create shifts in people that better serves them. I do NOT ‘talk’ about being powerful...I AM powerful. I share with people what “I stand for” AND I DO it! I commit to empowering women internationally, with “micro-credit” loans. So that they can empower their children and other women in their communities. I commit to empowering humans to give animals a loving home. Others ‘feel’ my contagious power and ask to be on My Team. What I give is accomplished with grace and ease. I am content and grateful for what I have created.</p>
<p>I miss the boat in college at the Greatness that I think I should have been.</p>	<p>1/2 f I have had many amazing experiences that this path (not medical school has granted). I am not limited to the type of help I can give people. “Not a doctor” leaves huge avenues of solutions for me to offer.</p> <p>1/2 e I’m a quitter. I won’t ever have what I want. The grass is always greener. I have an excuse for not being satisfied.</p>	<p>I deal with bad ass problems in amazing ways—I come up with the most amazing ideas and solutions I have to consciously stop myself from solving!! I shock myself with what I figure out. People seek out my help, they appreciate it, welcome it and reward it in many ways. I solve real estate problems and the money rains down on me. I solve school problems and watch my children receive the most amazing educations. I solve scheduling problems. By myself and with others I create fun, exciting, profitable solutions that give benefits to everyone involved.</p>

The Blueprint

Do you feel that you are born new? Are you a phoenix rising from old ashes? (That old blueprint really belonged to another person in another time... it was never *your* blueprint... and now you know that... for real!) How does this feel to really “own” you? Take the time to document here what has come up for you. Relief? Fear? Adrenaline? What are your deepest truths?

Take the time to be grateful to everyone who came before you, bringing you to this point. If they were half-empty, they “broke” your leg/heart/mind... and made you stronger now. Thank them. If they were half-full, you will now build even more truth and power on the foundation that they gave you. Thank them, too. Last, be grateful to *you*! You came this far, you have done this work. You are owning more and more of you, despite fear and failure going up! How amazing are you!

Think about the people in your life whom you feel were half empty... perhaps you have resented or disliked or even hated them for a long time now... Select three of those people, and write each of them a thank you note. By writing these people thank-you notes, you are releasing their hold on you, and regaining *your power*! Insert more pages – and write more tomorrow or next week or next month. (Whether or not you give this letter to them or not is immaterial, heck, they might not even be here anymore. What is crucial is that *you* are setting *you* free!)

The Greatest Version of You is not about perfection or the end game... it is about a perfect trajectory and perfect consciousness. When you have that, you embrace the imperfect choices which create imperfection - without judgment... –

Facebook, February 18, 2010

Now, write thank-you notes to three of the half-full people in your life who served you positively. By writing these people thank you notes, you are thanking them with honor and love and growing *your power*! Fill yourself with Level 10 gratitude! Be the ***Greatest Version of You***!

And last, write yourself a *long* thank you... be kind, generous, and loving to you... you deserve it! This is the ***Greatest Version of You*** coming to life! Enjoy it! Give it everything that the ***Greatest Version of You*** truly deserves!

The first person:

The second person:

The third person:

Now, write thank-you notes to three of the half-full people in your life who served you positively. By writing these people thank- you notes, you are thanking them with honor and love and growing your power! Fill yourself with Level 10 gratitude! Be the Greatest Version of You!

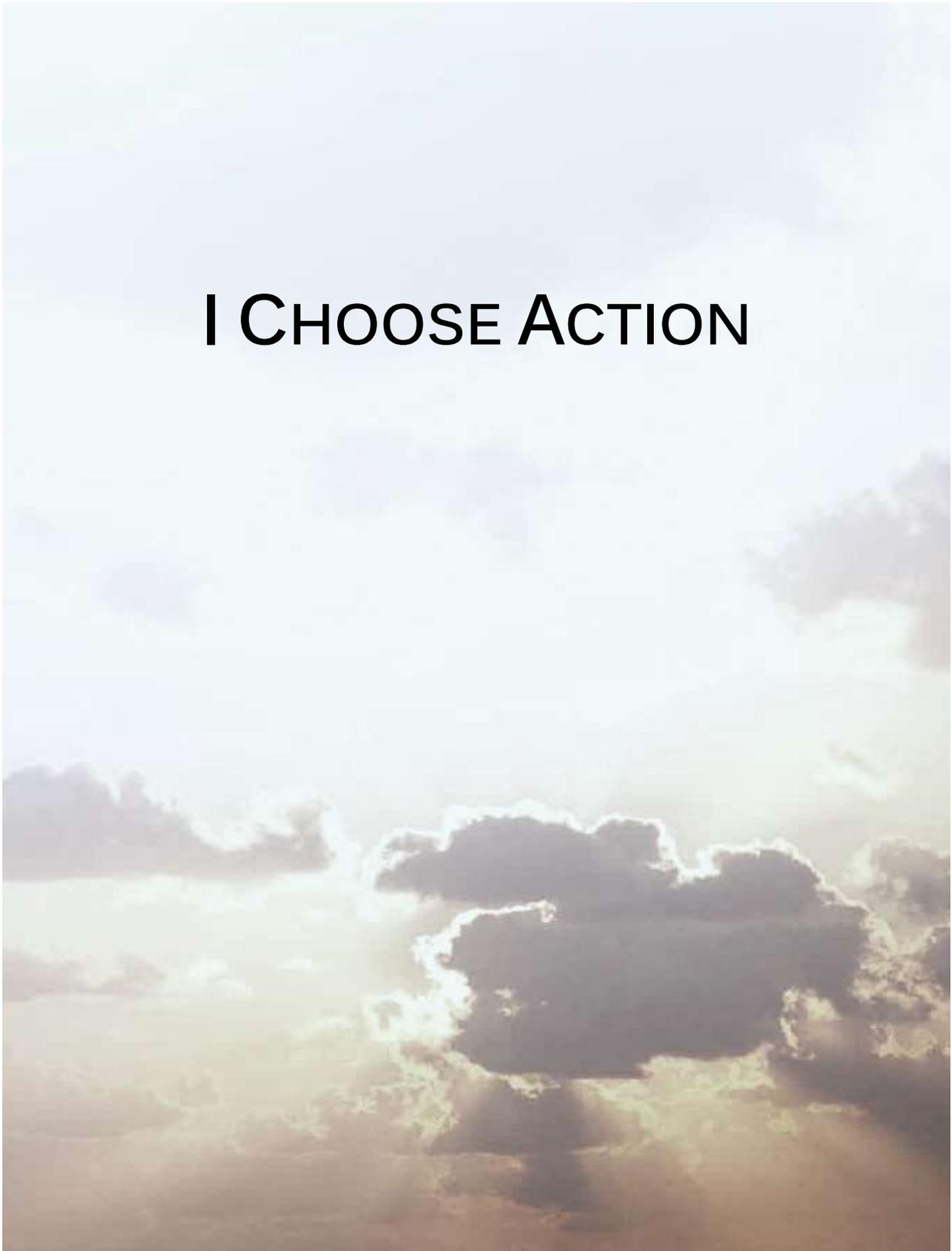
The first person:

The second person:

The third person:

And last, write yourself a long thank you... be kind, generous, and loving to you... you deserve it! This is the Greatest Version of You coming to life! Enjoy it! Give it everything that the Greatest Version of You truly deserves!

I CHOOSE ACTION



I Choose Action

Introduction

You should be vibrating with excitement. You've just finished a new incredible blueprint for yourself: the I Choose Meaning. You've taken your history and you've rewired it. You've used new neural patterns, new incredible tools. You've looked at changing old tools that you used to use, and you've updated them and upgraded them, and you've designed this magical, extraordinary greatest version of you. And its REAL! Its now, there is no "not now" parts to this! And as movie scripts go... who WOULDN'T want to be the hero of this blueprint??

Now the most critical part, as we all know, the most critical part to reality is, what do you do? What are the actions that you take? How do your actions change? Do you get a new job? Do you excel at your old job? Do you go on a diet? Do you begin dating? Do you get a different relationship? Do you deepen a relationship that you have? What do you do now?

Remember the nine verbs? The ninth verb was act, or take action... The first eight: see, hear, feel, know, think, believe, and you are focused on, and you've got it in your body - now you take an action. And as I said then, most people's action, is no action at all. Well, the greatest version of you is on fire! You're ready to go. This isn't about, no action at all. You are going to race out of here, race out of your desk, race out of your office to become, to act, to be, to do the greatest version of you!

So we come to the last working part of the Inevitable You system, the I Choose Action or the ICA form. So now that your life has a different meaning, you have chosen an incredible blueprint. Now that you've chosen the incredible blueprint, you are going to choose the actions that are congruent with the new meaning, the new truth, the new inevitable you. You know why you were the way you were; now you get to be excited about the new actions and the new choices, and the powerful design matrix that you are going to act from. And you must begin to act in accordance with this new blueprint.

Now in other sections of the book we've talked about having SMART goals, and the difference between the SMART outcome - specific, measurable, actionable, realistic, and time-based. We have talked about the Formula, that you are taking the things that you're asking for - which by acting, you are also requesting, and co-creating with your world what you want - and you are attaching emotion to it, and you're spending time doing it. You are doing it in a towards environment, you are doing it in a positive neural command sequence. You are firing great neural triggers to continue to consistently activate this new part of your brain - this new neural net in your brain that is more energized, and more focused than ever, on this greatest version of you.

There's still fear, there's still anxiety, but it's coming from a righteous place. So in this energy pattern, in this place, in this state, when you get ready to choose your action, I want you to be bold, I want you to be courageous. I want you to be the master builder.

While most of you are pretty good at "building," i.e., you *have* built your current life, and if you are even here, it is far likely that on your worst day, you're still above average... and we have spent *a lot* of time getting to the last section of redesigning your blueprint with authenticity and true power. So it is vital that the third column You, that unbelievable, extraordinary, magical You from the third column, has a matching, equally spectacular construction plan which will allow you to *act* as that person – take those crucial steps to complete the process.

So we are at the Ninth Verb... Act... or Take Action. Therefore, download the "I Choose Action" exercise, this is

the document that you will now create, *and schedule*, onto your daily calendar and other daily tracking systems.

Master Builder

Your blueprint for the Taj Mahal is done! (That was the ICM form, last section.)

For your ease, column three of your ICM form becomes column one of the ICA form.

This allows the ICA to become a more stand-alone document, one that you travel with – thumb-through over and over again – and it guides much of your daily, weekly, and longer choices!

You have the blueprint in column one to inspire you.

Column two in the ICA form is the combination of SMART goals and outcomes, congruent steps, all nine verbs, all five senses, completed Toward-motivated programs, a GVOY completed action plan with any appropriate sub-steps.

Whew! I know that is a mouthful and may seem a bit daunting... but by embracing a new, powerful You, you *will* get more and more conscious competence at *planning* an incredible, magical, You everyday... and not for everything, but certainly those Level 10 commitments that you have made for that time period... It is well known that for most of you, the deeper truth is that you overestimate what you can do in a shorter time frame (a year, for example,) and underestimate what you can do in a longer time frame (five years).

The psychology of that should now be clear – by overwhelming yourself with New Year resolutions, for example, and putting down everything that is wrong with you and that you wish to fix, it is *not Realistic* (the “R” in SMART) *and*, when the GVO Y shows up to storm your life, building according to an incredible Taj Mahal blueprint, you do get big chunks done, and done at a Level 10. (Plus, the motivation to “fix” you is gone... you aren’t broken!)

Column three is used at the planning intervals that you indicated in column two.

- Did I complete this step? Why or why not? (Poor planning? Unexpected obstacle? Lack of resources? What happened?)
- How well did I do it? (Level 10? GVO Y?)
- How might I improve it?
- How should I modify it?
- Is it blocked and scheduled on my calendar?
- What do I need to do to get it done?

From the inside-out, you have designed this Taj Mahal experience in the I Choose Meaning form. You have taken all these tools - the SMART goals and outcomes, the Plan and Execute tool, the nine verbs, the Greatest Version of, the Towards patterns. All of this is now wrapped up into this incredible action plan. EVERY week you are going to sit down with this, and you’re going to in-flight correct.

Beliefs

I know that there have been times that you have held all three beliefs (champion/ middle/ bottom). The point is that you now get to choose your beliefs based on all your new knowledge. You will find that when you struggle with action and implementing a ***New You*** or ***Greatest Version of You***, it is because an ***Old You*** belief has popped up. Go to your beliefs in your MOW. I asked you for four of them, Global Empowering, Personal Empowering, Global Disempowering, and Personal Disempowering. (See the “Examples of Beliefs” document for some samples of client MOW beliefs that I have compiled.)

CHAPTER 8 : I Choose Action

(EXAMPLE)

Beliefs*

***Note: these are pulled from actual clients MOW files!**

Empowering:

People will treat you with the same level of respect that you treat them.

I can get whatever I want with hard work and dedication.

I am good, likeable person.

What is meant to be, will be.

You can do anything you want, create anything that you want.

I am OK.

I believe that there is good in all people.

I believe that thoughts are things.

I believe in 100 percent intention and zero percent mechanics.

I can do anything that I put my heart into.

We should treat others as we ourselves want to be treated.

What goes around, comes around.

You can always find some good in people.

It is not important to please everyone.

I have a divine purpose. Once I embrace it, I will feel more peace.

The sun will come up tomorrow, and I will get another chance.

Most of my fears probably will not come to pass.

People will act in accordance to how much faith you have in them.

There are no right or wrong choices, only what we learn from them. If I want something bad enough, it will happen.

I will be happy.

When people get to know me, they will like me.

CHAPTER 8 : I Choose Action

Disempowering:

I can work really hard and still not be happy.

Being stable is worth settling for.

I don't have what it takes to be charismatic.

Life goes by too fast to try and do what you really want.

I will not have enough energy or motivation to reach my goals.

I need some kind of support from others to feel happy.

I believe that I must work hard to make a living.

I believe that I am a procrastinator.

I believe that I have difficulty in committing to anything in my life.

I believe that I lack discipline and organization in my life.

People will unconsciously do harm to get ahead in business.

We have to experience pain before we experience joy.

Some people just suck.

Life isn't always fair.

People will always take advantage of nice people.

Life is a struggle.

Love isn't easy.

There is no such thing as perfection.

Guilty until proven innocent.

Some people do not deserve to be loved.

Perfection is the key to being happy.

You do not really have control of your life.

There is not enough time to do everything.

You cannot find true love until you are perfect.

People in general don't like me until they get to know me, but once they really get to know me, they won't like me, either.

My life doesn't count in the grand scheme of things. (Some person who above talked of their divine purpose.)

If I am not perfect, others won't love me.

If I ignore myself, maybe I will go away.

I am not a sexually comfortable person; my history has damaged me.

I don't/won't follow my true passion (if I figure out exactly what it is.)

I won't ever look the way I want to.

I have asserted throughout this work that evidence does not create beliefs. What evidence of your empowerment have you diminished in your past? Dig deep, list this evidence here now:

How can you embrace that evidence now? Do you embrace that evidence now? What do you need to think, feel, believe, focus on... to allow you to really begin to rewrite your life and own it? (Remember, you can never hope for evidence first, and then the belief is formed – you must believe... and then the evidence appears! It is a Law! That is why many lottery winners lose all their money. They must believe first for the evidence that they are wealthy to be real. Having money without the belief is fatal for most.)

First, as the New You, look at your old beliefs in the MOW. Look at the verbs, adjectives, and adverbs. Look at how you made your disempowering words more powerful and definitive, and your empowering one less-than. In the left column write the verbs, adjectives, and adverbs that you used. In the right column, weaken the disempowering words and strengthen the empowering ones.

Empowering

1. _____	1. _____
2. _____	2. _____
3. _____	3. _____
4. _____	4. _____

5. _____ 5. _____

Disempowering

1. _____ 1. _____

2. _____ 2. _____

3. _____ 3. _____

4. _____ 4. _____

5. _____ 5. _____

How does that feel?

Remember – constantly be noticing, reviewing, and updating your beliefs. Notice other people's beliefs. You get what you focus on. By beginning to consciously choose and change your fundamental beliefs, you will begin to change the quality of your life!

Now, as the **Greatest Version of You**, rework your beliefs. Really dig deep into what empowers the **Greatest Version of You!** The GVOY will have disempowering beliefs, too, so be real with it. Write them now:

Empowering Beliefs (As a minimum, your top five, in priority order):

1. _____

2. _____

3. _____

- 4. _____

- 5. _____

Personal Empowering Beliefs (As a minimum, your top five, in priority order):

- 1. _____

- 2. _____

- 3. _____

- 4. _____

- 5. _____

Global Disempowering (As a minimum, your top five, in priority order):

- 1. _____

- 2. _____

- 3. _____

- 4. _____

- 5. _____

Personal Disempowering (As a minimum, your top five, in priority order):

- 1. _____

- 2. _____

- 3. _____

- 4. _____

- 5. _____

How does that feel? Did you gain more strength and power? Is the authentic, Greatest Version of You beginning to emerge? Or does it seem hard for you?

Really make these 20 guiding beliefs the Real You!

Conclusion - Spiritual/Religious Beliefs

The second point I want to close on... I did not touch on but briefly once or twice as I went through this content... and it is this... everything up to this point has been about mental s/w, been about how you use your mind for greater outcomes for you... to the extent that you have felt my heart, my core, my center, its been there. To the extent that I have touched YOUR heart, your center, your core... to the extent that we have talked about EQ and things like the emotional tools, I have consistently urged you to be deep, be deep, to be in the deepest, most real YOU. I have chosen to include two pieces of content into this book that may appear out of place with this neural programming tool set. In my client work, these two pieces of content yield tremendous value to them.... I need you to understand to that I don't do this to position a certain view point, or convince you of a certain belief, it is designed to allow you to discover and embrace more of yours... I am not trying to persuade you or dissuade you from anything... I just want you... to discover more of, the inevitable you... and this area contains some distinct discomfort for some... for many of you, this place needs the same alignment and congruence work... because it also appears thru the mind's eye, the brain's tool set to describe it, I present it that way in this audio book to you as well... so, I asked you in your MOW to describe in a paragraph your religious and/ or spiritual beliefs. On average, in America, over 90% will report that they have a belief in a higher power. My question is not designed to push a belief nor change yours, no matter what you have. My question is designed to help you go deep into the profound waters of life. Many times in this book I have mentioned that there is a huge difference in the psychology of normal times v. the crisis times... it is the crisis times that a connection to your higher power might serve you. So if you are uncomfortable there, based on your family of origin programming, it is time to get comfortable.. it is time to own your truth, whatever that is.

A deep place can comfort you as work to create the inevitable you. ...

It can provide the foundation to you even as you work to define your purpose, which I ask for in section two.

Because we have spent a lot of time and effort on rewiring how you think about you and who you are... obviously, if you can connect to the PURPOSEFUL you, then all your efforts and time and truth is connected to

not only a dramatically rewired you, it is a meaningful, consequential, real, momentous ... YOU.

Take the time to be real about this part of you... whatever you choose to believe in, is up to you. But just as no decision is a decision... no belief is a belief. Don't "back into" one because of your family of origin... own your truth... have the GVOY determine it...

Now, don't tell me that you can't... again, you do things on the other side of the coin...for example, I have clients tell me that they can't solidify beliefs because they haven't seen evidence... yet they believe in gravity... you can't see gravity... scientists can't explain it or why it works... they can only explain and measure its effects...

And we also know that when you believe, the evidence appears...

Go deep... be deep... choose this part of you consciously... whatever your beliefs are... you believe/ you don't... choose them wisely.

Being rooted in a higher power creates even more power for you. It is not important to me *which* spiritual belief system that you hold. In America, over 92 percent of people report believing in a higher power. What is crucial is that you make choices based on what you *do* believe. Remember, if you are waiting for evidence of a belief to appear, it *never* does. Thus, choosing to believe what you believe and owning it allows you to commit in a more powerful way. The **Greatest Version of You** continues its emergence!

Why do you believe the way you do?

As part of your blueprint and redesign process, what does the Level 10, GVO Y *want* to believe in?

So if you're spiritually based, do you go to the Church of Popular Opinion to make decisions on how to spend your day and what to commit to in your life, or do you put your faith into that deep well of silence and stillness within you, and choose to live there, choose there, and commit to life.... from the opinions of that place?
- Facebook, March 1, 2011

Are there any obstacles or challenges to believing in the way you wish? Articulate them here.

What are your solutions to these obstacles? (Designed and acted upon by the Level 10, ***Greatest Version of You!***)

Conclusion - Kids and Parents

To live on this planet, you must grow. Challenge is mandatory for growth. Suffering, on the other hand, is optional...

- Facebook, February 25th, 2010

General Summary:

This is a crucial section. One, it allows you to own and release all the gunk that you may have kept from your past... from your family-of-origin....

The Tool:

One corollary that is too important not to mention in this part of the conclusion begins with an interesting question... do children pick their parents?

I have asked this a ton of times to my clients, and the obvious reasons WHY I would ask this is that for many clients, they did not have great childhoods... so when we re-wire childhoods, as you now have the power to do... or we look at family of origin programming now in a different light... there is still more power available for you here at the end of this question.

Answer: Here's the logic: and it begins with a series of questions:

1. Do you believe that you are here on this planet with a purpose, with meaning, with even mystery, but certainly not a random accident? Another way to ask this question is this: the day you arrived on the planet (and your arrival happens in accordance with your belief system – conception/ utero/ birth, it doesn't matter,) a quarter second before you arrive, a woman in Australia did, and a quarter second after you, a man in China arrived. You aren't them, you're you. So is there meaning to being you, or are you some random accident – there is some slot machine in the sky just pooping souls randomly into bodies down here? You may not know the mystery and meaning yet of you, but its there.
2. (Whether you believe the Laws of Attraction which mandate that you "attracted" you, which means you attracted your parents, which means you chose) the next logical question now to ask is this: since your arrival and existence has meaning, do you believe that you co-conspired on the other side as to how you began your journey? Did you and your higher power have a moment of consciousness where you connected as to who you would be, what your journey would consist of, and did you leave there with love to come here?
3. Now, at this point, most ask, "so if I picked my parents then, why the heck did I pick those?" And this is the freedom for you: why would ANYONE pick a challenging start to a journey? Because ALL challenges produce growth. That is why we do anything hard; we want the growth it produces. Since all human behavior has a positive intention (one of the main bedrock presuppositions to neural programming) the positive outcome of terrible parents, if you choose it, means that you got growth and strength and "gifts" that once accepted, are critical to your journey here. Thus, since you are an expert on broken legs and limpers and people who walk fine... Your early childhood is nothing more than a broken leg... and if you limp, you now know who to profoundly change this to be anything that you wish it to be! The emotional damage or even physical damage you received in your family of origin, is now nothing more than your greatest strength! And now you are free to thank horrible parents for what YOU chose, the strengths that you have, the person that you co-

conspired to create, and you are totally, completely, blessedly free of their “cursed” influences on you. You are FREE!

I can tell you after a decade of asking this question and thousand's of clients, not one have stuck with “no” ... and the release that it brings some, to truly release an awful past, is precious to witness.

Now what do you think?

So now, whether your family was Ozzie and Harriet, or Leave It to Beaver, or you had a perfect family, you created your growth at some point in your life. Every human on this planet to experience their potential, must have growth. Growth comes through pain and challenge and failure and fighting for something greater than who you are...

But now, to realize that you might have chosen your parents, if you picked less-than, if you chose down right terrible ones, you got great growth, and now, because it was YOUR choice, you can release them... and not just neurally, but powerfully, authentically, and for real, as you acknowledge and own the gifts that you selected for the early part of your journey!

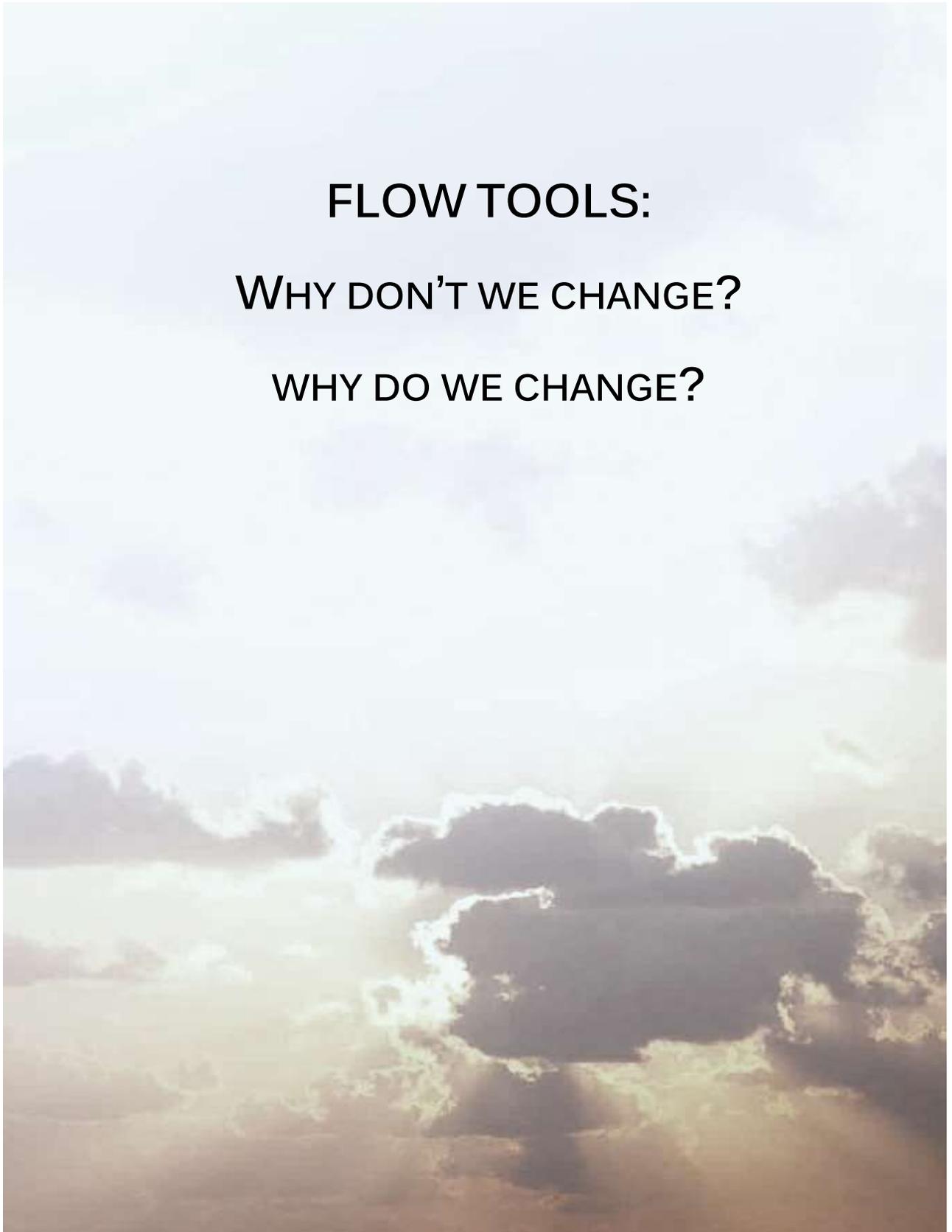
Coaching Application:

Do you believe that you chose your parents? Why or why not?

If you did choose your parents, (even if you don't believe that you did, still, answer this question) what were the gifts, the lessons, the “broken” legs that you received from them?

How might these traumas and damages, and/or gifts and lessons, be of value to you?

**FLOW TOOLS:
WHY DON'T WE CHANGE?
WHY DO WE CHANGE?**



WHY PEOPLE CHANGE / WHY THEY DON'T CHANGE

We have learned so much about new and unique ways of looking at:

- Who we are
- Why we are
- Real tools to be different
- *HOW* to be different... And *BELIEVE* it
- Which creates *radical* difference (if you design it that way)
- And we laid the groundwork to begin to shift:
 - Ourselves
 - Others

This next section is about:

Advanced Tools -

(And we already learned....)

And... this section is about:

Movement or...

Transformation!

We now know differently what causes most to change:

- 90% are in pain ("in the 10") they have no choice. and sometimes even this isn't enough...
- 10% dreams of more... and they go get it...

- We learned yesterday how some create equations from the plus side (IHAD, towards, foot-on-gas, wired to win, Rock Star, stage III, EIM, Legendary, Destiny, prime-of-your-life, Legacy, and more... (and ALL four year-olds create from here)

What stops most people from changing?

We know that it is equations...

Assigned, perceived values...

IQ/ EQ...

software and data...

etc...

(and to motivate/ inspire/ create/ OWN their change... Usually find the opposite position...)

Let's get specific:

- They lack the belief system... Why do they? (C/E)
- Rock Star - Album Sales
- How v. Why?
- 90% Away, 10% Towards
- Wrong - Wrong = More Pain/Less Pain
- The “Rogue Program” (neural links to what you say that you want... does the overweight person want to be thin?)
- The *Corrupted Line of Code* (use the ICM form)
- The adrenaline of life or the adrenaline of death?
- Three time frames v. Two time frames (time travel, Now vs Not Now)

- Are they an incredible chef?
- “Secrets of Magic Revealed”
- The Act after the Act
- The Architect v. The Builder
- The Caterpillar v. The Butterfly v. *the struggle to be free*
- Is your “evidence” used to affirm your champion status, or proof that you never will be?
- “Kali the Destroyer” misplaced or not used at all
- Astronaut Goggles
- The Power of Labels (the Limpers)

- The Story (they tell as to why they can't change)
- Resources or *Resourcefulness*
- Fake it / Make it versus authentic new software
- Reframe or rationalize

Summary:

We know differently now what causes people to change. 90% of people change because they are in pain, and the pain is building. They can't stand the pain anymore. They have no choice, and sometimes even that isn't enough because what they do is they raise their pain threshold. 10% will do it for the dream of it, the vision of it, the goose pimple of it, the want more.

They go for it. They go get it. Whether it's "I Have A Dream," it's "foot on gas," or "rock star" ... All of those tools have motion in movement application and value to you. So, then you have to ask yourself the question, what stops most people from changing?

It is most. It's this 90/10 rule. Now, you can influence the 90%. When you go back in the bell curve, if you get the 10% to go and then you hook another 10% into that category and they go quick, and then you might even get someone down in the 20%, they are just waiting for one little line of code and they don't even have any hope. When they go, "Oh my God," they might make the entire leap over.

We know it's about equations, perceived values, all of that stuff. I want to give you some very specific examples as to how to flip their software.

Some things as easy as towards and away.... So often you're in the middle of the forest, the branches are beating the crap out of you, you're trying to move forward and all you see is a thicket. You're not stupid, you're not bad, you're not broken. There's nothing wrong with you. There's just a challenge in the software.

So let's look at some of the things that you already know. Why aren't people changing? Because they are focused on, "I don't have the album sales to give me the credibility to believe I can be that leader, or I can be that team person." You've got to flip them back to being a rock star. You've got to give them the tool, because the rock star will easily change. Album sales never change anybody.

You've got to build the why bigger than the how. So if you're focused on how they are going to do it, or they are working on how, you've got to refocus to the why.

When it is about right vs wrong, it becomes more right vs less right. This is the real shift in the away pattern. People will look at this and say, "Hey, look. Is less pain really a win for you?" The answer is, "Of course it is."

You're, like, "Yeah." But, do you want to teach this to your kids? Do you want this to be your standard of living? Do you want to have your worst day as less pleasure?

Well, now they will go into the other reasons why they can or can't trust this.

Cause versus Effect

General Summary:

Really “unpeeling the onion” allows one to see the cause-and-effect matrix that supports the un-resourceful psychology. You can rest assured that virtually always the issue that presents itself is a fact. You must focus on underlying causality. It may come from any axis: intellectual, emotional, masculine, feminine, FoO, action-based, fear – failure based, or more...

The Tool:

It is the tendency of most people to get caught in the story, and the hardest story to discern is, “Is it the truth or a story? Is a story that’s true?” These data points are very real. “Oh my God, that’s like so awful. This happened and then that happened and then my ex did this, and then the bank did that. Oh my God, I think I’d be all screwed up if I were you. Wait a second, I’m not supposed to do that - it says right here, don’t do that.” Knowing how to go after cause on a psychological basis versus knowing, believing, feeling that, sympathizing with, because they’re going to try very, very hard. Old them? They don’t even know what new them is. Old them knows who new them is, don’t you think?

It’s John Diamond and David Hawkins muscle testing thing. Whatever it is, that’s not safe. “It’s out of my comfort zone. I’m going to go very, very cautiously. I’m looking at you dude. I’m not feeling you’re very safe for me. Even though I paid money to be here, even though I volunteered to be with you.” Or even if it’s the Starbucks line person who said, “I’ll sit down and have a cup of coffee, I’m intrigued by what you said.” “Yeah, I’m watching you. You’re not safe for me.” Getting the cause and effect just is a layer tool, it’s a big one, to know what is its cause and what’s its effect and it flip flops. It’s not a clean answer. It’s a Dr. A, Dr. B moment because sometimes it looks like cause, but it’s a cause of another cause. It’s not how many angels dance on a head of a pin. It’s not that kind of stupid argument. If we ever end up in that kind of whirling around the maypole, that’s not what it’s about. If you’re just even aware of asking yourself, as you talk to this client, is this cause or effect, you’re 90% ahead of most professionals, because they don’t ask it this way. There is no such thing as cause and effect. Cause happened when you were potty trained incorrectly. Now the effect is, you’re broken.

Key Points:

- Have great questions constantly at the ready.
- Have your “heckler” program prepared.
- Be persistent – dig as deep as you must to get to the root cause of the presenting issue.
- Be prepared to take the cause questioning as deep as it needs to go... It may be years and families ago...
- The client will significantly shift their emotional or physical state when you engage a cause program.

Coaching Application:

- Know how to go after the cause on a psychological basis versus knowing, believing, feeling, sympathizing with, because they’re going to try very, very hard to believe their pain.
- As you talk to the client be aware and ask yourself, “is this cause or effect?”

Rock Star / Album Sales

How do you become a Rock Star?



Here's the challenge though...

- You can never become a Rock Star this way – this is a one-hit wonder!
- You must have passion for your song! You are here to sing!

General Summary:

This is a constantly shifting metaphor for the fact that evidence never creates a belief. Clients will discard that which they don't believe... even to their detriment... to cling to outdated beliefs. You must rattle this tree to its roots... shake them to their core. This is a great metaphor not only for challenging their "sacred cows" but it begins to make the point in a tender, loving, and intense manner... that they must have passion for their song.

The Tool:

It's a big one because a lot of times, when people are now engaged with you, they're talking about, "I can. I can't. It will. It won't. How will it?" Just like Old You/New You, even when they're in New You and they're trying to sort out how this is going to work; you have the ability to say, "Well, what are you focused on? Being a rock star? Or selling albums? Which is coming first right now?"

What you'll find is they'll drift into album sales. At one point in the conversation, they'll say, "Oh, I believe I'm a rock star." But now, if all of a sudden, they're focused on album sales, what have they just done? They've either flipped into Old You or they've flipped into a place in the software where, "I still need album sales, so that I can really, really, really believe I'm a rock star." We point it out to them and go, "Wait a second. Is this believing you're a rock star?" They'll go, "Oh, yeah." They'll get it. It's a great metaphor.

Key Points:

- Used frequently, you will hear clients disregard new evidence all the time based on old beliefs.
- You must have the ability to think and work on the fly as they diminish new coaching from you to ask, "Is that album sales?" "Are you a rock star?"

Coaching Application:

- Watch their emotional intensity meter when describing themselves as a Rock Star.
- Measure their EIM when focusing on Album Sales.
- What level of passion is invested toward their Rock Star? What level is invested away from uncertainty and toward more Album Sales?

Describe yourself as a Rock Star. Be detailed, be specific.

WHY DONT WE CHANGE/WHY DO WE CHANGE

Where does that take you?

What are you feeding when you focus on Album Sales?

Where does that lead?

Change or Die

You can find the link to this article here:

www.theinevitableyou.com/change-or-die

Your "stuck-ness" DOES make sense!

Even when faced with death, and only requiring a moderate change in one of three areas, less than 10% actually changed!

One doctor, Dr. Dean Ornish, had a 77% success rate.

- One: massive support = 2X week, one year contract, group work
- Two: massive, radical change vs. incremental change
- Individual coaching!

When talking about how to create lasting change and transformation, and specifically why people don't change or struggle with it, I always like to reference a great article called "Change or Die" that was posted on the Fast Company website in 2005.

In essence, the article begins by providing a shocking statistic about how many people who undergo coronary bypass surgery don't make changes in their lifestyle to improve their health, and continue to deal with health problems or even die a few years after.

How many people do you think would make just one significant change in their diet or exercise if their life depended on it? Large number? Small number?

Try 1 out of 10...

Studies have shown again and again that 90% of people will not make a change in their lifestyle even when confronted with death!

However, the article talks about one doctor who figured out a system to change his patient's behavior so that 77% of them made lasting change to the lifestyle. That's almost 8x the normal success rate! His name was Dr. Dean Ornish, a professor of medicine and founder of Preventative Medicine Research Institute.

Dr. Ornish started by reframing the reasons and motivation for his patients to change. Instead of using fear of death as motivation, he reframed it to the joy of living. This is an example of the "towards vs. away" tool, seeking pleasure versus avoiding pain is a more effective way of creating results. This was the first step in changing how his patients thought about their reality and how they are creating.

The next thing he did was create massive and radical change to the patient's lifestyle. This is an example of the 15 Twinkie tool, which explains why incremental change is actually more difficult than massive and radical change. As stated in the article "They feel deprived and hungry because they aren't eating everything they want, but they aren't making big enough changes to quickly see an improvement in how they feel, or in measurements such as weight, blood pressure, and cholesterol.

The third aspect of Dr. Ornish's program is that he provided his patients with multifaceted support system. Patients were required to attend weekly support groups with other patients and they received attention from a variety of specialists like dietitians, psychologists, nurses, and personal trainers.

The article does a great job of relating these methods to businesses and why these three concepts are vital to changing not only individuals, but organizations as well. The fact is no matter what area of life you're wanting to transform, these three things are necessary and important to creating lasting change.

The article concludes with a nice segment about "plasticity" of the brain, and how we are not hardwired and is actually easier to change than we once thought. It has been proven through research that three steps to effective change is to:

1. Reframe your goal to something you want versus something you don't want
2. Go big or go home
3. Find a support system or create one for yourself

These three things are also part of the foundation of The Inevitable You® system. We use the latest in neural sciences to reprogram how you think, and give you the resources to support your massive and radical changes. And remember, in this coaching system, it's change or continue to be "Old You"...

A key difference between the 90% and the 10% -- most believe... the top % does not...

Most believe they are a function of, and their reality is...

Their experiences

Their memories

What things have meant in the past ... Leading up to today

They "try" to change (and the outcomes are limited by their "software" -- what equation do they believe between hard work, luck, bad luck, "can'ts", increments, timing, and this big line called "resources")

Well, this is true for 90% of the planet, it is not true for the top 10%

They are deep, their waters run deep

They are powered by deep and still/ not shallow and splashing

They believe they create everything

They believe in the growth/ wisdom/ lessons of life, not the pain/ problems/ or failures

They manage their emotions to associate/ dissociate on their cue, not others/ not life's

They live in their "prime" ... Forever...

Their song/ passion to sing > album sales

They are human, of course, they are just very conscious/ awake to the rhythms of life around them/ they ARE the rhythm...

The Rogue Program

The metaphor for the rogue program is a health challenge. When people have a health challenge, they will do things to try to change it. They will try a new exercise program. They will try a new diet. They will try the paleo. They will try Atkins. They will try Pilates. They will have some success, less success, some success, less... The truth is, and everybody knows this, and it's one of the reasons why health is an interesting challenge for the great part... There are a few health challenges that are extremely medically driven.

But for the most part, when you look at health challenges, people will beat themselves up and they will say, "Oh, I don't have the discipline," or, "I don't have the willpower," or, "Yeah, there's something. I should be..."

The truth is, if you follow a program, and the point is you've got to follow the program... Even if you're doing the cayenne pepper lemon juice diet done with some weird yoga, you're going to get results. What happens is people stop following the program, and when people stop following the program, they make a record as to why they couldn't follow it.

Well, who could follow that?

Or, I can't follow that.

Or it might work for somebody else, but it doesn't work for me.

But there's a very, very interesting thing when you understand towards and away differently. We're going to establish a state for this person, and then we're going to ask him two questions I'm almost going to promise you they have never asked themselves, when you change the nature of the question and the problem you're trying to solve, the fact that you can't solve the problem today means the door is locked, bolted, shut. It's not going to happen there.

So you've got to figure out, how do I get in? You've got to go to another doorway.

There's two questions, generally, in a health pattern that people have never asked themselves. We've got to establish the state first. People who are running a health challenge, and take out the fact that here's a medical origin to it. It's just a health challenge. Might be a lifestyle. Might be a stress management, or it could be any basis. But it's containable and manageable to the extent that it is.

Do you think as they exist in this health challenge, are they in a towards or away pattern?

It's most likely away, because no one says, "You know, I have a dream. I have a vision. I want the health challenge." They say, "I hate it. I don't want it. I can't stand it. I want less of it." That is the quintessential definition of away. Now there's two questions they have never asked themselves. By law, when you're in an away pattern, what is the software driver?

More pain vs. less pain.

What state do we always, always gravitate to? Less pain. So because they have the health challenge, versus health, which state is less pain? The challenge state or the healthy state?

The challenge state. Ponder this. This is going to give you a clue. We're doing it in a health metaphor, but this is anybody that's in an away pattern. 9 times out of 10 they are busy telling you the health state they are in is more pain. So now you get to ask the second question, what could possibly be more painful about the state that they say they want?

Therein lies the rogue program. That's what we want to solve for them.

If I've got the health challenge and I'm maintaining the health challenge, I'm doing it because to be fit and health and powerful and vibrant and alive and dynamic, by law, by definition, is more painful to them. That's why they can't get there.

Then when you ask, "Well, that's ridiculous." What could possibly be more painful about my health, my fitness, my power, my joy of my healthy body?

Generally... There's a number of reasons why. When you start asking a different question you will start getting a different approach. It sounds something like this. Because they blame a lot of their challenges and difficulties in life on the health itself... "Well, I can't have the job I want, the relationship I want. It's the health." They're running the I Have A Dream speech, "When I'm healthy, I'm awesome. When I'm healthy, I've got this. When I'm healthy, I get that. Everything is going to be fine and better for me when I finally fix my health."

So, they haven't generally given up. More pain, less pain. Less pain, more pain. They are driving to something that they want, but the closer they get to what they want, what subconscious... Remember I said it's the subconscious walls that fight the status quo more than the conscious walls do.

If you said, "When I have the health I want, my life is going to change," and you're actually on a program that's taking you to more health, what now becomes a rising driver in your psychology? Change your life. Because I said, when my health gets better my life would be better. So, whether that means I've got to change my job, I've got to change my relationship... I've got to change something. I've got to do something different.

This status quo over here is being challenged by the rising, I've got to do something different. Your ego... The ego gets a bad wrap. It's not that it's evil or bad. It's just old. It's your friend. It's, like, "No, you're not ready to change your life yet. Not now. In the future we'll get there, but don't do it now. You're not ready for this now. You can't handle this now. You're not prepared for this now. You and I, we know each other really well. You've got a lot of flaws. You're not ready to be fit and healthy and powerful and all this, or have this money, have this love. You can't do this. Don't do this to yourself. You're setting yourself up to be hurt."

The more your good results pour in, the more you have this internal drive to sabotage yourself. It drives you away. So, it comes in the form and the structure where most people are busy beating themselves up saying, "There's something wrong internally with me, and that's why I don't get the results that I want."

No. The thing that is wrong with you exists in this little tiny villainous sentence that says, "And now you go figure out what it was."

But you'll never figure it out in an away pattern going, "I hate this. I don't want that. If somehow I can find a program that will give me less of that, and then I'll work, work, work, work, work on less of that, and if I get a little bit of success, I feel better because I've got less of my pain..." At the end of the day it never gives you joy. It never gives you ecstasy. It never gives you pleasure. It's all in an away pattern and pain avoidance.

So you have to have the ability to slow down the software and say, "What is the pain that I'm in?"

That's the rogue program. That, and when you change that sentence, that's when everything changes. That's where the foot on break lies to whatever effort that you're doing. That's the saboteur to your success.

Adrenaline of Life vs Adrenaline of Death

The reason why people don't change, when they get it, they experience it, they see it, is because rising adrenaline to them is, "Oh my God. I was good plus. That I can manage. Extraordinary I can't, because I'm closer to death."

So you now know, if it's in a fear based system, what will tend to happen. People say, "Oh, I have a fear of failure, or I have a fear of success." Let me ask you a question. As new leaders, fear of failure, fear of success... Very, very common fears that you hear from people. Do you think any one of these are real?

Here is what I would tell you. And this I would hope this would be a realization and new software. If these are real, what do people do with fears that are real, always? If you're dealing with the real problem, what do you always do? You generally solve it. If it's real and you really are afraid of failure, you'll find a way to deal with that. If it's existing in your software and psychology as it's real, I'm almost going to guarantee you, you're at effect, you're not a cause. You're at superficial appearance you're not at the rooted cause. When you talk about fear of failing, first of all, people know what failure is and even though they don't like it, they don't fear it and for the ones who have it, how often have they really failed, small, medium or large?

Small. And so what they really, if you wanted to be uber EQ upgraded software dudette what you would say is, you are terrified of what you're imagining failure would feel like and look like. But even if you change it to that, doesn't that change the nature of the equation and the software that someone says, "Oh, I'm not succeeding, I'm not pushing forward in my life because I'm afraid I might fail." Who does not push forward because they're afraid they might fail? Nobody. Virtually nobody. They are afraid of what failure might look like; which means they're really afraid of their imagination, because they've done this tool called stacking, "If I fail, the whole world is laughing at me. And if I fail, everything terrible will happen to me." And they built it up to be terrible, and that's what they're afraid of. Now when you fail, what does failure look like?

And on the other hand, fear of success. Oh, I have a lot of fun with that. I'm like, "You're afraid of success." "Oh, yes. I fear success." Okay. Great. So here's what is going to happen, you're going to create a life for yourself if you've got all the money, all the love, all the joy, all the success, that you want for yourself and that's frightening to you.

Well, sounds silly when you put it that way. Well, where would you put it? If it's a fear of success, what does that mean? That's bizarre and nonsensical. Tell me if there's someone that believes there's a reality, fear of success, tell me what that will look like in your mind.

You've got all the money, all the love, all the joy, everything that success brings you, and you now got the problems. People think you're rich asshole, you don't know who your real friends are because you're just trying to hang out with a rock star, oh you're afraid of that, right?

Fear of failure, very rare. Fear of success, even more rare.

Do you believe that people are afraid of change?

You've got to think about this. First of all, and foremost, people love change that they love. "If it's change that I control or I manage, then the change is fun. It's different, it's new, new this, do that. Out of the rut, out of the routine". People love change that they love first of all. So we've got to subtract that from the equation. Now, when you subtract that from the equation, when you say, "Change brings..." their change is focused on, "I'm going to lose something. I'm losing prestige." They're not focused on, "Well, what I'm I supposed to gain?" They don't see the gain, they only see the loss. Or what they really lose is predictability. I can't predict my new world after change.

Well, are you afraid of change, or are you afraid of unpredictability? Because if you think that your team is afraid of change and you're doing software enhancement tools to help them manage change, that's generally not what they're afraid of. They're afraid of a loss, or they're afraid of, "Well, I can't predict anymore." Well, now what you can do is give them a tool that helps them live in unpredictability. Why the change is more exciting and more joy in bringing why we have to do this. For example, I gave you a massive why as to why you have to look differently at stabilized assess... whatever that string is, transport. Because the business model can't handle it. You'll live for about another six years in this model then everybody is broke. Above, above, above and we're... Yeah, no. We gave a big why, that's a great tool.

We love change. It's in your DNA. You spent your whole youth, when did you learn the fastest in life tenfold. When you were comfortable in a chaotic unpredictable world and it wasn't "I'm afraid of change" it was, "I'm going to get some amazing gift." When I saw the unpredictability of this, blah, blah, blah. I have a dream. I have a dream. If you're in a healthcare changing environment, man and I have a dream speech about how much I love change. How much I love this unpredictable world. How much I love I have a dream. That as every dollar moves around and every painful cut that experience I have a dream. It's got to be your goose pimples. I could show you my goose pimples about it, but it's got to be your goose pimples about it. We know how to do this. Those are common old you expressions that say, "Oh, yeah no. That's real to me." They're very, very rarely real.

"now" vs. "not now" 3 Time Frames to *REALITY!*



Past :

Present :

Future :

Summary:

A critical difference in understanding the old you versus the new you that is beginning to emerge, is that most of you believe, as taught by traditional psychology, that you are a three time-frame being. In other words, you believe reality happens in the past, the present and the future. And by now you're going "Oh, okay, Sumner - how are you going to challenge *that* one?" Oh yes, I will challenge that one!

You think reality happens in a past, a present and a future? No it doesn't. It only happens in two timeframes. Reality always only happens in two timeframes. This is how it works. I know you're thinking "Oh

my goodness, what's he going to say about this one? I have a past. I remember it. It was real to me. I live in the present, it's certainly real, and I'm doing the best I can," or maybe "I'm on the leading edge, I'm being proactive. I'm focused on building more every day, and there's a future. I have a dream. I have a vision. I have goals. Hey, in your Model of the World, didn't you even ask what my goals and visions were! There's the three timeframes."

Here's the crucial difference. I asked about "reality!" Reality only happens in two. Yes, psychologically you can think, remember, feel, and focus on three. You can use multiple verbs to discuss all three timeframes, but how you create reality, only happens in two. And they are 'now' and 'not now.' Think about it. What happened in the past is nothing more than neural blips, little packets of electricity that run around in a neural net that allows you to remember a past. But it's no longer real. The meaning that you created, which is the science I'm trying to teach you, which is now going to become the inevitable you, because you're going to re-blueprint your past, it's real, it's there, but it's not reality because it no longer exists. As we discuss these set of principles that allow you to manipulate reality, you already do it unconsciously today! For example, an argument that you remember may be worse with the telling and time as you remember it, or it might get better. It is not fixed once it goes into your memory, because you can change your memory! Reality is only now and not now.

I like to tell the joke about the American that goes down to Mexico and he's working with the bureaucracy. Every day he goes in for a permit and a piece of paper and they say "Oh, I'm sorry, mañana. You can have it mañana." About the fifth day he's like "Hey, I know what mañana means. You've been telling me mañana for five days. Mañana means tomorrow." But the bureaucrat says, "Oh, that's your mistake. It doesn't really mean tomorrow. It just means not today. You don't get it today."

I want you to think about this, and feel into this. When you are busy creating a future, or you're busy saying "Well today, I want to change," or "Well, I'm not ready to change," or "I can't change," or "I'm going to ponder change." That's all "not now." In order for you to change in the future, you must go through the 'now' matrix. One of the critical questions we'll ask later in this book, is "Do you know something?" If you're doing any critical programming, which means now versus not now, one of the exercises you can do is this: When you're having a conversation with yourself, or your spouse, or your boss, or your colleague, just put "now" or "not now" at the end of the sentence. For example, "I'm going to do this... now or not now." Because the truth is, if you don't do it now, you're not doing it in the future... you're doing it "not now". It's the same principle that making "no decision"... is actually a decision. Planning to do something in the future is the same as doing it "not now".

Feel the difference that's going to take place in your conversation with yourself, or with someone else, when you're constantly saying "not now," "not now," "not now," "not now." That is your real reality. We comfort ourselves by thinking or occasionally saying, "well, in my future..." The truth is this is merely time travel. So when you think, "I'll time travel to the future, because I have this ability to think in three timeframes, (*think* in three timeframes, not perform reality, just think) and in the future my problems will be solved. In the future I will have lost the weight, I'll stop smoking, I'll have this incredible relationship, I'll have this great job in the future, in the future." You're time travelling. All the consequences of your now versus not now decisions are mitigated and gone, and you see your future. But in order for your future to be real, you must at some point in time, answer the question "am I going to do my future now?"

Think of this. If someone were to smoke a cigarette, and as they puffed away, they looked down and saw a tumor growing on their chest, and when they put the cigarette down, the tumor got smaller. NO ONE would smoke. The consequences would be in the NOW time frame. But when you know that you are doing something bad or harmful, or you're procrastinating, you are self-talking, "In my future, I will have solved this problem." The FUTURE NEVER COMES! You must enter a NOW matrix someday, and then your reality becomes NOW.

So if you say it's going to happen at New Year's resolutions and it doesn't, and you say it's going to happen in the springtime and it doesn't; and you go another year, and another year and another year, and it always "Well, not now." You now understand that you are programming this lack of action, the whole time believing that you were building up to a future when it is done. That is why this is a delusion. You now understand one of the ways that you trick yourself. "Do this" and "You don't have what you want" is you as a two timeframe being. You only create your reality in now and not now.

Recipes

Most people think that the chef is important and it's never the chef that creates reality, never. What creates reality?

The recipe. So when I ask people in an audience how many good cooks are there, and half the audience raises their hand, and I go, "Okay. For the rest of you that are not good cooks, I'm not talking to you. You can sleep now, shut up, don't talk to me. For the hands that are up, who's a good chef, who's an excellent chef?" And I'll even sometimes get someone who will go all the way to legendary but they're generally narcissistic and wanting something. It's very rare to run into an incredible magical, extraordinary chef, but it happens once in a while. But people believe the power to be a good cook lies in some intangible intrinsic nature of the cook, it never lies there. It lies in the recipe. When you follow the blueprints. So to say, "I am, I am not, I can, I cannot," it's not the I, the recipe that I've given you for two days over and over again is? I don't call it a recipe I call it software.

Sometimes I call it recipe and sometimes I'm going to call it a blueprint. I like the architect and builder because when you think about building the Taj Mahal, do you need the architect to do the blueprint? Do you need the builder who can build the Taj Mahal? It's an interesting discussion. The reality is, sometimes a builder can overbuild the blueprints and you can get not great blue prints and still built the Taj Mahal, if you're that kind of builder. And sometimes, you can have the blue prints and the builder screws up. There's a really interesting, unlike different from... this point I'm just trying to make people understand, "Okay. Find a great recipe and follow it." Because in the metaphor I talk about "Bill The Baker's" in New York. They've got this incredible dessert; it's in this family for nine generations. MythBusters come in because he's retiring and none of his kids want to take over the recipe in the kitchen.

MythBusters follows him around, well because he doesn't even really have it as a recipe. Still makes two cups of flour. But when he does this to the mixing bowl, I have MythBusters doing it. We know that he picks up .8mg of cinnamon, we know the angle of his elbow, we know the velocity of his arm, we know there scape vector trajectory of his fingers when they point A fall and we do the most detailed incredible recipe and then I said, "Okay, Everybody join in. Even you shitty cooks." If you follow the recipe, what have you got? And the shitty cooks will go, "You don't understand. I followed the recipe and then the food tastes like shit." No, that's not true. If you follow the recipe, it's going to taste like Bill the Baker's dessert. But that's how people even drive their success. "Oh, I'll follow your recipe for making money, and I'll still lose." No, you won't. Follow the recipe. Follow the blueprint. Design the software.

There are failure points along the way but it's never the cook. In the architect builder, there are different interactive moments when you need one or the other and ideally, within you, you're going to have to both elements. That follows everything we're tracking towards in a way – masculine and feminine, EQ/IQ. Bouncing back and forth, it's just... what do I need? Is the architect the problem? Is he the one to fix it? Is it the builder, does he need to fix it? What do I need? Whereas most people are just unconsciously themselves, I wouldn't think this way. I've got a problem at work, how am I going to solve it? I'm going to put together a plan, we're going to follow steps, some people are following my steps, other people are not. I'm going to put them on improvement plan, blah, blah, blah.

It's not only your bad day that you're above average, but when you start looking at all these different tools, you're getting far more ability to say, "I now can operate." When people are not moving, you may choose, "I hate the recipe cook. I'll never use that again." But you might go, "I really liked the architect builder."

Secrets of Magic Revealed

This is one of my personal favorites. How many of you remember a FOX TV show from years ago, called "Breaking the Magician's Code: Magic's Biggest Secrets Finally Revealed". The magician wore a black hood because they said, if the other magicians find out who this guy is, they're going to kill him, because he's giving away the secrets to these extraordinary illusions.

The elephant levitating across the stage. The train doing this, getting shot with the arrow and what he then did is he broke the trick down. How many of you have not seen that show? All right. Does you guys watch TV? Am I just an asshole that watches TV? Good grief! Or you guys watch stuff that I don't want to know what it is. All right. For those of you who have not seen the TV show, how many have seen a card trick, just card tricks they're just kind of boring. But card tricks are cool. Think of a card trick that your friend showed you, "Hey..." you're drinking at the bar, like, "Hey, give me a deck of cards I'm going to show you a trick." You're like, "That's awesome. Show me again, I'm going to figure this out." Oh, yeah. I'm going to figure this out, again. The point is, when you're faced with an illusion, unless you're a magician, two things happen when the illusion is revealed to you.

Number one, you realize I don't have the creativity that it took to create the illusion. Another magician will never see a specific trick, but when they're at the level of that person or above them, when they perform the illusion, it doesn't take much to go, "Oh, that's pretty cool. I know what they did. I never would have thought to do that." But they know what they did because they live at that level. So when I see people's software, I know what they do, I live at that level. But the second thing that happens is, you never go, when your friend shows you the card trick and you see it at a bar three years later, you never go, "You know it's been three years since I've seen that. I'm not sure I know how it works. You know, it might have changed, I'm not really sure. I haven't practiced it." Once you know the basis of the illusion, done! Lock, throw the key, throw it away. I know how you did that and you never, ever struggle. Yet, think about this.

When you're in psychology or you're in software or you're in a problem and someone says, "Oh, here's the problem. And it's touchy feely, and it's intangible and it's really mystery. Oh, well I really have to ponder if it's really the same over time. You know, Bill is it really an illusion that this is how people change?" There's a tool that says, is change a process? It's a decision.

The Act After the Act

It NEVER matters what act you do... what creates meaning ALWAYS is the act-after-the-act. Powerful people learn, grow, and integrate their acts. Everyone else feels sorry, gets angry or depressed, or records that they are a screw up. But always know this; pick a new act after- your-act and your life will be new!

- Facebook, September 12

General Summary:

I have clients challenge me. I have clients say to me "Well Bill, I didn't get into that car wreck because I began that with a thought," "I didn't have the tsunami hit me because I began it with a thought." But we know the your real reality is what happens after the car wreck, after the tsunami... that is what creates your reality, that is what creates your greatness or it creates your pain. It's never the car wreck, it's never the tsunami... It's not the leg break that creates the limp nor the walking fine - it's what you do afterwards.

Another way to think of this, and I call this "the Act After the Act," most people believe it's the act in life that's going to give them their pain or going to give them their pleasure. They say, "It's the act: When the act is good, the act is bad, the act is success, the act is failure. There's more to my life, there's my reality happening to me. That's the way it works, Bill." No. It doesn't work that way.

Here's the way it works. The act after the act, and you always get to choose your act after the act – after the tsunami, after the car wreck, after the lottery ticket win, after the success, after the failure, you get to pick THAT act. You get to pick. After you listen to this audio book consciously, and you do the work book exercises... you design your response, you engage in a new, powerful set of tools and beliefs! Before today, before this audio book; you probably knew this intellectually, but based on the Old You "truths," you really could not use it or do something about it. Or maybe as you process this information, or you have a lot more awareness to see your friends unconsciously pick meanings, and choose emotions, and decide on thoughts, and make choices on their outcomes for themselves... You can begin to transition to New Thinking... and will New Thoughts create a new set of results? Absolutely! Based on what the act is, the transitional thinking part begins to set up the fact that "No, it's not a tsunami that creates my reality. It's not a car wreck that creates my reality. It's a blip. It's a broken leg." Even if you have to rehab it for nine months, it still becomes the stronger leg. It now has the potentiality to be the greatest version of you ... if that's what you pick.

Key Points:

- The act never defines you
- You choose your response to the acts of life
- When you are consciously choosing you responses you can either choose pain or pleasure as your response
- Continues to build the point that reality is under their control.

Coaching Application:

WHY DON'T WE CHANGE/WHY DO WE CHANGE

What acts in your past do you believe have defined you? (Hint-Hint: Go to your top five challenge/trauma points of your MOW or go to your programming points in the ICM.) Take those significant acts, only defined here on the left side of the table in one sentence. On the right side, define the act-after-the-act. What was your response? Did you get better? Did you get worse? Did you get hopeless? Did you quit? Did you fix it? Did you thrive? Did you become a champion? What did you do? Why did you do it? How did you do it? Journal on it!

1.	1.
2.	2.
3.	3.
4.	4.
5.	5.

WHY DON'T WE CHANGE/WHY DO WE CHANGE

Though perhaps not the Greatest Version of You (some responses might have been, and some might not), what could you do differently today? What thought or feeling could you change today in reviewing and reframing that old act to realize that it was a broken leg – and it's now stronger – if you had selected a different act then or if you could select a different act now? What rehab do you need to do to make that act-after-the-act incredibly powerful, incredibly result-oriented for you?

1.

2.

3.

4.

5.

Last part of the question: What will you do tomorrow morning when you wake up to bring the new act after the act into play? Consciously use the Nine Verbs in your response (See Appendix on page 211).

Butterfly / Cocoon Story



This is a very important tool for parents. And even if you don't have kids, this is a very important tool if you have children on your team or if you're supervising people at work who act like kids. But there's a very important principle here. There's an Internet story told that goes around every couple of years. I've seen it for a decade and a half. Of a man on a park bench watching a butterfly struggle to get out of its cocoon. This butterfly chews a little hole at the top, and it starts to struggle to work its way out.

And it struggles and it struggles and it struggles. This guy is sitting there at lunch watching and he goes, "You know, I deserve to see this butterfly fly. And I'm a nice guy, I don't want to see anybody struggle. That's not good to watch shit struggle. I can help this butterfly." So before he goes back, he goes over and he pulls on the cocoon. He enlarges the opening a little bit, and the butterfly very easily now emerges and perches there and proceeds to die.

While this is a metaphor, this is also a true story. This is the science of flight. Imprinted flying creatures means, when you have the opportunity to fly, you must fly - otherwise you're done. You don't fly 15 minutes later; you don't fly later. Nature imprints creatures. They have a destiny-based moment. By the way, who else are creatures of flight? All of us. We're beings who soar into our epicness. But because we're human, we're one of the few beings that can trick the system and we can fly later, but nature's not designed that way.

And what happens, the cocoon does what? What does this process do for the butterfly? Dries their wings out. Their wings are so full of moisture from being in the cocoon that this process of getting out, wrings all the moisture out of their wings. So that when they emerge, their wings are dry they can flutter away and flight

works for them.

When you have a child, who are you to choose to open their cocoon? Who are you to say, "I'm sorry child, I don't want you to experience the suffering that you're creating for yourself." This has happened a couple of times in this course and we've touched on it but I haven't done anything more but then just say, "Well, I'm really sad that this person's in pain." I ask, "Why?" Most people if you're in a real moment, "My friend, my co-worker, my something I know they're in horrible pain and it just makes me so sad." And I ask, "Why does that make you sad?"

Well, first of all, they looked at me like a second head just grew out sideways from my first head like, "What's wrong with you? Of course, we're supposed to be sad when people are struggling." I'm not sad. And it's tested because, what if it's my kid? What if something is struggling with my kid, I have to see if I'm going to walk my shit. Or it's someone on my team.

When you enlarge someone's cocoon, you better be really, really conscious about what you're owning. Because sometimes it will have value for them; a lot of times though, what I would rather have you ponder is to teach them how to enlarge their own cocoon and then they will or they won't. I like to joke, "I don't care if it takes you three months to use this stuff and get a happy life and get out of pain. You can struggle for three months, three years, three decades or if you want, you can even struggle three lifetimes. I don't care. I'm just joyous that you're on your journey that you're creating."

In a business setting, we're running a business and at the same time, we've got to be really conscious how we work with people around their challenges. First of all, I'm going to have enough confidence in them even if they're a tie up and a big nut ball in the organization, I'm going to say, "I believe in you that you can change this and you can get out of this." I'm going to tell you how I'm going judiciously again, it's not... "Hey, let's just leave that person struggling and laugh," that's not the software. This is a consciousness. And why would people not change? Because it's some level karmically, destiny based, again you pick your words, they're here to struggle. They're not ready to fly yet. Now, it could be because they're missing flight software. Yay! You've got tools to teach them flight, don't you?

Sometimes, when someone comes in to see me as their coach, and they're here to struggle, guess what I do what I do to the cocoon? Would I make it easier and open the cocoon for them or would I make it tighter and harder for them? I make it tighter because I know you're badass. You know how I know you're badass? Because wimps don't come to see me. Because if you're a wimp, you'll see me one time you'll never come back. You'll think I'm a dick, you'll think I'm hateful and mean and a terrible person and go, "I'm never coming back to see you again." Okay. I'm not everything to all people. I mean, I am - but you don't know that. So, be very, very careful when you look. Remember that this section is, "Why do people change/not change?" Because they're focused on the cocoon, they're struggling with the cocoon and they don't understand they're a creature of flight. And you're going to get confused sometimes and want to help them open the cocoon because you have forgotten they are a creature of flight.

So is this more of a physical thing where you physically do not want to enlarge the cocoon for them or physically reduce the amount of stress associated with that struggle? What about verbal encouragement in

that? Is that the exception? Should you verbally encourage them to come out of the cocoon or does that also have inherent risk of having them come out of the cocoon too quickly?

Emotional tumors are just as real as tumors. It's a lump of software, a coded moment, when your leg was broken and you thought it had a certain meaning. So the leg break could be a divorce, a chapter seven, "I was fired from this job that I loved; I took my GMATs to get into this test and I failed. Yeah, my leg is broken, and I can't walk right ever again." No, no, no, no, that's your best part of you. That's your greatest thing. And it could have happened 25 years ago, because they've been carrying this agony for 25 years and they've even been to professionals to get help. And what do the professionals do? I've already made fun of the "technology" (not the professional), "Oh, noogie, I love you. It's not your fault you're a limper. You didn't cause this, you didn't break your leg when you were nine years old. Life did that. Your abusive alcoholic parent did that. The villain in the drama did that. It's not Noogie. Love you. It's okay. And then if you don't feel better, I'll medicate your ass." So as a leader if you have the consciousness to stop and ask those questions, you're going to see dramatic different things happen. And if you have the courage to increase someone's cocoon, it doesn't happen all that often. But here's the really awesome news. The one time it does happen it's the one, massive time it really needs to happen, and I will almost guarantee you, no one in that person's life to this point has ever added to their pain. Not in a loving, stage-three service way. They attract a lot of assholes, and their pain is pain; but it's and illusionary pain because they're in the bad relationship. They're in the bad job. They're the ones not taking care of themselves. So, to say, "Oh, it's the person that's doing that to me." Yeah. Really? Why are you in that relationship? Any person would say, "I'm not going to be in that relationship." Well, I'm in the relationship. And then they go, and they tell you the story. "Well, they might change, and they really mean well and they have their own..." Yeah. Stop it! Stop it, stop it, stop it, stop it. Nobody. If you're mean to me, I don't play on the playground with you, period. If I have to, it's because it's my job. That's different, but I won't be in a relationship with you if you're mean to me. You get to have your moments of meanness, we all do. But if your pattern is one of abuse and meanness, be it emotional, be it whatever, "No. You're not allowed in my life." That's what people do.

Now when they get corrupted, they have to build the stories as to why this is real. So, you have a choice as a leader to say, "What I'm I going to do for you?" And this is the "butterfly and cocoon". I love it because people will come in and say, "Look, I'm in a lot of pain because my child has got this wicked cocoon. They're doing drugs or, not going to college. They've got bad behavior going on, they're in a bad relationship." And I'm reply with, "Yippee, goodie, great! What are you here for?" They think I've lost my marbles. "Well, I'm here so I can help my kid." Well, first of all, why don't you believe your kid is going to be awesome and great and get out of it and grow and be epic and have all these awesome things happen? Why aren't you encouraging them on the other side? That's how you destroy the cocoon, not by physically putting them in rehab and paying for them to get out of this and doing that. And now, because they didn't do anything, because you just took all the cocoon way, and I'm not saying anybody that's paid for rehab is bad. That's not the point of the metaphor, the point of what I'm doing. I'm just saying you have to be really, really conscious. And, whether you've heard of it as tough love and you know what that means but it feels bad. Why would tough love feel bad? Tough love should feel awesome. They're not suffering, they're living their destiny; they're in growth. You either think I'm marbleless, or you go, "Well, I've got to think about this."

Not every problem is a cocoon. Sometimes a problem's just a problem. That's just friction in the gears and as you go about your day, that's also part of your consciousness. Sometimes they're going to bring you a problem and it is a cocoon. If it's in the 90, which are they going to tend to bring you, cocoons or not cocoons?

They're not cocoons they're just sand in the gears. In the 10, crisis, intense, the planet is mean, their life is mean. There's people that had real problems in 1998. But in 1998 I said, "Eh, the whole planet's easy..." Yeah. I know, there were problems... I get that. Somebody goes, "Wait a second asshole, I had a bad problem, my sister had a problem in 1998. You can't say that..." yeah, I get that. So we're now in contextual, but in the 10, generally occurs in the cocoon moments; because now you're struggling; you can't get free; you can't fly. In the 90 you think you're struggling, but it's just gear friction or junk. We all deal with junk on a daily basis. I'm not purporting that every piece of junk is a cocoon. This is about "why do people sometimes not change?"

Bringing you a problem is not about people changing or not, it's just about solving the problem. If they're bringing you a problem because that's what they always do and they always about problems and they're miss matchers and you're trying to motivate and inspire the unit to be more and they're not that. That's when you now go, "Is this a cocoon or not?"

How do you challenge them when you're in a cocoon situation? How do you challenge them to be part of the solution as opposed to part of the problem?

First of all, I very rarely, in an emergency basis only allow you to bring me a problem. You've always got to bring me two things. You've got to bring me a problem and a solution.

So I'm not even focused on the problem, I'm focused on solution. Oh, you have a problem? Awesome! What's the solution? And then if you want to say, "Okay. Now, you seem to be having a lot of problems. What are we missing here?" Because what I said to you is: life will present over and over again the problem until you get a solution. So if they're the type that's doing this over and over again, it's either (a) because they're hopeless, (b) they're assholes, (c) you've trained them to do that. Generally, people don't like to bring me problems because I'm not very nice to them some of the time. "Ooh, if we take it to Bill is he going to be a dick or not? I don't know we better have a great solution."

And then they'll come to me, "Bill, I know you don't like me to bring problems." No. That's not what I've trained you. What have I trained you? "Well, you always want us to bring solutions but we can't find the solution." Great. Then give me the options. Tell me what you've done. Then I've got them in different software. I'll give you a great example, although my wife will shoot me for sharing this, so it's semi-confidential if you ever meet her. My son has that woman so trained to solve his problems. Oh my god and he'll snicker at me. And I've taken him offline and said, "You little fucker. You treat your mother..." And I won't do in front of her, why? Why won't I correct my son in front of his mother?

Because it makes her feel bad. It demeans her and it's her karma. I take her offline and go, "Why do you let that little fucker treat you that way?" And I don't do it in front of him and I don't do him in front of her. And I take him off to the side and say, "Don't treat your mother like that." And he goes, "Why not dad? When I treat her bad she gets mad at me and she fixes the shit." Happened again last night. I'm sitting there exhausted. I get home, I've got a whiny client on the phone. And then the kicker was my daughter's best friend calls me. I get this weepy voice mail that came in at 1:00 o'clock yesterday. "Isabella said I could call you. This is so..." So I'm like, "All right."

Barbara is out doing something last night, I pick up the phone I go, "This is not going to go well." This girl doesn't even know my system or anything. And she's been offered to come see me as a friend of Isabella. I talked to her for 40 minutes. So, when my wife gets home last night there's shit slamming all over the kitchen. I ask "What is your problem?" "I'm tired of dirty dishes." "Well, what do you want me to do about it?" "Well, you could have done them. And I told Jack to do it." "Well yell at Jack." Jack hears his name, he comes to the

balcony. "What? What mom?" "Nothing!" She's out there slamming, banging around. I'm not saying a word because I'm adding to her cocoon. Because I've told her over and over again, why would you clean the damn dishes instead of making a 19-year-old man who's supposed to do this shit. Make him come down and let him slam and bang dishes around. And you sit there, put your feet up with a big smile on your face. And if you don't like how he does the dishes, make him do them again. And maybe that little bastard will move out of the house what he's supposed to do anyway. You're 19, you're a man, get the fuck out of my house. What are you doing? But Barbara's like, "But I love Jack, he can't move. What will I do, we'll be empty nesters." That little bastard can move. But I'm just sitting there watching TV. I'm zoned watching all this chaos shit go around me, like, "You guys are nuts, you're just nuts. You should make him do the dishes. You should treat your mom with respect." And nobody listens to me. Read my book, you'll figure this out. It's crazy what we do. Now this is a fun little story but it's really the software is illustrative of how you run your staff meetings, how you run sales problems, how you run everything.

People who bring me problems all the time, I train them differently. They don't get to bring me problems all the time. And in fact, what happens when you train them well, they're quite proud to say, "Hey, you know what Trish, I want to tell you what I did yesterday. I want to..." And when they do it wrong, here's the worst thing. When they do it wrong, you cannot go, "Oh gosh, I gave you a little freedom and I..." You go, "You solved it? That's great, tell me how it works out. Measure it, track it, look at it. Is it working? Oh, I'm so happy for you." Now, this is the person I knew you could be. I knew you had it in you. Walk away doing like, "Oh my god, only a stupid person would think that's a working solution, but I've got to let them have their space; I've got to let them do it that way, because they're going to get their growth. You constantly come back and come back and reinforce. You are a problem solver. You are a solution bringer. You are the person that can do this, bring this and you constantly reinforce. And if they've got you trained because even though you're disgusted, even though you shake your head and they're like, "Ooh, she's mad at me." Oh, my son is quite happy when his mother is disgusted with him because he didn't have to fix the problem, she fixed it for him. Don't do that.

And to do it, you can go back and say, "You know what everybody think this through. I learned this really cool thing I have a dream. I have a dream that one day, all you bastards solve your shit. I have a dream, that one day everything is awesome here and you're not bringing me problems." No. I can't do that. I have a dream that you guys are awesome and you're bringing me solutions, and you're solving the problems on your own and you're all involved and you're in line. I have a dream. And then you tell them, "you know the doormat that you guys all took advantage of and trampled on and you left early and I stayed late, and you left me a mess and I cleaned it up." Yeah. That is old and gone, because you guys are epic! I believe in you, you can fly and by god, every one of my little birdies on this floor are going to fly when I'm done. If you write that as software, there'll be one or two who don't get it and are problems but there are going to be other nurses that go, "I wanted to fly all along, I thought you wanted me bringing you problems. I thought it wasn't okay for me to solve them on my own." And you'll go, "Why did you ever think that?" And then you go, "Well, two weeks ago I solved a problem and you criticized my solution." And again we like to do this in humor but this is real. I never, I will never until she reads my book, put dishes in the goddamn dishwasher. You know why? This is a high EIM. This pisses me off. I'm a fucking engineer. I know how shit fits together better than she does, when I put dishes in the dishwasher every time, what does she do? Rearrange. So she is in the clanking and moving shit around. It's like, "Why do I even stack dishes for you?" Wow, I made it more efficient. No. What you're doing is training me not to want to ever put a dish in the dishwasher.

And what happens, we'll delegate something to our nurses; we delegate something to our team, and when they do, we're going to go, "Oh, that was great, and now let me tell you the two things you did wrong." And we're going to drill and in the end we're going to go, "This wasn't very good." Yeah. No, no, no, no, no, no. No. When you delegate, celebrate the fact that they did it. You've got to encourage the behavior that you want. We are so upside-down in how we create so many behaviors with our teams, with the people that we lead. One of the biggest ones I talk about all the time in other content is integrity.

The Kali Tool: Growth = Destruction

For a seed to achieve its greatest expression, it must come completely undone. The shell cracks, its insides come out and everything changes. To someone who doesn't understand growth, it would look like complete destruction.

- Cynthia Ocelli



Kali the Destroyer in Indian methodology, do you know her role and priority in the gods they worship? She's paired with Ganesh the Indian god of creation. The god of creation never comes first, because you cannot create anything first. Why?

You have to destroy first. If I'm going to build a house, I've got to destroy a tree. If I'm going to do this, I got to destroy that. And sometimes the reason why this becomes a really interesting tool is because I'll ask people they'll say, "I want, I want, I want." I'm going to go, "Great. Do you know what you have to destroy to do that?" We talked about it yesterday morning around time. You have to not do something to make time for something else. "Oh I want this." Great, if you are in some homeostasis, or some homeostasis plus percent growth, what are you going

to give up? "Well I don't want to give up anything." Well, you have to give up something. You might have to give up the old bullshit belief that it's about resources. You don't need more resources, you just have to be resourceful.

Astronaut goggles

General Summary

A tool to emphasize your ability to change with repetition and intensity

The Tool

In running long term test for the Mars program in the early 1970's, researchers had subjects wear goggles which turned their visual field 180 degrees. They literally saw everything upside down. What happened from the investigation was unexpected. The subjects, after 14, 21, 30 days, their visual field switched back to "normal"/ right side up.

The brain adapted. They still had on the upside down goggles but they saw right side up.

This plays into habits and breaking habits. The common duration to create a habit is 14, 21 and 30 days, it takes a minimum of one of these durations for the brain to accept a new "pattern" and see it as "normal".

The challenge lies in that if your brain has not "flipped" yet, and you stop the habit (or take off the goggles), you will revert back to day zero. The brain resets. And you are back to day 1.

You may hear things like this "I only broke my habit one meal and it's not 30 days to change. I've been seven months trying to change it and it's no changing."

Habits are neural patterns, and understanding how the brain works neutrally, you must persist through the "flip".

Key Points

- 14, 21, 30 days are key "flip" points for habits
- Persistency is the key
- Understand the neural patterns, it is not "willpower" or "bad people", it is how the brain responds to consistency and persistency

This is one of the legendary Bill Sumner moments because, in Fairborn, Ohio, 1970s, I knew the scientist. I didn't discover this until years later, but he was actually two doors up from me on my street. They were running long-term tests for the Mars program. Because back then it's the early 70s, we were going straight from the moon to Mars. And so they were running various tests and studies. As I told in Unintended Consequences, this is the part where I learned about showering. Do you know what they discovered? When you shower with hot water it destroys bacteria or stimulates bacteria or growth?

So when you think about orientation to be mis-oriented, they thought they were putting astronauts in a six-month mis-oriented environment. And the way they did that is they put goggles on 'em. And again this is a great metaphor. Because when you understand how you really see, do you realize that what your hard drive is recording right now, that literally the way your vision works, is you're literally seeing people upside down, do you realize that? Because of the way the lens refracts.

So they put another lens in front of the eye to refract you back side, right side up, but what the brain then saw was things upside down. And so they were going to stay in these goggles for six months and learn the psychological stress and how people looked adapt, and blah, blah, blah. So ponder this, if you're sitting there at a dinner table with a fork, and you know you have the fork but you're looking at the table, the table is upside down, here's the plate, here's the food here, and you're trying to figure out how to eat, then they were studying the crap out of these astronauts.

Two things came out of the study that was unintended consequences. The first thing is, earliest was 14 days, average time was 21 days, the longest was 30 days. It happened at night, the astronaut would wake up, and guess what the brain did. ?

Turned it right side up. It adapted. And now they have the upside down goggles on, and they're seeing right side up. Which blew in their mind. When you read studies on breaking habits research, what's the three times frames you generally hear it takes to break a habit? Fourteen days, 21 days, 30 days to break habit. That's where the stuff came from. Now, here's the second unintended consequence that was really fascinating. Let's say on day eighteen you hadn't flipped yet. And there's family emergency. Your child has to go to the hospital, they realize this is an emergency, you got to take your goggles off for four hours and take care of your family in hospital. You do your father duty, you come back to NASA you put your goggles back on.

If you're the type of brain that was going to flip at twenty one days and this was day eighteen, do you believe that, because you came out of goggles for four hours, did you flip at twenty one days plus four hours, or by just coming out of the goggles for a minute you completely reset the clock to zero. Day eighteen, you disturb the routine, does it just add some time to the flip, or does it take the clock and zero it out and you got to start all over again?

Starts all over again, and it pisses people off. "I only broke my habit one meal and it's not 30 days to change. I've been seven months trying to change it and it's no changing." Because you don't understand how your freaking mind and brain work. If you knew that you had to get through the flip. It's not just, I'm going to have one meal and then it's going to add a time to change the habit. Every time you're trying to break a habit, that's the important part, because habits are neural patterns. If you want to break a neural pattern you got to persist through the flip. So now if you train someone why do people not change?

That's where we are, because they do it for 14 days, then, screw it, I give up. It's never going to change for me. Because it's not following the logic of what I think works. Well it's because you're wrong. It's not how you work. It flips, when you're consistent. And if you do that, then was the meal that broke the 14 days worth it? Was the going back to the old habit one time, in that time window worth it? No. Of course not. Not if I understand how it works so you having access to this research and this tool allows you to say no. And the other thing it gives you, because sometimes it's hard to do a new habit, I get that. Old song in the radio does what? But what it helps people to do is sustain them. So even if it's seven months, 14 days broke that, 14 days broke, 14... it's been seven months.

Yeah. Well, you're going to get there. It's going to happen. As opposed to, "No, sorry, you're screwed. You're broken, you suck, and you can't change your habits because you're weak. You lack will power. You suck on self-discipline, so you're just screwed. So give up. Be a wussy the rest of your life." You get to encourage them, you give them science, you give them technology, talk about, "This is how it works." If you want to change the habit, hopefully you're a 14 day flipper. Because if you do it 14 days, those suckers going to have to go 30 days, sucks to be them. But it's just the science of the mind. Power of labels. Limpers is one of them, the AIDS

story I told you is another one. People will always believe the label. When people wrestle with the AIDS story and say, "Yeah. I don't believe that." Here's the tool and the metaphor. You know these, I'm sure you've heard these. Any number of teaching studies say and do it western empirical, double blind, no one knows.

Power of Labels

Labels in our culture have enormous power. I go into the example, you can take probably one of the most famous ones. You can take no one knows what's going on, neither teacher nor students. And you can take a classroom of gifted students and tell the teacher you're going into a classroom full of troublemakers. And not only do you end up far more trouble and disciplinary actions in that classroom, when the kids test out as a six week experiment, when the kids test out six weeks later they don't test out gifted.

Nobody even knows, it's the power of the label has such dramatic effect that just labeling gifted kids as problems. And then the double-blind piece of it is there's another classroom of troublemakers and over-achievers. And what that teacher is told is, "You have a classroom of gifted and advanced students." Not only do they turn out not to have trouble, they turn out to test higher and test toward the gifted end of the spectrum just after six weeks of working with a teacher who believes they're gifted. When we assign a label to something.

Now unfortunately in this world of neuropsychology, unfortunately most of the 90-10 rules that are being followed, the labels are negative for giving people diagnoses or giving people excuses. People are labeling their stories as, "Oh, I've got ADD," or, "Oh, I'm just a housewife." They're putting labels on things.

Now number one, it will be your job to ferret out the program that attaches to the label. But more importantly is, and it has value in the positive, if you know the power of labels, always then it becomes a tool for you. So one of the famous stories I tell here is I had a client come in, Hollywood director, gifted artist. First thing he says to me, he's like, "Well, I've got ADD and I'm struggling in my business. I'm a great technician for creativity, but my business isn't doing well because I have ADD."

Well, anytime you label someone with a deficit and a disorder, first of all, as a re-framer, what does that always mean? If someone is labeled as a deficit?

That they have a positive someplace else. It could be an advantage, I called it a superpower.

"So okay, so you have a deficit and a disorder. What's your superpower and how surplus is it?" "What are you talking about?" Never, ever would have thought himself as a superpower and a surplus. And because ADD is a pet cause of mine, and this guy actually went out and created the bumper sticker. I always said if I had a bumper sticker and as opposed to, "My kid has ADD. You'll take Ritalin." It's like when the pendulum swings the other way, and right now we're just in a very linear, rational, mathematical model.

The Renaissance period was a time when arts was much more revered, in part, than science. When arts and the intuition and creativity, because those tend to be the opposite of rational and logical and linear. When those are celebrated and people who are rational and linear are punished as being at a deficit, when the artists are ruling the world, the bumper sticker would read, "I have a superpower. You have CDD, which is creative deficit disorder. I'm going to make you take LSD to catch up."

Tell a teacher the class they're going into is all troublemakers. What happens in the class and how do the students test out, high or low?

Low. Even if they're a class of overachievers, they still function according to the label. It's not even the label they believe in it's the label of the L-E-A-D-E-R and in the classroom of troublemakers if the teacher is told, "This is the classroom of over achievers." Do their test scores go up or down?

Up. Because they will follow the power of the label of the leader. So, on the flip side if you label someone as a troublemaker, a shirker, a problem, oh, they will live up to the power of the label 90% of the time. So sometimes why do people not change? Because they believe how you and others have labeled them.

So the power of labels, even in this coaching system, to label this program or label that program. I've spent a lot of time to this point helping you guys understand that these labels, they're real, but they flow, they ebb. They can be a label, if we're labeling it masculine in the beginning of the sentence, feminine one word in the middle, and masculine at the end. Or we're labeling that this person can be old you here and flow to new you there. Or start out at a new you paragraph and then your one expression triggers an old song on the radio and they ebb back, now we've labeled it as old you. Yeah, it's a label, it just cuts both ways.



The Story (The biggest reason why you don't have what you want)

There's about three things I plagiarized directly from Tony. I learned a lot from him but I modified it in what I teach. "Can I" is of the things that is a direct from Tony. I can't improve that. I kind of like it.

This is another one, "The biggest reason why you don't have what you want is the story you tell over and over again as to why you don't have it." There is so much power in the stories we tell ourselves. "Here is why I don't have it, blah, blah, blah. There I was a poor child. Parents that... School was... I tried... It didn't... I couldn't... It was... it didn't..." Tell a different story because now you can tell a story that the legend of me began years ago with this painful family of origin and it continued to grow in this painful junior high and this painful... you may put all the pain you want. And the more pain you put in the more legend you are if that the legendary point you're telling it as a legend. If you're telling it, well, the reason why I can't be this woman or I can't be this man, here's that story.

And everybody goes like, "Aw." And the more true the story is the more bullshit results it produces. Because you feel sorry like, "Oh, my god, if all these things were wrong no wonder you suck. I'd suck too. I'd probably even suck even more than you suck if I was you because that's a lot of shit." Stop telling the story. Change the story. Tell a new story, re-label it, build it differently, change the leg breaks to strength. And that's the rehab, that's the software install. It all lies in the story. Don't let professionals tell you, "Your story doesn't lead where you want it to go." You are, I am this woman and this man and in 2015, something wonderful, magical happened to me.

I was above average, again it's never... you came here because your boss sent me to fix something. You came here because someone thought you could access more potentiality. So tell a story about today or yesterday; you had a story why you didn't have more potential, or why it was really hard to tap that potential. Why every time you try to tap the potential why you didn't believe, couldn't believe, wouldn't believe, didn't believe, it didn't happen. Here's the story, "This happened to me, it was awful." Stop telling the story. Change the story.

Quantum Reframing

General summary:

Reframing is the way that you choose to perceive the world around you. It's the notion life can simultaneously be both half full and empty. The quantum part refers to your unconscious decision to define which angle to take. It is the meaning that you automatically defer to. You need to be real with the entire picture.

Understanding the empty side of things will help you appreciate the complete value of what's full. Quantum reframing is your ability to see all sides and to find the view that will serve you.

The Tool:

The quantum reframe and the quadrant tool, you will use again. I don't use fear of failure all that often because, for the most part, it's incredibly advanced, complex content.

So what I'm trying to do with the client is nudge their fear or dial back their concern about failure or, as I'm going through these programs, I'm doing it for them. You will do quadrant reframing with someone 10 times in an hour. When you do a quadrant reframing with your staff, when you're doing quadrant reframing if you and a loved one are talking about an important process, a decision for the family, a decision for this or that, you're going to be doing a quadrant reframe with them five to 10 times an hour. You'll use this all the time. It'll get much, much easier than it is today.

They have to be able to see not only the opposite side of this, but when they understand it's the third quadrant . . . Because if they see it, get it, and understand it, then it's not a problem. You're not spending a lot of time on it. It's always the third quadrant in the quadrant tool, and you'll have to do the quadrant tool to figure that out. In order to do the quadrant tool, you have to do the quantum reframe.

Key Points:

- The old you may have given black and white options. The new you is always looking at both sides.
- Understanding how to make a quantum reframe shift significantly raises your EQ.
- Quantum reframing is your ability to see all sides, the half-empty and the half-full, and to find the view that will serve you.

Coaching Application:

- Be sure to toggle states as you illuminate the sides your client can't see (or can't feel).
- This is the most powerful of the reframing tools.

Rationalization

People will say to me, "You know Bill, I get this tool that you can frame and reframe and change the essence and the nature of something. I get that. But let me ask this question, at what point does reframing just escape into rationalization? And you're just rationalizing your bullshit." So, I ask you, what is that point do you think? Because you'll get accused, "Oh, Bill I think you're just rationalizing that away, because you have this epic power to reframe it into some positive you can turn anything you want. But you know what, I think you're full of it, I think you're just rationalizing something." When does reframing turn into rationalization?

The only people that would understand this are people that that are steeped in it. And so, to really know why, when, would I or when would you do this, here's where it takes place. And why would this be a stage one or stage three moment? Because if you're reframing it in service of others it won't be a rationalization. It may not be right, it may not be perfect, it may still need some adjustments and tuning. But the energy and value that it has will never lie in trying to rationalize something because you're doing it in service of someone.

Anytime you're in your own shit trying to make up something to hide, protect, serve, save you, that's when it can go into a rationalization because you're caught up in a web of your own making. And again, it might not even be "Ooh, I'm going to wake up, I going to use this tool and I'm going to be selfish and I'm going to hide behind..." It doesn't have that kind of energy. It has this little ebb and flow and swirl and eddy in the psychology in the energy pattern. And you're dealing with something. If you're trying to serve somebody, "Why isn't this happening?" You go, "Well, you know... look at this and think about that and it we'll test this and we'll put in some of that." You're not rationalizing anything. You're trying to solve, you're trying to fix, you're trying to create.

But when you're talking to yourself or you're trying to explain you, or it's about you or you're protecting or boundary setting or doing anything that has, it's for me in it, short of the oxygen mask strapped down, that is selfish but it's selfish so that I can serve. The need to rest drops down, the need to set a boundary, I'm setting the boundaries so that I can continue to serve you. Stage one but again it's clearly a glass half full valued bait. When you're setting the boundary, setting the explanation but it's bullshit because you're trying to protect, trying to hide something and you might not even be conscious of it, that's generally when a rationalization can take place.

So, if anyone ever says, "You know Bill, I think you're full of crap. I think you're just rationalizing your behavior. You're really good at it." Then you have to stop and go, "Hmm, am I saying this, meaning this, believing this, doing this, focusing on this because it's in service of me? Or because it's in service of you?" And if it's in service of you, you've got a very clean path. If it's in service of me, now I've got to really sit down and think about that and ponder that.

The Challenges in Embracing Change/Transformation

In general:

Powerful, successful people are not that way for the reasons that most of you consider (talent, luck, etc.) They are that way because their "software" is that way.

- They take control of their life.
- They own virtually everything about it.
- Here is how you can do it, too!

I am....

- Because this is my nature (both: told to me and... I bought/ I fought it)
- It matches my history - here and here

Where it doesn't match...

- I either change it, or change the match ("*here's why it doesn't match*")

To embrace change is

- Hard
- If small, anything knocks me back to where I started .. AND...
- It then makes it even harder to change
- Massive, radical change is too scary!

Tools:

1. Reality is software
 2. New software = new reality
 3. Failure/ fear up
 4. Remembering again your true power
- AND...
5. It bucks both conventional thinking AND "Old You"
- rehab v. limp
 - change is instantaneous
 - Picabo Street (speed v. "fail = not-a-champ")
 - Rock Star/ album sales
 - Amnesia tool

- LOA = 10
- and so, so many more.

Do you want to change/ transform?

(be careful, it is often counter-intuitive!)

Big/ BIG/ HUGE:

1. LOA
2. LOA parents?
 1. Requires some metaphysical base
 2. If you own the LOA, then every old, tired story drops away! Rehab produces strength!
3. And really, you have LOA your entire life!
4. Now what?

What causes someone to change?

What causes someone to finally make a change?

IHAD v. IHAN v. IHA "a comfortable, albeit above-average" state (the 51/49 rule)

IHAD helps to create a habit.

Habits, even if lost for a molecule, start the clock over.

- Not only is the clock started over... like the 9 day-course of antibiotics, the "programmational" aspects of the Old You program that were strong enough to resist... are now even stronger!

The dissociation from the old program - comfort to massive pain at its effects, to association to success/ new habits/ new effects/ new SUCCESS allowed you to feel successful, feel on path, and not miss, or miss at a low dose dissociated state; the food I previously chose, with tomorrow being "the day" I "started" v. IHAD v. IHAN

Timeline tool

ICM

ICA

The Inevitable Foundation for Transformation

- It begins with “Family of Origin” programming. (Win '61)
- Life experiences begin the modification process.
- However, modifications are allowed/disallowed based on “the belief system” and other software limitations
- Reality is driven, for most, by “evidence v. beliefs.”
- Arriving at an active blueprint with an active architect.
- So ask yourself, who is your architect?
- How much of your architect do you “own?”
- Thus, how much of the current “blueprint” do you own?
- If given the chance, would you modify this a little, or a lot?

In essence, what I did in teaching software flow was to demonstrate that the way in which clients create their reality has a software flow to it. The depth intensity in reality, when putting a real person to it, begins with family of origin programming. You've got to help them get that because they generally understand things like, *Well, I know I started with my family, but I had a good family and I don't see limitations built in there.* Yes, there are limitations. *I had a horrible family, but I overcame it.* No, you might have overcome horribleness, but the software is still running. *I have a horrible family and I'm now a horrible person too.* Well, no that's not true either.

They'll get parts of this. But to understand it at the technical level as you are now able to and to be able to communicate, the life experiences begin the modification process. It's not installing new software, it's modifying old software. People will think, "Well, I'm not anything like my dad. His Windows 31 didn't install my Windows 61." Well, that may be true to you at this point. Some people don't feel that they're like their parents because they, in essence, hated them so much they became the antithesis of them. Even when you're the antithesis of the software, you're still managed and controlled by Windows 31, because you can't become anything that isn't the exact opposite of it. You're still in its thrall, you just don't see that or understand it.

This next point is more important because we operate at the program level; here's a metaphor to help you understand. My parents were dating at a time when everybody got into their cars, went down to the soda shop in the town square, and flirted and dated and necked around the town square. Everything happened at the soda shop. I actually remember when we went from a party line to our own phone number when I was in elementary school. When I was dating in high school, I had to use the phone line in the basement. I would go down underneath the picnic table and talk to my girlfriend because if my mom or dad ever came down I yelled, "Why are you listening? You're eavesdropping on me. I'm talking on the phone." I'm not socializing at a soda shop place, but I'm kind of in a rural district there wasn't even a soda shop to begin with and we had to talk on the phone

With my children, I have a split generation. In kids today, including with my kids, they're socializing and dating on Facebook, or on Twitter or with some other form of social media where they're doing abbreviations and 140 character limits and things like that. If you were to look at my kids and how they date today, they would say, "We don't date anything like you did," or if I looked at the way in which my parents dated I would say, "I don't date anything like they did," because the data points are very radically different. However, the software is all the same.

Many people would assert that it is the objective, rather, that's the same, but it's more than just the objective. It's the software, "Can I? Am I? Is it safe? Well I know I can. Can I be liked? Do I have to worry about not being liked?" You're going to follow the software patterns that were installed without some major revision. The most significant revision that I can provide for my kids is one you can actually see has taken place in my four kids. My first two came from my first marriage and came before I really understood this technology. I did a lot of things well. I did a lot of things intuitively. I do a lot of things today more consciously. But I'm not busy changing their software, what am I busy doing?

Changing MY software.

Trust me, I don't have to criticize their software, help their software, talk to their software. When they see my software change, it's a change event for them as well because they now have to absorb what it means for them. Everything in their world is egocentric- it's all significant in how it relates to them. Knowing that life experiences modify the process is a really, really big sentence, even though it's five words long. Modifications are allowed or disallowed based on the software. Reality is driven, for the most part, by the fact that the software has permitted certain evidence to be real, and other evidence, it doesn't permit to be so. It invalidates, diminishes or discards it as "not real."

We've arrived at the understanding that there's a live, living, active blueprint with a live, living, active architect. Now if your client is 20 or 50 or 75, is there still an active blueprint and an active architect? Yes. Again, people just don't think of their life in that way, particularly the 90%. Remember the 51 to 90%, they're above average but they're in the away patterns: They're in more pain, less pain. By this time, even if they're modeling their Windows 31 architect, they've long since taken over that voice. They are now the active architect, they just won't think of it that way. They'll think of it the way in which we tend to think about our own lives: "This is my life. Here are my experiences. Some things have worked out, others haven't. I'm lucky at work. I'm unlucky in love. I struggle with my weight."

"That's who I am, that's my life: I'm a good person, but all this legend crap, the latest version of crap. I just came to see you to fix something." Or, "I'm just in your company working with you because I like this industry and I wanted a job, and this seemed to be a nice place to work and I was getting a paycheck." What the hell are you doing all these blueprint, modification, software, shit, like . . . no, I'm not interested in any of that. Now obviously some people will be incredibly interested and they'll go online - I'm not worried so much about those because they're going to figure a lot of this out intuitively anyway. The foundation for change is this comes from realizing now that you have a blueprint, that there's an active architect. Who is that? And now, there's a great time for them. That's why it matters who calls out the architect. And how much of the architect you own - it had better be all of it.

And again, some people are going to be busy saying, "No, I've been to therapy. It's not my fault. My parents. I mean I'm a good person but no, there was nothing that could be done. When they broke my leg, game over. I'll never run like Michael Jordan." People will say these things. "You think you're a master manifester?" You know how many times I hear Michael Jordan the master manifester line? Well, I can't manifest to be Michael Jordan, can I? Well, the good news is he can't manifest to be you either. So now we're in a Russian stalemate. Who wins? Russian roulette is one of the tools. How much of the current blueprint you own and, given the chance, would you modify your blueprint a little or a lot? Great, great process to take the people that want to change forward.

Key Points:

- Family of origin programming knowledge is vital.
- It makes the point that programming is complete by the age of five.
- It also begins to establish the role and power that "beliefs" play in neural construct.
- It really shakes to their core, the notion that they are not "who they are" ... rather they are who the Architect, consciously or unconsciously, designed them to be.

Change v. Transformation



What's the difference between
“change” and “transformation?”

When you change... You can change back.

When you transform – you cannot.

What are YOU committed to do in your life today?



The Inevitable
You *live life by design*

I love the words *change* and *transformation* because we do change sometimes. The interesting thing about the verb “change” is that it lacks permanence, so you can change back. Transformation is a more interesting verb in our language, because it is permanent, like the butterfly never goes back to being a caterpillar. It is a completely different beast, completely different way of thinking, and a completely different way of approaching your life.

The Pivot Point... what is happening?

Important concepts leading to this "pivot" moment for you:

The order of battle...

Need for predictability...

Amnesia software tool

Then, as you begin to engage this work, here's what really happens:

1. The going gets hard, real hard, and from some unexpected places.

And, you cannot be satisfied with incremental gains. comparing it to your old life will eventually lead you back. They must be quantum and massive!

2. the cycle of predictive ability, tentative new beliefs, unpredictability, spiraling upwards leads to...

When it spirals downward....

3. one of the most challenging questions: Who is your top 6 today? Who will your top 6 be tomorrow?
4. the ebb and flow between Old You and New You

Old You is predictable, safe, comfortable, above average, seeking its vision "from 1961 modified"

New You is bold, outrageous, will say/ do anything... risk anything... it will not be denied....

the older you get, the more Old You resembles FoO software

5. It is "change" we really fear?

change is always instantaneous, never a process

we LOVE the change we love, we hate the change we don't want. we call that change "problems."

if we could predict the outcome of change...

in New You software...

would we ever deny ourselves change?

6. and then... can we turn this messy, (as seen from Old You) process of pain and chaos into a positive? (excitement, love, fun, joy, raw power and self-growth?)

The Mid-Phase challenge / Second-wind

**Most people never run
far enough on their first
wind to find out they've
got a second.**

–William James

WHY DO PEOPLE FALL OUT OF THE PROCESS?

(IT IS FOR BOTH GOOD REASONS AND CHALLENGING ONES:)

IT OFTEN DEPENDS ON THEIR SEGMENT:

PRECISION:

INCREMENTAL:

ELITE:

**THE DEEPEST TRUTH IS... FOR SUCCESS-BASED PEOPLE
(ROCK STARS!) ... THIS IS A NEVER-ENDING PROCESS!**

**2015 SOFTWARE LEADS TO 2016 LEADS TO 2017 AND SO
ON AND SO ON...**

I OFTEN THINK OF THE OLD TRUISM: WHO IS “PUNISHED” MORE?

△ THOSE WHO DON'T KNOW and DON'T DO?

△ THOSE WHO **KNOW and DON'T DO?**

IT IS A “LAW OF ATTRACTION” THING... IF YOU **KNOW and AREN'T ASKING & FORCING GROWTH... (WHICH YOU **KNOW = DEATH**) ... THE REAL REQUEST TO THE SYSTEM IS FOR THE NEGATIVE CONSEQUENCE, ISN'T IT?**

YOU ARE RUNNING A “RISK – LOSS” EQUATION THAT MAKES YOUR LIFE LIKE HOLDING ONTO A HANDFUL OF SAND... THE HARDER YOU SQUEEZE, THE LESS YOU HAVE.

ABOVE AVERAGE IS A **WORST ENEMY TO **GREAT**, IS IT NOT?**

This is not for people who do not engage, and this is not for people who engage and stay engaged all the way to the very end. Oftentimes renewing, or thanking me and then moving on to another program that they want to add value to. They're in motion. I'm not talking to either one of those sets.

This is for clients that get started and one month, three months, six months in, somewhere in the program, they get lost in this "mid phase challenge."

And what it means is they're following the system, they're creating success that they want. Why? Because these are tools. Would a saw never cut wood? A saw cuts wood. You may want a finishing saw versus a different saw. You may not have the right saw, but tools do what they're designed to do. Not always as fast, and not perfectly, but they get the job done. That's why this is a tools-based science. It's not motivation, it's not "rah-rah motivation," it's tools.

Now, they've created some significant success, one month, three months, or six months in. Things are changing, things are looking up. Now, whether it's because they have to do some consolidation and they just want to continue "sawing" and love their consolidation, if they're glass half full or if they call it consolidation, it can even be a bit scary for some people. They never thought they would be this high on the mountain; the views are a little bit stomach turning, and they see how far they could fall. Somewhere in the middle of the program, they just stop.

And now they start making stories and excuses as to why they are stopping the work.

By the way, which software would stop you? Old or new? It's going to be old you. Maybe it's new fears because this is a really, really difficult place because they've gone farther than they ever thought. I mean, there's a reason why it takes nine months to have a baby. Because if we got pregnant and a day and a half later had the baby, we're not prepared to be parents. So over time you evolve, it takes nine months because nine months your body is ready as you're going to be.

Sometimes we have to take time and these new fears, because you're moving faster than you've ever thought, maybe that's the reason. Now all of a sudden, you're accelerating at this dramatic pace and you're becoming epic and awesome, the people closest to you are going, "Wow, you're moving too fast, you're going to disappoint yourself. You're going to fail." Why? One, they care about you and two, they're afraid themselves. If you're the tadpole that escapes to the top of the pond and never comes back, it says something scary to them.

So if you get a promotion and you're making more money than you ever thought, most people would be like, "I'd love that." What happens is if you exceed the numbers and goals that you set for yourself, then you're going to sabotage it, you're going to slow down, you're going to come back to normal. It's the "thermostat effect," if you go too low you turn it up, if you get too high you turn it down.

And there's many more reasons why in the middle phase of this work, you were in 2016 last year, and now you're in 2017 and you have petered out.

"Now, most people," says William James, "never run far enough on their first one to find out they've got a second." The mid phase challenge is the away pattern.

If you've not seen my "Towards and Away" video, that is the biggest tool in the system. You want to look at that video sooner than later.

Now, the towards version of this is because you're running so fast, you have to get your "second wind." We all know what that is. Even if you had to get your second wind in gym class when you were in middle school, you know what the "second wind" is. You're winded, you're tired, and all of a sudden, you get your "second wind," and you're off flying again.

That can be what the "mid-phase" challenge looks like because you can consolidate and be exhausted. You can be afraid and excited to go forward. You can have all of those reasons in a towards pattern, but this is really important for you to understand that most people never go far enough on their first wind.

Devens understand that they have the second wind you know.

Why do they fall out of the processor's both good and challenging reasons.

Now there's three segments. This is another tool. I'm not covering this tonight. In essence, it just says you're here for a very specific reason, fix money, add love to my marriage you know, get me promoted at work. I don't care about all the other crap, do that for me. Incremental the high tide raises all the boats. You want better love, better money, better joy. You want everything and these can...both of these patterns can be in towards our way. Or you're elite, you're a rock star, you always are out there grow and learning.

For success based people, this is called "forever work." You never stop. When would you be happy that Windows '17 is good enough? 20 is that good and 2025 is it good.

Window '61 was great in 2000 because I didn't know any different. I was above average, I was working my ass off, building my second fortune. I lost my first one, and building my second one. I was a great guy, didn't understand these concepts, hadn't been exposed to NLP in 2000.

You have to keep going, whether it's the "mid phase challenge" or the "second wind," don't rest on your laurels. Keep going.

I often think of the old truism, "Who gets punished more? Those who don't know and don't do, or those who know and don't do?" If you really understand the law of attraction thin, if you know that you came in 2017 and you should be designing Windows '18 and you're not, the real request of the system is for a negative consequence, isn't it?

You're running a risk-loss equation that you've got a hold on. When you're 22, you have nothing to lose, so you'll risk it all because all is nothing. But when you're 34 or 44 and you've got 2.3 cars and 1.7 color TVs and two children and a mortgage and a spouse, now you have something to lose, the risk equations change. So you want to hold on to something. And ultimately understanding that above average, if you know that good is the enemy of great, is "above average" a greater or less than enemy?

Most people intuitively think well it must be less because you went from good to above average and now you're going go to great. You're closer, it's got to be less than, right? Yeah, no. It's greater than, it's a bigger. If

good is the enemy of great and you understand that psychology, then above average is a greater enemy. So, it's really, really important that because not only in the mid phase challenge do we see people stop.

Because people are anticipating this because you've done it in other arenas of your life.

This is another way to look at the thermostat effect. It's how you got too hot, got too successful, got going too fast for your britches and slowed down because you were anticipating a loss.

If you really embrace this technology it feels great. You feel great. You're on top of your game.

Change is not a process

Change is never a process. But what are you told in traditional leadership and psychology? Change is a process. The truth is, it's never a process. It's always a decision. You either start something, or you stop something. That's it. Now all the crap leading to the decision before you actually stop it. Or if you stop, stop, stop, stop, stop or you finally stop it, and you even quit smoking. And then have a cigarette, one cigarette six months later, smoke half the cigarette, and go, "What am I doing?" Did you quit smoking? There are those elements I get that. But you stop doing something you don't want to do or you start doing something you do want to do. That's change, and it's always instantaneous.

So, when you understand that, now when you're dealing with someone at work, as long as you know, "Hey, I know the secret of why you did that. I know the illusion of the towards and away or the villainous program or the corrupted line of code, or whatever it is, it's no longer a mystery why people do what they do, in that application. And you can't go, "Well, it's a different deck of cards."

No. It's a card trick. "Well, this is man versus woman, this is old versus young, this is this versus that..." No. it's an illusion. Reality's not real. Secrets of Magic Revealed say, "Once you know it, you know it." You just have to have the confidence to apply it.



LEADERSHIP!

What is leadership?

Leadership is a topic that is very near and dear to my heart for two reasons: One, it's where I've spent virtually my entire life. Two, great leadership is what businesses need, families need, the planet needs, and we desperately need. I'm very, very excited to have this opportunity to share this with you and I'm going to deliver some great content.

- I want this to be fun for you and I'm going to give you ammunition, something to think about.
- I'm going to ask you a number of times here. I'm going to tell you, there is work here.
- There are questions I'm going to ask you. Please do the work.
- Take the time, don't just absorb the content and don't think about this.
- Make questions, put a calendar block right now on your calendar. Maybe next Tuesday afternoon, maybe tomorrow morning.

The first question I want to ask you is: how are you wired as a leader?

When people think about it, what does that even mean?

What does it mean, how was I wired?

What happens for most of us is that we get a job, starting out with some technical competence, and over time, we gain competence; we're getting better; we're smarter than other people; our work results are good for that job, and as technical competence goes there's this is the day that all of a sudden we get promoted, yay!

But now you have other technicians and other technical crap sometimes people that you are still smarter than, maybe you'd been on the job longer and you know this is the procedure in this company. Even some companies if you've never had training they're going to go, "Oh okay. We're going to get you some training. We're even going to get you some more on the job training. We're going to send you out to have some formal schooling." We begin to refine our skills. Some of you have even signed up for this course as a result of a company saying, "Hey, we want to get you some leadership training."

In this environment, how people arrive at what they do is, they tend to fall back on being smart. I'm smart; I know what to do. I know; I have answers and that becomes their leadership model. The question was how are you wired as a leader? What's wired is you do a good job, you move along and we have this little arena of, "Yeah but what about the natural born leaders out there?"

Some people will ask you, "Isn't leadership really innate? Isn't the best leader among us? Aren't they really born to be among us?" And here is the evidence as to why we are born to be leaders. If you look at someone's life, back when they were little kids on the playground, they were always the one leading the

exercises, changing the game or maybe as kids they were always the first ones chosen in sports or club activities; or now as they go into school they were the ones the teacher always picked on.

You're identified as being a leader and then you go into something like Malcolm Gladwell's book "Outliers". In there is a great study, where they talk about professional hockey players. The reason why this is an unusual book and why it is so awesome, lies in how it looks at success. The biggest correlated criteria that he could find was their birth dates. This is because in Canada, hockey players are grouped by the year they are born. So if you're born on January 1st and you're playing against a kid in that year group that was born on December 31, you're a year older than him. That doesn't matter when you are 33 and he is 32. When you're 5 and he is 4, you're 20% bigger and faster. So, 80% of professional hockey players have their birthday fall in the first quarter of the year.

What happens is this becomes a self-fulfilling prophecy, that this person is a leader a lot of the times, not every time. But we're beginning to look at this question of, "Are leaders really born?" The answer is some are, but a lot are not. There are other factors at play. What you're going to work on and learn is, we can teach you every skill. You have every skill. You also have to unlearn some things you learned in grade school.

We're going to reinstall neural software that says, "This is what it means to be a leader." We are all born to be leaders. It's innate in all of us. Some are a little sharper than others, but the vast majority of people have far more leadership skills than they realize, so we're going to look really hard at this wiring.

Identity Statements

General Summary

A tool to identify your strengths, abilities and greatness with the intent of creating a daily affirmation statement.

The Tool

Write down five adjectives, two nouns and two verbs that best describe you as a leader. Use your words. Use your normal self-talk. Like when you're driving to work, and you think about how you are going to solve a problem or how you are going to get promoted, and you think, "Well they should promote me because I'm methodical and I'm dependable." You've lived your life in this body, in this journey, and in this life. You know how this works.

An example of this might be, "I am a kind, caring, dependable, smart, and methodical." Those are your five adjectives you might pick. And the nouns, "I'm really a good diplomat and a negotiator. That's why I'm a good leader because I am sensitive as a diplomat to everybody's point of view and I negotiate and I compromise." Maybe those are the nouns that you pick for yourself. You create a great environment, and you encourage personal empowerment. So this becomes a great working sentence for you: "I am a kind, caring, dependable, smart, methodical diplomat, and negotiator that creates a safe environment and encourages personal empowerment." Take a minute to think about, and write down your sentence on your five adjectives, your two nouns, and your two verbs. Go.

It follows this format "I, state your name, see, hear, feel, know with great certainty that I am..." Now you begin to

see what real life clients in past exercises have done. "Extraordinary, unique, enlightened, catalyst, destined to encourage," or "I'm a smart business-oriented, successful..."

These are not necessarily focused on leadership but it's getting you the sense of what your identity command is of you as a leader. Because the thing that we're going to do in the course of this process is we're going to redesign it. We're going to change this sentence. We're going to keep some of the words, not that what you're doing today is dumb or bad. It's just maybe not as powerful and as exciting and as outrageous as it possibly could be, if you got really excited and thought about it.

When you get really excited about your identity statement, even if as we look at these five, two and two that you did; or this new one after the content processing tonight versus the old one, you're going to have a different experience. Because I'm going to appeal to the new leader tonight already, as we're going to continue to create and understand this content.

Now, in the exercise I asked you to give me your normal self-talk. What you're going to discover in this technology, is that what you want now can be installed to what you are. Because you do not need to have evidence and validation.

One of the most important things is you have the right target to aim for, because if you're trying to improve the old you (whatever that average or above average man or woman is), you're trying to get some incremental improvement.

What happens when you make a new extraordinary, outrageous, magical, epic, legendary target? What does that mean? Well, most of you have heard the expression, "It's better to aim for the stars and miss than aim for the gutter and hit." Everybody thinks, "Oh bravo, bravo, I get that. I'm going to aim for the stars." Yeah, but you don't aim for the stars, because the real aim you have is based on five ordinary sentences. Again, I'm not demeaning any of your sentences out there, because your past has limited what those words could be.

All four-year old's, before this limitation process happens, their words are superman, superwoman end of story. They don't even understand that they're about to go through an education process that says, "Sit down, shut up, look like other kids, color within the lines, and if you do that well we'll give you an A and if you do that considerably well, we'll call you a leader." Because that, in essence, is a kind of the sarcastic view of it, but that's how the model's get built. Become a technical crafts person better than other people and you get promoted but there is so much more to this. So we're going to come back and I'll give you a little hint.

But I'm going to pick some of the bolded and non-bolded, because maybe you picked dazzling, or maybe you picked self-assured, or maybe you picked innovative; or you would pick fueled or strong minded or creative. There are lots of great adjectives that really describe your leadership style. Now as you go down through those two pages here's more: exceptional, tranquil, well suited, reliable, stable, resilient, enabler or encourager, impregnable. These are all great adjectives.

Now let's go look at the nouns because sometimes people are like, "Okay diplomat and negotiator but who I'm I?" Well this is a full page: leader, colleague, inventor, architect, coach and there's even descriptors tower

of strength.

Some of these actually came from live client work and a lot of times clients are more brilliant than I. I've always enjoyed it: that you would be a gardener of souls; a renaissance man or woman, a peace maker, a warrior, a leader, a comrade, a practitioner, a visionary. Those are the nouns that describe you and then we go to a bunch of different verbs.

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Adjectives

quantum-guided, attentive, **vigilant**, observant, **ready to act**, watchful, **prepared**, aware, grateful, excellent, outstanding, **wonderful**, terrific, splendid, **fabulous**, fantastic, **marvelous loving**, beautiful, eye-catching, striking, smart, **pretty**, stunning, elegant, **dazzling**, lovely, **conscious**, wakeful, up, stirring, aware, alert, roused, **courageous**, great, **wonderful**, marvelous, **brilliant**, terrific, fabulous, splendid, superb, playful, **self-assured**, poised, **self-possessed**, assured, **assertive**, self-reliant, buoyant, irresistible, **overwhelming**, **overpowering**, persistent, unrelenting, persevere, **inexorable**, open gratified, **satisfied**, happy, **contented**, pleased, comfortable, relaxed, at ease, tranquil, **calm**, peaceful, still, **quiet**, placid, **composed**, passionate, calm, unruffled, nonchalant, **casual**, **imperturbable**, unflappable, levelheaded, **equable**, **commendable**, large, inquisitive, inquiring, interested, **probing**, captivated, **riveted**, rapt, **spellbound**, charmed, involved, intent, absorbed, **strong**, strong-minded, **resolute**, gritty, single-minded, unwavering, firm, **dogged**, indomitable, **connected**, eager, **thrilled**, animated, keyed-up, wound-up, **invigorated**, **strengthened**, engaged, keen, eager, passionate, **fervent**, **animated**, whole-hearted, authentic, overjoyed, **delighted**, thrilled, elated, **blissful**, rapturous, euphoric, **jubilant**, genuine, **emotional**, ardent, fervent, passionate, heated, **heartfelt**, moving, **spiritual**,

brilliant, eccentric, **fanciful**, excellent, wonderful, tremendous, **marvelous**, **magnificent**, great, remarkable, extraordinary, wise, wild, **flying**, airborne, **purposeful**, electric, **thrilling**, stimulated, innovative, marvelous, wonderful, **amazing**, stunning, **spectacular**, excellent, **awe-inspiring**, splendid, fabulous, superb, breathtaking, **magnificent**, flexible, **innovative**, prosperous, lucky, privileged, direct, **bursting**, chock-full, **maximum**, greatest, rich, **deep**, sonorous, real, vibrant, lively, bubbly, cheerful, spirited, **energetic**, chirpy, **animated**, full of life, truthful, **eager**, pleased, willing, **ready**, prepared, **beautiful**, articulate, blast, **explode**, detonate, creative, **virtuous**, noble, worthy, wholesome, upright, moral, joyful, **enchanted**, fairy-tale, **charmed**, dreamlike, **mystic**, humorous, vivacious, animated, pulsating, alive, **vital**, funny, **enthusiastic**, excited, **energetic**, high-spirited, lively, boisterous, animated, **vigorous**, heart to heart, **elated**, ecstatic, **euphoric**, overjoyed, inspired, enlivened, invigorated, **lifted**, stimulated, **centered**, abundant, **numerous**, pronounced, prodigious, inordinate, immense, **enormous**, huge, vast, **grand**, centered, **abundant**, numerous, pronounced, prodigious, **inordinate**, **compassionate**, astonishing, amazing, extraordinary, **staggering**, **mind-blowing**, fantastic, remarkable, tremendous, **light**, exultant, jovial, **cheery**, on cloud nine, **high-spirited**, gleeful, in seventh heaven, **impactful**, liveliness, **vivacity**,

pizzazz, zip, **zang**, pep, energy, oomph, joie de vivre, radiance, **spring in your step**, **elegant**, fem/masculine, fueled, encouraged, stir up, **stoke up**, glorified, **plugged**, touted, curious, **penetrating**, strong, powerful, concentrated, deep, **passionate**, extreme, **severe**, absorbed, focused, **attentive**, fixated, engrossed, concentrated, intensive, **motivated**, dedicated, **determined**, driven, **resolute**, firm, persistent, strong-minded, dogged, decisive, **fixed**, purposeful, **centered**, anchored, **come together**, bring together, sexy, inspiring, **entranced**, **captivated**, attracted, gripped, beguiled, spellbound, **riveted**, **mesmerized**, compassionate, hypnotize, win over, **entrance**, enthrall, **enigmatic**, worship, adore, **admire**, venerate, revere, exalt, put on a pedestal, aware, **enlightened**, pleasure, elation, bliss, **savor**, resourceful, **affection**, fondness, **devotion**, passion, fancy, ardor, zeal, fervor, amity, **harmony**, resourceful, **sincere**, zealous, **obsessive**, fanatical, vehement, fervid, fiery, hot-blooded, **inflamed**, enraged, **en fuego**, savvy, inspired, **moved**, stirred, ambitious, stimulated, encouraged, **enthused**, steadfast, **aroused**, spurred, **impelled**, moved, triggered, intuitive, propelled, hurled, thrust, **shoved**, hammered, **powered**, honest, gifted, **headlong**, headfirst, accelerated, self-assured, bold, **brazen**, forthright, **direct**, advance, promote, **further**, Mach speed, magnetic, incredible, **unbelievable**, **extravagant**,

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tremendous, magical, remarkable, almighty, **stunning**, impressive, **astonishing**, dazzling, **brilliant**, incredible, prepared, calm, exciting, adventurous, **certain**, impeccable, **absolute**, whole, total, **on target**, ideal, reach the summit, top of..., accountable, **care**, courtesy, **consideration**, devotion, **responsiveness**, attentiveness, sexy, quiet, calm, still, **tranquil**, placid, **composed**, laid-back, even-keel, **cool**, powerful, lovely, amiable, **satisfying**, astonishing, wonderful, great, remarkable, **special**, **exceptional**, one of a kind, visionary, colossal, epic, **immense**, massive, **enormous**, huge, **mammoth**, vast, titanic, prodigious, historic, towering, **influential**, **commanding**, authoritative, prevailing, dominant, potent, **great**, mighty, formidable, **brawny**, sturdy, forceful, **crushing**, vigorous, potent, **pungent**, intense, distinct, supreme, unbeatable, **unconquerable**, **unshakable**, indomitable, dominating, **impregnable**, **insurmountable**, driven, impelled, propelled, thrust, pushed, **forced**, inflated, **scintillated**, filled, **expanded**, rising, mounting, climbing, spiraling, **increasing**, elevated, **sky-high**, high, towering, **flying**, rocketing, skyrocketing, escalating, **arising**, through the roof, shoot-up, rapid, fast, **speedy**, swift, alert, bright, **quick-thinking**, **sharp-witted**, quick-witted, astute, intelligent, clever, volatile, **fiery**, **quick on the uptake**, quick off the mark, dangerous, tense, **ingenious**, **shot out of the gate**, imaginative, inventive, quick-witted, **creative**,

capable, vivid, **bright**, clear, intense, **dazzling**, excellent, luminous, radiant, sparkling, **gleaming**, shining, **incandescent**, fulfilled, **gratified**, content, placated, mollified, quenched, **assuaged**, appeased, **assured**, win over, **suited**, fit, met, comply with, sated, slaked, assuaged, appeased, **full**, replete, safe, **protected**, locked, **sheltered**, safe and sound, confident, assured, **self-confident**, **self-assured**, sure of yourself, fastened, dependable, **reliable**, stable, fortify, **capture**, procure, get hold of, **get hands on**, guarantee, **ensure**, indemnify, pinpointed, spotlighted, highlighted, **positioned**, aligned, targeted, **examined**, focus on, **turn on**, concentrate on, poised, **home in on**, come to grips with, relate to, assertive, **certain**, **convinced**, sure of yourself, definite, no doubt, **encourage**, hearten, **reassure**, inspire, bolster, **support**, vitalize, animate, buoy up, authorize, allow, sanction, **permit**, vest, invest, endow, **enable**, inspire, embolden, **encourage**, galvanize, **rouse**, energize, give power to, make powerful, spur, **rouse**, electrify, **stimulate**, incite, fire up, **stir up**, keen, clever, shrewd, nifty, canny, smooth, talented, **skilled**, able, **exceptional**, skillful, **extraordinary**, remarkable, out of the ordinary, enthused, inspired, stirred, moved, **roused**, aroused, kindled, excited, fueled, incited, **quickened**, accelerated, increased, invigorated, promoted, **speeded**, sped, **intensified**, emotional, **electric**, thrilling, stimulating, robust, sturdy,

stout, durable, **solid**, resilient, **tough**, heavy-duty, clear, **hard-wearing**, convincing, sound, clear-cut, persuasive, **compelling**, effective, **formidable**, fervent, great, **intense**, deep, deep-seated, fierce, powerful, potent, passionate, **ardent**, strapping, well-built, **tough**, beefy, stalwart. unbeatable, unshakable, **unconquerable**, invulnerable, indomitable, **impregnable**, **unassailable**, insuperable, indestructible, **supreme**, **insurmountable**, irrepressible, wonderful, fantastic, **great**, marvelous, **fabulous**, splendid, **terrific**, brilliant, ace, cracking, CRACK, outstanding, **superior**, enhanced, **improved**, excellent, **outstanding**, high-quality, high-class, top-notch, first class, **thriving**, prosperous, **wealthy**, flourishing, **successful**, growing, on the up and up, thunderous, roaring, **resonant**, resounding, **sonorous**, loud, active, **crashing**, deafening, rumbling, bellowing, resounding, **rocketing**, reverberating, **soaring**, rising, **expanding**, developing, exploding, surging, delicious, **flavorsome**, appetizing, **scrumptious**, yummy, **succulent**, mouth watering, full of flavor, luxurious, extravagant, **plush**, lavish, splendid, **opulent**, superb, **magnificent**, grand, elaborate, spectacular, enormous, great, **huge**, massive, **tremendous**, awesome, **extreme**, excessive, marvelous, excellent, remarkable, **overjoyed**, delighted, **thrilled**, elated, blissful, **rapturous**, euphoric, jubilant, joyful, gleeful, high, vibrating, **frenzied**, **LEVEL 10!**

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ID Statements

I, NAME, see, hear, feel, know that I AM to help others, to build lasting values.

"I am NAME, I see – hear – feel – know and believe – I am absolutely an extraordinary, unique, enlightened, phenomenal, catalyst destined to encourage, stir, motivate and awaken, my brothers and sisters leading them back to themselves, back to the source.

I, NAME, know, see, and feel, that I am a profitable, successful, focused, honest, passionate, money magnet that creates money and income with every business that I am involved in, no matter how remotely!!!

I, NAME, AM a smart, business oriented, successful, resourceful, financial wizard, and I will acquire as many money making properties as I need to maintain and live in the lifestyle I want for my family and me!!!

I, NAME, think, feel, see, know, that I am a dedicated, gifted, passionate, appreciative, righteous, sorcerer-shaman, whose purpose is to radiate love and positivity and cure souls in need.

I, NAME, see hear feel and know with great certainty that I am an awakened, passionate, purposeful, unstoppable and abundant rock star and creator, and my purpose is to inspire flight in myself and others!

I, NAME, see, hear, feel, and know, that I am an honest, focused, motivated, energetic, and caring warrior-teacher whose greatest purpose is to inspire, educate, and mentor other veterans in achieving their assured financial freedom through sound, time-tested real estate investing strategies.

I, NAME, see – hear – feel – and know – that I am an instinctual, creative, intuitive, tender and responsive parent – nurturer, whose purpose is to be a guide and mentor to children, with hugs available as needed.

"I, William Sumner, see - hear - feel – and know - that I am a grateful, connected, guided, quantum, loving warrior - healer, whose purpose is to serve and heal and grow and inspire souls to soar!

I, NAME, see-hear-feel-know with every cell in my body that my divine purpose here is to serve as a healer, a guide, a role-model, a source of inspiration and hope to those lost and troubled souls yearning, searching, seeking for their deeper, more divine purpose.

To stretch, grow or connect or inspire or to help people spread their wings or produce, live authentically, heal, stroke, encourage, cultivate, stimulate. There are so many great combinations and then the last page I think you'll find really, really fun. I actually give you these identity statements.

I don't hide a lot of my work. Heck, a lot of times when dealing with difficult clients, I remember that I was the first difficult client to begin with. My five adjectives are grateful, connected, guided, quantum, loving, my two nouns are warrior, healer. I have four verbs. I'm here to serve, to heal, grow and inspire everyone that wants to be inspired. I'm here to inspire anyone and everyone to soar, to grow and to tap into potentiality.

All of my tools have fun realistic useful, easy to remember names. In essence the punch line is most people believe that, in order to be a rock star, you need album sales. But album sales never create a rock star, because if you're not a rock star, when the gold album comes in, you panic because you realize that now, people are going to expect more hits from you. That's what a one hit wonder is. You have to believe you're a rock star, and you believe you're a rock star because you have passion for your song and you're here to sing. So the rock star that practices their instrument is different than the person who's really, really good and wants to be a rock star.

So to put this model in the leadership sense, who you are as a leader for most people is based on the album sales that they've got in their history: jobs they've done well, jobs they've done poorly in, mistakes they've made, built limitations in their mind. So that's how they define who they are as a leader. But to say, "This is the leader that I want to be bold, outrageous, and extraordinary. How do I get there?" Well you've already got your first clue on how to get there. You have to set that as a target to begin with.

You would have thought those hockey players are professionals because they are the best athletes, and when Malcolm Gladwell sold millions of books on it and it's in a lot of studies. It's Julliard music students; it's the Beatles. There was 15 business cases on what makes really successful people. It's generally rarely what you think.

At a common sense level you kind of know that. Sometimes really successful people succeed, sometimes they don't. Sometimes underdogs who are not the most talented person in the arena end up winning and sometimes they don't and we go, "Oh this is a mystery here. We root for underdogs." It's not a mystery it's a science I'm teaching you here, beginning with foundation stones for the science of leadership.

Own the weather

Extraordinary Leaders own the weather! What does that even mean?



When you approach your mission this way, you win more often, you bring more people home alive.

When you blame...

When you believe that you are helpless...

When you "do the best you can"...

What is wiring as a leader? What does it mean to be wired? Are you wired as a leader? The first problem that most leaders have is, they don't own everything in the process. Most people are busy saying, "Oh, well there are variables that are not in my control. I don't own variables the weather could be bad." In the military, you own the variables. You even own the weather, because you are responsible to get a mission done and bring everybody home. The stakes are very, very high in that setting. That's why extraordinary leaders are created there because stakes are high, people step up to extraordinary stakes. They step up to make sure extraordinary things happen in an extraordinary difficult environment. So at the foundation of real leadership is this: own everything.

So this metaphor is meant to challenge you in a number of ways. You believe things happen. Who's responsibility is it to learn? Is it the student or the teacher? The teacher did their job, they presented the material, they presented it well, it was presented in a great format, and the student just didn't learn and now we look at the student. "Why didn't you learn? Why didn't she learn? Well, they're lazy or they're undisciplined or they're rebellious or they're not focused."

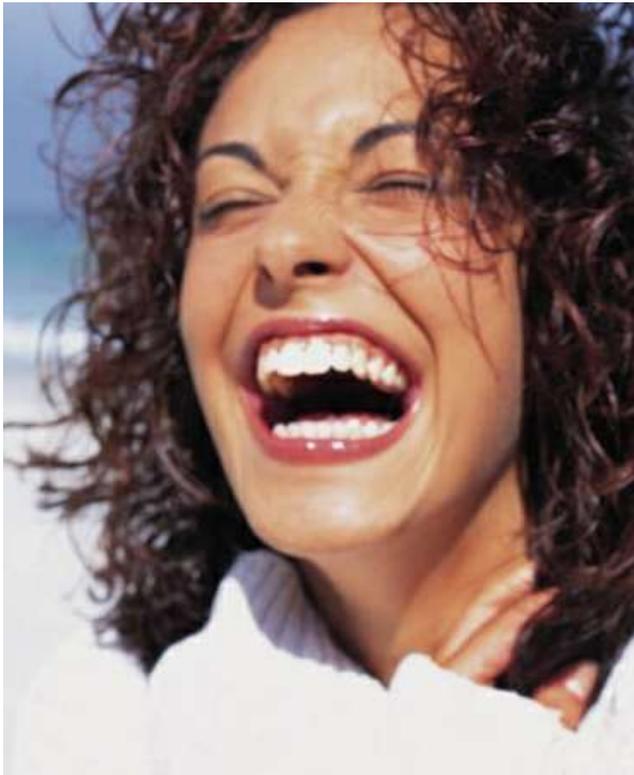
If you're a West Point leader on a military mission, why didn't they come back? Whose fault is that? It's always the teacher's job to teach. Now, I understand that the students have an impact and you want to teach accountability to the students. I get that, but the underlying psychology for great leaders is: it's your responsibility to ensure that student learns. If they're lazy, undisciplined, unfocused and stupid...oh, we don't call kids stupid. Okay, they're slow; they're not good in math. No. Great teachers can teach people who hate math, and teach them math because that's what great teachers do.

You have to begin to own everything. In your job today, what do you own? What do you consider out of your sphere and you can't own it? Customer pricing, market conditions, how things show up? What in your teenager's behavior do you not own? This is a critical foundation stone. If you're a leader you own it all.

So now, when you start to own everything, it doesn't just mean that the weather is always perfect for you. It also means, "Hey, sometimes the mission doesn't get done; and/or sometimes the mission gets done and I don't bring everybody back." But every leader worth his or her salt, begins the mission planning process with, "It's my responsibility to do this every piece of it, and I don't care what the obstacles are. It's my job to overcome them, even when they're out of my control."

"In the 10"

Most do not (and as a leader, you **MUST...)
understand "in the 10"**



90% of life is easy, flow, manageable...



Most do not (and as a leader, you MUST...) understand "in the 10"

10% of life, however, is stress, intense, crisis!



What is crazy though, is this: you WANT the stress, the crisis, the adrenaline...

- GROWTH
- WISDOM/ EXPERIENCE
- GREATNESS!
- THE VERY BEST OF YOU!

This psychology, a.k.a. "neural software" for "in the 10" can appear anywhere:

In a tough meeting...

A conflict with a spouse...

An argument with your child...

Telling a friend a hard truth...

Dealing with financial difficulties...

You will learn a new technique, and 90% of the time, you can use it. You must use it, think it, do it... "in the 10" !!!

General Summary

Even with the knowledge that most of life is in our control, there is a percent of things that still seem “out of control” for many people. Life is 90% mundane; average, point to point. Working, emails, taking care of family. Then there is the 10% that is crazy, insane, stressful, out of control. Most people don't want this. But you do, because most growth happens in the 10%. This is where you stretch, you climb, you reach out of your comfort zone and become something new. This is where the *New You* can take flight and be strong.

The Tool

Now it really gets tricky in this little tool, “In the 10”. What that tool means is: 90% of life generally is mundane, it's average, you're going from point to point to point doing emails, cleaning your inbox, returning some phone calls, thinking about your grocery list, planning the weekends, doing the things you have to do.

Most of life is in your control but there's this 10% of life that's crazy. It's insane, it's intense, it's stressful; it is out of control. Now most people say, “I don't like that. I don't want that.” - because it is uncomfortable when you're out of control.

Here is why you DO want that. The reason why this is mandatory for all humans or businesses: it's the only place you get growth. It's the only place that you really get the solo satisfaction that, “Hey I got this job. I met this quota this month and it was a tough month. Pricing change or customers were telling me my biggest competitor came out with a new product offering and I still hit my number”.

In the 90% is where you might begin to say, “Well as long as it's not a hurricane; as long as it's not a storm. It's not too bad. Okay, I'll think about owning the weather.” When you are in the 10, you've got to own the weather. This is when the storms are the highest. This is when people are really desperately looking for leaders to rise up.

Now, you don't have to have all the answers. You don't have to know everything. You don't have to win every time. But when you stand up in that locker room and say, “Alright people, it's on me. I'm going to lead you there. Follow me. We'll get there. I'll get you there. Maybe a little late; maybe not everything; maybe we'll hit some bumps and bruises along the way, but follow me because we're going to get there.”

This is when people become inspired. This is when people want to be more than they are. They will deliver for a leader who inspires them. They will not always deliver at the same level for a manager who's tracking them with a spread sheet, or project report, or red lights and yellow lights and green lights in a quality process. They will follow to the ends of the earth and come back for someone that inspires them, but you cannot begin to inspire them until you own everything and you pushing *in the ten*.

Now are you bold in how you push and inspire? If you're pushing for average or above average, remember we're *in the ten*. The storm is raging. That's where growth is. That's when we really have to push into this margin of excellence. That's when we have to lean so far over the edge that it's almost insanity. That's when leadership is working at its greatest level.

When you look at how you arrived at the leader you are today, I know every one of you are above average on a bad day. Some are already really, really excellent and awesome leaders, but to take it to that next layer, to take it to the gold medal that you never got before, to take it to the championships stage review in your team and the people that you lead, you have to practice and fall and fail and get up and push on bold, outrageous and inspirational. I've told you I'd come back to this: shoot for the stars. "You really have to shoot for the stars!" It's a tried expression and then most people really shoot for above average. So we're going to look at some of the other things that are really important. Shooting for above average really becomes a question of what are your personal standards for excellence?

What about when you don't feel a big enough reason or purpose to push? Then you have to ask yourself why you're doing it in the first place. If you don't feel inspired yourself, then you can't inspire anybody else and that's what leaders do. So even if you're Nelson Mandela and you're in prison for 27 years, the inspiration is not "I'm in prison." The inspiration is, "When I get out." So there's always a place to figure out where your inspiration is coming from. If it's drudgery and it's a means to an end.

There's a very famous Buddha expression that I've kind of bastardized a little bit. It basically says, "Before I was enlightened I mowed the lawn. After I was enlightened I mowed the lawn." Because you always have to mow the lawn. There are things that we have to do as leaders. That's what we have to do. But if you don't feel inspired, that's in a whole other body of content, because we have to explore if you are doing something that is just boring and not inspiring? What is it that's going on? You must get inspired.

"EPIC" / Legendary Standards



Standards DRIVE everything that we do!

TOOL: "the B average employee"

Now, here is where "psychology" gets really interesting when it comes to standards:

If you want "good" you get:

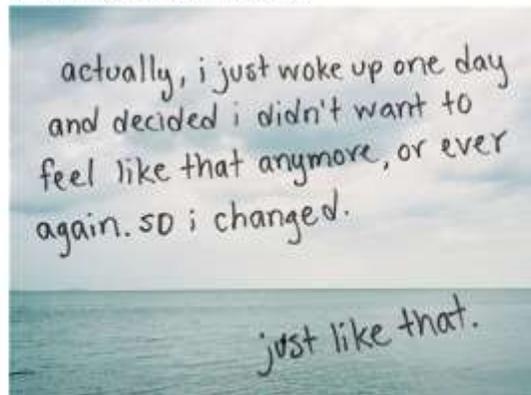
If you want "excellent" you get:

If you want "Legendary" you get:

And going back to the four year old... is there anything that they DON'T do that's not EPIC?

It is in your DNA!

It may be "overused" in this 3 day course, but we are trying to awaken something in you that is most likely a bit atrophied...



What are your personal standards for excellence? Here's the metaphor. Let's say that, on a "day in, day out; week in, week out" maybe you're a B, maybe even a B+ on the reports you turn in, on the PowerPoints that build for your boss routine. The results that you have to deliver to your organization solid B+.

The boss comes to you and says, "Hey Bill, I need an A from you. The board's coming in this week. This is a critical quarter. Can you give me an A effort on this report?" What happens in an above average world, most people will do the A and give the A. The crucial question is next week, what do you think that most people will give you?

Do they think, "Hey I'm an A so I didn't know that or blah blah I thought I will keep the A's up." That doesn't happen. Do they go back to giving a B? The answer is no that doesn't normally happen either. What happens is people will do a C because they want the boss to note, "Don't expect A's from me every week. My personal standard. you know it because I give it to you week in and week out. It's a B, it's a B+, I'm above average," and most bosses love above average teammates, team members. They'll be fine they'll accept the A and they even tolerate the C, because they know they asked you to give more for the A.

But when your own personal standard of excellence is, "I always shoot for an A or I always shoot for a masterpiece." It's not that you don't get to practice ROI and diminishing laws of return. You're not going to put stupid resources in minimal efforts. This is a question of, what are my standards? How do I do things? What do I hold myself to?

Now is it written down? People know what the standard is but generally it's not written down because, "Oh heck, then I have to perform to it. If I write it down and it's a B or its average or it's not my best. Well I'm not going to write that down I don't want to be that person. If I write it down I have to become it."

I have a tool called the *I have a dream speech*. It gives you goose pimples just like Martin Luther King's "I have a dream". Switch the words to, "My business plan, my diet, my life, what I want is so bold and outrageous. I have a dream and it gives me goose pimples."

This personal standard is written down and in the ten. Now we're going to mix it and add that. "I have to give this in this in the ten leaning down over my head. Oh my goodness!"

You've all likely heard the expression in your business models, "It's far better to under promise and over deliver." It's not a very resourceful expression. It doesn't really empower you because the real expression that real leaders make is, "Aim for the stars and by God we're going to hit them. If we miss them we're going to aim again, and we're going to keep aiming until we hit them, because that's who we are. That's the leader I am. That's the team I run."

Now here's where I have many "famous discussions" on, "Is it a great business model to under promise and over deliver?" You would be surprised if you never heard that one, 99% of people I talk to think this is a great sentence.

It's not a great sentence for great leaders. It's a great sentence for managers because managers are working on lowering expectations and then exceeding them. That's not aiming for the stars, is it? If you're a leader and you're an inspired leader then the sentence becomes, "We are going to over promise and we are going to over deliver on those promises." That's aiming for the stars.

When you miss, and sometimes you will, I get that, but how you eventually hit the stars is because every time you miss the stars you in-flight and course correct.

I had a brilliant executive in here not too long ago. A really, really successful executive and we're arguing this. He really, really wanted to argue this and here's what I asked him: Let's say you promise the board a 5% gain in the business model this year and you actually delivered 6% because you under promised and you over delivered. The question is, is this better than, worse than or really the same as if you promised the board 8% and you missed it and you delivered 7%?

If you are focused on 5% you very rarely hit 7%. You can get a 6%, but it's very, very hard when your aim is 5% to deliver 7%. Now, when you promise 8% it's easier to deliver 7%. So the question I ask is, which one is better or which one is worse? He said, "I get what you're saying but the reality is I'd rather be this person."

I said, "Okay. Who do you want on your team?" He had to think about that then he said, "I guess I would have to say the other type, because if they were promising me 8% and delivering me 7%. I get that 7% is bigger than 6% but there's too much stress and anxiety." I replied, "Oh you're talking about in the ten? Yeah there is, and that's where greatness lies."

These are different thoughts for most people. "I want to over promise and over deliver." That's bold; that's outrageous, and that's courageous. People struggle in their business model with doing that. When we look at what are you demanding of yourself? What are you demanding of the team? Do you habitually reward people's good behavior and punish people's bad behavior based on these truths?

That these are the standards that you provide yourself; then you have to look really, really hard at what you're demanding, what you're driving, what the design is, and who are you. We can even go back to the beginning, by asking what are the five adjectives? Are they bold and outrageous and extraordinary and pushing into an envelope that scares the crap out of you but you just know you have to do this because you're you?

Most leaders, because they got promoted by technical craft to be in charge of other technical trade craft people, they got better answers. That becomes a leader, that's a manager. Again it's not that spreadsheets are bad I'm not bad mouthing methodical tools of leadership and management. What I'm telling you is that, in order to inspire, in order to reach in into someone's chest and grab their heart and make them want to follow you through the gates of hell and back because you're you. They feel better about themselves when they're delivering 7% and missing the 8% than they do about safely committing to 5% and delivering 6%. These are big, big moments.

The first thing that most managers do, is they focus more on punishment than they do on rewards. Then when they give rewards, they tend to do things that are not as impressive and as fun. We know in all the

management studies that money doesn't motivate people, yet we constantly are giving bonuses and pay raises and saying, "Now we want more out of you." Then, when they don't give us more, we punish them.

So what happens if someone missed the stars? Would you punish that person or would you reward that person? Would you punish the leader that gave you 8% commitment and only delivered 7%? Would you reward the leader that gave you 6% when they promised you 5%? Think about this.

These are metaphors, but there's real energy, real psychology and real life taking place. Most managers you hear saying such things as, "Oh well, these are your targets but we're going to give you stretch." I'm not badmouthing anyone that might do this. I just want to ask you the question, why wouldn't you give them stretch and then reward them for getting the difference between goal and stretch as opposed to punishing them?

Why would you set someone up for a goal that's attainable and a goal that's unattainable? Because that's really what you're doing. We're saying, "Okay this you can attain and this is really unattainable." Because if the stretches were attainable, you would call them the goals, you wouldn't call them stretch. Is it because you have this stretch goal sitting out there, that's going to motivate your team to do more? It's counter intuitive.

This is another point that's going to challenge the way some of you think and run your businesses. I ask you to really dig into the psychology of now and set the unattainable goal. When Kennedy said, "We're going to land a man on the moon in ten years," NASA almost had an accident in their pants.

Because they said, "Oh my God! Our plan is to do this in 40 years! In order to do this we got to do stuff that's not invented yet. This is like under the sea kind of crap. You really think we're going to land a man on the moon?" He goes, "No, ten years." If he had listened and said well look 40 is the goal but let's make it a stretch of 30. They wouldn't have done it in 30 because they weren't inspired to be more than they are. That's what leaders do.

Elite Teams

How do you create elite performance?

- Live, breathe, BELIEVE in the team.
- Extraordinarily high standards.
- Plans have plans within plans, contingencies have contingencies.
- Every action, big and small, are executed at 100%.
- Training is superb.
- Reward team/ punish selfishness
- YOU believe in the team (you must pivot ... And ... Believe in leadership team)
- What really are the standards? (OY, NY, GVOY??)
- Planning?
- Is 100% execution at the most excruciating detail the standard?
- Do you train, train, train?

When do you make mistakes? **IN TRAINING!**

If you don't know this I spend a lot of my military career with elite ranger units. Those men are the best of the best. They have the highest standards; they drive themselves; they go bigger, further and better. I'm not going to go into my normal joke about whose better the Seals, Delta, Green Beret, or Special Forces. The point is any elite psychology, be it in the military, be it the para jumpers, the elite fire fighters that go in on the hottest forest fire, the best of fire companies, and the first responders. On the elite side of psychology, they live, breathe and believe in the man and woman on the left and on the right of them. This is a team. It's not a group of individuals and you'll notice all of these beliefs are driven by the leader. So the leader has to sit down and figure out, "How do I get people to live, breathe and believe in who we are?"

Again not likely to happen through being smart, and not likely to happen through spreadsheets, project management reports, or red light/green light. Those will be present and elite units use them but how they believe in the team now, begins to come into some of the tools that we're talking about. It begins with the standards that are set.

The standards are extraordinarily high. Plans have plans within plans, contingencies within contingencies. Why? Because you're driven by the stars and if you're going to shoot for the stars you got to think about all the reasons why you can't get there and you're going to have a contingency. What if plan A doesn't work then plan B. What if plan B doesn't work then probably plan C. What if plan C doesn't work, then we'll say here's plan D.

I can't say this enough. It's going to be tied back to the standards that you have set. It's going to be defined by the stars. Every action, be it big or small, is executed at a 100%. They don't walk, slow down, or half-ass anything. Everything is done at a superb extraordinary standard and scale, whether the mission is big or small. This all flows together and then your training is superb. You train to play that way.

I know some of this is provocative. But if you start to ponder how these principles, how this content is going to impact your job, your family, your health, your community, the people you influence, it gets to be really really crazy, scarily crazy, fun crazy, heartfelt crazy, crazy, crazy, crazy, crazy, everything's fun.

Leadership Questions

You saw the "elite team" slide

How do you push people towards excellence? Out of their comfort zone?

Against their will even? (isn't "good" good enough?)

How do you influence their motivations?

Their results?

What line do you walk to demand more?

Public persona v. "locker room swagger"

IQ versus EQ Leadership

This is probably one of my most favorite topics, EQ or Emotional Intelligence; the Emotional Quotient of how a leader leads and taps in. As we discussed in the last section, people tend to rise from being really, really good technicians or technical at their craft. They have some leadership skills from earlier life, like junior high school. You get this mix that comes together and people start getting promoted. They supervise people. They manage people.

We know this thing called a leader has a little bit higher level of consciousness, a little higher level of awareness. Managers are very good at the technical aspects of the business, and it's not that a leader is not also good to technical aspects. Sometimes they're not; most times they are as well. However, leadership really takes it to another level. And this is going to be one of the biggest toolboxes, one of the biggest and most complete way to look at what makes a leader.

In the last section, we mentioned that most people believe there are natural born leaders and they're going to be the cream of the crop and rise faster. I told you no, we can teach almost virtually to that same level. And this is going to give you a really great idea what that is.

Your Leadership Paradigm Today

Have each person fill it out as an exercise...

How truly EQ is it?

Can they?

How real & powerful is it?

A New Paradigm

By getting in their model of the world, by asking what program ran the settings, it allows you to engineer the conversation and drive a far different outcome, does that make sense?

it is always the form and structure of the request in the interaction that has more power than the appearance of the conversation, most do not realize this. ("software" vs. "data")

Do you know your intention in this leadership moment?

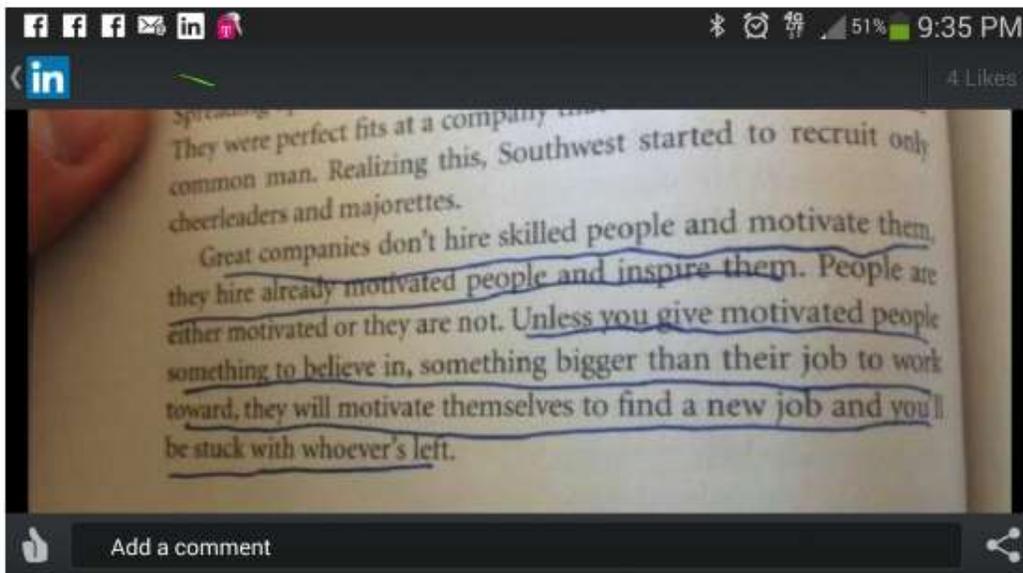
- Are you fixing/ addressing something?
- Are you "growing" them?
- Are YOU growing?
- What?

Are you conscious of how you are showing up?

- Conscious/ competence tool
- Old You is ALWAYS more/ unconsciously compt.

And finally, a message:

As we begin our leadership journey together, there are a number of key essentials that you must constantly refer to sitting at your desk. These are used as the foundation stones to our work together. Refer to them frequently. They will give you much support and ground you to the sacred work we are doing.



Set clearly in your mind to frame any leadership moment:

- Get out of your MOW! (why is this a "don't spill" command?)
- Set your intentions (consciously at first, then unconsciously)
- What program ran that sentence (this moment, even this reality?)
- ***We*** own it all! (who is responsible for learning, the student or the teacher?)
- ***We*** even own the weather!
- We must know our "flock" better than THEY KNOW themselves
- Assign no value (it's all software) assign consequences
- Stage III = extraordinary permission to push people and their limits
- Loops
- Framing/ reframing
- Contextual (shifts)
- "in the 10"
- Embedded commands
- Cause and effect
- State management

EQ Defined

This definition is straight from a really highly placed source: Wikipedia. While I say that to get a chuckle, because I am an expert and a master in this arena, I can confirm that this information is actually correct. You hear me talk about EQ, which is Daniel Goleman's term. Unlike Intelligent Quotient, EQ is referred to in the spoken form as Emotional Intelligence.

Emotional intelligence (EQ) is the ability to monitor one's own and other people's emotions, to discriminate between different emotions and label them appropriately...

(stress v excitement, nerves v. anticipation - 8 v. 800)

and to use emotional information to guide thinking and behavior... **and** use it consciously!

There are three models of EQ:

1. **The ability model**, developed by Peter Salovey and John Mayer, focuses on the individual's ability to process emotional information and use it to navigate the social environment.
2. **The trait model** as developed by Konstantin Vasily Petrides, "encompasses behavioral dispositions and self-perceived abilities and is measured through self-report."
3. The final model, **the mixed model** is a combination of both ability and trait EQ. It defines EQ as an array of skills and characteristics that drive leadership performance, as proposed by Daniel Goleman.

In this you see that Wikipedia talks about Emotional Intelligence (EI). You will not hear that term very often. You will hear more frequently that we're talking about EQ and that's the emotional fluency. Like intelligence, the IQ measures how smart you are. The EQ scales measure your emotional fluency. So this definition, that it's the

ability to monitor one's emotions and be connected to others; to discriminate between different emotions and label them appropriately, use information, and (this is really, really important) to guide thinking and behavior. It's not the other way around.

It's the chicken and the egg. There's going to be circumstances and business scenarios where you're going to be trapped or you're going to be challenged by, "My head says one thing. My heart says another. My gut is telling me to do this, but rational analysis is saying something else, and I'm not sure." We know there are these two different kinds of arenas, and we're going to explore that in great detail tonight. EQ as a form of guiding thinking and behavior; where you think about a lot of our traditional scales, our traditional psychological models that we use, you would believe that it's the thinking that guides the emotion.

Now the reality is: it's interchangeable. My straight NLP work that you have seen. Neuro-linguistic programming is that operating system software that's going to allow you to actually design, pick, drive, and create emotions of your choice. The reason why you want to do that is because, if you have that ability and you use that ability, you can look at challenge and pain as excited, joy and happy. It's rational that makes logical sense. So logic can't drive emotion, but EQ in its strictest terms is guiding thinking and behaving.

There are three models. The only one I'm concerned about is the third one, which is a combination of the first two and it is by Daniel Goleman. I had the pleasure to study with him in the early 90s, so this science has been around a good 20-25 years. It's not really "new age", and you know I do some of that work and respect and embrace some of that work. But when I'm in a traditional, conservative, buttoned down, west point military model, we use more conventional terms. EQ fits in that arena.

Goleman Discourse

So let's talk a little bit about Daniel Goleman. This is actually a couple of paragraphs excerpted from the beginning of his book that I really think make a great point.

Commentary from the EQ book/Daniel Goleman

Sociobiologists point to the preeminence of heart over head at such crucial moments when they conjecture about why evolution has given emotion such a central role in the human psyche. Our emotions, they say, guide us in facing predicaments and tasks too important to intellect alone – danger, painful loss, persisting toward a goal despite frustrations, bonding with mate, building a family...

While our emotions have been wise guides in the evolutionary long run, the new realities civilization presents have arisen with such rapidity that the slow march of evolution cannot keep up, indeed the first laws and proclamation of ethics: the code of Hammarabi, the 10 Commandments, the edicts of Emperor Ashoka... can be read as attempts to harness, subdue, and domesticate "emotional life." As Freud described in... *Society has had to enforce from without rules meant to subdue tides of emotional excess that surge too freely within.*

|

Why is science so down on emotions/ heart.. and so enamored with the brain/ rational analysis?

That social biologists, those scientists that study both the social and the biological aspects of humans, point to the pre-eminence of heart over head at crucial moments when they conjecture why evolution has given such a central role in human behavior and decision making.

Our emotions guide us in facing predicaments and tasks that are too important just to think about, because danger creates emotion, painful loss, persisting towards a goal, overcoming frustration, bonding, and family. In a business environment, building a team; building the social fabric and the business fabric and maintenance of a team falls into this EQ arena.

While our emotions have been very great guides in the evolutionary long run, the new realities of reason we experience have not evolved at the same pace as the laws and regulations, which in our model of managers versus leaders, we call spreadsheets and we call process maps. In essence, those are the same things. That's

how we convert this content into the business environment. It can be read as attempts to harness, to do and domesticate, tame the emotional insight. EIM is an Inevitable You® term. It's in a tool called *The Formula*. If you've never seen *The Formula* video, make sure you go spend 20 minutes and watch it. The two most important tools I give any first time clients is *Towards vs Away* and *The Formula*, both a little over 20 minutes. But to tame this emotional run, because people don't like the messiness of human emotions, the problem is when we want to inspire, when we want to drive, when we want to tap into the potentiality, you can only do that through emotion. You cannot do that through logic. You cannot logically inspire people to be more. They have to catch this fever, catch this fire, catch this drive. And it's only done with EQ skills, EQ beliefs, and EQ tools.

Natural born leaders do this naturally. If you want to teach this, if you want to enhance what you've already got (your ability) you do not want to tame emotions. This notion that science is down on emotions, and just a rant enamored with this brain, this IQ, this rational analysis process. "In the 10", which is that 10% time when there's crisis, when there's organizational pain, stress, growth taking place, that's when you want potentiality. That's when you have to tap into these arenas within human behavior and the human mind.

Tactically Defining IQ/EQ

IQ / EQ -- how "smart" we are vs. emotional fluency

- Can you... Do you... Manage your "state" and your teams?
- Change it at will?
- Emotionalize the most valuable side of the equation?

Rational / intuitive -- Gladwell's "Blink"

Head/ heart-gut-instinct

Do / feel

Know / believe

Linear / mosaic

Masculine / feminine

Average CEO's = ?

Rock Star CEO's = ?

Now, let's really dive in and define this IQ/EQ. It is one of the fortes and great strengths of The Inevitable You® system. I think it does a great job of balancing and honoring both the IQ rational linear process. That's my engineering and West Point military background. We want to lean into the social work side. We want to lean into the software and the more compassionate, more human behavior side. I did that as a learned trait. But when you look at the brilliant leaders that I studied, whether it's George Patton or Douglas MacArthur, they did all these things - whether it's natural or they developed the natural traits to do it. They did this very, very well, and that's what we want to do in our business model. That's what we want to do in our teams.

So this IQ/EQ versus or plus this Venn diagram where they lay on top of each other, but very definitely at the same time we have this exclusionary on both sides. How big is this? Do you exist like this today? After working on this toolbox, are you going to approach a Venn diagram that looks like that? IQ/EQ is really how smart we

are versus our emotional fluency. Now, you may have heard of rational versus intuitive. That's just another way to look at it. In fact, if you've never read Malcolm Gladwell's book called "Blink", it's a brilliant book and is one of my top 10 business books that I have clients read.

The premise of that book is that intuition not only has equal weight, but when you really tap into the intuition realm, it can exceed rational matrices. If you are intuitive, you don't need to read a book about that. Only the rational people need to be convinced that intuition has a value. So it's a very well done book. It gives you a rational presentation, which in part, mirrors and models what NLP is trying to give you - an insight into EQ. We follow these same models non-identically, but certainly very close and very parallel down the same path.

I mentioned earlier, this head versus heart gut instinct is just another way to look at it. What we do versus what we feel is another way to look at it. What we know versus what we believe. I just gave you an example of this, and it's one that's very near and dear to my heart. The reason people say, "How did you end up doing the work that you do?" Part of it was in 1989. I was a single dad, had custody of a four and a six year old. I met Barbara, my wife today. It was fire and passion galore but it was also a fire and ice galore too. So we were fighting like cats and dogs. She said, "We're going to go to therapy or this isn't going to happen."

Personally, I thought that was a brilliant idea because while she was 29, never been married, I was 33. I'm like, "She needs to be fixed, and I'm not doing a good job of this." Little did I know that maybe, there might have been one or two things that I improved on in this process. But the very first scale, the test that we took, the 20-30 character trace to try and determine compatibility, this is one of the IQ/EQ measurements. I didn't know it at that time that way. It's how linear you think versus how mosaic your thinking is. When we took this test on the linear scale, there was a zero to ten, I was like a -25. I was so far on the other side of linear. There wasn't any. There were some native EQ, but a lot of the military and even my early corporate life lead me to dismissed that and trained it out on me.

Barbara on the other hand was so far on the other side; she was like +27 on the mosaic scale. In fact, my nickname for her in our early years was called "Ricochet Rabbit" because I was always trying to argue logically. You go for point A to point B to C, and she is like, "No, no, no. I already know the answer." I'm like, "What? You can't have any answer."

Part of the reason why I'm giving you this example is because you work with people like this. You lead people on both ends of the spectrum, people who intuitively go right to the answer and people who have to go, "No, no, no. Wait. I can't get there. I have to follow you. I need to justify how I get there." Those are going to be EQ/IQ markers for you. As you train EQ into those IQ-centric people or vice-versa, you're training more IQ into the EQ-centric people.

Again, one is not better than the other. It's consciousness. It's to how we use both tools. It is a great opportunity to think about it. Yeah, you'll notice that I have a conclusion lying there. In essence, the biggest way, it always fits in the corporate and business models. Because when people hear the words "Masculine" and "Feminine", they get hooked up. And thinking about gender or genitalia or political correctness, we do it very, very differently here. So when I'm in on more corporate setting or in a more strict business environment, in essence, they're almost the same. I actually gave you a couple of masculine and feminine charts that I

think you'll have a lot of fun with tonight. They're not exactly the same but there's a 90% override of the same.

So when you're thinking about another way to process IQ/EQ, this is a big way. And hey, who knows? Maybe someday, you're going to do some relationship work with me. But the skill sets, the toolbox is almost matched for when you're in a business, because this is about people. This is about emotions. This is about bonding. This is about inspiring people to be more, to give you more than they ever believed was possible.

Now, the last thing that I want to cover on this page: you'll notice when we look at average CEOs, average leaders in business. (I'm not saying take a thousand and average them, and then you have an average. I'm talking about this man, this woman. They are average.) When you think about these IQ/EQ skill sets, the average CEO tends to test higher on IQ. Meaning, they're smart. They're rational. They use the tools. They do the spreadsheets. They do the process flow. They do a very, very good job, above average job. The thing is, they are smart but they don't like getting involved in the messiness that is people. Rock star CEOs however, they always test higher in an EQ scale. The expression I always use is: because they can reach into your chest. They can grab your heart and make you want to be greater than you are. That is an EQ skill set and that's what's makes them a rock star.

So that's what we're going to work on making you, more accessible, understanding these tools. And since I'm always tools-based, we're actually going to give you some very specific applications and ways to think and do this.

Table of Distinctions

Now, I told you I'll give you some fun masculine/feminine content. My actual handout says "Masculine and Feminine thought" because we're doing a little bit more business. So what I'm going to point out to you, this is kind of the polar opposites. This is "Men are from Mars, women are from Venus," kind of feeling, which by the way, was taken in great part from Daniel Goleman. John Gray had studied Goleman but he is like he made it more entertaining. I call it "Goleman light." It has some validity but there are some stereotypes in there. There is even some value in a business environment but far less than the actual application of this EQ science.

IQ	EQ
New York City	Hawaii
One mode	Many modes
Focused	Flowing
Freedom	Love
Logical	Stormy
Linear	Mosaic
Always safe, carries security with it.	Never safe. Always ping-pong to determine danger.
One pointed, directional, guided by a vision of freedom. Cuts through obstacles, stops at nothing to achieve its goal.	Open to love, nurtures, and gives life. Dances with joy, wild and chaotic. It is the force of life. Healing force of nature. Opens doors with love. Shines with radiance. Open, loving, in play with a relationship until dissolving into love.
1st stage: freedom – gaining something: food, money, sex, power, fame, selfish... building/ achieving - for ego	1st stage: do anything for love, feeling good. Internalizes problems. Will give up her own needs. Can't feel her own power... selfish. Won't you do this for me?
2nd stage: compromise, negotiations, consensus, a little of this - a little of that, fair, justice, balance	2nd stage: compromise, negotiations, consensus, a little of this - a little of that, fair, justice, balance
It is in 2nd stage that men and women are most alike.	It is in 2nd stage that men and women are most alike.
3rd stage: letting go of self-definition. Relaxing the endless search. Feeling through the tension of the present moment. Masculinity is service.	3rd stage: no longer searches for love. No longer dependent, but rather breathes love, relaxes in love, and radiates love. Femininity is service.
Leaves too soon	Stays too long.
Speaks words.	Hears mood and tone.
Does.	Feels.

Goes.	Flows.
Sails on the ocean going somewhere.	Is the ocean.
IQ	EQ
Turns mountains into molehills.	Turns molehills into mountains.
Its greatest fear is to not succeed.	Its greatest fear is, "if I love you, will you hurt me?"

Bottom line: masculine and feminine

But in this world of these energy patterns and these choices, are we rational? Are we feeling? Are we doing? Are we thinking? Are we intuitive or are we analytical about our choices? And which one do we rely on more? If it's an emergency, if it's a stress, if it's a crisis, where do we tend to fall? We have some fun things that, at macro levels, we'd like to give fun examples like New York and Hawaii. You can see Manhattan. You can see the hustle and bustle versus the lush tropical island.

Mosaic and linear, again, this one mode; very, very linear, multi-mode. Every place at once focused and flowing; freedom and love, logic and storming, linear and mosaic. I'm going to give you, and I left in the masculine and feminine, but what I really added in this stage 1, stage 2 and stage 3, because these are very important distinctions, and as a leader, in an EQ toolbox, you want to understand these distinctions. In essence, when you look at behavior, when you look at motivation and drive, when you look at why people do what they do, in essence, there's three stages to it. This is another way to look at this.

Stage 1 is, "I'm doing" behavior, and that's the IQ. Or "I'm feeling what I'm feeling", and that's the EQ version of it. But I'm doing it because it's about me. It's about selfish. It's about what I get out of this process.

So you will make sentences. You will make decisions. You will do things. You will sit quietly and not do something. The motivation at the end of the frame is, because this is what I get out of this; this is what I wanted out of this. Now Stage 3 has all the same raw, organic forms of the choices, the behaviors, the thoughts, the doings, the deeds, but it's in service. It is really selfless. "I am doing this because it's for you. It's for something bigger than me." It could be the very exact same sentence. It could be the very same deed. "I'm going to build this thing. I'm not building it for my ego. I'm building it because it makes the world a better place."

Now Stage 2 is in the middle, because that's a very balanced, very fair, very consensus place where you really have a little of this and a little of that, and it's really even-steven in here.

Now, in the relationship work we go a little bit more into this, as to what the benefit to Stage 2 and what the hazards are. Not so much in the corporate world because the hazards are not as pronounced. What you want to know as a leader, what you want to understand from this content as you guide your teams tomorrow differently because you're going to reach in the toolbox is the behaviors they're doing, my behaviors I'm doing, the behaviors of the team overall. Are we doing this because of a selfish reason? Do I have this mix of motive? It's so important, because is it being selfless saying, "Oh, we will build this. We'll do it on spare time." Or is being selfish saying, "Oh, I don't care what happens to the IT."?

These Stage 1 and Stage 3 behaviors are very, very important and it is very, very critical that you understand them. So for the purposes of this section, as we do our fun little table of distinctions, these Stage 1s that are about gaining something that's selfish versus Stage 3 that is in the service of the moment, those are important distinctions for us in a business environment.

Now, we do some fun things too. IQ masculine leaves too soon. Feminine EQ stays too long. It speaks words, feels the mood, does, feels, go slow, serving on a notion, going somewhere in the ocean. Any time that you think about your relationship or think about romance going like, "Hmm, this really is deeper than Men are from Mars and Women are from Venus."

But it has the same term. Mountains and the molehills; molehills and the mountains. A lot of great information. So the bottom line, I told you this is masculine and feminine. In business, we call it EQ/IQ. More distinctions, more understanding of why you want to be more engaged in this toolbox than just a strict management or manager's view.

Invitation

Now, I'm going to give you a really fine example of what this means. I'm going to give you three examples. They all follow and fall into this constellation. There is this notion in this work that when a feminine being an EQ-centered energy says, "You know, tonight I want to go to dinner at PF Chang's," a lot of times, what we do in our world is we'll ask it. So if your female asks you, "Are you interested in going to PF Chang's tonight?" I mean we're not stupid. That's a command to take her to PF Chang's.

This is a business model too. If somebody asks a question in a meeting, they're oftentimes giving you the answer that they want you to answer. So the question becomes, well, if you don't want to follow this, how does a feminine and a matriarch and an EQ-centric being give a command? The process is called an invitation. You invite someone to step up and make a choice. So that's why this is called the Invitation Process. We have so much fun with this in the romance workshop. What the invitation process looks like is that perhaps the feminine says, "You know, I've been in the kitchen all day. I've cleaned it five times. The kids have been in and out. I can't go back into the kitchen one more time."

Now, if you are EQ-based leader, you're going to know what that person asked, even if she didn't command it by saying, "Would you like to go to PF Chang's?" So what it is, it's an invitation for you to step up. Now, the problem (dropping back into the romance bucket) is most masculine beings have been trained, "Well honey,

would you like me to take you to dinner?" Which means you've just capitulated the leadership role that you were offered and ask her to guide you.

So if in my metaphor, the man or the masculine steps up and says, "Hey, great. Let me take you to dinner and I'm going to make a decision." Well, if he decides to take you out for steaks, is that a problem? Well, in a romance setting, probably not because what you really want oftentimes is your partner to make decisions and step up and lead because you're working hard. Sometimes the biggest criticism of men in relationships has been, "You've got to step up and lead and make decisions. I don't want to be in a stage 2 relationship." Some people do. A lot of people don't.

Now, the question is if he did that, well that's really awesome because what you really want more than PF Chang's is you want a very present man who is deep in his leadership. This is in the romance side that people say, "Well, what the heck does that have to do with corporate business?" And here's why. Because in a corporate model, here's the example. The marketing Vice-President rushes into the CEO, "I've got a great idea. I'm very, very excited, and here's my pitch." Now, the CEO has been around the block and knows a lot about the business and you're trying to decide if you're an IQ CEO. And in this model, say they picked the wrong thing. It's not as good as they think.

In this world of leadership and communication, even if you gently say, "Hey, that's a dumb idea," and we know how to gently say that, like, "Well gee, that's really a great idea. But yeah, IT doesn't have the budget to support the changes you want. Sales has already got their priorities. They can't," You tell them gently, but this is all driven by EQ because you're doing the heavy lifting. You're giving them the direction and the command.

Well, if you're an EQ-centric leader and you have to invite the marketing person to figure this out, you might say something like, "I love it. That's a great idea. Why don't you go staff it and tell me what IT and Sales says about it?" And when the marketing VP takes it over to IT, they go, "Hey, it's great idea but we don't have the budget for it." That's growth for the marketing VP. You were invited as an EQ-centric invitation. That's where this is important.

An EQ-centric, you invited the marketing VP. You're the leader. You're still responsible. And it can go as far as, "Well, what if they take it so far down the road than it's actually going to be done and it costs the business money? Well I got to put an IQ stop to it then, right Bill?"

Aha, we have the third example that I want you to ponder. Because if you don't get why an EQ-centric leader, even at the risk of losing some money in the business, would put a stop to something, think about this. Now again, my rule of thumb is always if it's life and win, I'll never do anything that's going to hurt or kill somebody. But if it costs money, it's just investing in people's education. If you're really smart at framing this stuff, you're investing in their education. So here's the third example. When your child comes to you all animated, full of excitement and they have a brilliant idea, what you do is you go, "Let's do it." Because you know when they mess up, they're going to get a lesson. They're going to get wisdom out of it. They're going to get experience and judgment. You almost never again miss life and win. And you'll do fun, crazy, goofy, stupid things with your kid all day long because it's growth.

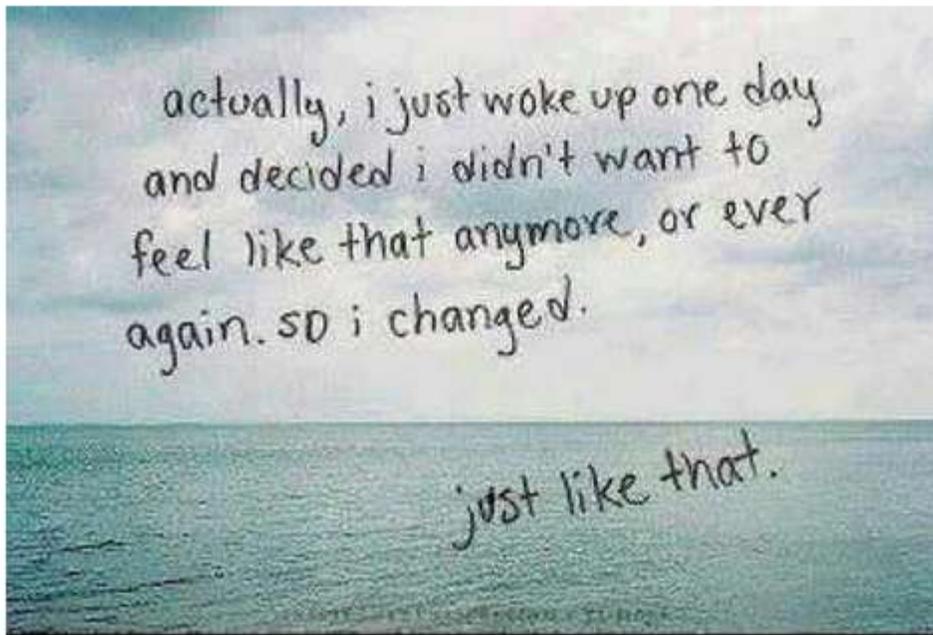
When you think about it, why wouldn't you do that with the marketing VP as well? That's why even if it costs money, number one, it's an investment in the marketing VP's education experience, wisdom, knowledge, growth. And point 2, you're a rock star CEO at that point. The team feels great about their ideas, about their potential, about their ability to grow in this team. That's why this is an important process. When an EQ-centered leader invites and inspires people to be more than they are, it doesn't come from a command to be great. It comes from an invitation process. It comes from inviting people. And it's not at the point of the crisis either. It's got to be a way of life. It's got to be a steady-state way of culture there.

You do this all the time. Lose a little money, create a little conflict and friction. That's how in the big cojone, when the really bad friction in the business happens. Now your team is prepared because you're a great EQ-centric leader.

When you work in this system with me, it is not Business 101, it is not Psychology 101. It's not just route me on to be better and giving you some stories about how Michael Jordan did it. This is getting into the software design that this specific coaching and modeling on how if you woke up tomorrow morning and wanted to be a better EQ-centered rock star leader, this is the first tool that I gave you out of the gate. Your ability to invite people to step up and be more than they are. This is a very specific process and what you will get out of it is incredible.

Play with this in your relationship models, both sides of the equation. When you invite people to step up, people step up. When you ask them a question, that's an embedded command. Yeah, they're not stupid. They know what they just got told. So this is going to be a real great area of growth in all kinds of locations within your life.

“Just like that”



This is about affairs of the heart - the challenge for most is that you are still driven by IQ vs. EQ.... *EVEN WHEN IT IS THE HEART!*



What is NLP (Neural Linguistic Programming?)

What happens to you in difficult times and the best of times are a result of your *neural programs*, not a result of the difficult times, and NOT a result of you, your abilities, or any other “you” issue.

Family-of-Origin programs form our most basic foundations. Modified by life experiences and intention, they can be overcome, but to transform them, you must use a different tool set.

The reasons why most don't or can't change lie in faulty, outdated beliefs. And by the way, many professionals still hold these beliefs, too.

Deep programs that cause the most damage rarely reveal themselves. When uncovered for *what* they are and *why* they are, they truly become the Wizard behind the curtain. Working on any other program, virtually guarantees a defeat at what you desire.

Change the program, and ***everything*** changes!

Understand the “system” – use the system – you are anyway!

Now, this is a little bit following on what we did the first time. We've talked about the evolution of leaders. We've talked about choices. We've talked about managers versus leaders. I love this slide. It's been on the internet in a variety of forms.

People are like, "Yeah, but that doesn't happen that way. You just don't change like that." Well, here's what you're going to understand. In essence, we want NLP to support and drive the EQ foundation that you're going to build here. And with an EQ foundation, you know when you can do this? When you can change just like that? When you're really, really cognizant of how great it feels to be this person.

If you're thinking, "I'm just going to change," or if you're trying to change but you're attached to anxiety and you're not attached to failure as a success model. But I want you to understand, I think it's just absolutely critical, these occurrences of changes both for you and the team happen just like that when you know how to make it feel great. That's why it's an EQ-centric tool. That's why it has such giant EQ ramifications.

I gave you a couple of big foundations, so now I want to give you an equally powerful but much more surgically precise, fine scalpel here. We're going to give you a really, really fine diamond tip groove to really begin to practice at an epic level what EQ looks like, why this makes people feel better.

The first rule (and again, this is a relationship rule) if you've ever been in a relationship or you want to have a great relationship, this is the number one thing, it's far better to be kind than it is to be right. Most communications, and I do a great killer three-hour neuro communications seminar. I really teach you how to rewire how you listen, how you speak, how you really communicate at the neuro pattern, at that neuro software level.

In corporate settings, business teams, relationships where people say, "Oh, we have a communication problem." Very rarely. Very rarely. Very rarely, do you have a communication problem. What you really have, is people who are communicating very, very well. What they're communicating is, "I'm right. You're wrong", and you understand that very well. So what they're trying to tell you is, "No, that's not true. I'm right. You're wrong.", and that's what you call communication problems. It doesn't have anything to do with if you're communicating incredibly clearly and well. The issue is how do you get over being right?

Well, we just went through a tool that said in an invitation process, even if they're wrong, wrong produces value. Wrong produces epic value if they're epically wrong. How cool is that? So when you are judicious, it's not that you back down every time every argument. An IQ-centered leader will not know when to be right and when to be kind; an EQ-centric leader will. And if you look at another tool that we've added, I'm calling this the Emotional Bank Account, your ability to deposit kindness, deposit positivity, deposit feeling great with you as a leader, with you as a partner, well then, when you have to make a withdrawal, you've got enough in there.

But if you have communication problems that are really masking the fight, that's always ad nauseam going on. "I'm right. You're wrong. I'm right. You're wrong. No, no, no. I'm right. You're wrong. No, no, no." That's going back, where there's nothing in the bank account that can sustain a withdrawal, so you fight and hold on, to when you're putting a lot of deposits in by being kind and allowing wrong. Here's what's interesting. I already made one joke about it but it was very, very serious and true.

I thought I was being kind to Barbara by going to therapy with her. I got a lot out of it. Sometimes, you are wrong and you're too stubborn. You don't have the other person's point of view. That's not a communication problem. That's a refusal to communicate because you're in transmit-only. You can't hear. You're not receiving. You listen to someone, waiting for a break in their breath so that you can interrupt them and start speaking and take the conversation back.

As a leader, to be kind versus right at the EQ level is going to make you millions and millions of dollars in wisdom and experience and bank accounts. People will go to the end of the earth and back again for you. Because when you do sit down and say, "No, I've got to challenge this," but you've been kind to them on all the other times when either A, it wasn't important, or B, it had an investment in the business as a consciousness. Just like you invest in your 10-year-old, to make mistakes in a silly, goofy way, this business isn't silly, goofy at times because this is real money. These are real jobs. These are real people.

But the tradeoff is for every person that says, "But Bill, would you really lose \$20,000 and let somebody fail in a business?" Hell yes, I would. You know why? Because if I'm that kind of leader, they're going to make me

hundred thousand dollars when they're tapped into their potential. If I'm busy looking at just this isolated moment in time and going, "I can't afford to lose \$20,000 or \$30,000." I'm stepping in. I'm taking control; telling them they're stupid. Yeah, they're not going to make me hundred thousand dollars tomorrow. They might make me \$15. With average or above average leadership is not that you're evil or horribly wrong. It's just that you're not kept into this EQ process.

Golden Rule number two, everyone knows. It's in every culture. It's in every religion. I think Stephen Covey used to do a thing that said it's been written in 400 forms throughout the world. The golden rule: Do unto others as you would have done unto you. We call that The Golden Rule. For many people and believers, like "Well yeah, if I could do that. If I could really, really do unto others as I would have done that. Man, that is just such a form of respect. That's kindness." That's the golden rule.

This is going to be a tough moment; for you to believe in this as an important rule. It is not. It is the second rule. Yep, I said it's number two. It's the second most important rule. The most important rule is the *Platinum Rule*, "Do unto others as they would have done onto them."

You're just changing two words, but here's what you're really producing at the EQ level. If you do to me what I want, then what I get is what I want. That may not be what you want. So you're following the golden rules. You're busy doing unto me what you want, so I get what you want. Where that matches, that feels great and we were conscious and we were trying to do something. But if I am doing to you what you want, you get what you want. You'll love me. You'll think I'm awesome. You'll fight to the ends of the earth for me. And guess what, you're busy doing for me what I want. And we're both getting what we want at a much, much higher level.

Impeccable Truth

Now, impeccable truth; always, always, always. Most businesses, like families, punish truth and reward deception. This is such a huge EQ tool that you punish truth and you reward deception. You may think, "No, I don't." Yeah again, we got to look at the software, and here's where it begins, as in all of my metaphors and stories.

Little Mary is four years old. She gets one of mom's delicious cookies on a Saturday morning, gobbles it down. Mom comes in and gets really angry, "Mary, did you have a cookie?" Mary goes, "Oh yeah, I did." Does she get rewarded for telling the truth or does she get punished for eating the cookie? And the sad fact is for most people, she gets punished. Now, because Mary is a smart little person herself, next Saturday, mom makes the same cookies and they're amazing. They're delicious. She can't help herself. She has one. Mom storms in and said, "Mary, you just got punished last week. I can't believe. Did you have another cookie?"

Mary goes, "Oh, no. Yeah, no I didn't. Maybe you should check the dog's breath. I smell chocolate on the dog's breath." And because you're not sure, Mary gets rewarded because she doesn't get punished.

And at a very fundamental level, when you look at how you apply this psychology in a business model, people go, "Well okay, you made your point with little Mary but we don't do that in our business." I'm going to go au contraire because little Mary grows up and she is the VP, and the CEO comes in and says, "You know, now the tables are turned. Mary, I have a brilliant idea that I want marketing to take a look at and really dive into it."

Mary tells the truth. She goes, "Oh boss, I really admire your thinking, you're drive. That's great. But here's everything that's wrong with it, I can tell you right off the top of my head."

Because sometimes, it's the CEO that sees things wrong. Sometimes, it's the marketing VP that sees it wrong. And she is the boss at the end of the day, because in essence, she is telling him that he is stupid. Does she get rewarded or punished for telling the CEO his idea was not good? She gets punished in 90% of the business models out there.

Now, because Mary is really, really smart and she licks her wounds, the next meeting the CEO comes in and says, "Oh, I got this idea that off the hook." She is like, "Oh yeah," and she is enthusiastic. Now she walks out of the meeting and sabotages it. She dives. She doesn't push her team to do it because she knows it's a bad idea. She gets rewarded in that model for being a team player and being a yes person and telling the boss what they wanted to hear. So in this epic EQ, there's really two things that take place in this truth and deception model. In epic EQ, you must, must, must, must-- and it's in the kind versus right category-- you must reward truth at epic levels.

And again, let me mix and match. Let me tell you how I did this. You can ask any of my kids that go from 19 to 33. If any of my kids came and told me the truth, I would zero out their punishment because I never wanted to punish them for telling me the truth.

If for any of you that want to question that, I generally get two push backs. First of all, I still punish them. It's just later, I'm a smart guy. I know how to psychologically torture people. I know how to tell somebody something three days later in an inviting way. If they went swimming in the swimming pool when they weren't supposed to and they came and told me. I didn't punish him. I'm like, "Okay you tell the truth, no punishment." They're all happy and excited. And then maybe two days later, I'm like, "Oh wow, I hope you don't get any ear infections from the swimming pool, because I went out and wrote an article that says swimming pools cause ear infections." And now, all of the sudden, they're scratching their ears.

I can still lead and get my point across. What's more important is raising men and women of integrity. In the business model, building teams of integrity have far more value to you than being right and wrong. So with my kids, to tell the truth gets nothing, and then I told them, "If I ever catch you in a lie, the punishment is going to be epic. God would descend from the mounting and rip this flesh from your bones. The wailing and moaning and gnashing of teeth will be epic. It will be legendary and it will last for an eternity if I ever catch you lying."

And generally, once or maybe twice for my number four. He is really stubborn kid. I had to do it twice. Once or twice, they'll test it just to figure what that looks like. And I had to, to my great chagrin, because it's not fun when your parents punish. And it's not fun as a business leader to punish your team. It's not fun to punish your team at an epic level. But when you set the standard, when you put this all in motion, absolutely, this is who you're going to be. So to really get EQ current, just this is why this is an EQ tool to get EQ conscious. It's going to be incredibly important.

Law of Righteousness

The 50/50 or 90/10 or 100/0 "Law of Righteousness." When you are in an argument there is still the "I was right!" When you have those moments, here is the question I want you to ask yourself. Are you 100% right? Or are you 90% right? 50/50 is partially right, partially wrong. I know some facts but not others. 90/10 we treat like 100's. Well, you are right a little bit but for the bulk of it I'm right! In that moment focus on the 10% that you can't deal, that has their value, their rightness. You are going to learn something. You are going to find out it's not actually 90/10 it's really 50/50.

Hell yes, hell, no rule

What that looks like is, "Should I do this?" And, since we do metaphors, "Should I marry this person?" If it's hell yes, it's really, really easy. You'll marry. If it's hell no, it's really easy. You're not going to do it. If it's I don't know, by law, because both of these responses are high EQ-centered positions, hell yes makes you feel a very certain way. Hell no, makes you feel a certain way.

"I don't know" generally means that you're mired and stuck in "analysis by paralysis", and you're busy in this IQ place. So the EQ solution to this is, by law, it's a "hell no" unless you can figure out how to make it a "hell yes". So now, it's not "should I?". That doesn't become a question. What becomes the question is, "How can I make this a hell yes."

Then if you can, you've solved your dilemma. It's easy. If you cannot, you've solved your dilemma because it's easy. This shifts in how you approach problem-solving; it must be an EQ-centered way to do this. It's going to be epic in how you sit with the teams. "Should we roll out this product? Hell, yes? Hell, no?"

The reason why I said (and go back to what I said) is because some of you, if not all of you, have probably heard that before in some form or fashion. It always needs good reminders, particularly for your IQ-centered viewers reading this because you're going to analyze the crap out of what I'm telling you. But when I said what's most important about this is where is it loaded, this is what I mean. Which side of the equation is loaded?

So I said in the metaphor, "Should I do this?", and if it's hell yes, you do it. If it's hell no, you don't. If it's, "I don't know," it's a don't. So if you load the question the other way, "Should I do this?" is really "Should I marry?" Well, if you load it the other way, which is, "Should I dump this person? Should I break up and keep seeking?" Now, it's the mirror image of it and it becomes very, very fascinating.

"Should I dump and seek new? Hell, yes?" Then you're going to break up, which matches the second choice here. If it's, "Hell, no. I am not going to let go of this person," well then, you're going to stay. It's not am I going to marry. But again, that's why it's a mirror image. If it's "I don't know", by law, that says you've got to stay because it's not "hell yes", and staying in the relationship is the exact opposite of what you just did here.

So be very, very careful. In fact, this is some of my more brilliant coaching moments with clients. People come in and they're all fired up. They know the, "hell yes, hell no" rule, and they're really ready to go. I ask them, "Oh yeah, but which side?" Because for those of you that are even better in the system and the tools, what we're

really asking is, "Are you loading the towards or away position?" Because breaking up is an away pattern, seeking another relationship becomes towards.

5 Love Languages

(let's apply this to corporate leadership)

1. Words of Affirmation
2. Quality Time
3. Receiving Gifts
4. Acts of Service
5. Physical Touch

This is more out of romance. In fact, if you've ever heard of The Five Languages of Love, it's an awesome book. But like a lot of authors, it's a two-page handout. I can give you 90% of the material and a two-page handout if you want that. If you want the details, I'm going to give you most of the concept here in five little book points. But it's brilliant work at the level if you've never really considered this, and it's coupled with the higher rule. It says do unto you as you wish done unto you.

Some people like to be loved because they want to hear it. "I love you. I love you. I love you. I love you. I love you." You speak it. You tell me that, and if you tell me over and over again, I love it. Now, some people do love. So they don't say, "I love you. I love you. I love you." They do love. Now, here's what's comical and ironic in most relationships. These two people get married. So what happens is this person is busy telling the dude, "I love you. I love you. I love you," and it doesn't mean anything to them. What they're busy doing for you, is they're doing love. They're remembering anniversaries. They're taking the garbage out to the bin. Take your car in or go to the drycleaners and do that without being asked. They're doing love.

If you're in the golden rule and you're saying, "I'm saying I love you, I love you, I love you, because I'm doing to you what I want done to me." And this person is going, "Well, I'm doing love, but saying it doesn't mean anything. I'm doing it." And you're saying, "Yes, saying is everything." When these two people follow the higher rule, meaning this person does love, then this person says love. Now what happens is they're both getting what they want and it feels great. Now, the doer will still do, and the "I love you. I love you," person will say I love you. But they're getting what they want because they're doing and saying what really the other partner wants.

Now, the other languages of love are time, gifts, and touch. When we put this into a business model, we're not going to call it love language necessarily but we're going to call it the EQ language for marketing versus the EQ language for IT or Sales or Finance. You're going to find that they have specific things that they want.

They want numbers in a certain way. They want follow ups done in a certain way. They want reports done in a certain way, and so forth, following the stereotypes. Sales people tend to be terrible at doing reports. Marketing people tend to be awesome at doing reports. Maybe not so good as the people touch points. Because to them, people are focus groups, people are split tests, people are decisions and choices. They're not living, breathing, belly-to-belly work.

Well then in this environment, if we're going to do EQ languages, it's going to influence each other. If you want more from marketing and you're a salesperson, you're going to speak their language. If you are a marketing person and you want to really influence and inspire sales to do more for your marketing plan, you've got to go belly-to-belly to do that. That's what these examples look like and how they play out.

We've got broken edges that fit together. Again, this is a love rule first, but you see it in a business model. You don't get more love from people. It's a common misconception. "If I was only more perfect, I'll get more love." No. You get more love not because you're flawless but because of what you did with the flaws, and this plays out in the business model.

You don't get promoted. You don't get to such a rational IQ position. "All my reports are on time. All of this happen. I hit all of my numbers. I should get promoted." But somebody goes, "Yeah, but you don't make me feel good. You don't talk to me at the water cooler. You don't go this way with me." These EQ emotional soup storms that a lot of people are, your ability to go into that arena, to go in and go, "Hey marketing, just because you didn't do this," or "Sales, you didn't do that," or "My subcontractor, here was your mistake." But what you did with your customer service was epic, because you know how EQ works, that's when you love the like for a chosen way.

But you really love and endure the darkness because that's when you get to see stars. When it's a full moon and the light is bright, you don't really get to see all the stars. It's the absence of, and it's this absence that allows people to really dive into this.

Conclusion

IQ has value, A LOT of value... In the RIGHT scenario

Managers rely on IQ more than EQ

EQ is too "touchy-feely" for many... Yet it is one of the most powerful frameworks to get what you want!

- o Rethink...
 - o Design new
 - o Install
 - o Practice
 - o Commit
-
- Put on your calendar - SCHEDULE!
 - Measure
 - I/O v. O/I (discipline v. self-discipline)
 - Accountability

Cannonball in! All in! "in the 10!" and watch what happens!

At the end of the day, it is not the achievements that create our destiny, it is how we felt, and how we made others feel, as we rollercoaster'd our way to Greatness that is our lasting Truth and Legacy!

IQ has a lot of value, a lot of value. I love IQ. Again, I'm an engineer by trade. In the right scenario, managers rely on IQ more than EQ. EQ feels to be too touchy feely, too intangible, too inexplicable. They want to drop back and analyze and rationalize. It's one of the most powerful frames. But when you cannonball into EQ, when you are all in and you do this in the 10, watch what happens. Because at the end of the day, this is really, really important; more important than what you achieved, is what you felt as you achieved it and really how

you made others feel. That's my angle. It's a great little sentence.

We don't remember what someone said. We remember how they made us feel when they said it. That's what sticks with you. So if you want to really create this greatness, this potentiality in your truth and legacy, it's really going to come from an EQ explosion.

I've practiced this stuff for a long, long time. You don't get it in your first handful of passes. But your commitment to be this leader, your commitment to lead your team at a higher level is the most rewarding thing I think I've ever done short of having kids, and really what makes kids rewarding. For people who don't think they're leaders, all parents are leaders, and raising children has been the greatest legacy thing that I've ever done.

But leading men and women to their greatness and helping them heal and doing the things that we can do as the leader should. It's when you're really, really going to begin this thing. That's when you're going to find you really are a rock star.

What to do when your leadership objectives fail

We're going to add some more tools, and we're going to talk about when your leadership objectives break down what happens, and why did it break down? We'll also give you some case studies to talk about. We're going to give you a great leadership conclusion with a bang here. This is about troubleshooting when the leadership process (the leadership outcomes and expectations) break down. We've got some case studies to go over. How do we troubleshoot this process?

First of all, bold and outrageous leaders will troubleshoot it differently than the above average leaders. You've got to ponder, who's doing the troubleshooting. I need the bold outrageous ones to step up.

Secondly, people will forgive you and give you a lot more allowances when they know that you care. They know that you're sincere, and they know, in essence, that you're really focused on them and what's in their best interest, even if you're pushing them. If you're doing this for your ego, if you're doing this for your own narcissistic drive, then they're not going to give you a lot of permission. They'll show up, they'll do a good job, they'll take the paycheck. They won't be inspired, they won't be more.

In essence, when we look at a number of forms: love, leadership, personal interactions, one of the many axis that we can look at is called stage one, two and three. In essence, what stage one characteristics are is the raw, organic form of whatever it is we're talking about and, in this case, it is leadership. The raw organic form meaning the sentence that you would form, the thought that you would have, the belief that you are creating. If that raw, organic form is selfish, is about yourself, is focused on your personal gain, remember that's not bad. You just have to have consciousness about that. A lot of people are thinking, "Of course it's bad to be selfish." No, this is about consciousness as to when you're selfish and not.

If you don't understand this, let's review the oxygen mask tool. On an airplane, when the oxygen mask drops down, whose mask do you put on first? You put it on yourself first. You can't put it on your child. Most people, when we study air crashes, 80% tried to put it on their kids. But the problem isn't oxygen, and a lot of people don't understand. The problem is hypoxia. You will pass out, generally, six to eight, maybe ten seconds from air pressure. When you pass out and your child has passed out, if the pilot succeeds in getting the plane down lower, neither one of you has been breathing oxygen the whole time. If you can get oxygen on you in that scintillating flash of a second, and the pilot gets the plane down, you're going to regain consciousness very quickly. Now you can serve your child. Is it selfish to put your mask on first? Hell yes it is, and it's mandatory.

Sometimes, leaders need to be selfish. Sometimes, and a lot of times, the women in our culture, they're worse at this because they're the nurturers and they give, give, give, give, give and they don't know when to stop and take care of themselves. When they've run out of resources, then they can't be great leaders. Leaders have to know when to be stage one, have to know when to be selfish. There are times to do that and there's times not. The same form of dissidence, the same form of raw, organic belief thoughts that are taking place but now you do it in service of others. You do it. You're going to build something. Whether you're building it for your ego or you're building it to serve humanity, you're going to do something. Are you doing it so that people will put you on a pedestal? Or are you doing it so you can put your whole team on a pedestal? What is the driver and the motivation of your choices?

When you're doing things in service of others, we call that stage three. I know you are thinking, "But we didn't cover stage two, Bill." There's a whole other body of work in masculine and feminine energy that surrounds stage two. Stage two is just a balance of both, a little stage one, a little stage three, a little selfish, a little service. Again, it's not a bad place. We call that place consensus or balance or justice or fairness or rationalization. None of those words are bad but none of those words create inspiration either. They don't create passion and fire and juice and drive and electricity.

Having stage-three awareness and how you are creating. The point of this is that when you are in service and you care and you're sincere and you want the best, people will give you a lot of allowances to make mistakes, push them harder, say more bold, outrageous things to them. Whereas the older models, when we look at average to above-average leaders, they're making sentences, they're creating thoughts, they're making choices about what they can and they can't or the team can and cannot, based on rational analysis. As all these three-part series put together, where you are bold and outrageous, where you're tapped into their heart, their soul, their inspiration, you believe in them more and you are doing it in service of them or in service of what the team is built to service. You will discover that people will give you more, will produce more, will be willing to handle your growth as a leader.

You don't have to be this natural-born perfect leader starting out. You've got to make a lot of mistakes, but if you're doing them with judgment, if you're doing them with deprecation and recrimination and blame and "I'm built to not make a mistake." then you can get average or above average. You can't get to greatness, to awesomeness, to extraordinary. That's why these traits carry through in the science of it as a learned application and you don't need to be a born leader. You just need to care a lot. Is that a natural-born trait? Do natural-born leaders care more? No, they don't. Caring is software. Caring is driven by how you write the equations to what kind of leader that you are.

The next thing is, you have to know your team more than they know themselves. I told you I'd bring up Steve Jobs. Well, he was famous. When he developed the iPod, when he developed other Apple applications, when he surveyed his customers and said, "What do you want?" and the customer said A, B and C, Jobs said, "No, you don't. You don't even know what you want. You're not smart enough to know what you want. I know the vision, I have the vision." Sometimes, that might be taken as arrogance, the half full version of arrogance, because I understand arrogance has a problem. The half full version of it is quiet confidence. You are quietly, supremely confident that you know better than anybody on the planet what your team needs, and that's part of being bold and outrageous.

That's why we spent some time on that. You know better than what the team itself knows, than the customers, the clients, the people that your team is serving. You step up and say, "I own this. I know what needs to be done." The masses are saying, "No, President Kennedy. We can't do it in 40 years." Or the board of Apple are saying, "No Jobs, that's not what our customers are saying. We're not spending millions of dollars in that line of development." That's where extraordinary leaders take root and take hold.

Now, the question is "Do I have the vision and the creativity of a Steve Jobs?" Well, yeah, you do, if you're willing to be bold and outrageous, if you're willing to go out there. Again, it's not a gift to go there. It's not a

select few that can go there. It's courage that takes you there, and you'd do courageous things if your child was threatened. You would lift a car; you'd chase a bird down. You'd do courageous things when it's forced on you. Leadership or stepping up into a higher level of leadership is more about your choices, is more about the belief in yourself, that if I did this I can succeed, if I did this it would make the planet a better place. Caring is software and if you fight to care more about the outcome than anybody on the planet, now you can go up against any leader that would hypothetically come in and take over your team because, at the end of the day, they might care as much as you. They can never out care you.

These are the things that we see as part of the foundation and hallmarks of great leaders. They worry more, care more, fight more, will not quit more. Not that they're smarter and more talented or better. Knowing them more and believing in them more now leads you to say, "What am I going to do in my team today? Who am I going to believe? What am I going to think? What am I going feel? What am I going to focus on?" Because the above average you knows what that looks like today. You've got your reports. You got your e-mails. You've got your To Do list. This new bold, outrageous you is going to say, "Oh man, what does today bring?"

Popular Myths and Misconceptions

I'm just going to give you a couple of popular myths and misconceptions that I want to debunk. If you've not heard of "theory X, theory Y", that's all old leadership. That goes back into the 40's and 50's. In essence, theory X leaders believe that people are out to cheat you out, out to get you, out to get over. They're not great men and women and so you have to watch them like a hawk, rule them with an iron fist, beat them with a whip to get them to move along. Theory Y leadership is people who are, at their core, intrinsically good, well intentioned and they're just waiting for leadership to go. The problem with that and the reason why it's a misconception is you've heard me talk about "in the ten" being that time when life is up, intensity is up, stress is up, difficulties up, but that's also when growth is taking place. What happens is people tend to be theory Y as they are expanding their leadership development, meaning "I'll trust people, I'll believe in people, I'll let them grow, I'll let them fail in the 90 when it is easy, when the business model can handle that." I've had CEOs challenge this, who go, "Well if they're just going to lose \$10,000 or \$100,000 on a project, I can let them do that. But if they're going to lose a million dollars, that would threaten the survival of the business."

In essence, what they're saying is they've got to be theory X at that point. No, that's the very point in time when you've got to be theory Y, because if you believe in your team more, if you inspire your team more, they will produce for you. You've got to have the courage and the boldness and believe in them when they're sitting there going, "No, take the responsibility from me," or "Don't hand me this difficult choice." Versus the leader, day in and day out, treats them like rock stars, and believes in them at extraordinary levels. You're really going to want to ponder your theory X, theory Y tool box and what you really believe.

Secondly, you've heard me mention it a couple of times. Popular belief is that the best leaders are born. There's this innate traits and those become the best leaders, and if you're learning leadership, there's something "less than" about that. You can be good, you can be above average. I'm absolutely here to tell you that is a falsehood. Innate, great leaders sometimes don't turn out that way. Learned leaders sometimes don't turn out to be great but if you take the tool boxes that we're talking about, if you take your heart, your soul, your commitment to care, to be bold and be outrageous, I promise you, there will be no difference at the end of this developmental journey than if you were natural-born leader that just walked on the scene and you were really

good at this, because even the natural-born still have to do the work. Michael Jordan still had to do the practice. You cannot be full of great talent and not have to do great psychology at the same time. That's why we see great men and women all the time. Some succeed, some do not. We think, "Wow, that person had everything. Why don't they succeed?" Because they didn't have great psychology. That's why underdogs who are not talented can sometimes climb the ladder and get to the top and we really root for them because if they can climb to the top, then maybe we can too.

Climbing to the top, believing in yourself at this level. We keep coming back to this term; it's a function of psychology. It's a function of your mental software.

In the ten, falling back to management skills or technical skills, we discussed this a lot already. The reason how a lot of people even came to the management track is because they're really good at technical skills and they get promoted and then all the sudden, they are on a supervisory chain. I always tell of my favorite story about Sergeant Stark. When I first went to Germany in the army back in the 70s, Sergeant Stark was the best mechanic you ever wanted to meet. Whenever Sergeant Stark got stressed out, he'd go down to the motor pool and he's got this mechanic down there. All privates were sitting around smoking cigarettes, goofing off and I'm like, "Where's Sergeant Stark?" and he'd be on some creeper board, under some vehicle working on because he was all stressed out. He was like, "At least I'll get one thing worked on, I'll get one thing done right," because he was an amazing mechanic. You can't fall back to your technical skills when you're stressed out. There was one time and I grabbed his feet, I pulled him out of that and he went swinging down the motor pool on the concrete, because leaders don't work like that. If you're going to turn a wrench it's to model for a mechanic what he should, what she should be doing.

Leaders in this stress cannot fall back to management or technical. Now you are in your ten moment, you've got to be a great leader, and that is sometimes where models worked really well because then you can think about what would Steve Jobs do here? What would George Patton do here? What would Bruce Lee do? You know those answers more than pulling your hair out saying, "Gosh, I've got to do so much email now. I've got to do my spreadsheet now because I don't trust myself as an innovative, great leader."

The last thing I want to talk about in this stretch is this notion that leaders can't fail or leaders can't be vulnerable. Sometimes people believe that you have to be perfect. Yeah, no you don't. Again, I already told you, if you care, if you're stage three, if you're incredibly sincere about your motives, people will allow you to fail and mess up and be a bad leader because they know you are trying. To pretend that "I can't do this. I can't allow the team to see me this way or fail this way or be vulnerable this way," couldn't be further from the truth. The more real you are, the more human you are, the more they will love you for it.

Now if you're in a leadership role and if you do the things that your employees or your team is supposed to do, is it a reflection of your lack of confidence in them?

Well, it can be a number of drivers. I would actually say a lack of confidence in them is the smaller part of it. The reality is it's more of a lack of confidence in you and your ability to say whatever happens at the last inning, at the eleventh hour, I will find a way to lead this team to victory. So, number one: confidence in your ability to find that way, is part of it. Then number two, because you're very good at what you do. That's, in part,

is why you, the proverbial you, gets promoted to management. It's because you're better in spreadsheet, you're better at talking to investment bankers or you're better at the skill set and so it's in the ten, the crisis is on, we've got to get things on. "What do I do? What do I do? I'll do this because I'm good at it and at least I can do something as opposed to sitting back and trusting or sitting back and quietly inspiring or sitting back and allowing the team to function the way I've trained and built it."

Then, the last thing that's really problematic about the very good technical manager, if you step in, in essence what you really are saying to the team is, "Yeah, all these days, weeks, months that I've been building you and building your confidence and telling you that I believe in you, yeah, no, that's not true. I really don't because I'm going to sit here and do your job for you." Then what are they supposed to do? Do your job? The answer is no. They get pissed off, they get frustrated, they sit back and then, when you get to through that stress point and get through that problem, then you're sitting there in the next crisis and it's even more problematic and harder because the minute it hits a crisis, they're going to step back and go, "She doesn't believe in me anyway."

It's like you don't feel that they trust you to do your job. That's why in micromanagement, there are some conscious moments. For example, in my business model, I tell my team at a fire walk. I'm the best fire walker we've got, and if it comes down to participant safety, I will step in. It's life or death at that point, it's life and limb. Other than that, anywhere in my business model, we're going to lose money, we're going to have a bad turn out, something awful is going to happen, I'll let you make that mistake because it's not hurting anyone. It's creating growth and so your focus was, "Do I believe that this is growth?" and the answer is, "Absolutely."

It's not that there's these sweeping generalizations that micromanagement is bad. You have to have consciousness around it. One out of the bajillion times do I micromanage. But boy, it's really needed at that time and that's my quiet confidence or arrogance, if you will, as to when that is and how that happens. I have pre-framed them for "It might happen" and, then when it's all said and done, I give them a big hug, I focus on the positives of why they're there and everything that's going on and then I say, "Look, this is why I stepped in. This is what was happening. This is what I saw. This is what I think you missed." Generally, because you've already established that you care about them and you care about the participant in the fire walk, they know you're not doing it because you're better, arrogant, egotistical, or just a plain old dick. You are doing it because you care. So, even if you are wrong, let's say they had it handled, they'll still give you permission to do that and it won't set up the cycle that he or she doesn't believe in me.

If you're leading someone and you are trying to inspire them or motivate them and they're just not getting the job done, at what point do you step in and either take the job over or have to make a decision about firing that person or putting them on another job?

I'll be the first to tell you I have fired people. I realize in a business model, sometimes that has to happen. The question becomes when you fire them, who failed who? Let's say you've done all the H.R. policies. You gave them the forms, you tracked their progress, you documented the closer and closer they're getting to their terminations point and bam, now it's time to fire them. I get all that. I get the legality of this. I get the morality of this. I just want to make it very, very clear to you that when you fire someone, it's not their failure, it's your failure.

It lies in the tool and the metaphor, "Is it a teacher's job to teach or a student's job to learn?" People say, "Oh, it's the student's job." Yeah, I get that but when the teacher says, "No, no, no. I'll take the dumbest, most uninspired, most incapable person of learning," and great teachers will get them to learn because that's what great teachers do. Great leaders are the same way. I've fired people but every person I have ever fired, I have marked and taken as my own personal failure and placed them in my hall of fame, not my hall of shame, because I spent a lot of time post-termination studying, focusing on learning what went wrong. What did I do wrong? Could I have done this better? What would I have to do differently? I owned that lesson as my failure, not theirs. In my hall of fame sits every person that I've ever terminated because their D.N.A. has contributed to my abilities to lead, and my outcomes as a leader. So they have contributed to, not only my greatness or my team's greatness, but everybody that we serve as leaders and as teams down the line, their D.N.A. is there. So, they're in my hall of fame. They're not in my hall of shame because I had to fire them, or because they were bad, they didn't get it, they were unmotivated, uninspired. No, those are always my failures.

I do want to honor it as a real question. When do you have to step in? Well, there's going to be business drivers. Again, I want to honor the legalities of this. There's going to be life and limb drivers. There's going to be any number of real drivers. The point is, if you own this at a level ten, I am responsible for your failure. Then when you step in, the how you step in will be far different than if you're doing the legal right thing, working with H.R. the right way and one step back saying, "Well it's not my fault. This person, they have the problem. They're not motivated. I've given them all the permission and the abilities in the world. I've given them everything to succeed and they're just not getting it. This is their fault, so now I can step in." You will step in differently, and you won't rescue everyone, but I promise you this: You will reach far more people by being committed to inspiring, motivating, and owning their failures as yours, rather than if you are in this either/or world where, "It's not my fault. I did my job right. They are the problem. I just can't do anything more with them, so I feel pretty good. I'm okay with firing them." Own this from the beginning and then when you step in and how you step in will be very different because the when and how were taken far before, with you owning like, "Hey, there's something going on here that I'm not getting because I have not touched your heart. I have not reached your soul. I have not hit your potentiality because I hired you or you were hired because people believed in you. What happened? What failed? What missed? Yeah, you have responsibility that but the overall responsibility, that's mine. I own that." You will have a different outcome.

When you have a decision to make as a leader and your EQ or your heart is saying yes but your IQ or your logic is saying no, what do you do in that scenario? That is one of the toughest leadership moments that you can have. What you're looking at in a towards pattern, you're really wrestling between right versus right. Is this more right? Is this less right? Then no, no, no. This is less right and this is more right. The good news is, when these battles happen, if you choose wrong, which means you're going to end up with less right, you still end up with right. You still end up with a partial victory, at best, and what you really get in that scenario is a big lesson.

So, in the towards and away tool, we talk about Eleanor Roosevelt who says, "Is failure the opposite of success?" Most people, if they're just being honest and real, they'll go, "Yeah, of course. I didn't succeed, I failed." But she says, "No, it is not only not the opposite, it is mandatory if you want success that you have to have failure to get there." And the bigger the success you want, the bigger the failure you must have along the way. In this pattern of my heart says this and my brain says that, which one is right? Your growth as a leader is

in understanding why they are not connected and how can you force an integration and figure out how to integrate the two. Then, when they are integrated, they still might not agree but they're going to be in an alignment ultimately on what the decision should be. But when your head is fighting, fighting, fighting for this is right and your heart is fighting, fighting, fighting no, this is right, the good news is, in a towards pattern, you're still going to win. A lot of it depends on if your EQ or your IQ centric, which we covered in great detail in the part two.

At the end of the day, the last thing I will leave you with is this: when we study average leaders and above average, they test higher on IQ skills because IQ will get you logic and get you right, but rock stars and superstars and the extraordinary leaders test higher on EQ because they can reach into your heart and inspire you to be greater and more than you are. So, I tend to weigh my EQ more and then I just have to know that the liability and problem with that is because my passion, my drive is bold and outrageous and tends to overstep its bounds. Yeah, I'm going to get some more failures that way. So, if you're built to not fail, you are going to have a really hard time being EQ because IQ is going to say, "Oh, the probability that you're going to fail to land in the moon in the next decade is incredibly high, so don't say that." But an EQ leader who is inspired in service, the more you focus on these, this is your growth, this is your journey, your path, your trajectory of designing and installing this new software, you're going to make more mistakes when you step out boldly, but you're going to create more greatness and you're going to hit a lot more potentiality along the way.

When your leadership isn't accepted by your peers or subordinates due to age-gap or due to a culture that reinforces a lack of accountability, meaning other managers don't back your work or upper management doesn't reinforce or back the struggling manager, what do you do?

Allow me to be bold and outrageous. Yeah, that's a tough environment to succeed in. If it's your cause to fight in a time and a place where you're so far ahead or you're so different; the ugly duckling, where the swan is working so hard to be a duck. Yeah, you can be a pretty good duck, you can be an above average duck, but you're not going to be a great duck sometimes when you're a swan. Here's what I would do in this scenario if I felt I needed to be there.

Number one, your ability to frame things that other people think is "less than"; to turn them to "more than" is the beauty of the science and is the beauty of how this works. For example, let's look at age. Young people say, "Oh, I can't find a job because I'm too young." Well, that's the half empty. They have no experience, they haven't been hired, they can't point to any job, so they have a hard time. Well, if you look at young and reframe it as half full and say, "My passion, my speed of learning, my drive. I'm wired to win. I'm fresh, I'm new. You can mold me any way you want." If you're looking at hiring someone with 10 years of experience, the likelihood that they've got one year experience repeated 10 times is the norm. We know that in all management studies. I'm only six to twelve months behind and my ability blah, blah, blah..." If you build a message based on "Young is great," 90% of the businesses won't hire you, but the 10% will hire you. Besides, you wouldn't want to work for the 90% that wouldn't hire you anyway. You want to work for the 10% that will hire you because they know you are right; we want you, we want passion, we're willing to mold you, that's where you want to be anyway.

When you build these authentic messages, you'll get authentic responses. Now, somebody says, what happens when you're old? Well, you build the opposite message. You're arguing against the youthful version

of you 20, 30 years ago because now you're going to say I've got wisdom, I've got experience. My ability to judge and my ability to care is epic. I care more about the outcome and I've got all this wisdom. I'm not one of those people with one year experience 10 times over. I not only have 10 years of experience.

I joke about the job I had in 1987. The job was so hard and I learned so much. We would joke that we were living in dog years because working for this guy, Tony, one year with him was like seven years in another job. When I got a job with four years of experience, I was like, "I don't have four years of experience, I've got 28 years of experience because we worked in dog time there." It's a good joke. People would laugh and chuckle but it was really real. We learned under their guy, as hard as he pushed us and as big of a jerk that he was, at times, he cared and we believed in him and he got us to believe in ourselves. When you're balancing old and saying, "Here is the glass half full, glass half empty" on hold is you're slow, you're tired, you can't learn as much. You have to look at where the leadership environment is less than, it's not supporting, perhaps because of age or perhaps because of cultural factors, perhaps for whatever reason, generally it's going to be because they have their own fears and less than models running.

That's why I wanted to qualify, because you might need to do a match on the environment but you've got to stay there for whatever reason, for paying your bills or it's your job, etc. Sometimes it's just a boss. My dad used to say all the time, "There's no such thing as a bad job, there's only bad bosses," and boy, is that true. I have had some great jobs and a bad boss can come in and it stunk. By the same token, I could have a bad environment and all the environmental factors were struggling and a great boss would come in, we had fun. We would tell stories about how bad the job was but we loved being there because we learned to believe in ourselves. Modifying your frame of reference and then saying, as a bold and outrageous leader, "I'm going to change how this company, how this management structure believes."

All I will tell you, as my last comment, because I've done this a long time and I've done this message a long time and I've heard this, "Oh, you don't know who my boss is. You will not really believe how draconian and backwards. They'll never go for new and innovative and bold and all these terms." Yeah, they will go for money and they will go for success. So, when you can reframe the message and create success in a new software, in a new psychology, you will be surprised at what people do and don't do. Again, there are some jerks out there. Scorpions, in the tool about the frog and the scorpion, scorpions are always scorpions. I get that. But sometimes, even motivated and inspired frogs can make the scorpions be more than they are. So have faith, believe in yourself and when you begin to work this way and when you begin to train your team this way, you turn one, you influence the second, you turn a third, the wave starts, and great things can begin to happen.

Case Studies

I'm going to do some really quick case studies here, just to give you some experiences. In this world of leadership, I was working with an investor on a bold and outrageous business model and she said, "I think I can do five homes this year." I said, "Five?" "Five. I believe I can do that. It's hard, I can get there and even if I say five and only get four, that will be pretty good." I said, "Okay. Let me ask you a question: can you do six? And, let me pre-frame this. This is not when you say six, I say seven and you say seven and I'm to get to 25 before it's ludicrous, I just want to know. Can you do one more? Because here's what we're going to do with

the sixth home." She had a passion, a passion for battered women. I said, "What if you do five homes and you take a sixth one and you make it free and available to battered women?" She was really excited about that. That's now in service. That's more passion. That drives everything. She's all fired up, "I'll do six. I'll do that home." I said, "Great. Now what I want you to do is I want you to take the first home you buy and give that one away. Don't wait to give away the sixth one." There was this long silence.

When you are a great leader, how you frame, how you create, how you inspire, is key. This idea touched her in an incredibly deep way, so that she would believe in herself so much, so powerfully, that she's working on becoming a first-time investor and she's going to take her first one and give it away with confidence, even if it's terrified confidence. "I don't even know but I'm going to do it because I can, because I will because that's who I am." Think about this. Someone who was afraid to do this, worked on their psychology, set a goal of five, you're working your way up the ladder, someone who said I'm going to take my sixth and give it away and they're in the top 3%. They're so excited about what they're going to be able to do but when you take the safety net away from them and say, "You've got to give the first one away." Oh, it so hit her core. You will discover when you get in this space and begin to occupy the space, the messaging you give, the framing you give people is invaluable.

Second case study is when I had a great, great man come in. I asked him, "Why are you here?" He goes, "I want the dream team." I go, "Awesome. Are you the dream leader?" And there was the biggest silence. No, because ponder this, if you're a dream leader, you'd never say, "I want the dream team." You're the dream leader. You're always going to create a dream team, wherever you go. That's who you are. That's what you do. So, I knew the minute he said, "I want to build a dream team," I knew he didn't see himself as a dream leader. So saying, "Are you the dream leader and no, we're not going to give you tools and teachings and give you this little incremental pushing you need to move from above average to dream. We need to move your software that you are a dream leader." Now, all of things begin to happen. You've got to be bold. You've got to be outrageous. You've got to fail more. You've got tough decisions. You've got to own everything. When he started doing all of those things, the team coalesced. The team took off underneath him. He didn't have to do anything different, as far as leadership to the team. He didn't have to do anything different for the team. The only thing he had to do was take that identity statement, five adjectives, two nouns, two verbs and say, "Yeah, I am a dream leader," You've got to be the Rockstar before you get album sales because if you say that, "I'm going to work really, really hard and somewhere down the road, once I get dream results, then it's a dream team, I can feel confident in calling myself a dream leader." It never works that way. That's the problem. Making that shift in the beginning is awesome.

Number three. Another real estate investor, only this time it was in a big family, multi-unit environment. This investor was coming to the table saying, "I want to do this. I'm smart enough to do this. I'm capable of doing this." But then when you would look at, was she practicing the course materials, was she doing her homework tasks assigned to her and all that, she wasn't. When you really got to the core of it, she was like, "I just don't think I have a passion for investing." She actually had passion for her job, it was just that her job didn't pay a whole lot of money and so, because she had saved and was very smart person, she could be, wanted to be, it was an IQ decision to be a great real estate investor, but she wasn't there emotionally. She wasn't there EQ.

So, I said, "What is your big passion?" One of her big passions was music. I said, "Okay, if you took a fifty unit

MDU and took four of the units and either gave them free or gave them low cost to music teachers," because that was her passion, "and every month, the music teachers, in return for living there, would give concerts in the common area and they were required to give discounted music lessons to anybody there," and now she renamed her first complex a really incredible song name that that connected it to music and that was all her literature. Now the people that wanted to live there were people who loved music and had kids. When you look at owning apartments, one of the more difficult things is getting qualified renters in there who are going to be reliable. What do you think the demographics on her loyalty and reliability of people came? It came at the expense of her deciding to give four of her apartments away. It wasn't 50, it was a little bit larger than that. She gave four of them to music teachers and what she created was epic.

That worked so well we had another person who heard about it and they wanted to do it is an astronomy and star center. So, they had a telescope in the common area. When you tap into people's potentiality, when you believe they are more than they are, no one would've said to her, "Hey, I'll tell you what? You want to own an apartment building? If I give you a model that you're going to get four of them away, would you be interested in that?" Everybody would say, "Well, no. That's stupid. That's my margin. That's my profit." But the reality was, she was able to charge premium for the other 46 units and ended up with a more reliable demographic because this is what leaders do.

What does it mean to "under promise and over deliver"? Because we've all heard shoot for the stars and miss is better than aiming for the gutter and hitting it. We think, "Oh, that's a great leadership theory." Yeah, like that's the world we're going to compare and contrast shooting for the stars and aiming for the gutters. Nobody aims for the gutters. If you aim for the gutters, you're not aiming at anything. You are not even in the game. It's not real. People might aim for above average. It might not be the stars, maybe it's the tree tops. Nobody aims for the gutters. It is ridiculous. It's a dump metaphor. And the metaphor of under promising and over delivering, when we look at this from a leadership perspective and say, "What if my model and the team that I'm building is about over promise and over deliver, what does that look like and what do I do?"

Well, I had a CEO in here and I said, "Okay, you're going to commit 5% growth to the board and you're going to over deliver it. That's who you are. You under-promise and you over-deliver. You're going to give them 6%." I said, "In this world of extraordinary, bold, courageous, outrageous leadership, you are going to promise 8% and let's say you miss it, you only deliver seven percent." The real question and the reality check is, who do you want to be coming out of this leadership training? Do you want to be the person who delivers 7% and failed or do you want to do to be the person who delivered 6% and won? I'll let you ponder what he told me and I'll let you ponder what you believe about yourself and who you want to be and look really, really hard at your models. Look really, really hard at messaging and how you think about yourself and how you create it.

I want you to ponder who you are, how you're doing what you do and what your belief structures are that you came to this series wanting to be a better leader. I don't want you to be a better leader, I want you to be a crazy, radical, outrageous better leader, because that's what all four year olds are. They don't understand incremental gain. They only understand I want what I want and I don't care if it's impossible. I still want it. Generally, they go make it happen. It's just that, when we get older and we learn that success isn't like that and we have to color within the lines to get an A, we start to learn and fit in and mold, that leaderships become very hard. Born leaders are really just people that never lost being four years old. They want crazy

things. They believe in crazy things.

But at the end of the day, that's software. That's not gifts, not talents, not even in reality. It's unreal to believe in outrageous but that's where it happens and it happens far more easily and commonly for people than you know.

B(+) manager/ A-/ C+ tool

Let's say on a day in/day out, week in/week out momentum, you have a B or maybe even a B+ teammate for their performance: the reports they turn in, on the PowerPoints that they build, or anything that's part of daily delivery and routine. The results that they deliver to your organization is a solid B+.

When you tell them, "Hey, I need an A from you this week. The board's coming" Or, "Can you give me an A effort on this report? It is crucial." What happens in this above average world is most people will do the A and give the A. The crucial question is, what do you think that most people will give you next week?

Most of the participants in a seminar when I ask this will say, "Oh, they know they are an "A" now, thus... an "A" ..." or, "they will drop back to their B/B+ standard."

What generally happens is they will do a "C" because they don't want you to expect A's from them every week. Because their personal standard that they give week in and week out is a B or B+, they are above average. They don't want you to think of them as a consistent "A" teammate! And because most bosses love above average teammates (and that includes you, too), the boss will accept the A, and they tolerate the C because they know they asked you to give more for the A.

But when your personal standard of excellence is, "I always shoot for an A," or, "I always shoot for a masterpiece." It's not that you don't focus on your ROI and diminishing laws of return. You're not going to put stupid resources in minimal efforts. The vital question is: what are your standards? How do you do things? What do you hold yourself to? And most importantly, what do you teach and hold your team accountable?

Finally, is it written down? Because people know what the standard is but, generally, it's not written down because it might make you think, "Oh heck, then I have to perform to it! If I write it down and it's a B or it's average or not my best, well I'm not going to write that down, I don't want to be that person. If I write it down I have to become that person to be it, and I don't want to fail!"

This is crucial to understand: it is one of the greatest reasons why you have high talent individuals that deliver above average results, but not top ten percent. They play it safe for a reason. You can change this psychology and "software" now if you wish with the next tool: "reframing" what the meanings are for their actions.

"Reframing" is crucial to flip what this "B/B+" phenomenon creates. Let's do the metaphor first:

I had a client who loved this expression (and most of you do, too) "It is better to under promise and over deliver."

It's not a great sentence for great leaders. It's a great sentence for managers, because they are working on lowering expectations and then exceeding them. That's not aiming for the stars, is it? If you're a leader, and you're an inspired leader, then the sentence becomes, "We are going to over promise and we are going to over deliver on those promises."

If you miss (and sometimes you will, I get that,) you still end up delivering far more... AND, it embeds the right command for failure too! There are MANY reasons to maximize what you teach!

This is such an unusual state, isn't it, when you think about it? I had a brilliant executive in here not too long ago. He is a really successful executive and we're arguing this. Here's how he chose to argue this and here's what I asked him:

“Let’s say you promise the board a 5% gain in the business model this year and you actually delivered 6% because you under promised and you over delivered. The question is, is this better than, or worse than promising the board 8% and delivering 7%?”

He thought about it, and he knew what the right answer should be, and he was honest and answered, “truthfully, I’d rather be the first. I want to be known as someone who meets their commitments.” And I do understand this. I get it. What you the reader must understand is that it is not a path to Greatness. So what do you really want as a Leader?

Because you realize if you are focused on 5%, you very rarely hit 7%. You can get a 6%, but it is very hard when your aim is 5% to deliver 7%. But when you promise 8%, it’s easier to deliver 7%. Do you agree? I hope so, embedded in the command is that the setting of the target is more important to the attainment than any other energy!

The executive said, “I get that 7% is bigger than 6%, but there’s too much stress and anxiety. I will just call that a ‘stretch objective.” And I said, “Yeah there is that, but the ‘stretch’ is not where greatness lies.” You must understand the psychology and software of “in the 10”

These are different thoughts for most people. To over promise and over deliver is bold and outrageous, and that’s courage. Some leaders struggle in their business model with doing that.

Here’s the bottom line: You have to look really hard at what you’re demanding, what you’re driving, what the design is, who you are. Are you bold and outrageous and extraordinary and pushing into an envelope that scares the crap out of you but you just know you have to do this because you are you?

In order to inspire and reach into someone’s chest and grab their heart and make them want to follow you through the gates of hell and back because you’re an epic leader, you have to push yourself and the team to reach for the stars and hit. You and your team will feel better about yourselves when you’re delivering 7% and missing the 8% than you will about safely committing to 5% and delivering 6%. These are big, big moments as you continue to design your new leadership thoughts and actions.

People are code... do you see them or their equations?



What program ran that sentence?

Can I / what would I ... say/ do... to balance or unbalance the equation?

"software" "O.S." "programs" "patterns" "equations"



What program ran that sentence?

Get into their MOW.

(what software are YOU in?)

O.S. (operating system) the overarching, complete software set up and all programs...

programs: at a major level... for love... for money... for Greatness... for avoiding... (risk management/ fear management/ failure management etc.)

Patterns: repeating, recognizable, consistent, and predictable responses and/ or pro-action...

Predictability – one of your greatest drivers...

BY BO BURLINGHAM

The author of "Good to Great" went to West Point to teach leadership. Instead, he was the one who got schooled.

It was a warm, late summer afternoon on the banks of the Hudson River, and a large contingent of cadets had gathered in the Hayes Gymnasium on the campus of the United States Military Academy. Dressed in gray T-shirts and black shorts, they had come to train for the Academy's grueling Indoor Obstacle Course Test (universally known as the IOCT), which involves jumping through tires, climbing ropes, swinging on monkey bars, leaping over barriers, running along a balance beam, and sprinting around a track with a medicine ball, among other physical feats. Cadets say it is one of the hardest parts of a West Point education.

On one side of the gym, a group of cadets watched an older, gray-haired man trying to mount a shelf 8 feet above the ground. He was Jim Collins, the best-selling business-book author who was visiting West Point to hold seminars on leadership. "No, sir," a cadet said to him. "You don't want to do it like that, sir. You look like an old man, sir. You need to do it this way."

"I am an old man!" Collins murmured. Then, he tried it again.

Why was the author of such business classics as *Built to Last* and *Good to Great* competing with college students less than half his age? For one thing, Collins, 55, is an avid climber and seldom shies from a physical challenge. (For his 50th birthday, he had scaled the 2,900-foot vertical rockface known as The Nose of El Capitan in Yosemite National Park.) But what Collins really wanted was the opportunity to interact with cadets, to experience what they experience. With that in mind, he had set himself the goal of completing the course in the same time required of all male cadets before they can graduate--three and a half minutes or less. So he was grateful that West Point's rock-climbing team had turned out to coach him.

Glancing around the gym, Collins could see numerous other cadets struggling with various obstacles; some of them were not much farther along than he was. Most of them had at least one or two other cadets standing nearby, coaching, critiquing, and cheering on their compatriots.



On the Quad

Life at West Point is highly regimented and filled with pressure. So why, Jim Collins wondered, were the cadets he met so much happier than students at civilian schools?

That struck Collins as interesting. West Point is a highly competitive place. Every cadet wants to do the IOCT faster than his or her peers. Every cadet also is extremely busy. Yet these cadets were taking time away from their studies and other duties to help their friends get through the course.

Their behavior in the gym was no anomaly. Collins had seen the same phenomenon among his students. And not only were the cadets more collegial, but they seemed to be happier--much happier--than students at civilian universities, including those he had taught during his seven years on the Stanford faculty. Which was odd. After all, West Point cadets lead extremely demanding lives. Nearly every minute of every day is programmed, and every aspect of their lives is regimented, down to the color of their socks and the way razors must be positioned in their medicine cabinets. Meanwhile, they are constantly being tested both physically and mentally--and they often fall short. This goes on for four years with almost no letup, followed by five years of active duty.

How, Collins wondered, did such a burdensome environment produce such a happy, lively, and confident cohort of young men and women? In business, happy cultures tend to be associated with pool tables, foosball, Friday-afternoon beer parties, and dogs in the office--in a word, fun. A cadet's life is anything but fun.

And yet these young people seem to get something out of their lives that is missing from the lives of many of their contemporaries.

Collins didn't have long to reflect on this, however, as his coaches were already leading him to the next obstacle: the balance walk on horizontal bars, followed by the jump through a hanging tire.

When Collins was offered West Point's Class of 1951 Chair for the Study of Leadership in the early summer of 2011, he was in the midst of preparing for the publication of his fourth bestseller, *Great by Choice*, which would wrap up a quarter-century of research into great companies. Although he faced a packed schedule in the coming year, he couldn't resist the opportunity. For one thing, Collins is passionate about reaching out to young leaders, especially those who had made a commitment to service, and none had made a more serious commitment than had the West Point cadets.

In addition, he was curious about the place itself. West Point has been turning out "leaders of character" for more than 200 years. "I expect that it will transform my thinking in some way," Collins told me a week before he started. "I have this feeling something's going to happen to me that will set me on a new trajectory, a renewing path."

The appointment was for two years, starting at the beginning of 2012. Collins would visit West Point seven times, holding a seminar with about 30 cadets on six of those trips and delivering a final talk to the cadet corps on the last one. Most of the seminars would focus on the distinguishing characteristics of great military leaders, using Collins's signature methodology of examining matched pairs of great and not-so-great leaders who faced similar situations and got different results.

When I spoke to him again after his first seminar, he was even more enthusiastic than he had been. He would soon be heading back for his next seminar, which would be attended by tactical officers with combat experience as well as cadets. They would be focusing on the concept of Return on Luck, which Collins and his *Great by Choice* co-author, Morten T. Hansen, had come up with as a way to measure how much companies benefited from unpredictable events, good or bad, that took them by surprise.

He was also looking forward to the third seminar, in which the participating cadets would be 38 members of West Point's rock-climbing team, who would explore the links between leadership and climbing. Back in 2006, when Collins had begun his quest to conquer The Nose of El Capitan, he had trained with Tommy Caldwell, a 35-year-old Coloradan who is widely viewed as one of the greatest rock climbers of all time. The two had formed a close bond, so Collins invited him to participate in the seminar. Caldwell accepted, and they began brainstorming about how to use Caldwell's many extraordinary climbing experiences to engage the cadets.

By the time I arrived at West Point to observe Collins in action, he had completed four of his seven trips, including the one with Caldwell. On the night before the seminar, I joined Collins and 10 cadets for dinner in MacArthur's Restaurant, located in the historic Thayer Hotel, at the southern end of the West Point garrison. For a couple of hours, they discussed a range of topics, from the qualities of great leaders to the risks and rewards of contrarianism. Then Collins changed the subject. "What is the opposite side of success?" he asked.

"Isn't it failure?" one cadet responded.

"Well, let's talk about failure," said Collins. "How many of you have experienced failure?" They all nodded or raised a hand.

"Failure is part of life here," said a diminutive female cadet, Kiley Hunkler. "There's a recurring sense of inadequacy," she says. "For a 200-pound linebacker, it's having to do a cartwheel. For me, it's the survival swim in full combat gear."

"Does anyone get through West Point without feeling that sense of inadequacy?" Collins asked the group.

"No," they said, more or less in unison.

"From the outside, it looks like everything here is difficult," Collins said. "I think you can go through most universities without ever having a big inadequacy moment. That doesn't seem possible here. You keep getting decked. So why do you keep getting back up?"

"It's better to fail here and have other people help you get it right than to fail in Afghanistan, where the consequences could be catastrophic," said another cadet, Christer Horstman.

"Here, everybody knows it's a learning experience," said Hunkler.

"Yes, and you've put yourselves in an environment where you can't go through without failing," Collins said.

Indeed, repeated failure was built into West Point's culture. Yet that didn't seem to faze the cadets in the least. They came across as irrepressibly positive and devoid of the alienation that infected the other campuses Collins knew. He had also found the cadets to be unusually open and direct in their one-on-one interactions with him. They were curious, questioning, and intellectually engaged, and had no reluctance to let him know when they disagreed with him. And then there was the phenomenon he had observed in the gym: cadets going out of their way to help one another, even as they were competing intensely to outdo one another.

It was a puzzle, and it had been on Collins's mind when he and Caldwell had headed east for the rock-climbing seminar in August 2012. They'd had a four-hour flight from Denver to Newark, New Jersey, and somewhere over the Midwest, they had started talking about Caldwell's ongoing, and so far futile, attempt to scale the Dawn Wall of El Capitan in a free climb; that is, without any aid from climbing equipment or ropes. No one has ever done it. Caldwell was preparing for his fourth attempt that fall. He would stay on the wall as long as the weather allowed, but the overwhelming odds were that he would once again fail to reach the top.

"Why do you keep throwing yourself at this?" Collins asked. "All it does is give you failure upon failure. Why go back?"

"Because success is not the primary point," Caldwell said. "I go back because the climb is making me better. It is making me stronger. I am not failing; I am growing."

In fact, Caldwell viewed failure as an essential part of his search for the outer reaches of his capabilities as a climber. "To find your limit and experience the most growth, you have to go on a journey of cumulative failure," Caldwell said. "Even if I never succeed in free climbing the Dawn Wall, it will make me so much stronger, and so much better, that most other climbs will seem easy by comparison."

Caldwell asked how the cadets viewed the tension between growth and success. It was a very good question, Collins realized, given how prominently failure figured in the West Point regime. But there was another element that couldn't be overlooked or taken for granted--namely, a commitment to service. Everything the cadets did grew out of their desire to serve. Why else, after all, would college-age students choose West Point over a civilian university where the demands were fewer, the discipline almost nonexistent, and the opportunity for fun and games infinitely more available?

As the plane descended into Newark's airport, Collins took out a piece of paper and drew a triangle. One point he labeled success, another growth, and the third service. Those three corners of the triangle, he sensed, held an answer to the paradox he had observed in the culture of West Point.

They arrived at the Academy that afternoon. Over the next two days, they spent time with the cadets in the West Point climbing gym and the IOCT gym, alternating workouts with leadership discussions. Collins would present a scenario based on one of Caldwell's adventures, such as the time he and three other climbers were captured and held hostage by Islamic militants in Kyrgyzstan. The cadets would then ask questions and talk about how they would have responded.

Through it all, Collins listened with the triangle in mind. He realized that, on one level, it was about motivation and finding "a balanced approach to life and leadership," as he later put it. Success was the obvious one. Everybody likes to win, and the thrill of victory is a heady reward in itself. But people who become the best at what they do are never content with success. Like Caldwell, they have a deep craving to get better and better, which often means repeatedly failing, although—like Caldwell—they don't necessarily experience it as failure.

It was on the point of service that the West Point cadets had really opened Collins's eyes. "I've never been in an environment with so strong an ethos of service running through it," he says. "This is not like doing volunteer work on a Saturday. It's a big signature, a big step up, and it could cost them their lives someday, which they're all well aware of. But they've made that choice."

It's easy to see the success-growth-service triangle as a kind of self-help tool, a framework in which to address the highly personal question of creating a sense of completeness and meaning in life. As Collins says, "It is very difficult to have a great life unless it is a meaningful life. And it is very difficult to have a meaningful life without meaningful work, or to have meaningful work without all three legs of the triangle. The cadets in my seminars have been some of the happiest, most engaged, and most purposeful young men and women I've ever met. I believe it's because they've begun to live the triangle early."

But Collins, of course, is best known for pondering the secrets of organizational, not personal, success. So what do these West Point revelations mean for company leaders whose shelves are lined with Collins's books?

He sees a number of useful lessons. First, "If you want to build a culture of engaged leaders and a great place to work," he says, "you need to spend time thinking about three things."

- Service to "a cause or purpose we are passionately dedicated to and are willing to suffer and sacrifice for."
- Challenge and growth, or, "What huge and audacious challenges should we give people that will push them hard and make them grow?"
- Communal success, or, "What can we do to reinforce the idea that we succeed only by helping each other?"

Collins says he has observed these principles in action in a number of companies he has studied, at least during their best years, including IBM, Apple, Johnson & Johnson, Southwest Airlines, and Federal Express.

His time at West Point has also given Collins a new appreciation for some aspects of leadership that he had not previously thought much about. The first has to do with frontline, or unit-level, leadership. "I have come to see how important it is," he says. "We tend to think that what matters is having outstanding leadership at the senior level. But great leadership at the top doesn't amount to much if you don't have exceptional leadership at the unit level. That's where great things get done."

He has also realized that great leadership comes in two forms. One form Collins describes as being the right tool in the toolbox at a particular moment in history: "The world needs a Phillips-head screwdriver, and you are a Phillips-head screwdriver. You can get exceptional results, but they tend to be less durable because when the world needs a socket wrench, you're not one." The other type of great leader adapts and grows as demands change: "When Steve Jobs got booted from Apple, a lot of people thought he was a tool in a toolbox. They were wrong."

Third, leaders need to know when to become followers, and followers need to know when to become leaders. "The ability to toggle between leading and following is critical," he says, "because circumstances change."

Ultimately, Collins says, he comes away believing more strongly than ever in the urgent need to learn how to develop great leaders. "I'm convinced that every major problem we face as a country is a leadership problem," he says. "Whether it's short-term thinking in business or a problem with government performance, every problem requires superb leadership to solve."

He tells the story of a cadet who approached him after the *Return on Luck* seminar. "Sir, we've been talking about *Return on Luck* in the context of success," the cadet said. "But I see luck differently. The greatest form of luck, at least for me, is the opportunity to be of service and to help others. When you're presented with the opportunity to improve someone else's life, to help them go through a particularly difficult challenge, to engage with great comrades and achieve a noble mission, what could be luckier?"

The Weak Link theory v. potentiality

Most “managers” follow the “weak link” theory

- o Fix the problem, results go up!



**IQ v.
EQ**

Here's the challenge though...

- o By psychological law, you cannot tap into potential by fixing a weakness
- o You only tap into potential by tapping into Greatness
 - Write software/ implement... for Greatness
 - “pour carefully” (towards/ away)
 - Ferret out sabotaging subconscious structures (closers v. sales)
 - Truly dream... Dream of Legendary/ Epic Outcomes! (why?)

Most of our educational systems and training systems teach under the “weak link” theory. That means that fixing you is the way to get better. But fixing you *is not* a great way and it's not an efficient way for success.

We're not chains. We're not weak links. We're not machines. **You don't tap into potential by fixing weakness.** And really ponder and feel this sentence, and oh by the way – it works great for kids: “You don't tap into potential by fixing weaknesses.”

If you've ever gotten your one-hour review at work, if they're like most reviews that most managers give, you go in with your results for the rating period. You sit there for three minutes, you hear a "Hey, Bill, you did this, you did that. This was good, that was great." Three minutes goes by and then they spend the next 57 minutes talking about the two things that you didn't do so well: "And you didn't get this fixed, and this wasn't so good, and you still struggled with that." They spend their time there because they believe that's the best way to get results from you is to fix a weak link.

But you're not a chain, you're not a machine. Fixing your weaknesses doesn't make you very much better. Well, maybe a little, but considering all the hard work you put in, there are far better ways to create a better you. Growing your strength, adding to your greatness, is what really creates movement and momentum, and acceleration in your life.

Think Different



Apple Think Different ad (1997)

Screen clipping taken: 10/15/2013 6:17 AM

<http://www.youtube.com/watch?v=nmwXdGm89Tk>

Who are YOU?

Who do you choose to be?

Is it real, or is it bs.?

If you chose to sing today, if you sang YOUR song — What could you create?

Machiavellian TIY battle points:

we use a number of political words and concepts from different theories of leadership and battle strategies for victories. For each one of these, either articulate its value and what you are doing with it... If you dismiss it as no value, what energetic word or tool are you replacing it with? Last, assemble other words that you would like to use and keep track of in this "fog of war."

- Consigliere
- Scouts
- Spies
- enemy of my enemies
- Frenemies
- counter strategies for their opposition
- Morals vs. people
- evil never fights fair
- Identify key players
- role for key people
- strategic alliances
- "early victories" and momentum
- fighting this war with last war's tactics
- force multipliers
 - internal
 - external
- any merger/acquisition
- balance of power
- subtle versus overt tactics and messages
- Iron fist v. velvet glove

(ooh, this is so awesome working on this for you! I can't wait to see what you do with it!)

This alone, done well, is plenty, plenty of intersession work for you.

And it will be über-crucial that you are journaling in this time frame!

Top Five Commands for Success

"write down your top 5 commands that you use most frequently for your success... it may be personal, it may something that you say to your team over and over again. .. dig deep... What are they?"

Examples.....

Never be late!

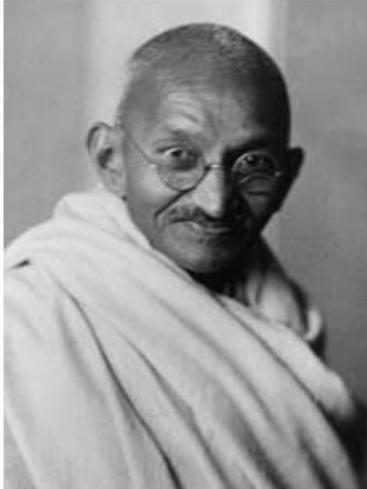
Turn your reports in on time!

Check your work, don't screw up.

Follow the protocols, methodically, attention to detail!

Get the "re-do's" below 2%

Gandhi and Sugar



"Don't EAT SUGAR!!"

An old story is told of the desperate mother with a young son who was enamored with Gandhi. She could not get her son to stop eating sugar. In her desperation she thought that perhaps Gandhi could help them.

It took almost 3 days of slow train travel, long walking from the bus station that transferred them, to finally arrive and joined the long line of supplicants waiting to see the extraordinary leader.

Once they worked their way to the head of the line, the mother explained her plight. "Gandhi, I think you're the only one who can help my son. He refuses to stop eating sugar. He worships you. Will you please command him to stop?"

Gandhi lovingly laid his hand on her arm and said, "Please bring your son back to see me in three weeks."

Dejected, the mother left wondering why she had traveled so far and had hoped so much just to receive an invitation to a return visit. However, she followed his guidance and a week and a half later began the long trek back.

After waiting hours in line to see him, she and her son arrived at the head of the line. "Gandhi, I was here three..."

Gandhi interrupted her, "Of course. I remember you," he said. Taking her son's hand, and lovingly placing his other hand on his head, he screamed, "DON'T EAT SUGAR!"

Stunned, all the boy could do was stammer, "Yes Master, yes Master, I surely will now!"

As they turned to leave, the mother could not help herself. She turned back to the master and said, "You could have told us this three weeks ago. You could've saved us from another trip."

Gandhi looked understandingly in her eyes and said, "No, I cannot. You see, three weeks ago, I was eating sugar."

Moral to the story: Oh, what a moral. It really speaks to the authenticity of the leader. It speaks to the consciousness and not perfection. Gandhi was not perfect three weeks ago, and he was not even perfect on this day. But he was conscious! He did the conscious thing. This is authentic leadership.

SIX STEP MODEL TO CREATE CHANGE



SIX STEP MODEL TO EXPLORE AND CREATE CHANGE

General summary:

Beginning with conscious competence, and lots of love and practice, you will move to unconscious competence with all phases of this model. You will not use every step and every molecule of this model with every client. Allow your intuition and intention, guided by the client, to create the perfect steps and each contact moment with the client to create magic. The sixth step: *celebrate*, is perhaps the most important step of all. Know that you are doing this to create more value for the client and yourself. Never lose sight of the gains in progress that you do make, both as a coach... and as a leader and guide for your client.

Key Points:

- Assessing and diagnosing the problem often takes up much time, however, you must stay focused on the outcomes and results.
- Set your intentions!
- Leverage is not hard to find; it is often difficult to apply. (The oncology model)
- Destroying the old pattern must be done with gratitude, love, and respect. (You may not show this at the time because you must destroy and annihilate its energy... but when you have it as your foundation stone, as I have mentioned before, the client will sense it and give you far more permission to be harsh than an outside observer might understand.)
- Install the new pattern.
- Condition and test it.
- Celebrate!

Coaching Application:

Step 0: Set up the Black Belt I/O Rules – ensure that you remain grounded here

Step 1: Discover the deepest Truths of their software, of their “karma”

- Listen deeply for their programming cues.
- Do they know their outcomes? (“wants” v. “don’t wants” - LOA)
- What is their EIM (Emotional Intensity Meter) revealing?
- It is a “story” or the Truth?
- Is it “towards” or “away” (i.e. more pain/ less pain?)
- Is it “effect” or at Cause?
- Does it have other “critical neural links”?
- Is the issue rooted in head or heart? (IQ or EQ?)
- What is the framing?

- Know the reframing direction.

Step 2: Establish deep leverage.

- Include both away pain and towards pleasure. (It may be IQ or EQ.)
- Grab it anywhere it is presented.
- Create it if it is not.
- Pre-frame the “rehab”

Step 3: Destroy the old pattern (with leverage or love or both.)

- Create only the necessary pain need to move them.
- What are they associating and dissociating? Reverse and intensify as needed.
- And do not fail them – you are their only/last hope – particularly for New You
- You must be bold

Step 4: Create the new pattern.

- Help them to find old success to build upon.
- What will they think?
- What will they say?
- What new feelings will they put deep into their body?
- What will they focus on?
- What physiology do they choose?
- What Attraction Software MUST they have?
- Create every aspect of the holistic new software
- Pre-frame the defeat of every trick Old You might use

Step 5: Condition and test for future success.

- Reinforce the successful conclusion (music, closed eye, LOA, EIM, advanced tools)
- Create the awareness of the requirements to reinforce continuously. (They will reinforce something!)
- Help them pick the right tools to reinforce and condition.
- Set follow up plan to measure reinforcement and conditioning.
- Pre-frame neural “hooks” for failure. Give them permission to not be perfect.
- Help them to choose the right environment to aid success. (journal, Top 6, accountability, more)

Step 6: Celebrate! (as New You)

Step 0: Set up the Black Belt I/O Rules – ensure that you remain grounded here

General Summary:

Now we have arrived at the key moment of the battle – everything is set for you to lead, to impact those in your care, to transform everything around you as you exercise your Black Belt Leadership Responsibilities. What I used to call “Gibb’s Rules” is now listed here: “The Black Belt I/O Rules to Lead.”

Here’s what’s key: you must, must, MUST each and every time ground yourself and set these rules in motion. Just like those that you lead – this is not about perfection, or you are a screw up if you don’t. The nature of THESE rules is that by merely setting them in place, they will do their job... imperfectly or perfectly... whatever is needed for your charge or for you. Karma will happen perfectly. When you slip into Old You, meaning your ego will block you from being bold, or Old You will temper how you apply pain, or you get caught in one of your old villainous neural links (ie. their parent is an alcoholic – yours is too!) or you just plain ole “lose consciousness” ... no worries. Re-ground yourself and keep going. On your worst day, in this system, you are going to provide them such massive value, you will instantly be in their 90% plus field of mentors – WHETHER THEY AGREE OR NOT. Even when it’s a bust, it creates value for them. Even if it is not apparent at that point in time, it is a seed that will bloom in this lifetime or another. The point is, you are doing your job.

And in order to do that well, even as you work towards “unconscious competence” you must ground, ground, and re-ground here, in these rules:

1. Pre-framing, even if just for a breath. You have already embedded “unconscious competence” here, at a 10... “in the 10.”
2. Get out of your MOW! (you MUST be in theirs)
3. Set your intentions (pre-frame = John Diamond energy, LOA, everything)
4. Complete ownership. (you even “own the weather”)

Once engaged:

5. What program ran that sentence (this moment, even reality?)
6. You must know them better than THEY KNOW themselves
7. Assign no value (it’s all software) - assign consequences. It’s always about consciousness, not perfection.
8. Stage III = extraordinary permission to push people and their limits
9. Loops (your greatest responsibility... and one of your greatest tools)
10. Framing/ reframing (sets up the ICM, defines the rehab)
11. Contextual (shifts) (really reveals the near-perfect illusions and last gasps of Old You)
12. “in the 10” (one of the biggest reasons why they continue to want, to believe, and yet – to fail)

13. Embedded commands (also gives you the frame/ re-frame & rehab)
14. Cause and effect (this is an onion, constantly C/E, layer by layer)
15. State management (when used, powerful... and you must teach them this quickly, and... you must manage YOUR state)

Step 1: Discover the deepest Truths of their software, of their “karma”

General Summary:

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- What is the framing?
- Know the reframing direction.

Do you know their outcomes? Their hand in glove? This is a deeper explanation, but I'm going to work with you on discovering the deepest truths of the pattern, discovering why this is being created the way it's being created.

The single biggest and most difficult thing that you will experience when you're processing information with somebody, is getting out of your Model of the World.

They will be telling you about something that happened and most people generally think, "If I were them, why would I do that?" You cannot think that way. You cannot process that way.

What you have to do with them is think, "I am in their body, their mind, their thoughts, their feelings, their patterns, their programs. Why are they doing that? Now, why would I do that?" Then you can ask that form of the original question, but you cannot interact with it from your Model of the World.

How do you know if you are in their model of the world? If you're in their Model of the World, you're going to be feeling and having similar reactions that they're having. So when we talk, for instance, about building rapport and you're mirroring and matching their physiology, and they are leaning forward and you're leaning forward with them, and they say something and you both lean back at the same time, that's going to be more in their MOW because you haven't really dragged them over to yours yet. Because you're not talking about you, you're talking about them. If they say something and they start to get sad and you feel sad too, you're more likely in their model. If they start to get sad and you start to get angry or you start to get frustrated, if you're mismatching emotions with them, you're likely not in their Model of the World.

Now, if they start to get sad and you start to get sad, and you go, "Okay, how am I going to help them build out of the sadness to strength?" Now they can be sad and you can be strong, but you went through the gateway that they went through in that paragraph. Versus when they start to get sad, and you don't feel sadness or you feel frustration, or you feel something that's slightly different. Emotions and physiology are really big indicators.

The psychological derivation of these patterns are much harder to tell, because it's client specific. If I'm dealing with a mid-50's bald guy who is ex-military and did some corporate work and he's now in a mental, psychological arena, and he's from Ohio, it's easy to be in his MOW. If I'm dealing with an African-American mom who got off welfare, you can almost, at some level, know I can intellectualize her situation, but it's very hard for me. In the beginning, you'll feel what she feels and be in the program, because if you're lost in the data going, "Well, I've never been a poor black mom in the ghetto," now you're in the data points, you're not in the program. Because if the program is about insecurity or scarcity or love and respect, we know what those look like, they just have different data points.

Where you really start to feel it is when you're dealing with really difficult challenging things. Some of my most challenging work goes way back. In order to be an in-patient adolescent psych ward social worker, it was a difficult assignment getting kids stabilized in the outpatient. That was the insurance drivers which put them back in the family of origin. One of the things that happens in our legal system, because we're innocent until proven guilty, we may remove a child from a home based on accusation of sexual abuse. But depending on the quality of the evidence, quality of the accusation, they'll generally get supervised visits.

To prepare for supervised visits, you're working with the alleged perpetrators or the admitted perpetrators, they just haven't been convicted yet. So they admitted it, but have not been convicted, they still have rights. Working with perpetrators, in the beginning, was incredibly difficult for me because I have kids. I was molested as a child. "How could you be a molester?" Well, the gift was a high 90's percentage of molesters were molested themselves. That's a very twisted meaning of love and connection for those folks, it comes through molestation. The acts they commit are never okay. I always say in this work, it's heinous, but you understand it. And when you can understand a child molester, trust me, you're in their Model of the World, that's not your Model of the World, but you understand it.

A lot of times, to understand what the other person is going through, that's an extreme to give you any sense of it. If you're counseling your people in North Carolina and the CEO there is going through XYZ, it's easy to be in his Model Of the World, and it's really easy to miss when there's a slip. Because he now makes a comment about marketing or he makes a comment about a leadership challenge with one of his staff and you go, "Oh, I've had those leadership challenges. I know exactly what he's going through," Uh-uh, you slipped and missed, because in the next sentence or in the next breath, he gives you a reference. But because you've already locked in, and you go, "Oh, I know what this one is. I've done my pattern recognition work. I'm in his Model of the World," you miss the fact that he, in the next sentence, said something that your brain should stop and assess the moment. You think you're there and all of a sudden, "Uoh? What? Whoa, slow down. Stop. Go back. What did you just say?" You realize that you're not in their Model of the World and you need to get there. You start developing moments like that.

When you set the intention, when you practice it, you still slip. because some days you're on your game, some days you're not. I would like to think I'm amazing even when I'm off my game, but that would be a lie. When I'm off my game, I'm really good or above average, and I serve, and it wasn't karma at that moment. Sometimes I'll tell people, "Hey, I'm in my own shit storm today. Something happened to me." When I dealt with a motorcycle crash a couple of weeks ago, that affected me. When I was doing my cleanse, I had a hard time. I told people like, "Hey, if you're feeling anything from me, stop me and ask me, because it may be right.

It may just be the cleanse talking. I don't know."

Sometimes it's communicating with your client or the person that you're leading to say, "Hey, here's what's going on with me." Just a quick pre-set. I can't emphasize enough the importance about when you are less present in their Model of the World your challenges are exponentially higher. When you're in their MOW, it's exponentially easier for you and exponentially easier for them to have a shifted reality moment with you.

At a fundamental level, I almost have to bring information back to me, to help me process it at my higher self, so that I can go back in to your MOW and relay information to you or make the next sentence. A lot of times, I'm gathering information, I come back and I huddle with my table for three, "What are we going to do with this? Okay, this is the next thing." Rush back over there and make a brilliant statement or ask a brilliant question and gather some information and run back over here and process it. There's definitely a lot of micro transfers back and forth.

One way to think about it is if you've ever spoken a foreign language, so let's say I'm a native English speaker and I'm learning French. The way you learn French is you hear French and you translate it into English and I know what it means. When you want to say something, you make the statement in English, you translate it, you speak it in French. Now you're learning the language. There's always a point in time where when you get good at it, you stop translating, because you're thinking in French, you're speaking in French, you're listening in French, there isn't any English in the conversation. You can be in someone's Model of the World like that, however, sometimes, as a coach, you're going to go, "Okay. I've got the patterns and I'm sitting there thinking what's going to be the best tool?" That isn't ever in French, because that tool doesn't exist in France. It's over here where I'm thinking in code or neuropsychology.

And I might even be over here thinking in French, but what model am I in? Mine, because that's where the information, the decisions, the process lies for me. And that's probably the cleanest way to think about that. At the point in time that you're speaking, thinking, and feeling like the client and there's no you in the conversation, and now you need to go, "Well, what am I going to do with this? What would be next?" And sometimes it's even as simple as I call it the housekeeping, because I'm watching the clock. I've got to coach somebody and I can't keep them, I can't let it run over. Or I'm sitting there thinking, "I had a plan for today. Am I holding the plan?"

So, get out of your MOW, get into theirs.

Listen deeply. Listening is not only listening to what they're saying. It's listening to what they're not saying. Their words are only 7%, so you're listening to the quality of their voice, you're listening to their body language, you're listening to what they're not saying, you're listening to all the cues that you're getting. You're not trying to follow a story. You're not trying to remember, "Oh, and so when you were 12, and then at 14, and then now you did this when you were 26," it's, "When you were 12 and that happened, what's the pattern? What's the programming cue you're giving me here?" If I select a statement you made about when you were 12 and there's only really three options most likely going to come out of that pattern, and now you tell me something about when you were 14, and now it's one of two possibilities, and then you say something else about when you were 26. Bingo, now I mapped it. You told me three things about yourself. It's five minutes and I've now

mapped in my mind the pattern, the program, the psychology, what your Windows '61 is doing.

Now, I've told people this before, it's very disconcerting to a lot of people that they don't like to be listened to for three minutes and then, "Okay great. I've got your patterns, now we're going to fix you." "Wait a second. You need to hear more of my story." So there's this balance sometimes between honoring people's story versus, "Okay. Yeah, you just keep reinforcing the pattern for me. Thank you. And now we have work to do," versus being too short with people, versus getting caught in the story. You're listening deeply for programming cues. Do they know their outcomes? Most are formed in what they don't want, what they're afraid of, what they want less of. But do they know the outcome? And you're listening in part because you're already thinking ahead -- for Step Two, Three and Four? You're looking for information to give yourself leverage; you're listening for what exactly is the pattern that you're picking up here. If their outcome is "I don't want," do you already know what the outcome most likely would be if they did want?

I have a very formula-rigid, note-taking system. I'm taking incredible detailed notes in code, sometimes thinking about, "Is it this? Is it that?" I'm at a point in my career now where my clients are watching me take notes; there's nothing I'm doing, and I think people like that.

They want to know what I'm writing. And they know, "Well, that's just what a professional does. I've seen it on Hollywood or my old therapist, you know." And a lot of therapists, if you ask them what's writing, they're like, "Well, why do you want to know that?" I would always share my notes, and not very many people ask. But the point is, as you begin to document or doodle or think about and process this information, you're looking for their outcomes. Not what you would want if you were them, but what are their likely outcomes they seek with you, and can you help them refine it.

EIM

The emotional intensity meter is huge. We're very upside down, but we're all emotionally connected beings. Even if someone is stoic and they're trained to be stoic, there's still a four-year-old in there. There's an emotional soup storm going on in there. Your ability to tap into it, your ability to feel it ebb and flow, where it's positive, where it's negative, it will greatly happen. You'll have a moderately successful time tapping other people's emotions. When you tap into yours at a very high conscious level 10, it doesn't mean that you're a Tupperware convention; it doesn't mean that you laugh uproariously or cry buckets; it's not about those kinds of emotional swings. It's far more about consciousness. It's far more about intensely feeling the feeling. Even if it's apathy or just general indifference, you're intensely indifferent.

The key of that is intensity and not intellectualized, not dissociated. If you really focused on remembering and reviving and intensifying emotions, to more consciously control it, more consciously connect to it, more consciously emote even at the subconscious level with other people, it's going to make huge openings in the doorways of how you interact with people.

Because I ask about your spiritual purpose in the MOW, you can sense there's some more spirituality going on with me. I'm not trying to change anybody's system. People can ask me questions. I don't mind talking about what I believe in. Some people are not comfortable going deeper. Some people are not comfortable because

of their belief systems. Some people are not comfortable because they just don't believe in it. I'm just telling you, if you follow a complete model and whatever your belief system is, I will promise you, even if you're an atheist and you have no belief system, you will deal with clients who have deep purpose and deep karma.

Ultimately when I dealt with a woman who had the anal rape probe on the local radio show, they asked me, 10 minutes into the work, "Do you believe her?" There's a derivation of an expression I've used my whole life, I said, "There are people who believe in aliens, and people who haven't met one yet." I said, "The second thing I can tell you is it doesn't matter whether I believe or I don't. Here's what I would tell you as a professional. She believes she was anally raped by aliens, so whether I think that's poppycock or not, I still have to fix the psychology, and I can do that. I will do that today for her." You will experience things even if it's not in your belief system. If you're not comfortable with your spirituality, you better get comfortable with other people's. And whether it's rigid religion, whether it's fluffy foofoo, new age-y, doesn't matter what God or priestess or devil they worship, if you're going to serve people, you'll need to understand this one.

It's one that a lot of coaches and a lot of leaders just kind of pass by, even in the political incorrect sense where you can't ask about religion and HR departments get upset when you do these kinds of things. If anybody, and I'm not going to go any farther than that because I don't sense that's an issue in here. I only went to that depth because one, it's important for you, in their model, to know that you're going to work in systems that are not yours. So, whether you're working with a Muslim or you're working with a Jew or you're working with an alien, I was like, "Alien? Working with an alien? Dude, you've got to be on the planet with them." You've got to be in their system.

Tony Robbins says, "The biggest reason why we don't have what we want, is the story we tell ourselves as to why we don't have it." The problem with that is, what if the story they're telling themselves is true? It's still a story.

So, you have to discern the driving program, because you're searching for the truth here, deeper truth. Step One, it may be true what they're telling you, but it's still, at the programming level, a story they're telling themselves. It has ceased to be their truth a long time ago.

Critical neural links is the "rogue program." Does a fat person want to be thin? Well, are they in an away pattern? Yes, they are. More pain, less pain. What could possibly be more painful about being thin? There's a critical neural link, there's something. The good news for you is when people discover their critical neural links, the problems are easy to fix because the reason why pain and things become long-standing problems is because they're not at the critical neural link.

So they say, "Look, I've been working at this problem for 10 years. I've been to therapy for 10 years. I've been medicated for 10 years. What can you do for this?" I'm going to go to the critical neural link. Now people will fix when they get the real problem, the real root cause. So this is an important one that, because we're still in discovering the deepest roots, so we're asking questions, we're listening, we're reading them, we're asking, we're talking, we're saying, "What about this? What about that?" Does it have other critical neural links? Sometimes the answer is no. More often than not, the answer will be yes. Less often but certainly common, it'll have multiple ones. It's not just one thread. It might be two or three threads. If you rip one thread out, you don't

see the other two. There's still going to have a tremendous shift and be very excited about it. They just won't be completely out of their shit storm. Maybe they come see you again, if it's a colleague or a loved one, you just have to go back at it a couple of times.

"Is it rooted in head or heart?" is a big one and you've heard me give you a number of constellation sentences. Is it head-heart? Is it IQ-EQ? Is it masculine-feminine? Is it about love or is it about achievements? Science of achievement or art of fulfillment? There are 10 or 15 or 20 working words in this "Is It This or That" arena that are all in one big, lumpy constellation. Many times, for example, they're doing all the head stuff they can to solve it, it's not a head problem, and it's a heart problem. Go into the heart. Can you go into the heart even though it's emotionally stunted for most of our culture? Yeah. You are learning those tools. You can soften. Can you do an association/disassociation exercise with their heart? Yeah, you can. It took me six years to do this one page. It may take you for years, but eventually you will go, "Oh crap. I've never done an association exercise for a heart-based moment. Wow. What if I did that now?" And boom, you just got another tool that you had. If you learned it in 2013 and forgot it, and it doesn't appear until 2016, don't worry about it.

This is about pattern recognition, the more you practice the better you get. The better you get, the broader your expertise and range of tools will be. The broader your range, the more people will find you. The more people find you, the more things you screw up and puddle jump around trying to fix. It's all awesome. Don't get too hung up on forgetting these key points. Make this fun and easy. And then now that you have the deepest truth, you're ready to pick and choose, in their Model of the World, the reframing direction, where are you going to go with this.

Key Points:

Coaching Application:

The primary focus of Step 1 is to discover...

What the person *desires/needs*.

What is *preventing* him/her from getting it. (That is, where is their disempowering models – physiology, focus/belief, language?)

What is the *leverage* that makes this desire a must to change now?

Pleasure leverage questions

Pain leverage questions

What are his/her most resourceful states to which you can anchor in order to get him/her back in state if they get off target.

To evaluate what's preventing them from making a change, be sure to look for the following items:

Un-resourceful physiology.

Limiting beliefs (cause-effect relationships).

Negative anchors.

Disempowering meanings or references.

Un-resourceful transformational vocabulary.

Un-resourceful global metaphors.

Un-resourceful questions.

Values and Rules conflicts.

Some key questions I use initially in this step are: What do you want? Then why do you want that? Then what's stopping you from having that? With those three simple questions alone you can talk five to eight minutes, or five to eight hours with somebody. Because they can launch into a giant, long story about why they can't have what they want. Why do they want it? It could be very short.

A great embedded command, you guys have heard me use it, it ranks up there with "When would now be a good time?" One of the favorite expressions people have to save some time, gather some time, even when they know this cue is coming and they chuckle about it, their brain will respond to it. If they say, "I don't know," always ask them, "Well, what if you did know?" and they'll go, "Well, what if I did know? Well, if I knew, then it'd be this." And you don't have to go, "A-ha, I got you," just flow along with it. Sometimes you want to chuckle to yourself, because people ask me all the time, "Don't people know that you do that to them?" No, they don't. My daughter knows it. She hears it all the time but even she will chuckle and go, "That question again," but then she answers the question.

Most people when they say, "I don't know," what they're used to is like, "Oh, you don't know. Well, could it be this? Could it be that? Well, what about this?" There are people who will respond to it.

What do you wish to change, and what's preventing you from doing so *now*?

What must you do now to have what you want?

Step 2: Seize deep leverage.

General Summary:

Associate threshold levels of pain to the failure to change and massive pleasure to making a change now.

Leverage is often the single most important element in creating long-term change. Every form of therapy can work to change neuro-associations some of the time, but no therapeutic approach will be effective unless you have enough sound reasons to change now. People often fail to change until they reach their threshold, i.e. they associate so much pain to their old behavior that continuing it is unbearable. At this point, they must associate pleasure to making the change.

- Include both away pain and towards pleasure. (It may be IQ or EQ.)
- Grab it anywhere it is presented.
- Create it if it is not.
- Pre-frame the “rehab”

To access powerful leverage immediately...

- Utilize physiology.
- Induce mild trance.
- Elicit values.
- Ask questions that create doubt.
- Ask questions that create pain / pleasure.
- Use peer pressure, parental pressure, time travel, whatever it takes, wherever it leads.

Archimedes has a great quote, “Give me a **lever** long enough and a fulcrum on which to place it, and I shall move the world.” Leverage is going to be information the client gives you. Generally, it’s going to be information they’ve never thought about before. Because if, for instance, it’s an overweight person and the leverage you’re trying to move them with is telling them they will get diabetes or die early, they probably already know that. That’s not going to be the leverage. If they are not moving with the leverage your trying they will say things like, “Oh yeah, I know that.” or “Yeah, other people have bugged me with that.” If you’re in the right hole and you just need to twist the drill a little bit, it might be, “Oh yeah, it’s diabetes,” or something like that but, because it’s not reacting with them that way, there’s got to be a twist or a turn to it.

Secondly, the most important part of leverage (and it is frequently missed) is that you’ve got to include the massive pleasure to the leverage. You can’t just say, “Oh, you’re going to die an early death,” and continue to hound them and hound them. One of my fun favorite metaphors being an old ex-Catholic, 90% of priests see the bulk of the parishioners on two days out of the year, Easter and Christmas. And they will deliver fire and brimstone and say, “You’re going to hell, you’re not going to confession.” There’s not much incentive to want to come back to that.

Now, it’s okay if you use a lot of pain with someone. However, it will be far more effective, again, at an equal or greater intensity, equal or greater frame, to say, “Once you’ve avoided hellfire and damnation, if you didn’t

want to do that, here's what you're going to experience." And now you have to give them the love, the pleasure, the joy, the community. "Oh My God! There are other 50 weeks of the year, you're going to experience all this great happiness here." Then, you're going to have a far greater chance of leveraging people to come to church on a regular basis than just beating the crap out of them twice a year.

Beating a kid up for not doing something and not massively, immediately, pleasurable rewarding them for when they do something will not create a lot of value. For instance, some parents have a sense on their children that they can generally go, at this age, three to five minutes without supervision. Another kid might be 8 to 10. If it was little Billy, mom would say, "About every 30 seconds, I'll have to check on the little rat bastard. He'll be getting into trouble." But, whatever the interval is, you check in on the kid, and they are fine, and you can do some more chores and take care of yourself. And then maybe if the kid comes there and says, "Daddy, Mommy, I need you," you'd say, "I am finishing something up. Can you just wait a moment?" and the kid goes away well behaved, comes back five minutes later, and you say, "Oh, I am almost done, please." Well, when you think about that psychology of that pattern, there's no pleasure and joy in being that kid. So, when you don't get love, what will you accept in lieu of?

Connection. Now, the kid comes in and says, "I need you." And they say, "I really am almost done." Then, they'll go into their room and break something because they want a connection and they'll settle for that in lieu of love. If you check in on a kid and they're doing great, give them a high five and say, "This is exactly why you're a rock star!" Run out. Run in and give them a high five, "You're a rock star," run out. If they come and see you and say, "Mommy, Daddy" and you say, "I've got to do something but let me give you a hug because you're just an awesome kid and I love you and I love how you wait patiently." They're going to tend to wait longer, because what they're getting is what they want, just not exactly how they want but they are getting it.

Let's say you actually exceed their limit and they go in and break something. You don't go in and yell at them to give them the connection. You go in completely cold, completely distant, completely unavailable to them and clean up the mess and leave. You say, "I told you it would be a few minutes. This is not good. This is very disappointing to me." You don't yell. You don't give them the connection and you wait and depending on the age of the child, age of the employee, age of the person that you're involved with, if they've managed to hold it together for the right interval of time, rush back in and give a high five, "See, I knew you could do it," and give them massive love and attention, even if they held for 30 seconds.

What you have trained in them and reinforced in them is the behavior you want. When they give you the behavior, they get a lot of love, attention, and pleasure from you. And if they violate that behavior and it's going to be cold and distant. Bad publicity is better than no publicity at all. Yelling at a child is more to their liking than you ignoring them. You know that in a business model, you know that in other settings but somehow, you let your kids manipulate you or you let employees manipulate you.

Seizing leverage in both the pain and pleasure categories, if you want to hurt somebody because they're in a rut, and I tend to talk about it as the ice rut, if they're in an icy rut and just can't get out of that rut and people are pushing on them and they're just at the edge and slide back down. Once they get out of the rut, now you're creeping along on the snow and somebody's yelling, "Don't stop, don't stop, don't stop." Now they're out of the rut, they have momentum.

If you dose them with enough pain to move them out of the rut, don't stop, don't stop is go, go, go, because I am going to give you pleasure and see where you're headed and look at how awesome this psychology is. You love them, you pleasure them, you leverage them with pleasure. 10% of people don't even need any pain. You can just create pleasure for them and they'll go like, "I never thought that this would be pleasing. I am going to go get me some of that." 90% of people need some form of pain to get moving. Ideally, you would use both.

Grab it anywhere it's presented and, if it's not presented, make it up, create it, figure out what's going to hurt them. As a reference point, two things: one is, if you're a parent, most of my clients tend to be in the parental range. If you're not a parent, now you've got to appeal to their passion or the flock or somebody that, in essence, you want to role model for them. What you can always massively dose parents with pain, with the softest of voice and easiest of a smile is your ability to say, "You know, if the world is software and windows 31, put this in your windows 61. What windows 61 are you putting in?" Or somebody will say, "I am having a hard time understanding this or making this choice or doing something." You're like, "Well, let me ask you a question." Let's time travel. Let's go to when your kid is 25 years old, 35 years old. You're still around. They call you up, "Mom, Dad, what would you do?" Would you tell them to do what you're doing today? They know. Now, that's the pain part.

Well, what's really awesome is, they're not going to call you when they're 25 years old because you're going to make a choice today that's going to install software and, by osmosis, they'll pick it up from you. So, when they're 25, they won't even be here or they'll already be past here. Not because they're better than you, not because you exhorted them on, not because you rooted for them, not because you loved them. It's because you loved *you* enough to make a great choice for you today. In making that great choice today, it allows them to make a great choice for tomorrow. You fumble this choice and I always use my standard joke. "Hopefully they'll find a better life coach than you found, who can motivate them to break Windows '61 software, because they're busy worried about being in 2025, and they're worried about windows '96 software." Doesn't sound all that old today but you are writing the software for the future of your flock, future of your kids.

Find leverage wherever it exists. Probe, feel for pain points, ask questions. What's your leverage? How are you going to move them? How are you going to hurt them? How are you going to please them?

A lot of them have a pattern kind of feel, it's not going to be parent every time. It might be more money, some people are motivated by money. It might be more God, some people want to please God. It might be more family. You'll find it, it's in there. You've got deep leverage somewhere.

Questions:

- What kind of leverage can I create to ensure I'll make this change?
- What will it cost me if I don't make this change now?
- What will be the immediate, long-term benefits if I make this change now?

Step 3: Destroy the old pattern (with leverage or love or both.)

If you powerfully or consistently interrupt a pattern, you may find that this alone will create sufficient leverage to produce lasting change. A pattern interrupt is absolutely necessary when changing an existing behavior. In order to introduce a new pattern of behavior, you must interrupt the old pattern. Someone can be highly motivated to change, but if they keep doing the same thing, expecting a different result (the classic definition of insanity), attempts at change will not last.

- Create only the necessary pain needed to move them.
- What are they associating and dissociating? Reverse and intensify as needed.
- And do not fail them – you are their only/last hope – particularly for New You
- You must be bold

1. All change is an interruption of pattern.
2. The ability to interrupt your own or someone else's limiting patterns is absolutely fundamental to emotional mastery in life.
3. When you discover a pattern of limitation, you must immediately interrupt it in the most elegant and effective way possible. Remember, rapport is a priority for effective and long term change!
4. If you can break patterns, you can deal with anything! And, if you break a pattern often enough, it will eventually dissipate.

To interrupt a pattern, you must simply break a person's habitual focus or physiology.

1. Ask outrageous questions.
2. Give non-linear responses.
3. Create a physiology scramble.
4. Use the VAK swish technique
5. Use transformational vocabulary / pattern interrupts

Don't use a nuclear bomb when a rifle or a hand grenade will do. You don't need to obliterate a whole quarter section of their psychology because you dose them with how awful a pattern is and all the damage the pattern has caused.

The Dickens experience is an incredible pain tool but it's one of those ones that's not for the faint of heart. You have to really commit to it. If you dose them with massive pain, almost to the breaking point, and they're

fighting and struggling and you back off because you think it's not working, and you almost take them all the way and you're just a half a molecule short, you will actually do more harm than good.

What do the doctors tell you when you take antibiotics? What's the number one rule for antibiotics? You have to finish them. Because if you take five days and you feel better, the bacteria that survived the onslaught for five days are pretty tough little buggers. They're going to be reproducing. The wimpy, weak ones that the antibiotics killed, they're not going to have any off-spring. If you take it 9.9 days and there's one bacteria cell left that you didn't kill of that infection, that one cell left is the toughest and meanest of them all because it on for 9.9 days on the onslaught.

Mental programming is the same. If you dose somebody with pain, this is not a halfway option. You have to go for broke on this because if you take them through waves and waves and waves of pain and they're starting to crumble and then they get stronger and start to crumble, because you're trying to break the psychology. You're not trying to break the individual. You're breaking the pattern. If there's any part of that pattern that survives your onslaught, that part of the pattern has now survived the worst pain you can give it. It's going to be a very strong neural pathway. It'll make it even exponentially harder the next time you go for it. Make sure, when you go after a pattern, you get it and hopefully it won't take you 10 hours like it did for me, but if it takes you 10 hours, break the pattern, break the strategy.

People's physiology shifts, their language will shift, some significant aspects and the significant aspects might be an eyebrow, my standard joke. It could be all expressed in an eyebrow. You will feel the shift.

Step 4: Create the new pattern.

General Summary:

In making a change, you can't just eliminate an old pattern without providing an alternative that gives the same benefit, i.e., pleasure. For example, when smokers kick the habit, if they replace their nicotine addiction with healthful aerobic exercise, they will get the same things they thought they used to get from cigarettes: relaxation, energy something to do with their hands, a "cool" self-image, etc.

Help them to find old success to build upon.

- What will they think?
- What will they say?
- What new feelings will they put deep into their body?
- What will they focus on?
- What physiology do they choose?
- What Attraction Software MUST they have?
- Create every aspect of the holistic new software
- Pre-frame the defeat of every trick Old You might use

Help them to find old success to build again. I'm assuming there's exceptions to this rule. I've not found one but, generally, everyone has some small, medium success at some other point in their life. You might have to go all the way back to six years old. You might have to go back to high school. They know what success feels like at some level and if they can't, then you have to find it for them. For example, a great place for somebody who's in a lot of pain, sees no value to their life, can't do this or that, for example, you can say, what kind of friend are you? "Well, I am a pretty good friend." Huh! Then boom! You got that. If that's the only thing they give you, then you can say, "Oh, you're an amazing friend, not a pretty good friend. Do people call you and need you and you ignore them? Do people call and want something and you tell them, "Fuck off. I don't want to help you?" Are you really more than just a pretty good friend? Are you an amazing friend?" And they reply with something like, "Oh well, yeah. I can be an amazing friend..." You know, you're starting to build. You build on old success, whenever you can find it.

In that place, what will they think, what did they think? What will they say? What did they say? What are the new feelings? What would they focus on? What is their physiology? Because you can almost now take step one and out of that, if you do physiology, everything else shifts. Sometimes, if you focus on psychology, you'll notice their posture shifts. They sit up. They'll slump down or they'll reposition themselves in the chair or they shift the angle of their chin. There'll be any number of physiological markers or sometimes, I'll ask them, you're in a business meeting and somebody's making a point and you're a leader. Do you think it's stupid or inappropriate to say, "You know what? Do me a favor. Would you just sit up please?" 99% of people will sit up.

Now, if you're in rapport with them and you're talking and you sit up straight, seven, eight times out of ten, they're going to sit up straight too.

If they miss it the first time, then sit up even straighter. They miss it again, sit up again with the intention. Because maybe for that relationship, that moment, it sounds too mommy/daddy if you say "Would you please sit up." As a coach, you get away with anything virtually. Because people have no idea what to expect and even if they're in their fourth session, I've already told them I've got 240 tools, I'm a god, I'm Superman, I can affect their love life, their God, their health. So, if I tell them to sit up, they might think it's weird or maybe if their mom and dad tells them all the time to sit up as a kid and they hate it, if I say, "Would you please sit up?" I'll see their reaction.

I will even ask them, "I just asked you to sit up and you didn't have a good reaction to that. What went through, left or right, this way?" And they'll go, "Well, my mom used to say it to me all the time." Then maybe I'll say, "Well, your mother was right. You don't sit up very well. For the next five minutes, sit up." Or maybe I'll say "Well, if we can get your body to sit up, your mind will sit up and you're right on the verge of your breakthrough." You can do anything with it that you want but to sit there and say even on this point, can you tell someone to change the physiology in your presence, you either will or you won't do it. You will use it or you won't use it.

Physiology is incredibly effective. If you're talking to an employee or a close friend and you've just given them a point and they kind of intellectually acknowledge it, saying, "You know, that's awesome. You're right that's true, but how do I feel then?" You can either ask for permission or use some of the association/dissociation tools.

The 10% of the traditionalists that are out there do this and if they had been seeing a traditionalist that helped them, they wouldn't be sitting here having this problem now, would they? So, you already know, by definition, by law, they are not aware of this information, most likely. And if, for some reason, they say "Oh, I had a therapist that tell me that all the time." Well, now you even have the tools to say, "Well, so, if you know that, why haven't you done it?"

You have the ability to use these tools with anybody, at work, at home, with friends, with strangers. They'll either say yes, no, they'll have a negative reaction, they'll have a positive reaction. Whatever happens, happens. But if you're Tiger Woods and you put a great swing on the golf ball and the wind stops and it lands in the hazard, you still put a great swing on it. Or you go back and look at some film and find you opened your hips up too early on that one, meaning you said something that was probably too soon, or you didn't really pre-frame it well, now you've got to work on how to do those things even better.

You might have had a different outcome but you don't beat yourself up. You're a legendary, epic leader. You're going to have a lot of failure along the way and you will fail more people than the leaders in the business unit next to you or the family next to you because they're busy going, "Oh, I'll be nicer. People like me and the fact that their lives are all messed up, I can't do anything about that," and now you own it. You own it because you say so and everything, everything begins to change.

Power Questions for Diagnosis and Re-design:

- What are some empowering alternatives I've used successfully in the past?
- What benefit did I get from my old pattern?
- What is a more empowering alternative?
- What will they think?
- What will they say?
- What new feelings will they put deep into their body?
- What will they focus on?
- What physiology do they choose?
- What Attraction patterns MUST they have?

Step 5: Condition and test for future success

The purpose of conditioning is to ensure that you stay associated to your new pattern and make it a part of your life. The following processes are the simplest. Then test the pattern!

- Collapse anchor.
- Visual or kinesthetic swish.
- Rehearsing: repeating the new pattern with positive emotion.
- Reinforce the successful conclusion (music, closed eye, LOA, EIM, advanced tools)
- Create the awareness of the requirements to reinforce continuously. (They will reinforce something!)
- Help them pick the right tools to reinforce and condition.
- Set follow up plan to measure reinforcement and conditioning.
- Pre-frame neural "hooks" for failure. Give them permission to not be perfect.
- Help them to choose the right environment to aid success. (journal, Top 6, accountability, more)

Condition the new pattern until it's consistent. Now, where we catch whether the pattern has shifted or not is through conditioning and testing.

When you condition and test it, and sometimes they'll go along. If I ask a question of you, is that towards or away and you know what I am looking for, you can just answer, "Oh that's away." But a lot of times when I tell you, "Don't just give me the answer, give me the real answer." Why am I telling you that? Because there's some element of how you answer the question, you didn't own it. Not completely or I want to make sure you're completely own it. You're like, "No, I get it. It's an away pattern." Well, then don't say apparently. Cut that shit language out. Own it. This is what it is and not because I want it to be that but because you want it, you know it to be that. So you will, in step five, condition and test.

Condition and test. We've talked a lot about that. Just continue to go back, whether you do it with closed eye, whether you talk through it, just keep reimagining. When you told me that this really happened when you've got to know at work, well, tomorrow morning, you walk in, you had a big deal you were going to win today and they said no. What's it feel like? Good, it feels great. Now, in this moment, in this breath, it's real to them, you'll feel it. If you think they're just saying the answer then respond with, "I think you're just saying it. Really? Is it going to be great tomorrow?" And sometimes they'll go, "I think it will be great. Maybe it won't be able but, gosh..." Bam, reward it, celebrate it. That's what you're looking for. You're looking for that conscious shift.

Do an ecology check to ensure that your pattern meets each of the Six Human Needs at a deeper, richer level. The purpose of testing is to make sure that the consequences of the new pattern truly empower you and are in alignment with your personal and business lifestyles, beliefs, and values

6 Master Steps: Ecology Check

Make certain pain is fully associated with the old pattern.

When you think of your old behavior or feelings, do you now picture and feel things that are painful instead of pleasurable?

Make certain pleasure is fully associated with the new pattern.

When you think of your new behavior or feelings, do you now picture and feel things that are pleasurable instead of painful?

Align your behavior with your values, beliefs and rules.

Is the new behavior or feeling consistent with the values, beliefs, and rules in life?

Make sure the benefits of your old pattern have been maintained.

Will the new behavior or feeling still allow you to get the same benefits and pleasure that you used to get from the old pattern?

Future pace – Imagine yourself behaving in this new way in the future.

Imagine something that would triggered you to adopt the old pattern. Feel certain that you can use your new pattern instead of the old one.

Give yourself permission to not be perfect.

Feel the fear (adrenaline) rising. Visualize and experience the failure and the successful “get back up.”

Coaching Application:

- What are some ways I can reinforce my new pattern? Is it locked into my Nine Verbs? Have I decided? Committed? What plan and actions will keep it integrated?

Step 6: Celebrate! (as New You)

ADVANCED TOOLS



ADVANCED TOOLS

7 Elements to a Story

The Seven Elements to a Story

1. **Desire**: The desire becomes the driving force behind the main character's behaviors.
2. **Problem/ Needs**: The problem is a need the character is not fulfilling. Yet the character usually focuses on his/ her desire and not their real need.

In order to be fulfilled, the character must develop beliefs, values, and understandings that meet the need long-term.
3. **Opponents**: There are three types of opponents:
 - a. **External**
 - b. **Intimate**
 - c. **Internal**
Remember, the bigger the opponent, the bigger the hero!
4. **Plan**: The character develops a plan to deal with the opponent.
5. **Battle**: The character usually experiences his or her own mortality and searches for meaning through this battle. (faces death-defying challenges and eventually triumphs through *his/her innate Greatness with deprecation, humor, growth, and "humanness." **WE** now can all hope to win our battles, too.
6. **Self-revelation**: The character experiences self-revelation and fulfillment of his/ here desire, his/ her need. A self-revelation can be in the form of new beliefs, new values, or new character traits (i.e., a deeper level of courage, faith, determination, honesty, etc.)
7. **Equilibrium**: The character develops a new belief system, new values, or new character traits and his/ her life returns to balance. The character's real need is fulfilled.

Director, writers, special effects
Script, budget (paper clip)

One of the biggest challenges for many who buy into, attempt to, choose to, do personal development and self-help work is the stories they tell as to who they are, how they got there, and what life means.

The biggest reason why many people don't have what they want, is the story they tell themselves as to why they don't have it. We know the shortest distance between truth, and the life that you lead, is the story you tell yourself as to how you got there, or why you are not there yet.

Counter-intuitively, these stories, when they are true, have even more resonance and even more ability to block us. (And, if you're suffering, and I am not diminishing or dismissing that suffering, this is your chance to truly escape the bondage created from that trauma.)

What that really means is that you live this story, you talk this story, you breath this story; you and the story are one. "Since that happened, I have not known a good night of sleep... I am tired all the time... because I am tired... this bad thing happened to me..." You will tell your friends this story constantly; you will even tell strangers this story. Or it can have some positive benefits: "When that happened to me, I was in bad shape for a while, then I got mad, and I said, no one can do that to me, and I fought back. So now, I proved them wrong!"

Versions of all the stories that we tell could go on and on. As always, counter intuitively, you tend to have a harder time creating a great story when the intensity of life is high, or the pain of the story is high, and that is the exact time that I am asking you, in your new consciousness, to really examine the stories that you are telling...are they real? Do they propel your forward or hold you back? Do you believe that you can change them?

So to understand stories better, I am going to cover the 7 basic elements to a story. This is a classical literature 101 by the way, which is the greatest reason we love stories. We love the drama. It's just that many of us don't know how to be a hero. So let's dig into stories and their heroes!

1. Desire: The desire becomes the driving force behind the main character's behaviors.
2. Problem/ Needs: The problem is a need the character is not fulfilling. Yet the character usually focuses on his/ her desire and not their real need.
In order to be fulfilled, the character must develop beliefs, values, and understandings that meet the need long-term.
3. Opponents: There are three types of opponents:
 - External
 - Intimate
 - Internal

Remember, the bigger the opponent, the bigger the hero!

4. Plan: The character develops a plan to deal with the opponent.

5. Battle: The character usually experiences his or her own mortality and searches for meaning through this battle. He/she faces death-defying challenges and eventually triumphs through his/her innate Greatness with deprecation, humor, growth, and "humanness." WE now can all hope to win our battles, too.
6. Self-revelation: The character experiences self-revelation and fulfillment of his/ her desire, his/ her need. A self-revelation can be in the form of new beliefs, new values, or new character traits (i.e., a deeper level of courage, faith, determination, honesty, etc.)
7. Equilibrium: The character develops a new belief system, new values, or new character traits and his/ her life returns to balance. The character's real need is fulfilled.

Now, for the 10% of the population who are successful, their stories follow this script, or the elements to this script, virtually exactly, and they win almost every time. For most of the rest of us, however, the story that we tell, really records why we aren't a hero.

- Our villain is too big
- Our plan isn't good enough
- We don't have the resources to pull it off
- And so many more reasons why we aren't a hero.

So what that looks like is this:

- We become our diagnosis... "I have clinical depression."
- We become our handicap... "I am in a wheelchair"
- We become our challenge... "I have dyslexia"

I want to emphasize that I am not diminishing any of that... I understand that pain. I need you to understand, however, that doesn't need to be the definition of your truth. Yes, it's real! But it's not why you are who you are.

For most of you, while the stories may not be as dramatic, the obstacles that you put up in the story are just as real. "My spouse dumped me, therefore I am now... not..." and you tell your story.

Or... "I lost my job.... Therefore... I am now... not..." and you tell your story.

But other people who were divorced or lost their job... they go on to create Greatness! Are they better than the others? Or is their story better??

You just haven't escaped the old story, and you definitely haven't turned into your victory. Spend some great time with this. Rewrite your story! You can do that! You can do that now!

8-32-50 rule

Your parents both repetitively and intensely told you who you were, both repetitively and intensely told you who they were and what they believe life to be. So they've already done this tool to you once. This is unconscious, and nobody knew that you were getting brainwashed.

If your parents were in a car wreck, and you go live with your aunt when you're six, the bad news is the software is already installed. So your aunt and uncle can be different people, but they're now just modifying the software. You have to really understand that there's a difference between modifying software and rewriting and installing new software.

Living with your aunt and uncle when you're six isn't new software. It's just modifying the old, so that when you're 25, even though you had this great upbringing and different upbringing by the aunt and uncle, there'll be these pivotal moments when life isn't working out for you, and it's going to kick back all the way to the family of origin, Windows 61 that got installed, because aunt and uncle can only take you so far. It's trippy shit.

The biggest example that I always use is a real story. I had a client who was 50. When he was eight years old, his father, who was 32, passed away. He's a boy of eight. His father was 32. He passed away. My client is now 50 years old. Do you think that the father installed in the son a software for a 50-year-old man? He never made it to the age of 50. The son was only eight. Yeah. Correct, because the grandfather had. Exactly. It's in the software.

It's like, well, I've never used Windows 61. I never opened the life at the age of 50. Oh, the software module is there. It's just waiting for activation. That's how trippy software is, passing the family origin from father to son and mother to daughter, or father to daughter and mother to son. Make sense?

"I create my day" – Joe Dispenza/ "What the Bleep"

There is a 2004 documentary/drama called, "What the Bleep Do We Know!?". The most often referenced interview in the film is Dr. Joe Dispenza's comments on creating his day. In response to the numerous requests, the following is the transcript of that part of the interview.

"I wake up in the morning, and I consciously create my day the way I want it to happen. Now, sometimes, because my mind is examining all the things that I need to get done, it takes me a little bit to settle down, and get to the point, of where I'm actually intentionally creating my day. But here's the thing."

"When I create my day, and out of nowhere, little things happen that are so unexplainable, I know that they are the process or the result of my creation. And the more I do that, the more I build a neural net, in my brain, that I accept that that's possible. Gives me the power and the incentive to do it the next day."

"So, if we're consciously designing our destiny, if we're consciously, from a spiritual standpoint, throwing in what the idea that our thoughts can affect our reality or affect our life, because reality equals life. Then, I have this little pact that I have when I create my day."

"I say, I'm taking this time to create my day, and I'm infecting the Quantum Field. Now, if it is in fact, the observer's watching me the whole time that I'm doing this, and there is a spiritual aspect to myself. Then, show me a sign today, that you paid attention to any one of these things that I created, and bring them in a way that I won't expect."

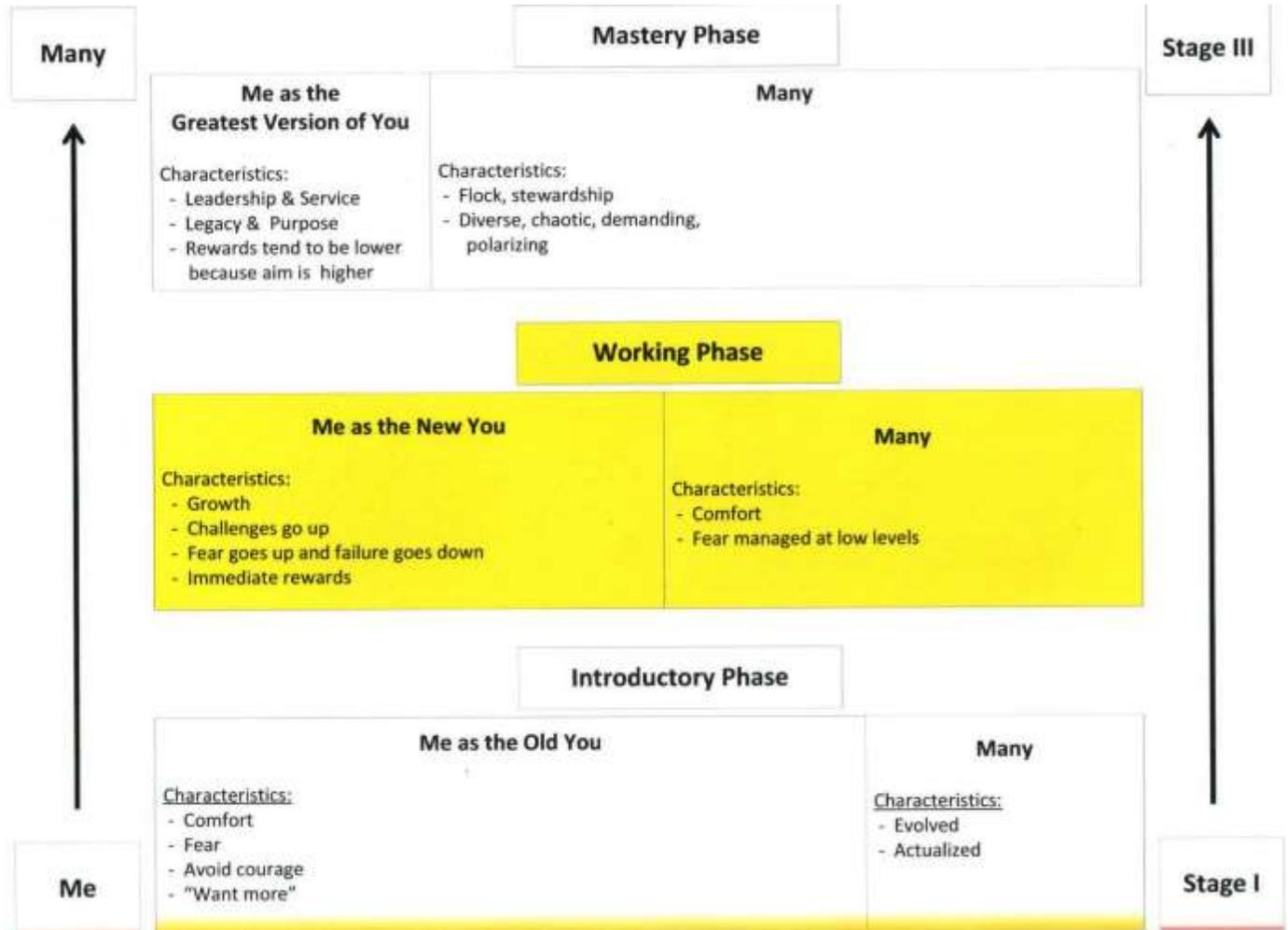
"So, I'm as surprised at my ability to be able to experience these things, and make it so that I have no doubt that it's come from you. And so, I live my life, in a sense, all day long, thinking about being a genius, or thinking about being the glory and the power of God, or thinking about being Unconditional Love."

"I'll use living as a genius, for example. And as I do that, during parts of the day, I'll have thoughts that are so amazing, that cause a chill in my physical body, that have come from nowhere. But then, I remember that that thought has an associated energy, that's produced an effect in my physical body."

"Now, that's a subjective experience, but the truth is that I don't think that unless I was creating my day to have unlimited thought, that that thought would come."

(Dr. Joe Dispenza in "What the #BLEEP*! Do We Know!?.")

“Me to Many” map



Now this is not so much a tool as it is an understanding. I've done this earlier in the work before, and I really think that we need it from day one. This is kind of going to frame for you a little bit the process of how this should feel. And let me describe for you what you're looking at here. We'll get this centered.

A lot of what I do is about teaching quadrants and teaching flows and teaching how things piece together. There's a couple axes on this. The axis on the far left is it begins me, and in essence what we're teaching as a leader that ultimately you're going to go to many. Even though "Me" can be in stage three or "Me" can be in stage one, "Many" can be in stage one.

The other axis that's on the same evaluation of this flow is that "Me" starting out kind of like, "I want this. I want this girl. I want to be better. My ego is old me." Going up to this place of service and purpose and larger than life where legends take place. In the introductory phase of how you're absorbing this leadership system, we already talked about characteristics: it's comfort, it's safety, it's familiar, it's easy. In the "Many" phase, because some of you have many people that you deal with, you have "Many" leadership. You're beginning to evolve, you're beginning to actualize. That's no different than Maslow's hierarchy (see "Six Human Needs" tool).

A lot of people in the old you, me as old you, going to the “Me” going to “Many” in the introduction at the beginning of the system, this is a good place. You're moving towards stage three on this side of it, but when you get into the working phase, which is kind of what this course is about, what we're in essence doing is we're working on growth and challenges. You are new, you're in different psychology, fear is going up. There is a working phase as you begin to absorb these tools; there's a conscious competence as you try and play this song or try and play this song more fluidly. Remember, it's not that you guys weren't above average when you came in here.

Failure goes down in part, in this working phase because a lot of people observe it but they're not trying it. If you're evolving over here where you're coming out of the introduction, where you're coming out of, “Now I'm going to try a circle of light; now I'm going to try temporal dynamics; and I'm going to do it a second or third time,” but if you're actually doing this, failure would be going up.

The flow of the system is in the mastery phase. You're in the greatest version of you. You're in leadership; you're in legacy; you're in legend, failure continue. Rewards tend to be lower because the aim is higher. The characteristics that it's about the flock, it's about the stewardship of what you're doing. You're in a mastery phase; you now have many that you have added to your flock.

And whether it's just people at work, people in your life, owning your friends at a lunch meeting where they start to complain about their lives or they start to say something and you say, “Yeah, I want to point something out. I want to take over this moment and do something for you.” Or ask permission or not ask permission. All the different ways that you can do it.

But I wanted you to have a kind of a working overview. Now that we've gone through old you, new you, greatest version of you, this is a great setup for the rest of the course.

10 Steps to Create New Neural Pathways

Let Go of Bad Habits – 10 Steps to Create New Neural Pathways of the Brain

Posted By Expanded Consciousness on June 15, 2014

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By: Marilyn Gordon

When you understand how neural pathways are created in the brain, you get a front row seat for truly comprehending how to let go of habits. Neural pathways are like superhighways of nerve calls that transmit messages. You travel over the superhighway many times, and the pathway becomes more and more solid. You may go to a specific food or cigarettes for comfort over and over, and that forms a brain pathway. The hopeful fact, however, is that the brain is always changing and you can forge new pathways and create new habits. That's called the neuroplasticity of the brain.

I used to drive with one foot on the brake and the other on the accelerator, and I wanted to train myself to drive with one foot only. It took some time, as I had a strong neural pathway for two-footed driving. But because I had the will to do it, I built a new pathway, and I rewired or reprogrammed my brain. You can remove a behavior or thought or addictions directly from the brain.

Because of neuroplasticity, the brain's ever-changing potentials, anything is possible. People who've had strokes can retrain their brains to function again by building new pathways. Smokers and

overeaters and many others can learn new behaviors and attitudes and can transform their lives. Whether you work with others on their habits or you work with your own (or both), you can apply these understandings to boost your success.

Some Powerful Ways to Retrain the Brain

1. Identify the habit you'd like to transform and set the intention.

You may remember the punch line "The light bulb has to want to change." You have to have a high intention to change as well. If there is this high intention, then creating new pathways in your brain is bound to happen.

2. Observe what the old habit or pathway is doing in your life.

Look at feelings, thoughts, and how the body is responding to the habit, and see what results you're creating in your life. Be the witness, and be aware.

3. Shift your focus.

This is very important. To create a new neural pathway, you take the focus off the old habit, and then that old habit eventually falls away. Don't pay attention to the donuts and cakes. Take your awareness and focus it on good, wholesome, healthy delicious foods.

4. Use your imagination.

You can build new neural pathways not only with new behaviors, but through the imagination. Just imagine the new behaviors over and over and over. Keep repeating that in your mind so you build new pathways. Focus your mind and retrain your brain.

5. Interrupt your thoughts and patterns when they arise.

Say "no" or "cancel" when an old thought or impulse comes in, and say, "I don't have to do that anymore." Then turn toward the new neural pathway you're building and keep on going in the right direction.

6. Use aversion therapy.

This isn't everyone's cup of tea. It's an optional path. I like to call it "the maggots on the chocolate cake technique." I used to love candies and sweets, and when I stopped eating them, I still had to pass by them when I walked by the candy store in town. I used aversion to train my brain to walk on by: "That's junk," I said to myself. "It's made in factories, sickeningly sweet, makes me feel bad. The company makes it so sweet just to addict buyers. I don't want any of that." So I talk myself out of it. I've use it with many clients (only those who say they want it) on smoking, junk food, cocaine and many other behaviors.

7. Create a specific plan and choose what to do instead.

When you get specific, it's easier to build new neural pathways. You "make it official." Decide if you want to exercise instead of overeating or if you want to eat fruit instead of candy. Just keep focused on the new choice. You may want to create affirmations and anchors to reinforce your choices. This can be "I'm free or "I'm in control." Reinforce this with energy therapies like EFT or other techniques.

8. Transform the obstacles.

Look at what's in the way. Look at secondary gain – what you've been getting out of the old habits or pathways. Look at the stress in your life and how you can handle it differently. Get your mind in the place of possibility. Handle the emotions and thoughts and get on a new superhighway in your mind.

9. Connect with your Higher Source for inspiration and support.

Listen to our guidance. Know you have the Force within you, and therefore you have great power. Meditation creates new pathways and brain changes. Actual studies have been done on the brains of monks to show meditation's effect on neural circuits of the brain.

10. Transform and make the shift.

Know that transformation is always possible and that you can create new brain pathways whenever you're ready to make the shift. When you keep your mind in the "I can do it!" space, you get a clear sense that you're done with the old and on a new beam now.

Some people feel we're being rewired spiritually for a new era. There's great upheaval now in our world. And there's a process of transformation happening on earth in which huge changes are taking place for all humanity. You have to be present in the moment, overcome fears, and get to know the Infinite source so you can be a vehicle for the light to predominate on the earth.

Seen On: Collectively Conscious

Read more at <http://expandedconsciousness.com/2014/06/15/let-go-of-habits-10-steps-to-create-new-neural-pathways-of-the-brain/#sP6C7yVKOvBT4E8S.99>

A year from now you will wish that you had started today...



Most people are psychologically programmed to fail on their New Years Resolutions. Unfortunately, those failing programs do drift over a "a little bit" for some, to "a lotta bit" for others, into all success planning.

This night's about a "New Year's Revolution" where we will turn normal goal behavior into an unstoppable ***Goal Keeping Mind Set*** program for you, your life, and teach it to you loved ones and your business! You will walk out tonight knowing how truly powerful and capable you really are! You will KNOW the Nine Steps to consciously design and create compelling, commanding life!

Addictions

General Summary:

Addictions are one of the biggest mythical areas in psychology. Very few teach the fact that addictions, when properly focused, have great value. Knowing the Dr A/ Dr B psychology underlying a positive addiction adds even more value. Placing the proper pain and pleasure using the quadrant tool on both sides of the addiction psychology and the newly designed replacement addiction psychology makes all the difference in the world. However, be aware that many people do not want to give up their addiction, no matter how painful it is. You must always root out all the benefits (intellectual, emotional, and real) at the level the client holds them. Your designed replacement must meet or exceed the same benefit package or you're doomed before you start.

The Tool:

Addictions is an advanced tool for this very simple reason. It is often misunderstood, miswritten software. Most people assign a negative value when they hear the word "addictions".

When I have an addict come in, as a client, do you know what I get excited about? How easy do you think it is to take on an addiction? Addiction doesn't have a positive or a negative value to it; it's what are you addicted to. If you're addicted to drugs or alcohol, that's not good. But you can be addicted to marathon running or massage or a healthy level of work.

When you look at great addictions, they have great outcomes. Addictions always have powerful outcomes. It's just a matter of what you are addicted to. If you've got someone addicted to alcohol and people are beating them up, and they have to stand up in their 12-step and say, "I'm an addict," instead of standing up, saying, "I'm an addict, and this is a bad thing, and I'm broken, and I'm medicated." Get the person to stand up and be addicted to what they want, because all four-year-olds are addicts. "I want, I want, I want, I want. I want this, and I want this, and I want this. I'm an addict."

It's a great psychology if it's addicted to the right things. Say you're addicted to church. Most people would say, "Well, that's probably a good addiction." Well, that depends. If you're addicted to church because you love God, it's probably a good thing. If you're addicted to church because you fear God or you're addicted to church because you're afraid of going to hell if you aren't addicted to church, it's probably not creating value for you.

So even in the positive addictions, it's still got to be in a towards pattern. If you're addicted to marathon running, that's generally a good addiction. Here's where it breaks down, however. Same metaphor. If I'm addicted to marathon running because I love to run, if I hurt my knee, do I run through the pain? Or do I tend to stop and rehab it? Not if I'm addicted to running for the joy of running, because it's no longer joyful. I'm going stop and heal it. If you're addicted to running because it's how you lost your weight and you're terrified of being fat, then you run through the sore knee, and you make it three times worse.

There's a gentleman I know that works at the Convention Center. His name is Bubba, and he is a big guy. He had his stomach stapled, as so many people have, with additional positive results, like so many have, but he took it to the Nth degree, and Bubba lost 250 pounds..

I asked him one day, "You choose to go by Bubba rather than Robert. Why'd you do that?" He goes, "Well my parents have always called me Bubba. They always told me I was a fat, pudgy little kid. I guess I started identifying myself with fat. I guess I became addicted to anything that would make me fatter."

He went on to say, "When I decided to have my stomach stapled, I realized all the people I know who've done it got fat again." I don't know who it is like that that he saw, but he started running. So I asked him, "Why do you want to run?" He said, "It's not that I want to run because I want to lose weight. I want to run because I've never been able to. I've never been able to run."

It was pretty fascinating hearing him tell his story. He had to change his psychology because he was addicted, as he put it. He wasn't addicted to food. Being huge was part of who he was and he was addicted to it. Being fat was his addiction.

When you read about the power of truth or the power of addiction, you usually find both of them sitting on a page, side by side. Consider a guy like Bubba: What is his real truth? Where did it come from and what did it cost? In this instance both of these two, oddly enough, are the same thing.

There's a reason why there's an order to this, there is rhyme and reason to the madness here.

When you start looking at things this way and asking these kinds of questions, you'll start getting some very, very interesting results.

There are those who come into my office and claim to not be addicted to anything. I say to them, "You're obviously addicted to not telling the truth." It's the same way that I get people that say, "I don't have disempowering beliefs." I tell them, "If that's really true, we now know the first disempowering belief that you have. You believe you don't have disempowering beliefs." I'm addicted to not being addicted to anything. We're all addicted. Is he addicted to love? Is he addicted to food? Is he addicted to happiness? Is he addicted to his job? The point of the word is to explain that we engage in certain behaviors because they meet our needs. If it meets three of the six, at a moderate to high level, it creates an addiction, meaning we're going to repeat that strategy and pattern and program over and over again because it's meeting our needs.

In life, you'll deal with addicts, both alcoholics and drug addicts. Hell, we legalized marijuana. Whether it's a moral issue or not for you, from a neuropsychology perspective, is legalizing marijuana a good thing? I say we should take the morality out of it because most people who say they argue for the legalization of marijuana point out, "Well, alcohol is legal. Why not marijuana? It's a less harmful drug." I won't even go there, I just want to take the moral element out of it because I tend not to argue morals, because now we're in my modeled world. I want to argue neuropsychology. Is the pattern of marijuana usage towards or away?

Away, because it's ultimately a pain medication. We have a lot of away patterns that are very legal, so we have to take the morality out of it. The fact that it's a gateway drug and that it's been proven over and over to be a gateway drug, even despite all the proponents that say it's not a gateway drug. Remember the three types of lies, and consider that this may be one of them: Lies, damned lies, and statistics.

In a positive addiction, is it accurate to say that someone is simply passionate about something, rather than addicted? At some level, it's not important to argue the semantics of it with them. If someone wanted to say to me, "I'm not addicted. I'm passionate." Okay, I can switch to their language. If somebody says to me, "Oh, I don't believe in that New Age crap. I'm a Christian. I believe in what the Bible says." Okay, I'll talk Bible with you. I don't have to talk law of attraction with you, I'll talk about what Jesus said.

There is something very interesting that occurs when reading the things Jesus is credited with saying, something unique among most world leaders. The King James Bible, it's in red and pink, it's the most amazing toward-pattern language. There's very little that Christ is reported to have said. Look at what all the other Apostles say. Towards or away? Very much away.

Ten Commandments, Old Testament. There are only two towards testaments, two towards commandments. Eight of them are away. They are, "Do not do this. Thou shalt not do that." "Honor thy God", and "Honor thy father and thy mother," are the only toward commandments that are in there.

So somebody says, "Oh, that's not an addiction. I'm just really passionate." First, I'd examine in my underlying matrix what program is running that sentence. If they have an aversion to the word "addiction," but they really like the word "passion," there's no value to you to correct that. Okay, awesome. We won't talk about "addictions." We'll talk about "passions." I'm fine with that.

Now obviously one of the reasons that it's an advanced tool is because we have more 12-step programs than we know what to do with. We have sexaholics, narcotics-aholics, alcoholics, shopaholics, gambler aholics. We have "-aholics" out the yin-yang. When you look at the "aholics," we cover 75% of the population. When you look at the statistics, how many are alcoholics? 75% of the population is a very interesting statistic because what does this say of the 51st percentile? You're above average.

That makes for some interesting food for thought, doesn't it? Now we even say things like "workaholics." Well, are you going to work every day because you're afraid of being poor and losing your house? Or do you go to work every day because it's your passion and your joy, and you're living your purpose?

Key Points:

- Elicit the beginnings of the addictive strategy.
- Understand the FoO (Family of Origin) implications.
- Ensure the client understands the "away" pattern of their addiction. Ensure you stack appropriate pain on what they lose by maintaining this addiction (scramble their time travel strategy).
- Work the intellectual, emotional, and action angles completely.

Coaching Application:

- Get the person to stand up and be addicted to what they want, because all four-year-olds are addicts.
- "Addicted to" still needs to be in a towards pattern.

Alarm Clock Tool

Most people who struggle with waking up do not do so when they are on a great vacation and a tee time awaits, or they are going skiing on a great sunny powder day! They want to have that experience, they can't wait to get out of bed! So why isn't your day-to-day like that? One of the measurements that I use for clients is their excitement or reluctance to get out of bed. When you realize that this pivotal experience, how you wake up and get out of bed to experience the day and your life, lays the foundation... AND... this is a "program," then you have a number of powerful options that you weren't aware of yesterday.

"I am not a morning person." Oh bull! You wake up for the things that you love... you are not a "you" person, excited to be you.

"I just can't get out of bed." Oh bull! When you look forward to your day, or what IS coming that morning, you get out of bed.

"I just hit the snooze over and over again." Ok, this is a little longer explanation:

Take time this weekend, and you need about 20- 30 minutes. WRITE down what your ideal morning routine would look like. For example, "The night before, I have laid out my workout clothes in the closet. When the alarm goes off, I plug my iPod in my ear, which has my favorite wake up song, 'Eye of the Tiger.' I take a moment to just be thankful that I am alive, I feel great, I can't wait for my morning to begin. I jump into my workout clothes, I go downstairs to the treadmill, I run for 30 minutes, and so on..."

Now, get in pajamas, go to bed, set your alarm clock ahead one or two minutes, when it goes off, jump out of bed, put your workout clothes on, put your iPod in, CELEBRATE your New You Truth, that you LOVE to wake up to be you, treadmill for a min or two, really sink the celebration in... and go back to the bedroom, and repeat this TEN times!

Watch what happens on Monday morning when your alarm clock goes off...

Where else can you use this tool in your life?

Anchoring

General summary:

NLP Anchors are a pretty simple concept – an anchor is simply a connection between a stimulus and a certain emotional response. They work because if a person relives an intense state, and at the peak of that experience applies a specific stimulus, then the two events will be linked neurologically. See Pavlov and his experiments with salivating dogs for proof of this.

We do NLP anchors all the time, unintentionally, in our own lives. For example, a big yellow M is an anchor for either cheap, crappy food, or maybe a good-value and tasty meal. When in a car and approaching a set of lights which suddenly turn red, this is an anchor for either mild frustration - or overwhelming road rage - depending on your disposition.

The good news for us is that we can anchor certain triggers to positive emotional states – meaning that you can feel confident, happy, positive, energized or downright fabulous on demand.

All you have to do is be able to use your imagination, and have about ten minutes to spare. Depending on how strong the memory you use to anchor is, you can expect NLP anchors to last anywhere from a week to a few months, maybe longer. If you top them up every couple of weeks or so, they last indefinitely.

Key Points:

- I-Turn stands for Intensity, Timing, Uniqueness, Replicability and Number of times.
- RACE stands for Recall, Anchor, Change, Evoke

Coaching Application:

What is Anchoring... And how to better use it to create your conscious change!

Anchoring is a consciously created process to “fire” a neural trigger, whereby when initiated, used, or associated with your actions or feelings, it will create a subsequent string of meanings, representations, and outcomes. In other words, if you have consciously designed a new behavior, thought pattern, or outcome that you are trying to make happen that will replace an old behavior, thought pattern, or process, “old anchors” can impede you. Design and use new ones and it will allow you to create a support methodology and process that will easily and effortlessly enact, repeatedly and consistently, and ever more powerfully, the new pattern!

Examples of this are numerous and I will give you a number of them in this section.

1. Songs: I love songs – and you love songs. Think of that time when you were on the beach when you were 16 with the one you loved. You may not hear that song for 30 years, and it will come on the radio. You will be flooded with amazing feelings, emotions, and memories that are associated with that song. With this in mind, you can consciously use great songs to create great new behaviors. If you design a new thought pattern, consciously pick a song that best represents it. It might be the lyrics, the music, or it might be both. Put that music on, stand up, breathe, and set your intention. Feel that intention deep in your body. Create a magical moment. Play that song a 3-5 times, several days in a row. Really “anchor” it in your body, in your consciousness, and in your manifestation/intention field. If you want your new thought or feeling, play that song, and voila – it will appear deep in your body!
2. Physiology: numerous physiological cues can create a chosen pattern instantly. Pick something you

like: squeezing your fist, tapping a certain knuckle, moving your hands in a large or small overt pattern. You could stand up and take a deep breath, or it might be a softer physiology. It might be sitting down, putting your hands on your heart and taking a deep breath and saying "In this moment, I choose my new pattern." It might be attaching a specific physiology to it, like pumping your fists in the air, or touchdown, or like Tiger Woods - pumping your fist in victory. Make your new move and physiology and consciously focus on the new pattern. Practice this just like music, 3-5 minutes, or a number of times in those patterns, recreating them, and doing that consistently 2-3 times a day, for a handful of days, or you can always combine them! Do you music AND do your physiology; then if you need to recall that pattern or process instantly – do the new that new physiology! Watch and feel what happens!

3. Carry Note Cards: for some of the really big habits or patterns I want to change, I might commit to carrying 3x5 note cards. I keep them in my hands constantly, short of being in the shower or in a public moment. Get bright fluorescent 3x 5 cards and write the new thought or pattern. People will ask me "what are you carrying that card for?" and I will tell them. Which leads me to the next one.
4. Buddy Systems: tell friends, find other people that are interested in doing the same thing. Send each other reminder emails, drop voice mails, or text messages. Are you doing it? How'd it go? How are you doing? Way to go buddy! Get a support system!
5. Calendar Reminders: if you are an Outlook user or if you have a good calendar system on your PC or PDA, you can set reminders on the calendar. Set it so that twice a day a reminder will pop up; the first asking "Did you do?" and the second asking "How did it go?" Program almost on a consistent basis, or set an alarm clock software that goes off on your PC.
6. Screen Saver: you can go into your screen saver; the marquee function in Windows allows you to create a great sentence or two. Then you can set on your PC for one or five minutes that when you don't touch your pc, your marquee scrambles on. *How are you doing? How did it go?* Or maybe it is an affirmative...*That was awesome! That was amazing! My new behaviors, my new behaviors, my new processes are magnificent.*
7. Change Something: you can change something about your routine or about your life. For example, I had a female client who had always worn an ankle bracelet on her left ankle. Just putting it on her right ankle gave her enough of a jolt it took several weeks to get used to it on the other ankle. But for two weeks, virtually every time she moved her ankle it just felt unusual there. It was her reminder to be in her new pattern or habit. You can switch rings from hand to hand, you can put on a new thumb ring, or you can do something on your body. Put a rubber band on, or small ink tattoo. You can do something in your routine. If you have ever tried to put a pair of pants on the other leg first, or put the shirt with the other arm in first as a reminder? You will be surprised with the neural pattern interrupt that takes place that your brain goes *this feels really weird*. And you can chuckle and think "Yes! I'm in my new habit, my new thought pattern."
8. Post Reminders: you can have 3x5 cards everywhere. You can put them on the refrigerator, bathroom mirror, steering wheel, on your daytime/calendar book, PC at work, and you can put one on your bed pillow so that you wake up and go to sleep with it. Make it conscious and consistent effort to do this. Remember and intend when you are in this new thought pattern!

9. Visual Cues: create a vision board, or put up pictures, or change the background on your pc that represents the new habit or state. It will give you a big visual jolt or a new ring tone on your phone that gives you that physical jolt that states *"Yes! I'm in my new pattern, I'm in my habit!"*
10. "Making your move!": this is associated with accomplishing the fire walk, but is a powerful tool that anyone can learn. I will explain this in our session together.

Remember, association is that neural ability to enact/trigger/recall/intensify all 5 senses. See it more clearly, hear it more crisply, feel it in your body. Diminish the old habit or pattern, if and when it comes up; disassociate it, put it in black in white, put it far away from you, and put it over there. Then go to the neural triggers that you are selecting to create Greatness for yourself. You CAN do it!

Hopefully you have enjoyed some of these triggers. They are just some of them; there are a number of other anchors. If you liked what you heard, ask about the neural achievement seminar and we can go into this in even more depth. There are all kinds of great ways out there that will really allow you to consciously design new behaviors and new patterns and easily and effortlessly include them into your life. Amaze and astound your senses and ability so that at the end of the day, you know without question you are an extraordinary, amazing and magical person that can literally achieve anything you set your mind to!

Anchoring Newsletter (ACS appendix)

CHAPTER 9 : Appendices

What is Anchoring... and Pattern Interrupts?

And how to better use it to create your conscious change!

Anchoring and pattern interrupting are consciously created processes to "fire" a neural trigger, whereby when initiated, used, or associated with your actions or feelings; it will create a subsequent string of meanings, representations, and outcomes. In other words, if you have consciously designed a new behavior, thought pattern, or outcome that you are trying to make happen that will replace an old behavior, thought pattern, or process, "old anchors" can impede you. When you design and use new anchors, you are creating a support methodology and process that enacts the new pattern ever more powerfully – easily and effortlessly, repeatedly and consistently.

Examples of this are numerous and I will give you a number of them here:

1. I love songs – and you love songs. Think of that time when you were on the beach when you were 16 with the one you loved. You may not hear that song for 30 years, and it will come on the radio. And the feelings, emotions, and memories that will flood you that are associated with that song are amazing. So consciously use great songs to create great new behaviors. If you design a new thought pattern, consciously pick a song that best represents it... It might be the lyrics, the music, or it might be both. Put that music on, stand up, breathe, and set your intention. Feel that intention deep in your body. Create a magical moment. Play that song a number of times... 3-5 times, several days in a row... iTunes is great for your ability to do that. And really "anchor" it in your body, in your consciousness, and in your manifestation/intention field. If you want your new thought or feeling, play that song, and voila – it will appear deep in your body!
2. Physiology: numerous physiological cues can create that chosen pattern instantly. Pick something you like: squeezing your fist, tapping a certain knuckle, moving your hands in a large or small overt pattern – anything.... You could stand up and take a deep breath, or it might be a softer physiology. It might be sitting down, putting your hands on your heart and taking a deep breath and saying "In this moment, I choose my new pattern." It might be attaching a specific physiology to it, like pumping your fists in the air, or touchdown, or like Tiger Woods - pumping your fist in victory. Make your new move and physiology and consciously focus on the new pattern... practice this just like music, 3-5 minutes, or a number of times in those patterns, recreating them, and doing that consistently 2-3 times a day, for a handful of days... or you can always combine them! Do your music *and* do your physiology... Then if you need to recall that pattern or process instantly – do that new physiology! Watch and feel what happens!
3. For some of the really big habits or patterns you want to change, you might commit, short of being in the shower or in a public moment, to carry 3x5 note cards, and you will keep them in your hands constantly. Get bright fluorescent 3x5 cards and write the new thought or pattern. People will ask, "Why are you carrying that card?" And you will tell them. Which leads you to the next one...
4. Buddy Systems – tell friends, find other people that are interested in doing the same thing. Send each other reminder emails, drop voice mails, or text messages. Are you doing it? How'd it go? How are you doing? Way to go buddy! Get a support system!
5. If you are an Outlook user or if you have a good calendar system on your PC, PDA or smart phone, you can set reminders on the calendar...twice a day a reminder will pop up...*Did you do it? How did it go?* You can also program that on a consistent basis or set an alarm clock software that goes off on your PC.
6. You can go into your screen saver; the marquee function in Windows allows you to create a great sentence or two. Then you can set on your PC for one or five minutes that when you don't touch your PC, your marquee scrambles on. *How are you doing? How did it go?* Or maybe it is an affirmative...*That was awesome! That was amazing! My new behaviors, my new processes are magnificent.*
7. You can change something about your routine or about your life. For example, I had a female client who had always worn an ankle bracelet on her left ankle. Just putting it on her right ankle gave her enough of a jolt it took several weeks to get used to it on the other ankle. But for two weeks, virtually every time she moved her ankle it just felt unusual there. But it was her reminder to be in her new pattern or habit. You can switch rings from hand to hand, you can put on a new thumb ring, or you can do something on your body. Put a rubber band on, or small ink tattoo. You can do something in your routine. If you have ever tried to put a pair of pants on the other leg first, or put the shirt with the other arm in first as a reminder. And you have a note in your closet. You will be surprised with the neural pattern interrupt that takes place that your brain goes *this feels really weird*. And you can chuckle and think "Yes! I'm in my new habit, my new thought pattern."
8. You can have 3x5 cards every where. You can put them on the refrigerator, bathroom mirror, steering wheel, on your daytime/calendar book, PC at work, you can put one on your bed pillow so that you wake up and go to sleep with it. Make it conscious and consistent effort to do this. Remember and intend when you are in this new thought pattern!

CHAPTER 9 : Appendices

9. Create a vision board, or put up pictures, or change the background on your PC that represents the new habit or state. It will give you a big visual jolt or a new ring tone on your phone that gives you that physical jolt that states *"Yes! I'm in my new pattern, I'm in my habit!"*

Remember, Anchoring is that neural ability to enact/trigger/recall/intensify all 5 senses. See it more clearly, hear it more crisply, feel it in your body. And the old habit or pattern if and when it comes up, diminish it, disassociate to it, put it in black and white, put it far away from you, and put it over there. And then go to the neural triggers that you are selecting to create Greatness for yourself. *You can do it!*

There are all kinds of great ways out there that will really allow you to consciously design new behaviors and new patterns and easily and effortlessly include them into your life. Amaze and astound your senses and ability so that at the end of the day, you know without question you are an extraordinary, amazing and magical person that can literally achieve anything you set your mind to!

One tool that will help you analyze how you doing on your trajectory is the "Plan/Execute" tool. This tool is designed to illustrate what is the issue: is the plan your challenge or strength, or is the execution of the plan the challenge or the strength? Refer to the graphic on page 220.

Anxiety



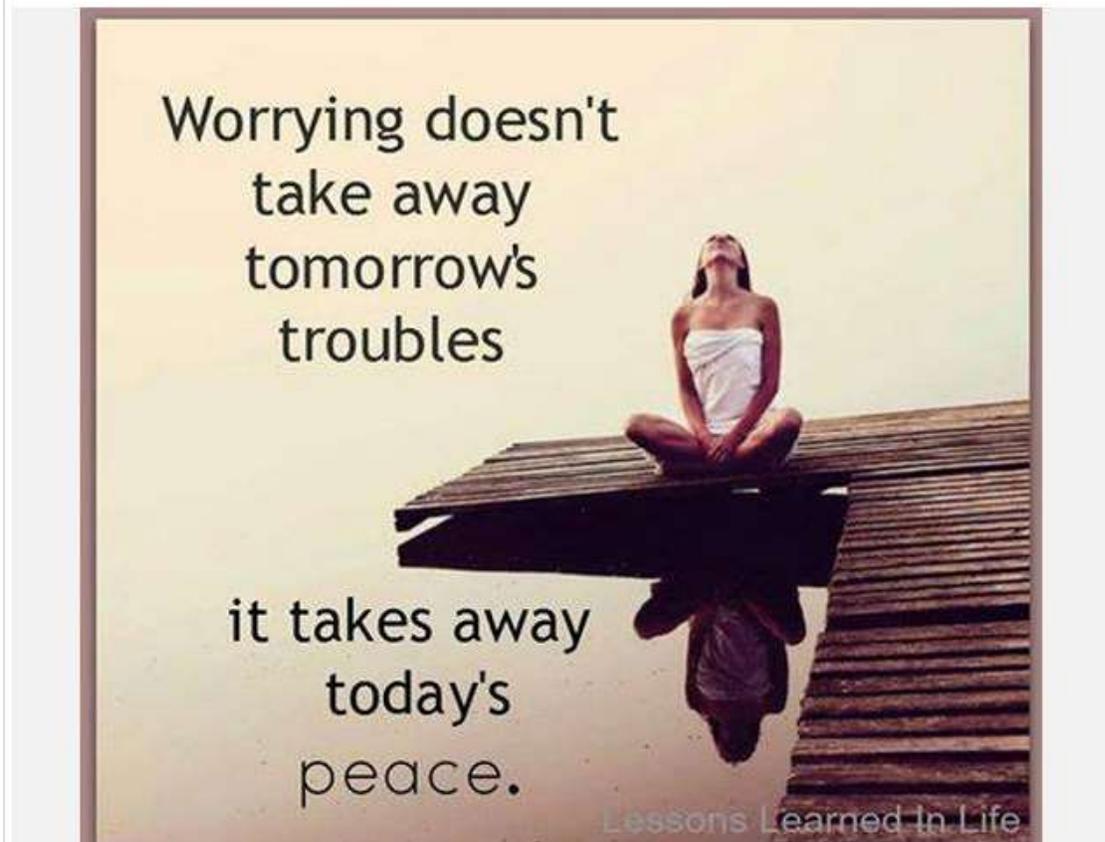
The Inevitable You

Posted by William Sumner [?] · August 3

choice: worry about the next 10 things that "deserve" worry. 1 out of 10 goes as worried about, you deal with it. 9/10 doesn't even get "relief" cause you're already worried about the next thing...

choice: choose joy and power over the next ten things - make them moments of Greatness. 1 out of 10 goes bad, you deal with it. 9/10 create power and joy.

you do the math... which do you choose today?



Art of Allowing

General Summary:

This is the third of the three laws in this “New Age” trilogy. The first law, the law of attraction we have covered. The second law which is called the Science of Deliberate Creation, I do not teach the same way that New Age schools do. I believe that NLP is far more powerful, and the modification and enhancements embodied in The Inevitable You® Coaching System is incredibly powerful.

The Tool:

This law has two parts:

1. The system we are in, the energy principles embodied in this planet, is large enough and abundant enough that all 7 billion humans have enough system energy, i.e., abundance, resources, etc. that the first two laws apply and are immutable. Meaning that the system is big enough to give everyone their law of manifestation.
2. To the extent that you pay attention to someone else's attraction, it becomes yours.

Key Points:

- The law is hard because we tend to pay attention to others attraction, your spouse, the economy, terrorists, etc.
- It implies an active LOA to begin with

Coaching Application:

- Pay attention to your manifestation
- Hook to your own emotional matrix
- When a million people push on you and you push back you are hooking into their manifestation

Beliefs



The Most Powerful Driver and Creator of Your Reality: Your Belief System

- A Champion
- Middle of the Pack
- Bottom of the Pile

“Winners use their mistakes as evidence they are champions, everyone else uses it as evidence that they are not.”

What are your beliefs?

Global Empowering Beliefs (what you believe about the world)

Personal Empowering Beliefs (what you believe about yourself)

Global Disempowering Beliefs (what you believe about your world)

Personal Disempowering Beliefs (what you believe about yourself)

Disempowering beliefs (vis-à-vis Empowering) tend to be more definitive and are more emotional connected and passionate.

Empowering beliefs are shorter, less powerful/ emotional words, and have a lot of “can” or “possible” or even future-tense based.

What are your true Empowering Beliefs?

What are your true Disempowering or Limiting Beliefs?

Tip!

Go back and strengthen your Empowering Beliefs and Weaken your Limiting Beliefs!

Do this every day as you listen to your self-talk, your thoughts, or your conversations with friends and co-workers!

Your beliefs are a key place to start. At your core, they drive your purpose and your life choices. They can be global (what you believe about the world) and personal (how you see yourself). Some beliefs will bring out the best in you, whereas others hold you back. Here are a few examples of globally empowering beliefs: “People are basically good,” “Life balances itself out,” “The world can be a great place,” “When someone works really hard, they are often rewarded.”

In contrast, globally disempowering beliefs might be: “People are always out to cheat me,” “Life is not fair,” “Sometimes good people just have bad luck.”

Personal empowering beliefs might be: “I can do anything I set my mind to,” “There is always a way to solve a problem (and *another* one),” and “I am full of possibilities.”

And, personal disempowering beliefs might be: “I eventually drive away people who love me,” “Every time I try to succeed, I manage not to succeed,” and “I can’t get ahead.”

Beliefs are prevalent in our everyday thinking, and they are broadcast by the media, within families, and through our peer groups. They are literally *everywhere*, and unfortunately, the disempowering ones hold on like stubborn leeches on our brains.

Beliefs summary

Empowering:

- People will treat you with the same level of respect that you treat them.
- I can get whatever I want with hard work and dedication.
- I am good, likeable person.
- What is meant to be, will be.
- You can do anything you want, create anything that you want. (contradicts the one above, doesn't it?)
- I am OK.
- I believe that there is good in all people.
- I believe that thoughts are things.
- I believe in 100% intention and 0% mechanics.
- I can do anything that I put my heart into.
- We should treat others as we ourselves want to be treated.
- What goes around, comes around.
- You can always find some good in people.
- It is not important to please everyone.
- I have a divine purpose. When I embrace it, I feel more peace.
- The sun will come up tomorrow and I will get another chance.
- Most of my fears probably will not come to pass.
- People will act in according to how much faith you have in them.
- There are no right or wrong choices, only what we learn from them. (this is the same person that below talks of their perfection.)
- If I want something bad enough, it will happen.
- I will be happy.

- When people get to know me, they will like me.

Disempowering:

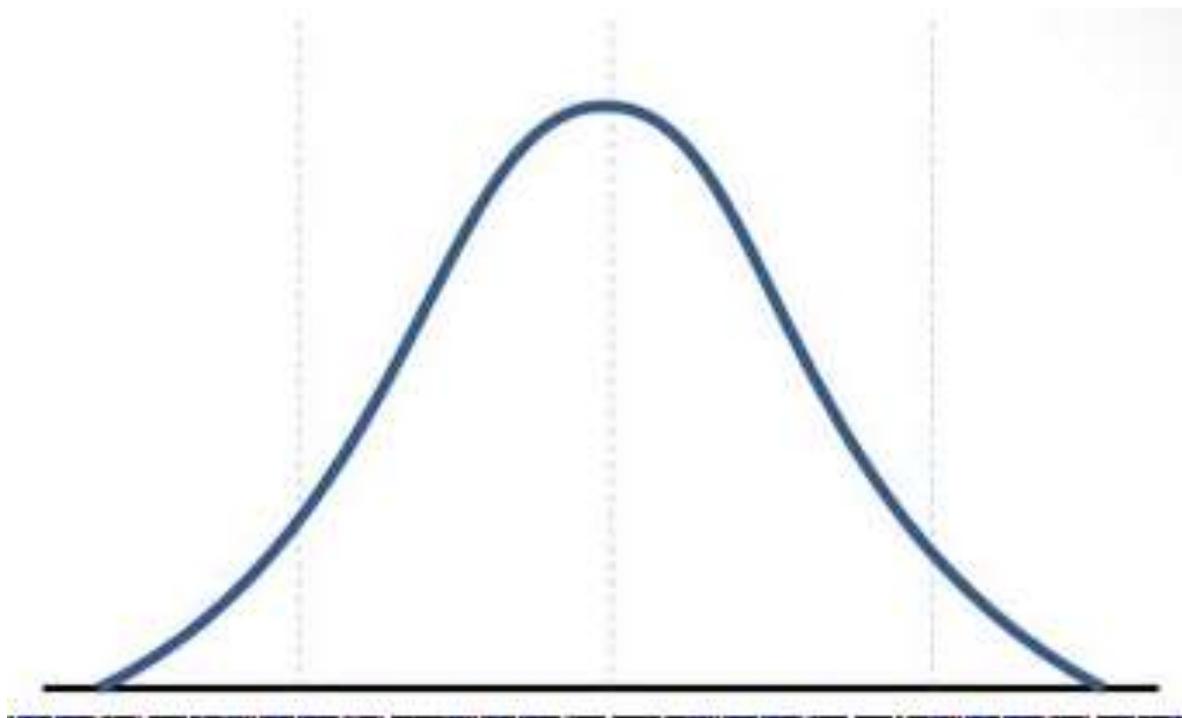
- I can work really hard and still not be happy.
- Being stable is worth settling.
- I don't have what it takes to be charismatic.
- Life goes by too fast to try and do what you really want.
- I will not have enough energy or motivation to reach my goals.
- I need some kind of support from others to feel happy.
- I believe that I must work hard to make a living.
- I believe that I am a procrastinator.
- I believe that I have difficulty in committing to anything in my life.
- I believe that I lack discipline and organization in my life.
- People will unconsciously do harm to get ahead in business.
- We have to experience pain before we experience joy.
- Some people just suck.
- Life isn't always fair.
- People will always take advantage of nice people.
- Life is a struggle.
- Love isn't easy.
- There is no such thing as perfection.
- Guilty until proven innocence.
- Some people do not deserve to be loved.

- Perfection is the key to being happy.
- You do not really have control of your life.
- There is not enough time to do everything.
- You cannot find true love until you are perfect.
- People in general don't like me until they get to know me, but once they really get to know me, they won't like me, either.
- My life doesn't count in the grand scheme of things. (same person who above talked of their divine purpose.)
- If I am not perfect, others won't love me.
- If I ignore myself, maybe I will go away.
- I am not a sexually comfortable person, my history has damaged me.
- I don't/ won't follow my true passion (if I figure out exactly what it is.)
- I won't ever look the way I want to.

Board breaking beliefs

- There's always a way if you're committed
- No failures, only lessons
- Past does not equal the future
- Competence happens in a moment
- It's not about strength... it's about:
 - Power
 - Energy
 - Beliefs
 - Intensity

Bell Curve Tool



It's very common when I'm asked a question, I will say that you have to be aware of the bell curve. This is a very high conscious tool. You may get it in the very early part of your program. I always talk about it as the 10% versus the 80% versus the 10%. 10% of someone, some issue, something is always going to be positive and turn out good, 10% is always going to be awesome. 10% on the bottom is not going to be awesome, there's always going to be pain, it's always going to be wrong; you're never going to convince anything. I'll talk at times about the old network marketing expression, "You cannot say the right thing to the wrong people." They're just not going to agree or like what you have to say. And the good news is, because in NLP there's always the flip, "You cannot say the wrong thing to the right people." The right people are always going to give you forgiveness, give you a break, or give you some slack, because they love you. So the bell curve tool says there's 10% at the bottom that's always out of shape about you, and then there's 10% at the top that's in love with you; now the 80% in the middle, I always like to joke, they're too lost in their crap to even care about you; they've just got their own thing going on. That's the metaphor.

Now how do we apply this? If someone asks me a question, and asks what I think, it's very common that I will apply the tool. I explain that there's 10% of the top that's all perfect, it's ideal, you cannot do any wrong. If there is challenge, or obstacles or pain, you have to look at the framing of what you're trying to do, you're never going to succeed, it's going to take so much time and effort, too much cost to succeed at something, are you willing to pay the price? But most of the time it's going to be in the big gray, back and forth, up and down, 80% area. The closer you get to the top 10%, that's great and it's getting better. The closer you get to the bottom 10% you are barely alive, and on life support, and your job is to move things towards the top.

So when you ask yourself a question, or your journaling, today, tomorrow or this weekend, I want you to ponder this tool. It's not always a clean black-and-white answer.

Calibrations

Calibration Questions:

(On a scale of 1 – 10, please rate the following four questions. Please add any verbiage you like after those four questions)

▶ How magical, powerful, and extraordinary you are: ____

▶ **ALL** results begin with a thought: ____

▶ Emotions catalyze the power of the thought: ____

▶ The Law of Attraction: ____

(as defined in the movie *The Secret*, Esther Hicks books, or any number of sources. In essence, the Law is: "*What you think and what you focus on is what you get.*")

Now, fill in the blank:

▶ **ALL** humans have _____ potential. (*hidden parenthesis*)

▶ 90% of the game is _____. (*yet how much time do you devote here?*)

Summary:

We're calibrating information constantly as a leader. One of the biggest mistakes people do is, "I believe X." Okay. Great.

So if you believe 'X' and I believe 'X', I'm going to assume that you and I have the same belief. But if I calibrate it and say, "Well, on a scale of one to ten, how much do you believe 'X?'" and you say, "Six" and I go, "Wait a second. Mine's a 10" or vice-versa; I believe it at a six and you believe it at a 10. We've got a fairly significant difference.

So your ability to constantly calibrate what's going on, both on IQ and EQ scales on a number of these towards and away, these always back-and-forth software programs, it's going to add a lot of value to this.

Closed Eye Back Track

General summary:

When done with music and dim lights (if available), this technique allows you to reinforce the emotional intensity that you have generated with your client. It re-anchors the content points that are important for their advancements. It leaves them feeling great about the pluses and minuses of their experience with you.

The Tool:

This is a closed eye, preferably dark room, music-based exercise. You will do it when you want to reinforce content, generally at the end of a big break, or at a minimum, at the end of a programming effort by your leadership intention.

The music can be meditative, it can be whimsical, it can be movie track "larger-than-life."

You can begin as far back on the timeline as you would like. For example, "before you got to this course, you considered and made a great choice to be here. Feel great about that now. Breathe that courage and bold action deep into your body now. Making bold and courageous decisions is perfect for you!"

Like all closed eye meditative work:

- how you modulate your voice
- adjectives that you pick
- physiology that you select for them
- scripting that attends to all five senses

...is key to the process.

Be sure to pick, at a minimum, those content or syntactical points that you wish to reinforce. Mix-and-match heavy with light. For free to use humor. Remind them of something funny that was said that day.

Pre-frame the next leadership moment that you will have with them...

Enjoy!

Key Points:

- Have great music already lined up.
- Know your music – riffing on the rhythm and/ or the lyrics become part of the experience.
- Don't be shy - you are the creator of their experience!

Comfort zone/ where the magic happens



There are some awesome points to be made here!

First of all, it's a great visual. People really get the difference between their comfort zone and the magic zone. It is a Clarion call to get moving!

The second great point I like to make here is to draw lines from the comfort zone into the magic zone, and I will draw three or four. When you look at the length of the line, most believe that's the length of the journey to get there. However, I like to make the point there is only a tiny gap between the closest point. I asked the question, *"If you travel just this little short distance, where are you? You are in the magic zone! It is not as hard to get there as you think! And once you're there you can travel all around the magic zone!"*

The third and final point I will make from this visual also begins with a question, *"You can see your comfort zone is much smaller than the magic zone, correct? Is your comfort zone expanding or shrinking over time? What does this do in relationship to the magic zone? The time to leap is now!"*

Common Handouts to Clients

Mission Log/Journaling

Mission log:

What happened?

Why did it happen?

What didn't happen?

Why not?

What tried and failed?

What lesson gained from epic fail?

Celebrate successes

Plot and calculate an epic future!

Journaling Instructions

This is the standard Part One journaling instruction work sheet

Journaling is a discipline and practice that all great minds and psychologies follow!

It is NOT a "diary" exercise... "Dear Diary, today I saw Susan in King Sooper's..."

I first truly learned the value of this in the military - there it is called "mission logs." Keeping a mission log to your life sets the intention that you are committed to so much more in what you want, how you overcome what's in your path, what's awesome - what is not, etc.

It is a daily or near-daily practice.

Make it fun and easy and real - notes, sticky notes, audio or video recordings on your smart phone that you dump to a dictation software, images, real items like reports or copies of e-mail's, hard copy or soft copy (I do both,) etc. and so much more. Make it your own, BUT do it. DO IT!

One of the great ironies of this work is this: using these tools is not incremental work! It may feel like that at first, but what we want to do is remove or eliminate a dysfunctional use of the tool "Old You" and install it in a new powerful way. For example, early on, you will learn the power of IHAD. You know we all do the IHAN version, and when you replace that... Voila! No extra work and powerful new results! The reason why that is mentioned here in this document is for one simple reason: everyone "journals." However, the vast majority "journal" subconsciously, not formally, don't record it, and thus cannot see it get better or worse over time, nor analyze it, and sadly, generally in this subconscious pattern, use the informality and lack of writing as a mechanism to "beat yourself up even more" and not for your benefit. Make sense?

Here are the details:

Journaling is a vital piece of your life and our program! Read these instructions multiple times, ensure it has sunk deeply into your "software."

I cannot tell you enough - and this is one of the more challenging areas of my program - clients tell me over and over again that this is hard. Then, clients who finally begin to journal - tell me over and over again how amazing it is and they wish they had started it sooner! The value you glean from this process is enormous, and it is additive to what is already taking place within the coaching program construct. Finally, it is easy to see in your homework responses who is practicing this as a discipline because either I get calls on certain homework questions, or the ebb and flow of "loving it-hating it-loving it again" flows through the responses you write me.

AND (This is a HUGE "and") if you have completed your program or passed on to other future work, you should continue to follow the Part One and Part Two disciplines. I cannot emphasize the criticality of this enough! Maximizing your success depends on it!

You are really cheating your growth opportunity if after a great coaching session, you work towards some improvements, but do not look at your intersession questions (part one and part two) until just before your next session. The questions are designed for you to work at a daily or near-daily pace, jotting notes down, reflecting on the positive and negatives, and noticing what moves your life forward dramatically and what the holdbacks are. Please, review this document and really accelerate your focus and commitment to this part of the inter-session process.

If you have any questions or comments at all, do not hesitate to call or write me. This process is for you! Your growth... Your transformation... Your outcomes.... Make it all that it can be for you!

Part ONE instructions (*questions attached:*)

Homework is standardized for all clients. The full process is explained in this document. In essence, in Part ONE of your pre-work assignment you will always have these standard attached questions. I will not send it to you again unless for some reason we get confused down the road - however I am hoping that this will be straightforward. Part ONE of every assignment that you will prepare includes this standard template. I will send you an e-mail after each session that contains your Part TWO questions. These will be unique questions that came from that session. (Part TWO instructions are contained in the "shorthand explained" document that you have also received.) I want you to focus on both sets inter-session and when preparing for our next client meeting. Hopefully this makes great sense, if it does not, don't hesitate to call or write me. I will make sure that you are absolutely feeling great and prepared for the stunning psychological growth you are about to create.

Thank you again for selecting your growth and transformation with The Inevitable You® Coaching System! There are several distinguishing features to this coaching system, and the innovative use of "homework" is one of them! For most, "homework" conjures up school and grades and work and pressure. While I could fib to you and tell that is not part of the energy here, (*part* I said,) that would be disingenuous.

To get you what you want – at dramatic speed, incredible depth, and transformative level, it will take some "work" to get there. This is NOT therapy – we don't just talk about how we are doing, what's broken, why it's not our fault, and send you on with a false sense of feeling better yet wholly unsatisfied. Think about this, if your foundation was leaking, would you just continued to spackle over the crack, hoping for the best, buying the message *"You have a leaky foundation, it's not your fault."*?

This work is transformative! I use "transformation" very deliberately compared with "change." The issue with "change" is that you can change back! However, the butterfly never goes back to being a caterpillar! While traditional psychology has mislead you as to the nature of change and transformation, here is the deeper

truth: based on the power and use of your mind, you not only can *completely replace* your basement, you can also transform your living house to any size, type, and kind of mansion that you wish! It is a design process and a building process. Think of it this way: every day currently you are adding to your existing “home.” Redesign from scratch a new place, and every day beginning tomorrow you work on building the new mansion!

However, to do that, you can not merely “think” about what’s going on, feel what you might want, and not really take any new action. It is a “construction” process buttressed by the power of your mind.

This is a coaching process. I am very directive at helping you achieve your outcomes. To that end while you are in the coaching process, we must be very deliberate and conscious together in order to achieve the outcomes that we set for you. One of the guiding principles in this work is this: to change the quality of the results that you are getting, *you must change the quality of the questions that you are asking* that get you there! AND... you must be very, very precise with your answers. You are paying great money to be here, you WILL get you results WHEN you do the work!

So after each session, within a day or two, you will get your questions to prepare you for our next session, whenever that might be. I will ask you to journal and keep notes and fiercely make real the answers to the questions that I ask you. Keep a journal or note pad with you at nearly all times. Jot down the relevant and critical sentences that capture your thoughts, feelings, and actions... the “why’s” or “why not’s” of how you are processing our work. Spend a few moments at the end or beginning of your work day... or perhaps before you go to bed. Don’t just merely “think” about the answers. **If you do that, we are not capturing the “programming” data points that journaling will reveal.**

It is essential to write it down your answers. It makes it real. You see it for what it is. I write down client sentences for them in session so they can see what they said. You will see the “programs” far more clearly when you *commit* to what you’re saying. To not write them means they are just floating around in your thoughts. Unfortunately, it does damage you because most of you are vague; not because it creates success, either, but to ensure your sabotage and challenges! You will discover that writing down the answers creates far more value and advancement for you. Also, journaling allows you to see historically what is going on: what is the flow, what is the truth, what is the program, what is hiding, what are you NOT writing, and so much more.

Write to your heart’s content... scribble... doodle... dog-ear pages. Use different pens, highlight stuff, tape in pictures or notes or stickies. You can type up stuff and tape or staple it in. *Make this process work for you!* This is *your* coaching process and *your* blue print!!

Get creative! Audio tape, or video journal on your smart phone... Dump the file into dictation software... Voila! Detailed and real journal entries!

Use images in much the same way you might image a vision board. And, don’t mess with magazines unless you really want to... Google images is a treasure trove of virtually every image in our consciousness. Enter a search string into google, click images, and watch what comes up!

My own journal is, in essence, one of my best friends. Of all the places in life that I communicate, my journal knows every crook and crevasse that is ME. You will learn to love to journal. Write down what is really going on. It is the *Greatest Version of You* showing up!

Mechanically, here's how it works:

- You are responsible to get me your homework no later than 48 hours before your appointment. That does not mean that if you have a 10:00 a.m. appointment that getting it to me at 11:00 the night before is ok! Don't procrastinate! This system allows you to have plenty of time to plan for and get your work done. This is your results and outcomes!
- You will always have the same Part ONE questions to begin. They are attached to this document! Always fill them out, on a daily or near-daily basis, and summarize them for your homework. This process allows for the same daily interim journaling and approach as the customized Part TWO questions.
- With a day or two to a few days after your session, in addition to the questions I give you in-session, you will receive an e-mail from me that baselines the work I want you to do until our next appointment. This IS the Part TWO homework.
- To the extent that you have questions or wish to send an update early, I always encourage you to over-communicate with me. I am committed to your transformation. I will react as time permits to help you create an uber-successful outcome for you!

If you have any questions at all, don't hesitate to reach out and push me to push you!

OK?

Great energy and wishes to you as you enter your Greatness Zone!

Part ONE Questions

It is imperative that you plan for and complete this assignment and have it to me at least 48 hours before your appointment.

I will be totally prepared, and this will maximize our time together and your outcomes!

I can't wait to see you!

1. How are you doing? How are things going? Please give me a general overview of your reality since our last session.

Optional: if you have seen these first three questions before, they are standard. But really take the time to work them from a new position of your Growth and Greatness in the month of xxxxx (the time since our last session.) Therefore, if you still feel powerfully about previous progress and answers, reinforce them here. If they are already consolidated and integrated into your life, either there is no need to mention them, or mention them in passing. Focus your responses on the time since our last appointment. (If you do not use this question, or any question, be sure to delete it from your written response.)

Let's recap your Greatness!

2. What is going well? Why is it going well? What are YOU specifically thinking/ feeling/ doing that is creating the "well?" Be sure to focus on all nine verbs (see, hear, feel, know, think, believe, focus on, put in your body, and as consequence, take action.) Be sure to list everything that has been great, don't short change yourself!
3. What powerful NEW beliefs did you use to create and sustain these great outcomes? Be detailed, be specific, and name at least three.

Let's examine the challenges:

4. When is it not going well? Why? What are you NOT thinking/ feeling/ doing that is allowing the challenge to creep in? Are you trying to change and cannot? Or are you not even trying to change? What ARE the thoughts/ feelings/ actions that allow this "not well" state to exist and sometimes even thrive?

Name the hidden benefits (at least three) of this reality for you.

5. What old beliefs were too powerful to overcome such that these challenges still exist?
6. What MUST the new beliefs be in order to sustain a change?

7. *(Also optional: if you are struggling to change something that you know needs changing, sometimes the challenge is in knowing the “why now” component to the question. Otherwise, no need to use this one.)*
Why must you be free of these challenges NOW? Why not later, why not soon? You are working on it, so why NOW?

Your ask:

8. What would you like to work on in this session? Be detailed, be specific.

Post Seminar Questions

All humans have _____ potential. What is your potential? Is your potential contextual? Meaning do you have more potential at home and less at work? Do you have more potential on one sales call and less on others? Why? How can you tap into that great potential?

Procrastination and delayed gratification are the same programs. What other programs have you noticed that, when the glass is half-full, plague you and you haven't figured out what the glass half full program is, i.e. "delayed gratification", that is going to sustain you? Begin this question by writing down those programs and/or character traits, and/or opportunities that normally give you a challenge, but if you were to write a glass half-full program, what would you call it? What would it look like?

Before our seminar, which weak links would you have worked on? After our seminar, what strengths are you going to focus on enhancing that will make those weak lengths very easy to fix?

We had a great example about basketball, and Shaquille O'Neal, and free throws. What area of your game is the weakest? I am sure that you focus on working on it. Be very specific now, as you process our seminar. What new program or new set of neurological associations will you create that is going to, in fact, allow you to practice your free throws and yet remain in a high emotional, good feeling state about your ability to "tap into your potential" (note: this question is as much about finding your potential as it is about free throws. It really allows you to do both.)

We had a great discussion about "towards" programs. If you were to put that great quadrant in front of you, that incredible, magnificent version of you, what would you see, hear, feel and know about that incredible you in that quadrant? What are you trying to create in your life? What are you focused on? What do you dream about? What do you want most? (Note: just like "don't put the knife in the electrical socket", you may begin your thought pattern with the away image or pain that you are avoiding today, but make sure you finish this question in an incredibly powerful towards vision.) Know what you want your sales to look like; or your business model; or the life that you want to lead. Stay well connected to that incredible towards vision. That will be one of the greatest things that you can do for yourself. Write it down; see it, taste it, want it. Just like that four year old wanted to ride that bike. Know what it is that you really want in life. Don't think about it. Don't just ponder it. Don't disassociate and not emotionalize that vision. Know that vision! Feel that vision. Feel the fire burning in your belly as you must have that vision.

We spent a lot of time on reality as an illusion and not real, and that it was the act after the act that created the life that you know and love and have today. So spend some time thinking back on either recent challenges or past history or even something that you are working on today to solve that will lead you to who you want to be or what you want to have. What is the act that is holding it up? What act after the act would you create in order to release it into the reality matrix that will ensure that it is yours and yours forever?

In the next content section, we covered The Secret (ask-believe-inspired action). What emotions are you putting in your body right now, today, as you focus on what you want? Is it joy, excitement, anticipation? Or is it anxiety and concern and worry that you can't have it? More importantly, what inspired actions are you

taking that is congruent with the ask and the emotion that you are consciously using to generate your business model and life model now?

We talked about the one legged man that can't win a race and I told you about the no legged man that is faster than any human that they won't allow to race. What do you notice in your life today that you believed that you were handicapped and couldn't have, but in reality, was just an illusion? Such that when you use all the technology at your disposal, all the psychology available to you, all of your greatness, and the insistent four year old emotional drive, what is going to change about your life now that used to be one legged or used to be a limping leg?

I talked about behaviors that you want to create for yourself in this new psychology you must have massive, immediate pleasure attached to the behavior and choices and inspired actions that you are taking. Make sure that you write it down. Make sure that you tell a friend that you did your belief exercise with. *"This is the pleasure that I get for doing these thought patterns and these inspired actions."*

Part B. I also mentioned that you need to ensure that you have massive, immediate negative consequences attached to that action so that it won't lead you down that path and won't lead you in that direction. Make sure that you have both parts of these pain/ pleasure equations covered. Hand a piece of paper to your buddy that says these are the rewards and these are the punishments that I have created for myself that is going to ensure that my behavior or greatness changes.

We talked about the equation: $R = a \times EIM \times t$. I showed you how to take your ability to manage and manipulate your emotions from a $2 + -48 = -46$ to an intermediate place of $-8 + 8 = 0$ to a superstar place of $8 + 24 = 32$. Are you using that tool? Are you checking with each other? Are you working on it in your staff meetings? When you come back and you are talking to your supervisor, do you see and feel this shift in your emotional consciousness having a lot of value or is it still elusive? Talk about this in the office. Find somebody who is doing this in a great fashion and say *help me, watch me practice, I am committed to making this shift in my life!*

We talked about broken bones and limpers and people who walked fine. I touched on it in an earlier question, but it is really important that you sit down and inventory what you think all of your broken bones, broken thoughts, and broken times in your life. Really look at it; are you limping or are you walking fine? Is that broken thought, heart, mind producing a greater strength for you for the very fact the it was broken or has it been less than? Make sure that you consciously rewire the pattern. Feel the limp, feel the true strength that you now have, release the limp, and if you need to do rehab, wire that down. Think about what you need to do to rehab this thought or this part of my heart or this belief that I have had about my sales ability or my business model. What is the rehab to fix it and put all that in place? Kick some major ass on this!

We had a content chunk on the art of allowing. Remember, that was the law that talked about allowing other people to have their creation, their act after the act, their limps and it not affecting you. (even if it was someone close to you.) How are you doing in that practice? Chat with your buddy about this. Talk to a friend who understands this material. Put together a small group or a small mastermind group of people that want to really talk through "how do I allow this circumstance to transpire on the planet, I feel great about it, I get

what I want, and I don't judge the other persons attractions or outcomes. I feel good about them too." (this is a big one. When you solve this one, when you co-create reality this way, things are really going to begin to happen for you.)

We talked about the Law of the Continuum, meaning that when you believe in something at a 7, 8, or 9 it was the last two or three places that contained all your growth and all your greatness. Just like you have to take an antibiotic the full ten days; you can't take it 5 days or 9 days. You have to take it the full 10 days. Do you know what you need to do, think, feel, and focus on in order for all of these great lessons, all of this great content to come together for you? Go back and look at the questions and answers that you submitted to me (or if you didn't submit it look at what you would have submitted anyway.) Look at all the questions and answers that you have. How would they shift today now that you know? Is it a little shift? Is it a dramatic shift? Are you ready for the shift? Are you ready for this greatness? Are you ready to take on the planet? If not, why not?

Take a look at the "don't spill the milk" commands that you use today for avoid pain and disappointment or securing success and greatness for yourself. Maximize this command sequence. Make sure that you are using positive commands. Listen to one another in your meetings. Tape yourself when you are on a sales call. Come back and have your buddy, colleague, or your supervisor listen for not only the commands, but the implied psychology behind the commands (make sure you look at the video links that I sent you. The doctor A / doctor B part of the towards and away video is very important here because sometimes even though you think it is a positive command, if the underlying psychology is in fact more wired to and emotionally catalyzed by an away pattern, it is going to still be very difficult even though you think you are using a positive command sequence.) This is a fun area. This is a challenging area. Dig deep into it. Look at the flip charts that I sent you. Remember the flip chart where I categorized several examples of commands, and we worked through them with the people? Do that with yourself. Do that with your buddy.

I talked about life at a level 10, traveling faster than *the speed of bullshit*. How have you gone back and used this? If you are not using this, why not? Make sure that you take advantage of life at a 10. It becomes easier! You live at a 10, you laugh at a 10, and you cry at a 10, you sleep at a 10. Make sure everything you are doing is done at a 10. You will not believe what begins to happen in your life!

We talked a lot about the quantum reframe, i.e. glass half-full or glass half-empty. Do you have the ability? Can you find the other half of the question? Most importantly, counter-intuitively, in a stressful, difficult time, that is when you must find the other half of the glass. Look at the things that are still troubling you and still challenging you that are giving you the worst difficulties. Work in teams or work alone, but commit to finding it. If you can't, don't hesitate to write or call me. I will walk you through how to do this.

We talked about "anger management" as nonsensical for treatment. What nonsensical issues in your life are you trying to solve that, when you really sit down and look at it, makes no sense. You will really understand these patterns, and you will see your individual patterns, when you journal or write some of these thoughts and feelings down. Most people just go through life thinking about things or worrying about things and assuming that's their path; and for all of you, by the way, it works. All of you are above average, but again, to tap into the potential, to look at these concepts, like anger management that literally guarantee you cannot win in greatness, that you cannot win in your potentiality, that is the problem that has been plaguing you for all

of these years. Make sure that you have aligned yourself with "the serenity management" that you really want and need now to create your greatness.

We talked about the "Change or Die" article. The three vital lessons were: 1. Create a support system for yourself. You already have your buddy that helped you worked on your belief systems. They are a great person. Pick someone else in your office or maybe your entire office will form a small team, find the best ones among you. 2. Seek a coach out, or find someone who is going to just sit back and listen. Get out of the forest. See the trees. 3. Focus on the massive, incremental, radical change that you must take. Get rid of the Twinkies all at once which are holding your business model back.

We talked about Picabo Street and feeling the fear go up and changing that to the adrenaline of life – make sure that you are über-conscious of this. Look at those sales calls, those critical proposals, those moments in your business model or your personal life that are your opportunities for your gold medal. Do not avoid them, because you are worried about the fear and anxiety. Transmute that into the adrenaline of life. Know specifically what program that is. Think about it consciously, and write it down. Write it down now. Write down the change program that you want now that is going to lead you to your gold medal!

I talked about changing from *emotionalizing your failures and intellectualizing your success to emotionalizing your success and intellectualizing your failures*. Can you feel that? Did you do that? Did it work for you? What happened when you tried to do that? Talk to your buddy about it.

The next content chunk that we talked about was rock stars and album sales. Which comes first? Have you wired a new identity in yourself? Do you feel yourself as a rock star? Do you feel yourself being passionate about your music? Do you understand that you have to change your beliefs and then the evidence will follow? Have you worked on the belief system that we worked on in our buddy system exercise? Have you continued to enhance and empower your positive beliefs and have you weakened and diminished your disempowering negative beliefs?

The next thing we talked about was the trick question about bad cooks (remember there are only bad cookbooks and bad recipes.) How have you applied that? Have you actually gone on sales calls and felt the energy shift, the momentum shift, by changing the way you are using recipes or are you using the same old recipe? (when you use the old, you are going to get above average success because that is what you have wired into today. That is the worst day you are going to get, but you have to consciously look at the cookbook.) I am not talking about sales 101 techniques; I am talking about the psychology of *extraordinary* champions. Do you know what that recipe is? Do you know what parts of your current recipe today that could be enhanced so you can think, act, and feel like a champion, no matter what?

We talked about IQ v. EQ. Much of the overall emphasis on this training day was on mastering your emotional fluency and using it for your gain and your positive direction. Do you feel more EQ centric? Why or why not? What is holding it back? Is it concern for what other people will think about you if you are giddy, happy, and ecstatic, as an adult? Do you worry what your clients are going to think about you? Even if you cover the giddiness in professionalism, when you approach your toward pattern, with the potential extraordinary cookbook, emotionalized with an ecstasy and joy for your life and your power and your

greatness, I promise you that things are going to change. Make sure you are consciously, everyday working on a new emotional cookbook.

The last content chunk that we talked about was the table for three. The old you, the new you, and the greatest version of you. Make sure that you are spending conscious time feeling those moments, thinking those moments, rewiring those moments, consciously choosing which psychological position is going to do this proposal, go on this sales call, close this business and take your life to the next level.

I again want to thank you and honor you for your great work and effort and superb attitude that you had! I just had the greatest time with you and I look forward to coming back and seeing you in August! Take care everybody!!

Video Clips

IHAD

<http://www.youtube.com/watch?v=V57lotnKGF8>

40 speeches in 2 minutes

http://www.youtube.com/watch?feature=player_embedded&v=d6wRkzCW5qI

“we are all gladiators” w/ voiceover

http://www.youtube.com/watch?feature=player_embedded&v=zKiW3DH_Ih8

facing the Giants death crawl

http://www.youtube.com/watch?feature=player_embedded&v=ISM1mvMypWU

Coach Herb Brooks “Miracle” (by Kirk Russell)

http://www.youtube.com/watch?feature=player_embedded&v=vwpTj_Z9v-c

Michael Jordan – did I lead you to think it was easy, or are you just making excuses?

http://www.youtube.com/watch?feature=player_embedded&v=qfewtndGnCY

Rudy quitting

http://www.youtube.com/watch?feature=player_embedded&v=0Cg6t3w9EzQ

Michael Jordan missed shots commercial

http://www.youtube.com/watch?feature=player_detailpage&v=45mMioJ5szc

Nike: find your greatness – overweight kid running

http://www.youtube.com/watch?feature=player_detailpage&v=LsXRj89cWa0

Think different

http://www.youtube.com/watch?feature=player_detailpage&v=dX9GTUMh490

I am the greatest pitcher in the world

<http://www.values.com/inspirational-stories-tv-spots/99-The-Greatest>

Vet on crutches

http://www.youtube.com/watch?feature=player_detailpage&v=qX9FSZJu448

My feet hurt it is too hot it is too cold

http://www.youtube.com/watch?feature=player_detailpage&v=KgERN5dL4QU

Dove commercial that films a sketch artist/ self and others view point

https://www.youtube.com/watch?v=XpaOjMXyJGk&feature=player_embedded

http://www.youtube.com/watch_popup?v=Hzgzim5m7oU&vq=medium

From Bernie

Continuous Framing

- **Get out of your MOW!**
 - Cannot emphasize this enough!
 - Requires consciousness on the practitioner's part to know their MOW and the client's as well.
 - Your growth occurs in the non-judgment and separation of action and intention.
- **What program ran that sentence?**
 - You must consciously use this tool consistently and constantly.
 - Sometimes it feels like someone can't even say a sentence to you that they don't feel "corrected."
 - Choose your battles wisely – don't give up!
- **Power of “Labels” and “Labeling”**
 - This is another form of language v. reality.
 - It hurts in the negative... and it has value in the positive...

Detailed Personal History

Preparing for the Detailed Personal History

At a minimum, pre-work will make your first session dramatically more successful if your client is interested. Pre-work entails gathering as much information from the client as possible that points to the specific reason(s) they have come to see you.

If your client is not interested in doing the pre-work, soliciting at least a few notes on these key areas at the beginning of a session will be of great value. And if you can't do that, listen for them to reveal the information that you seek to begin to fill in the picture.

You don't need a giant MOW. Remember the ink drop in the pail of water and how it starts to turn purple and starts to spread with the very first wave. At the minimum level, learn their main outcomes, purpose, and beliefs; learn their Greatest Version of. I just need a level set. I just want to get a snapshot of them; kind of why they are here. Maybe I wouldn't ask about purpose, maybe I would, depending on why they said they were here. "Give me some of your empowering, dis-empowering beliefs. What do you believe?" (I won't bother to separate it in the top five or as a global.) "Just give me a couple, three beliefs that are really important to you." Kindly get some quick biography such as, "I grew up here. I was this." Because the mind will always reveal the information that it wants to and needs to reveal.

They may think they're not saying anything to me or what they're saying is incredibly innocuous. But what really happens? Triangulation happens. Because you're not three different people listening to one sentence, you need a couple, three sentences. But you can instantly begin to triangulate. And you can, in one sentence, wipe out half the patterns in the world that would apply to this person because half the patterns in the world would never say that sentence. And now they say a second sentence; you knock out another half. Now they say a third sentence, man you're now in a 10%, 15%, 20% group.

And in that group it's very uncommon, but can happen, that this group of patterns has a truth over here that would exist. Or that it's this big random bucket, when people think certain things. And every sentence they open and give you, it will take 8 to 10, 12 minutes. When you're good at pattern recognition and understanding software, you'll go, "I know what their Windows software is. I know 80%, 90% about this person." But what really freaks them out is if they're telling you these things and you now have 80%, 90% of them in 12 minutes and they've never said a word about their spouse. How much do you know about their spouse now? You probably know about 80% of their spouse too. There's only 10%, 15% of people that would be married to these patterns. It drives people crazy, because I never see the spouse.

Key Points:

- The more details you have about your client's reason for coming to see you, the more success you can achieve.
- Guiding your client toward a comfortable place to share specifics about their reasons builds trust.
- Receiving answers to the questions can be enhanced by how they were answered.

Coaching Application:

- Be ready to initiate coaching either in person or remotely by helping the client with pre-work.
- Recognize the pre-work we do is considered an oddity.
- *Expect* your clients to work with you on the pre-work.

General Summary:

The detailed personal history follows the pre-work and builds on the information already gathered.

The Tool:

Invite the client to sit down. If this is your client, someone in your life, or maybe a brand new client start by asking, “Why are you here? Why else?” Really get it out of it them. Explain it’s up to them, but we’ve just listed two things. Ask, “Why else”; stay on it. “How do you know you have this problem and how long have you had it?” Or, “Why has it always been in this form? What happened the first time?”

The first time I prepare for a client, I take 30, 45 minutes to prepare. New coaches probably, if you’re going to do it well, it’s going to take an hour or two to prepare for that client. We’ll discuss what you dug out. If for some reason you got a client that doesn’t have a detailed history, I’ll help you a little bit more. You won’t have as long. You can also gain insights from looking at clients of other coaching students and appropriately looking at the paperwork.

Key Points:

- Details answer the question of why the client has come to see you.
- Detailed personal history helps you learn about their patterns, family of origin, beliefs about their problem(s).
- Preparation lays the groundwork for the coach to better serve the client.

Coaching Application:

These questions will help you find the above information more easily:

1. Why are you here? Why else? Why else? Etc. Elicit all reasons for the client being here.
2. How do you know you have this problem? Elicit a reality strategy and any “diagnoses” made.
3. How long have you had it?
4. Has it always been in the “form”?
5. What happened the first time you had this?
6. What other related events have happened since then?
7. In each of these events, what is the relationship between the event and your current situation in life?
8. Tell me about your childhood in relationship to this problem.

9. Is there a purpose for this problem?
10. Do you know of a time or decision when you choose to have this situation created?
11. Was there ever a time you felt successful (Vis a Vis the problem)? Find something to build success on.
12. Is there anything your unconscious mind wants you to know, or is there anything you're not getting which, if you got it, would allow the problem to disappear?
13. Is it OK with your unconscious mind to support us in removing this problem today and for it to allow you to have an undeniable experience of it when we are complete?
14. How will you know when this problem has totally disappeared?

Dyer – Change the way you look at things

General Summary:

One of my most favorite expressions is by Wayne Dyer, “when you change the way you look at things, the things you look at will change.” One of my beginning points to the flexibility of reality begins on a traffic corner with four observers seeing the intersection. Everyone acknowledges they see four versions of reality. Yet, traditionalists believe there is only one reality with four perceptions. Even if this is true, it begins to challenge the reality that most people cherish and hold dearly even when it’s painful. You simply walk them to another corner of their life and re-perceive their experience. (If you are comfortable, you can take this as a quantum experience... which says there are literally four realities, not one.) I am not hung up as to which I use, it is client centric.

The Tool:

This is a very important tool we can use for an “Eyectomy”. It’s when you cut the cord between the asshole and the eyeballs so you don’t have a shitty outlook on life.

After the procedure you will hear (it’s just awesome how often you will hear this), “I never thought of things that way -- I never thought of it that way – Oh, that never occurred to me that way.”

Having the ability to reframe this follows the reframing tool. And to use that quote to be able to say to somebody, “When you change the way you look at it, you don’t have to change the thing. When you change how you look at it, the thing will change.” This is the basis for change how you look at the glass. It’s in the basis of a lot of tools. So use your ability at the judicious right moments, or even if you stumble, bumble and it’s not the perfect moment but it’s close to the perfect moment, to say, “Look, you’re looking at it this way. We really need to change the way you’re looking at that.”

And how would you do that? Would it be to say something different, think something different, feel something different? You can go into the nine verbs to do it. There are a lot of ways that you could do it, but to have the ability is really, really important.

Key Points:

- Constantly challenge what they know and what they believe.
- It is through this process that they will find a different future... because the reality today is different... and their beliefs and memories of their past shift as well.

Coaching Application:

- Perform an Eyectomy on your clients!
- Change how they see... the thing will then change.
- Help them reframe what they are looking at.
- Use the nine verbs to guide them through the process.

EIM / Associate/Disassociate

Follow the Formula closely!

(which also leads to video #9)

Exercise: take a medium memory, conflict, one person, scale of about 6-7



What do you know now about YOUR abilities to control emotions?



General summary:

The EIM is the “Emotional Intensity Meter”. This is a measurement on a scale of 1 to 10 how intense your emotions are. You can choose to associate or disassociate your emotions accordingly to distance you from those feelings you want or don't want.

Associate to all of the things that empower you and disassociate from all those that disempowered you. Many people choose to use the association tool to stay stuck in their negative emotional pattern. Anytime you have a negative emotional thought pattern be very, very conscious about it and know you have a choice to stay associated or to disassociate. So in a highly associated state your EIM will be high, maybe even a level 10. In a disassociated state your EIM will be low, maybe a 1 or 2.

The Tool:

No matter what your belief system - new age, quantum physics, conventional, biblical - your mind has the ability to create. You exist in this energy, and when you request what you want, your probability of getting it is much better than when you ask for what you don't want (re: “don't spill the milk”) Emotions are the catalyst, the rocket propulsion, for creating the desire - the manifestation, the energy, the outcome, the reality - that you want. Tap into your river of potentiality.

Stand up please. We get to do a fun little exercise. The ability to intensify an emotion, the desire to do that, the unconscious competence to do that and the reality and to dissociate from it. And while you've understood it intellectually, “Yeah, I can do that. I know I put anxiety. I know how I think about anxiety. I know how I dissociate from anxiety or think celebration.” I want to give you some specific NLP tools. So here's the exercise.

It's just going to take us a couple of minutes. Pretty interesting. I want you to find in your memory, a real

specific memory. I want it to be a conflict based with one person. Could be a friend, could be your spouse, could be a child, could be a co-worker, could be yesterday, could be 10 years ago. On a scale of one to 10 where 10 is like utter rage when you remember this, "It really makes me angry. I really get the fist of doom going." Five is "Yeah, I'm really kind of frustrated when anytime I think about this argument, I get, yeah, it's real." Seven, eight, above average but not rage. I want you to pick a memory about a six.

So we're going to start with the conflict with one person that you have a memory of that's real, that happened, that specific and we're going to do something with it. So do you have the memory? Anybody not have the memory? I'm going to ask you, just play with me this morning? It's not even two minutes long. And we'll see what happens when you do what I ask.

Okay, take a breath in. As you exhale, close your eyes, stand tall, and feel great. I want you to go back in time to that memory, back to that day. Yesterday, 10 years ago, doesn't matter. Back to that day. See what you saw then, hear what you heard then, feel what you felt then just as intensely as you did that day. Just as intensely as you did that day. See what you saw, hear what you heard, feel what you felt just as intensely as you did that day.

I'm going to look around the room as you're in that memory. There, they're saying, you're responding. When you're back in the memory just as intensely as you were, just slightly nod your head. Just as intensely, see what you saw, hear what you heard, feel what you felt just as intensely as you did that day. And the first thing I want you to do is I want you to take this memory and put it up on a giant IMAX movie screen in your mind's eye. There is their face. There they are on this giant movie screen. You are sitting in the theater. There they are being mean, being mean spirited, saying the conflicted thing and now they are larger than life. You can see their skin pores. You can see individual hair strands, the colors of their shirt is more vivid. See it more intensely than it was. See it larger than it was. Hear it more intensely than it was. Turn up the volume, feel that big IMAX THS sound. Hear it more intensely than it was. Feel it now kinesthetically, it's in your body differently. They're on a giant movie screen. They're saying these hurtful things to you. You're responding angrily, more angry than you were then. See it more intensely than it was then. It's on this giant movie screen. Big, vivid colors. Larger than life proportions. Sound, vibration, you can almost feel the spittle coming out of their anger, their frustration coming out more intensely than it was then. For just another moment in this place, staying just as intense as it is now, on the screen, large, vivid, sounds, larger, louder, feel it more intense. Put a number one to 10 on it and open your eyes, please. Did the number go up or down for you?

Okay. Before we comment on it, when I said, see it just as intensely and then I gave you commands in very specific ways to make it easily more intense. Again, it's not like, "Hey, captain obvious, I don't know how to intensify my memories." You know how to do that. Let's say you had an argument at the end of yesterday with a co-worker and you're driving home and you're just like, the more you drive the madder you're getting. You're replaying the conversations, "Well, I should have said, I could have said and I would have said," and you're driving home and it was a six yesterday. But the time you get home, you're like fuming, it's an eight. We know how to do that. I'm just giving you some really specific easy ways. If you want to associate and build a memory and an intensity and an association faster, movie screen, big sound, see vivid, see contrast, do this bigger better, it's really easy to do that.

Now, before we comment on the numbers, let's do something else with this memory. Again, it's less than a

minute or two. We're going to go back to the memory. I'm going to tell to you to go back. If it was a six when it started and it went to an eight and because I've been talking, maybe it doesn't go back to a six, maybe it's a seven. As you go back in, because I've already activated some neural pathways, it's easy to get started when I say seeing it just as intensely as it was then, it's not vibrating that way. It's got the higher resonance. Don't worry about that. Don't try to manipulate it, just follow my commands. Just follow what we're doing, go back into the memory just as intense as it was then. If it was more, if it's less, don't worry about it. We're going to do something different with the memory so take a deep breath in, close your eyes, stand tall, feel great. With a deep breath, go back into that memory just as intensely as it was then. See it just as intensely. Hear it just as intensely. Feel it just as intense as it was then. There they are saying their angry things. There's your responses. Go back into that memory just as intense as it was then. See it, hear it, feel it just as intensely as it was then. When you're back relatively in the memory wherever it's at, just give me a slight nod, just as intense as it was then. There they are trying to hurt you, trying to prove that they're right and you're wrong. It doesn't matter, whatever this conflict and argument is.

Instead of a movie screen, I want you to put this on a small black and white TV. Know those little kitchen TVs that people had that kind of make noise and they catch the news perhaps during dinner? Put it in a small black and white TV and put it on your kitchen counter over there, you're making dinner. There they are, less intense than they were then because they're on a small TV. Now, they're still angry. They're still conflicted. They're still raging at you, but it's over there. It's black and white. It's smaller. Turn the volume down. You know how sometimes it's just background? If you want to pay attention, you can hear their voices but you have to really strain. The volume is down. You cannot hear it as intensely as it was then. You cannot see it. It's a little crappy black and white TV. You know how the little bands passed through it? You're not even getting a clean black and white picture. It's one of those old TVs over there. So you're going to see it less intense than it was, you're going to hear it less intense than it was and you can't feel it as intensely because you're making dinner. But there they are, over there, they're upset, their raging, they're mad. You're wrong. They're right. Their proving their point, you can't hear them.

Now the next thing I want you to do is I want you to pick your favorite cartoon character, whoever that is. I'm going to big Bugs Bunny for purposes for me because I love Bugs Bunny. I think of "Hey doc! What's up, doc?" I think floppy ears, eating his carrot. "Hey doc!" And I want you to put Bugs Bunny's voice or your cartoon character voice over in that black and white TV. They they are, just as mad, just as upset but in your memory, they're just using Bug Bunny's voice. "Hey, what's up doc? Yeah, you're wrong and I'm right." Big floppy ears, less intense than it was then. There they are. They're still mad. They're still proving their point. You're still an idiot. They're still right. You're still wrong. Less intense than it was, over there. And the next thing I want to do is put a long extension cord on it, because we're going to need a carry it, to pick up the black and white TV because it's even annoying you with Bugs Bunny's ears. It's not complete. You want this memory completely dissociated. You want to embrace what an ass this person is. Put in a long extension cord, take it down your drive, across the street, in your neighbor's front yard and go stand in your picture window. Over there, in the front yard, they are as angry as they were. They are just as right as they've always been. You are just as wrong. Over there. You can't hear them. You can barely see them. You know what they're saying. You know this. You don't hear them. They've got Bugs Bunny's ears, Bugs Bunny's voice. For just another moment as you experience them raging at you way over there, put a number one to 10 on it, and open your eyes. What happened to the number?

Did anybody stay the same? Anybody go up? All right, have a seat. See what happens when we go into our memories depending what our intentions were. Now, I didn't give you any intentions so you didn't have the intention that I'm going to dissociate this or I'm going to turn this conflict into a great, embraceable memory. You just followed the directions. Now sometimes what I experience is people follow the directions. If you follow the directions, it's on a movie screen. The sound is up, the colors are vivid, you cannot have the number do anything but go up. But what happens is, if you're not interested in being more pissed off, generally you didn't even enter the memory at a six. So when I said see what you saw, hear what you heard just as intensely, you're like, yeah, F you. I'll see it but not as intense as it was. Feel it? No way! I'm just going to observe this exercise. And again, it's not bad on anybody that because I'll sometimes have the number go down. Because sometimes the harder I push, because I can watch facial expressions. You can see who's brow is getting furrowed. The picture that I picked, you can see this person again and when this person is telling you and arguing with you, oh, you're reacting to it. But like so you take his picture and put it away. No, sorry. If I were to put it on a movie screen, I'll observe what might happen to me. If I were to turn the sound up. So when you say it's the same, probably you knew it was a six in your memory but you went back into it like at a zero or a two and you didn't do anything with the memory, which is fine. It's an experience. But everybody loves to have fun. So when I put it in the black and white TV, the little kind of tiny smiles or I turn the sound, I put the little gray treading, gray, everybody knows the crappy black and white, "Oh, I had one of those growing up. I know that TV. He's describing my TV." And I put Bugs Bunny's ears on and the little chuckles and "Oh, I love doing this! I like making my life better. This is easy to do."

Here's what's interesting, I promise you, you will never go back. Never. Hint, hint on some of the powers of neural programming into that memory and recreate it as an angry memory again. It'll never be a six again because you've already modified it. The next time you'll go back, you're going to see Bugs Bunny's ears. You're going to see black and white. Now, you can go back, depending on who you picked, and pick another argument and go back right into rage into the argument, but you're ability to associate and dissociate, to intensify emotions. So when I sat here and did the formula yesterday and said, "Oh! When you're excited and you're feeling this great emotion, you generally can't sit down." And I said, "Oh, the little orphans hanging on my leg, I can't wait to write him a check for his orphanage." And you've put hooks into the memory. You put hooks if we were doing a vision of a meeting on Monday. Are we mismatching and putting hooks in? "Oh, I'm going to go in and celebrate chaos. No, F'ing way. Oh, well, if it was just these three people, because they're optimistic. They're actually going to do it, but oh, there's Bill over there. He's my pain in the ass. He never enjoys it so how am I going to handle Bill?" Already, as we even forecast the future, we're following incompetent conscious old you and we're tipping and balancing, and raising and lowering, tempering and managing emotions, expectations, beliefs, outcomes. And it's changing the experience and based on what brain chemistry that we choose to do.

Key Points:

- Association and disassociation are an essential part of the "Formula for Life".
- Association and disassociation are key to mastering your EQ.
- You can always choose to associate or disassociate with any experience or emotion.
- Associate to empowering things and emotions while disassociating to the disempowering things

and emotions.

- Mastering your EIM is about association and disassociation.
- A highly associated state your EIM will be high.
- In a disassociated state your EIM will be low.

Coaching Application:

- Emotionalize your success, intellectualize your failure.

List the top five "asks."

1. _____
2. _____
3. _____
4. _____
5. _____

Were they all negative? Were the asks all a "minus one?" Or were the asks positive and powerful?

How would you make this a level 10? What does that look like? How does it feel?

Do you agree with the time component of the formula?

Framing and Re-framing

--Quantum glass

--the frame is either, which do you choose?

--when is it just a rationalization?

What story do you tell now as a result?

The biggest reason why we don't have what we want is the story we tell ourselves as to why we don't have it.

So you must use tools to tell a different story:

--focus on your strengths, not your limps

--what you have vs. what you don't have

--it is NOT fake it/ make it; it is authentic "who-you-are"

--ID statement

--IHAD v. IHAN

--Fail = GVO... Not the other way around... And so much more!

You guys know what the question is and you know what the answer is supposed to be, but now we've got to go to neural software. Is the glass half full or half empty? It's both.

The point is the glass is both, the question is a trick question. It's a bullshit question, because the glass is always both. What you're really asking is who are you? When you look at the glass, that's the real question. And the reason why this becomes a powerful tool is when you're framing, if you're doing it for the first time, it generally as

leaders, we have to reframe. This is how we turn sickness to health or away to towards. And I challenged you guys yesterday, I said, "I've not run into anything." And again, it can be very real, because people say, "Look, we can't turn the motorcycle leg into towards." Well, we can and whether the person buys it or not, I own the fact that obviously I didn't inspire them enough to go, "You know what, I need to change how I'm looking at this." If you ever call my voicemail, it's one of the few, I don't use a whole lot of direct quotes but it's a Wayne Dyer quote that just can't be improved and it's awesome. It says, "Remember when you change the way you look at things, the things that you look at change." So, it's you. You, you, you. Always you. Back to you. You, you, you. It's never them, weather, system, reality. It's never that. It's always you.

So, this is a really important tool because people, again, because all these tools are in constellations and they match and they're always falling on one side or the other and people are saying, matching and mismatching. Matchers see the glass half full, mismatchers see the glass half empty. This is a very powerful tool because we always want to have access, may not always use it. Because sometimes, perhaps you don't want to point out the glass is half full because you want to hang another chemo bag on their psychology and go, "Oh man! I'm going to match your pain out because I can hang a pleasurable vision of what this really means and you're not paying attention. You're not buying it."

So as part of the ownership, I could say, "Well, I did my job! I turned it into a towards, I turned it into a positive. They didn't see it. They didn't buy it. Not my problem." Or, "hey, their performance is my problem but I really need to put them on a performance improvement plan because that's what they need because they're not listening to me." You go into the old patterns. Sometimes you won't acknowledge the glass is half full. You're going to pour everything out of the glass, it's not even half empty. It's like dark and ugly and painful and the most brutal glass you've ever run into. That's your prerogative as a leader.

Frogs & Scorpions



Use: this helps someone sort out how to deal with a problem/painful person in their life... It helps to put it in perspective... Reinforces how wonderful they are... And gives them choices.

Tool: an old folk tale is told of a day by a riverbank when the scorpion tries to talk the frog into getting a ride. The scorpion as you know is very manipulative. The frog as you know is a great guy! The scorpion works on the frog hitting all his tender, hot buttons:

"You know you want to do it. You are a great guy! And the watery River is your domain. I can't do anything there to harm you. Just go out 6 inches in the water, I can barely swim there. You can carry me across safely, you are fulfilling your destiny, you drop me off 6 inches before the far bank, and we both walk away happy."

Frog thinks about it, and realizes it is true. It all makes sense.

"Okay, I will do it!" says the frog.

All goes according to plan. The scorpion barely swims the 6 inches to get to the frog. As the frog is stroking across the river, at its deepest point in the middle, suddenly the scorpion stings the frog!

As they both sink to their death, the frog frantically cries out, *"why did you do this?! You have killed us both!"*

The scorpion shrugged his shoulders and said, *"you knew who I was when he agreed to give me the ride."*

The moral of the story:

if you choose to give someone a ride, if they sting you, remember it was your choice.

Scorpions are very manipulative people!

You can say no to scorpion, and you're still a great guy!

Gary King - The Power of Truth

General summary:

“The Power of Truth” is an audio recording that can be found on Gary's website www.thepoweroftruth.com; it is a phenomenal lesson in energy, truth, integrity done in an entertaining and real fashion.

Key Points:

- Find out if the client took the 24-hour truth challenge. Why or why not?
- Truth does not need to mirror “radical honesty.” It has intention.
 - Mother-in-law: “do you like my cooking?”
 - Woman: “do I look fat in this dress?”
- It works hand in glove with “Truth v. Stories.” (Remember “ITTT”)?
- Your own integrity will be challenged from time to time. Be prepared.
- Vulnerability enhances truth and integrity, it does not detract.

Summary:

Gary King, is a friend of mine, great man. You can get his products and stuff off the website, ThePowerofTruth.com. Gary King is a man who, in the late '80s, had a medical coma. He was in a near-death coma for three days, clinically dead several times in that period. When he came back to consciousness after his coma, what he discovered was his brain cognition center was literally not wired to his speech center. So he's the real life “Liar Liar” example. He could think a lie, he couldn't speak it. And his life changed dramatically when he had to go around either not talking or only speaking the truth. Great, great guy.

When you get into the power of truth with him and, muscle testing is a data point. It's just something for you as you're doing your workup and your assessment or you're helping people understand some time. I don't muscle test clients.

How often do you think I muscle test me reference to your work? Little bit, not at all, some of the time, or all of the time?

All the time. And you know how I muscle test you all of the time? Because as you begin to tap into the fact that your fingers actually come apart, some people will call it intuition, some people would call it other things. When you begin, what's the first thing you do?

Set intention. When you begin to set intentions that you're connected to this person and your body will respond. When they speak a lie, whether it's conscious and I want to deceive you, or it's just a lie that

someone told them, "You are worthless." And you start to calibrate your body. Where Dr. Blake looks at leg length shifting, do you believe that over time I have calibrated my body? And that I'm at such a point that when you speak something as a lie, that I can't name it, I can't say, "Oh, my indigestion went off," or, "My hip just got a strain." I'm just very tuned to my body. It's one of the unconscious flowing, intentional things that I do in the background. That I was like, "That didn't feel right."

And it's not like I'm some radical freaking genius, people like, "How do you know these things?" You know them, too. And again, not blaming you or criticizing you, but the proverbial you's, the general you. You guys know how to do this, too, you just haven't set intentions a lot of time to be in that state. And you don't set those intentions when you pick up the phone to make a client call, when you walk in to meet a person and you shake their hands. That you clear your energy, set your intention that I'm connected to you, that I feel you, that I know you.

I don't need, "Oh. Well, his pupils dilated and he looked up and to the right. So I think that means." No, I don't even have to do any of that crap anymore. I just have to be wired to you. How long does it take you to wire you to somebody?

10 seconds, 15 seconds, it's not instantaneous. Sometimes it's something as simple as I'll synchronize my breathing with you. Can I tell how you're breathing right now?

Yeah, I can see it on the side of your neck. I can see your pulse, I can set, "I want my pulse to be." And if you really want to be connected to somebody: when he inhales, am inhaling too?

If you're mirroring, then you exhale. Because I'm accepting his connection and I'm giving him mine. And he didn't even have to know about it and the connection is established. We talk about that in pacing and leading. Because this is a neural pattern question. You have to set the intention. Can I walk into the gates of Hell and be me? Yeah, of course. I can go anywhere I want. You have to set the intention.

So how powerful is it, or is it counterproductive, if you set an intention for an encounter with someone and the outcome, if you share that with them upfront? So you get into these crucial conversations, and there's a high level of stress for the clients, not for me. I'm not moving, I don't have that stress. But is it powerful to set the intention with them, not just amongst yourself, but to tell them, "My intention in having this conversation with you is to do X, Y, Z"?

How powerful is it to set the intention? My first question, is your intention stage one or stage three? Whether it's with them, whether it's with a loved one, whether it's I really need this person. I want to talk to this person; this is my intention and stuff. And they're on the defense, whether it's in real estate or in your personal life or whatever it is. But your intention clearly is to want to love and honor this relationship and have the most

positive outcome that we can have. You can do that with everybody.

And a stage three approach to someone, my rule, doesn't necessarily have to be other people's rule. Number one, whose intention always comes first? Theirs or mine? I almost always ask. And again, because I'm constantly embedding my work because that's my job. I always ask people not only, "What do you want?" But I will tell them, "And it's got to be extraordinary and magical and amazing." If we could have, even if it's a 10-minute conversation, it's a 30-minute cup of coffee in this session when I'm meeting somebody without their MOW. What's the first question on my MOW?

It's, "What do you want? What's your outcome? What do you seek in coming to see me?" But to say, "What do you want?" And again, I've set my intention, but the first words out of my mouth normally are, "What do you want out of this conversation?" Well, I've got 15 minutes or whatever, a business setting. I don't go home and see Barbara and give her a hug and say, "What do you want out me?"

In a leadership moment, just say, "What do you want," and, "I'm asking you to set what you want at an extraordinary, magical level because that's what I'm going to deliver to you." And they'll tell you, "I want A, B, C." "Awesome. Okay. Here's what I'm going to tell you, I can do A and B and I can't do C in this conversation." Or, "I can do A and B, but C is going to be," blah, blah, blah, blah, blah.

And then sometimes they'll ask, "Well, what do you want?" And then I tell them. Sometimes I'm like, "I don't need to tell you what I want because I've already infused the conversation with it." Or sometimes I'm like, "Awesome. You know what? We've got very similar outcomes here because this is what I want out of this conversation," and sometimes I tell them. But in a stage three place I know whether they need to hear what I want or not.

In fact, if I start off telling them what I want out of it, you can almost bet I'm not in a stage three place. I'm in a stage one; I'm going to tell you what I want out of this. Setting out and asking them what they want or helping them.

The Integrity Worksheet

On a scale of (1 – 10) ____ How truthful are you?

“The Power of Truth” *

- Most people will say, “I am basically honest.”
 - What is wrong with this statement?
 - Does it mean that you can never lie?

- We not only do not teach integrity and truth virtually anywhere, we actually teach and condition dishonesty.

- Studies and research show that regarding integrity today:
 - 78% of all people say they are honest. Yet...
 - 50% men cheat in marriage.
 - 35% women cheat.
 - 95% students cheat or have cheated in school.
 - 90% report false or exaggerated information in their resume.
 - There is a NYC company will substantiate your lie

- What references do we have for extraordinary ethical behavior?

- Most believe “white lies” are not only OK, they are “required” and “appropriate.

- There is no such thing as an inconsequential lie.

- Who here believes that lying causes cancer?
 - Bruce Lipton, “The Biology of Belief.”
 - Cells – quantum existence
 - AK muscle testing
 - Rock – mountain

- Think of your last lie that you told and why...

- Most business people not only approve of lying, they expect it.

- Truth/ lie – pleasure – pain or pain – pleasure?

- Are you part of the problem or solution?
 - Have you ever punished someone for telling the truth?
 - Powerful leaders understand the power of truth (Gandhi – sugar)
 - Lie = white, embellish, exaggerate, withhold, they are all integrity violations.

Get Up!

Think about the Hollywood stereotypes and movies of the military, Rangers, Navy SEALs, and special forces. Most people believe that elite military units look for the unbreakable soldier. I trained Army Rangers in my last 3 years of service, I was a chief instructor, I promise you 100% that we don't look for unbreakable men. Do you know why? Because combat breaks everyone, that training breaks every man. That was my job as an instructor, to make sure at some point during those 9 weeks of training that I broke that man's spirit. Because do you know what we really look for? What do you do when you have been broken? It's really simple... do you get up? That's the only thing we look for. Everything else we can train, do better physical fitness, better technical skills. Most men, when they have been broken, do NOT get up. When the wheels come off the bus, when they get beat, they don't get up. They get down and stay down.

If you want to be a champion, remember two words, "Get up!" Get up when your butt is getting kicked, and you know what that means. And if you don't, you will know when the time has arrived, it will be the hardest thing you have ever done because you will not want to get up and you have been beaten. A champion never stays down, they always get up.

The AWESOME & Inevitable Truth! (The CANI Process)

General summary:

Also called PCP (praise correct praise) is a pattern to focus on what is great about something, how to make it even greater and to finish with how great it is currently... Known as Constant and Never Ending Improvement, CANI gives the client a fair analysis of their behaviors and patterns. Clients, (like coaches) are far harder on themselves than they are kind. Ensuring the client experiences their true greatness may be one of your biggest gifts as it is truly a rare experience for most people.

Key Points:

- Be genuine.
- Dig deep, and be very real. Find the truth that you can build on.
- Be generous, do not be stingy. (This is also what allows you to be direct and painful with them and they tolerate it... because you found out good to great things about them as well... when no other helping professional has.)

Coaching Application:

MOST.... ("in the 10") have a tough time with the complete Truth...

- *I loved your new casserole!*
- *You look fine in that dress!*
- "I can't hurt their feelings" vs. "What will they think of me?"

So when you begin to speak with greater force...

Remember three things:

1. What is AWESOME about this!
2. What could be EVEN BETTER?
3. Remind and re-anchor the positive

Haka!

All Blacks: [SPINE TINGLING!! NZ All Black Haka - Kapa O Pango](#)



[Emotional wedding Haka moves Maori bride to tears, NZ](#)





And this: for a teacher...

[Incredible moment an entire school of boys break into emotional Haka at the funeral of beloved](#)



New Zealand soldiers Haka for fallen comrades:

[Video: New Zealand soldiers perform Haka for fallen comrades in Afghanistan](#)



Heart's Code

General Summary:

While we all believe that the heart loves and feels, most do not know that the heart thinks, remembers, communicates with other hearts, regulates immunity, and contains stored information that continually pulses through the body. Within the last 15 to 20 years, energy cardiology is an emerging field that is uncovering some of the most significant medical social and spiritual discoveries of our times.

Key Points:

- Many know, understand, and even discuss "head v. heart" questions and issues.
- While aligned with EQ v. IQ or masculine v. feminine, this science goes even deeper.
- Giving the "heart" equal accord with how one thinks, reasons, and problem solves... has sway with some, yet rarely at time of crisis or intensity.
- Learning to not only trust what to consciously intend and utilize this life force energy can help some clients with their issues.
- While often time the interfacing language is IQ/EQ – Masculine/Feminine, you as a coaching practitioner must have a deeper understanding of the power of the heart.
- Closely related as you grow your awareness is intuition – best addressed in Malcolm Gladwell's "Blink."

Heckler's Toolbox

General summary:

All great comedians not only have standard heckling responses, they practice them frequently, and their ability to riff on them truly marks their legendary status. As a coach, begin to assemble standard responses to known likely scenarios for your client challenges. In addition, teach this to your clients in those situations where the presenting issue is driven by hecklers (colleagues, bosses, children... you name it.)

The Tool:

This is part of the "future pacing" tool. This crucial that you have these standard lines both prepared, and the pattern recognition to use them when you are experiencing the software in opposition to your leadership.

I gave you some examples of standard sentences that exemplify oppositional software. Practice adding real sentences and real software to your "Heckler's" toolbox. You will get this from journaling, you will get this from your CANI of your leadership moments.

Like a good politician, when you are good at this, you can divert anything to anything. For example, the politician is ask about a defense issue, he or she will say, "I'm glad you asked that. It's a great question. And it really begins with my fiscal policy." And then they talk about their fiscal policy which is what they want to talk about. While it a true leadership moment this apparent aversion can be brought back, in your heckling application, your reframing new material or embedding loops that you can use to process the difficult defiant oppositional software.

It takes a lot of consciousness. PRACTICE IT!!

Key Points:

- "Are you going to tell me a woman attracts breast-cancer?"
- "You going to tell me my family member intended their (fill-in-the-blank)?"
- "Did that six-month old baby 'manifest' its pain?"
- "Did the Jew's manifest the Holocaust?"
- "I only believe in the Law of Attraction at a 7."
- "There are just some things in life and reality we do not control."

Imbedded commands/ open loops/ pattern interrupts

General summary: A pattern interrupt is an interruption in a specific flow or sequence. The main aim is to prevent any obvious linkage and thereby neurological conditioning. The other purpose is to weaken the old strategy and prevent it from having the same level of intensity as before.

If you knew that looking at the color blue would make your client feel fear, all you need to do is to interrupt the pattern before the fear kicks in. Display the stimulus, then interrupt the pattern. This can make the stimulus lose the original effect.

Key Points:

- Create patterns of confusion: ask non-sequential or irrational questions. *"When would now be a great time to change your thinking?" "Do you show the temperature on your watch?" Nod your head vigorously in a direction opposite to your sentence or question.*
- It can be conscious and deliberate like the "new song on the radio."
- It is often created by the mixing of language – an example is a trans-derivative search (TDS)

Examples:

Leading statements:

- *"And those thoughts you had yesterday..."* the human mind cannot process hearing this phrase, without at some level searching internally for some thoughts or other that it had yesterday, to make the subject of the sentence.
- *"The many colors that fruit can be"* likewise starts the human mind considering even if briefly, different fruit sorted by color.
- *"You did it again, didn't you!"* This everyday [manipulative](#) use of TDS usually sends the recipient looking internally for some "it" they may have done for which blame is being fairly given. Regardless of whether such a matter can be identified, guilt or anger may result.
- *"There has been pain, hasn't there"* the mind of a patient suffering an illness will find it very hard or impossible to hear or answer this sentence without conducting internal searches to verify whether this is true or not, or to find an example if so.
- *"You'd forgotten something [or: some part of your body], hadn't you?"* the mind usually checks through the various things, or parts of the body, on hearing this, seeing if each in turn has been forgotten.

Pattern Interruptions Continued

Contextual ambiguity:

- *"Do you remember line dancing on the steps?"* Without sufficient context, some statements may trigger TDS in order to resolve inherent [ambiguity](#) in the interpretation of a posed question. Do I remember a bygone fad called "line dancing on the steps"? Do I remember personally engaging in dancing in the past? Do I remember my routine practice dancing by focusing on the steps of the dance? Do I tend to forget about dancing when I am standing on steps?
- *"Penny-wise and pound the table dance to the beat of a different drummer"*. The mixing of [cliché](#) and stock phrases may trigger TDS in order to reconcile the discrepancies between expected and actual utterances in sequence.

Although TDS is often associated with spoken language, it can be induced in any perceptual system. Thus Milton Erickson's "[hypnotic handshake](#)" is a technique that leaves the other person performing TDS in search of meaning to a deliberately ambiguous use of touch.

Incantations and Affirmations

General summary:

The difference between incantations and affirmations is this: affirmations are the spoken words without the necessary emotional intensity and rarely the physiology. And incantation has commensurate emotional intensity and physiology to create its reality.

The Tool:

What is the difference between affirmations and incantations?

People tend to use affirmations. The problem with affirmations, because we're an emotionally-diminished culture, they're just saying what it is that you're affirming. Well, maybe it's real. Maybe it's not. Obviously if you remember back to Stewart Smalley . . . I'm good enough. I'm strong enough, and dog gone it, people like me.

Yeah. It's almost like a make-fun-of, because you're saying it. An incantation is when you actually put the emotion with it. So the incantation would have far more power. So I'll give you some examples of incantations and affirmations.

So Tony Robbins does a great section. So I want you to affirm with me. Repeat after me:

Now I'm the voice.

I will lead, not follow.

I will create, not destroy.

I'm a force for good.

Step up.

Step up.

Step up.

Now if you sat there, and you looked in your mirror . . . You're driving in your car to your appointment, and you're going like, "Now I am the voice."

Now I'm on an emotional intensity meter, EIM. Would you have rated me low, medium, or high?

Now, if you weren't in this course, and you were thinking about how most people function and perform or even how you function and perform in an unconscious thing, would most people go, "Oh, no. There's a lot of emotion. There's a lot of power there."? So let me show you the difference, and I want you guys to go with me on this.

It's not about yelling. It's about intensity. It's about feeling.

Can you feel the difference when you attach an emotion to it? Now, let me give you another example. If I told you that, when I'm really in a challenging or going into a challenging, and I just want everything to work out for me. So the connection is I'm going to affirm that everything is going to go smooth and easy.

Everything is going to go smooth and easy.

Smooth and easy.

Now, when you incant it, it's not the masculine, "Now I'm the voice." It's a more softer, but just as intention, and it's really crazy when you put a body motion with it. I do this all the time, and people are like, "Oh, man." So we'll see how you guys experience it. Here's what I want you to do. Follow with me. Take your hand. We're just going to make a figure-eight, and say "smooth and easy."

Kind of do your Stevie Wonder head rock. "Smooth and easy."

You can even just whisper it. Go slower. Smooth, easy. You can go bigger. Smooth, easy. Can you feel what shifts in your body when you put emotions and incantations to it? Develop your own incantations.

So I want you to take a look at this picture. I've had this picture with me, back all the way when I began doing incantations and this kind of work. What do you see in this photograph?



Or... the shepherd, the sheep, the wolf, and the sheepdog....

A great big shark is in the background. Fish, all in unison. They're all going the same way, the same direction, pretty much all symmetric to one another.

Are they a team? You think shark and the school of fish are?

Shark's not part of it. The shark is the predator. They're the prey. Predator and prey is an interesting sentence.

What this spoke to me, because I do think I'm a predator . . . But what do I prey on? Do I prey on fish?

Could prey on old software. I prey on predators that hurt the sheeple of the world. So what I did with this incantation is, "I am the predator. I am the protector. I am the predator. I am the protector. I am the predator. I am the protector. I am the predator. I am the protector."

Some people furrow their brows and go, "That's pretty fucking weird." Some people go, "Oh, my god. That resonates with me." At the end of the day, find your own pictures. Find the things that mean . . . Create the incantation.

Key Points:

- We all have incantations; it's unfortunate foremost they are less resourceful than most expect.
- Conscious incantations create a life and reality of their own.
- They often have their own rhythm, pattern, symmetry, and more.
- Affirmations in and of themselves are not bad, they just do not have the power of affirmations.
- Many are uncomfortable with the emotional intensity and physiology attached to Level 10 incantations.

Coaching Application:

- Now I am the voice!
- Smooth and easy...
- I am the protector, I am the predator.

My Incantation before Speaking:

IT IS ALL ABOUT THE AUDIENCE, THE PARTICIPANTS, AND THEIR OUTCOMES. IT IS NOT ABOUT ME. IT IS NOT ABOUT MY EGO. I AM A CHANNEL AND VESSEL OF THE UNIVERSE. I AM HERE TO SERVE THE PARTICIPANTS AND STAFF. I NOW COMMAND MY CONSCIOUS AND OTHER THAN CONSCIOUS MIND, BODY, AND HEART TO DIRECT ME TODAY IN HELPING AS MANY PEOPLE AS POSSIBLE TO GROW AND HEAL THEIR LIVES BY GIVING ME THE STRENGTH, EMOTION, PERSUASION, HUMOR, AND INSIGHT TO ACCOMPLISH MY PURPOSE IN PARTNERSHIP WITH THE GREAT TRUTHS OF THIS UNIVERSE.

My Incantation before Client Sessions:

IT IS ALL ABOUT MY CLIENT. IT IS NOT ABOUT ME. IT IS NOT ABOUT MY EGO. I AM A CHANNEL AND VESSEL OF THE UNIVERSE. I AM HERE TO SERVE THEM AND THEIR OUTCOMES. I NOW COMMAND MY CONSCIOUS AND OTHER THAN CONSCIOUS MIND, BODY, AND HEART TO DIRECT ME IN THIS MOMENT IN HELPING AND GUIDING THEM TO GROW AND HEAL THEIR LIFE BY GIVING ME THE STRENGTH, EMOTION, PERSUASION, HUMOR, AND INSIGHT TO ACCOMPLISH MY PURPOSE IN PARTNERSHIP WITH THE GREAT TRUTHS OF THIS UNIVERSE

Integrity: Punishing and Rewarding

Do you realize that the software that 90% of leaders and parents and everybody on this planet, we are conditioning and training people to lie to us. And we say, "Oh, no, no, no. We want them to tell the truth." But no, we don't. And this is why you have to understand this as a pattern mode. It starts in a metaphor, little Mary, four years old, loves mom's incredible chocolate chip cookies. Saturday morning, mom makes a batch, and little Mary can't help herself, she grabs one off the cooling rack and eats it. Mom comes in goes, "Mary! Who had a chocolate chip cookie?" Mary goes, "I did. It was awesome. Thank you. Delicious". Does Mary get punished or rewarded for telling the truth?

She gets punished. She's not stupid. She's smart. Next Saturday she can't help herself because the cookies really are pretty special. She eats them, but now mum comes in, "Mary, I thought I told you..." "Mom, it wasn't me. In fact I think I smell chocolate on the dog's breath. I think the dog got it." Does Mary get punished or rewarded for lying?

Rewarded. Because mom doesn't know if she is lying or not so she doesn't get punished. Now, little Mary grows up, she is a vice president. CEO walks in, "Hey Mary, I've got this great marketing idea." Mary goes "Boss, love your positive, love your contagious enthusiasm, passion. Oh, yeah. It's a really stupid idea." People are not going to like it, that's not what our clients want, yeah, I know. Great idea, but you're a little bit off. Does Mary generally in most companies get punished or rewarded for telling the truth?

Punished. Now if she goes, "Boss, wow! That's awesome! Yeah, no. I'm going to sign a taskforce today. And that's great." Walks out of the office and says, "Oh, next week it will be something else. That dude is a lunatic, I'm not doing that shit. I'm just going to do my job." Punished or rewarded?

Rewarded. "Yeah. I talked to Mary she is a real team player." Now, that Sumner on the other hand, he told me the truth and said I was a dumbass and I don't like that guy. I don't want people telling me bad news. They're not team players." Now, Mary...

So when my kids were growing up, I wanted to raise men and women of integrity far more than I wanted anything else. Because if they have integrity first, they'll figure everything else out. Life will teach them far more than I can anyway. Integrity's a little bit hard and I know we're in an upside down system, so the rule was if you tell me the truth, I don't care what the crime is. If you tell me the truth, no punishment, zero, it zeros out. And if you lie to me, I will descend with the wrath of God and strip flesh and bone from you. You will not know agony like you know agony. And here is what happened. They'd perform the crime, and they tell me the truth. "Wow, this is cool, I didn't get punished." Then it started to become a game because they told their friends and they found out this is unusual. Their friends wouldn't believe them.

So they come to my house, do some nasty shit, come and tell me, so I stand there and go like, "Well, Jack, that's just really nice that you told me the truth." And the kids are like, "Is he going to get punished, is he going to get hit, what's going to happen to him?" "I'm very glad you told me the truth. No punishment for that." Now two things, number one as a leader if you're not smarter than your troops, I get my pound of flesh just not at that moment. And they never figured out where I got the pound of flesh from. I'd make my point that that war crime was not okay with me, they couldn't do that, but I had to in the moment, in the programming moment I have to make the point that integrity is paramount to everything.

And the oldest had to do it three times just because two wasn't enough for him. He had to lie to me and get caught just so he could see if I'm going to do it; and what does it feel like to have the flesh ripped from your bones and roasted in the fires of hell with the wrath of God descending on you in the most horrific manner. I had to do it to him. It wasn't pleasant. I don't like that, I'm not a mean person. Per se.

I always try to create a punishment that fits the crime. So generally in addition to any other severe punishment that came, they always had to do some form of written essay and research and whatnot. They had to think about it. And then how I would really make it extra painful so this is in the 80s and 90s and they couldn't type it. They had to hand write it and there could be no mistakes on it. So you would see them writing slower and slower because they always get to the end of a page and make one ink mistake, you would just hear them sobbing in their bedroom.

Barbara of course would be like, "What's the matter?" "I wrote this whole page and I crossed my T wrong at the end. Dad won't take it." They did stuff like that. One of the worst moments and I actually did this. I don't know why Keane lied to me, that's my oldest. He's probably 13 or 14 and we're not home. He clogged the downstairs toilet with paper towels. I don't care why he did it or what he was doing. But he tried to flush a wad and it flooded down in the basement. Barbara, "Bill!" Oh well that's not good. I get downstairs. He's like her stepson and her and Keane are interesting anyway. "Bill!" I come down stairs, "Look!" Okay what's this? I'm like, "Keane, did you put paper..." "No!" "Keane" "Well Little Mary says, I'm going to dig chocolate out of the teeth or..." and here is a tool I gave you earlier. What was the tool? I told you his name in here was David Hopkins, I said we would reveal strength. You can muscle test for integrity. If they tell a lie their body weakens. So I muscle test my kids,

But, "Keane why..." "No I didn't do it." "Yes, don't lie?" "I didn't." "Are you kidding? Dude, you're the only one home when this went on." And I finally said "Look, you've got a 3,000 word essay for lying to me and then we're going to start the punishment." "No. I didn't do it. No I didn't." He's down there just defiant, red in the face and I just did this, We got to 8,000 words, "All right! Fine, here's what..." told me this stupid ass story. Like I don't give a shit what you did that, you didn't know, you're a dumb ass teenage boy. You can't put paper towel. But I made him do 8000 word essay. It took him like three weeks he hated me for it. Hated me.

As a leader, you have the power to understand what really creates behavior. When you look at the fact then this is still on the long Trish line that says, "I'm almost going to promise you if you really sit back and think about it Trish, in some perverse way you're encouraging and training them and rewarding them to bring you problems." And it's pissing you off to no end but you don't understand that the breakdown in the system lies in the software that's addressing how this works. People are very, very smart. Even if they're in annoying patterns. You just have to look where you're putting more pain and less pain. They'll squirm their way over to less pain.

And if you're really, really awesome at this you do both. There's the pain waning. You screw this up it's the wrath of God and there is this incredible reward for you. If you tell me the truth, no punishment. And I would be very, very proud to sell, yeah my kids don't lie. Not to me. They might lie to a cop, "Were you speeding?" "No officer." And I get that. But they don't lie to me. And it's not because they don't have the occasion or they don't want to, it's because they're proud to tell me the truth. Even when it's ugly. There is more pleasure attached to be a man or a woman of integrity, than there is attached to being someone who has to shade and fudge and color what the story is so that you wouldn't think less of them because they know, I wouldn't do anything to

'em now they're 34, our daughter's 30. I don't do anything now, I just have to look at them. They know, "Oh, I don't want to disappoint dad." Your people will know. They don't want to disappoint you if you're a great leader.

I know I've annoyed some of you with this four year old, yeah, you know this, that. It really boils to a theory X theory Y approach the world. Are people, theory X just out? They're rotten, they're shirkers, they're slackers, they're out to screw you, they have to be tightly watched and controlled. Or, are they awesome, wonderful, tortured sometimes but deep loving souls that you want to inspire and open them up and teach them to be more than they've ever thought they could be?

And the problem is and again this is all in the software. These are always why these metaphors have some value, more value, less value but what's my trust program. Some of you go, "Well, I'm pretty trusting and I trust most people, and I look for these signs and here is when I don't." You'll go through whatever the software is. My trust program, 100%, max, pedal to metal, lights up, oh my god I will over trust every person that I meet. Even if I suspect the signs are obvious that they're not to be trusted. I'll trust them. Why? Because if they're not trust worthy and they hurt me, do you really think they hurt me? Even if they take money, even if they take time, even if they take something from me, does that hurt me? Or am I a person that says, "They took money, give me more money. System come on. Let's speed up from money flow. I need some more money." And money comes to me in the weirdest ways, when I least expect it, when I most need it, it shows up weird. Weird ways, if I told you the stories about how money comes to me at times. Well it doesn't come to a lot of people because they don't ask for it.

Here is how they will ask. "I really, really want money but I have a job. I can't do a second job. There's no way I can get money." Okay, the system goes, "Bye! No money for you." And it works. And they hear a story like, "Oh no just ask for money and it gives you money. You print money." What? No... it doesn't work that way. If they hurt me, first of all, in this untrustworthy category, there's two very distinct people. There's someone who is going to test me because they think I'm full of shit. And then when they find out that I am real, they're so blown away, because no one has ever trusted them because generally they're untrustworthy. So the fact that I've trusted them, and I meant it, they're so blown away, those people, that's when epic really applies. What they will do for me is legendary. With the greatest sacrifices. They'll sacrifice everything because they have never anybody believe in them. That's one of the greatest moments as a leader when you believe in someone whose never been believed in and they react to that. It is watching a life literally transform in your eyes. And they're still the assholes of the planet, and they take something from me, and whatever.

The other value to this is the people I gain because I started first with trust, they're not assholes, they're not untrustworthy, but if I trust you, they'll trust me back. Versus if I trust you, are you trustworthy? They're going to go, "Well, if I trust you, are you trustworthy?" and then you do this little dance. And when you do a little dance, testing for untrustworthy, what do you sometimes create unconsciously? And then when I look at the super set and the sub set of how this works, and the reason why this is important like someone will say to me, "Well I am not going to love, at 100% trust, because I've had people break my heart before." I'm like that's the reason why you need to love at 110%.

Because if you love at 110% this is the paradigm that applies. You're going to end up with more loving people, people . . . oh remember at the end of the day those people are always out there, they're always there. But when you as a leader show up and say I'm changing the paradigm, I'm changing software. This is who I am. This is what I want. This is how this world's going to work for me. You will be surprised at how this system

responds to you and how people respond to you. It's really kind of nutty.

Intention (Law of Attraction)

General summary:

This is a cornerstone tool. Most do not realize that everything is a result of intention (even having no intention is an intention!) Therefore, to help your clients understand their intentions in the "Old You" psychology is often from their FoO, away pattern-based, and focused on eliminating failure or disappointment avoidance. Writing down the intentions has even greater power because once rendered in black-and-white the programs are clearly transparent and real.

Key Points:

- Writing is key.
- Combining all the tools to create a holistic, mind-body-spirit outcome creates great value for both you and the client.
- Ensure that your coaching always has intention underlying it.

The difference between "asking" and "unasking"

The timeline tool for calculating the "power" of your "ask"

Coaching Application:

John Diamond Art Exercise



And...

|

I need a Great Artist!

General Summary:

Designed to dramatically demonstrate how internal energy and psychology can externally influence others, even to the point of strengthening and weakening their muscles, this is a phenomenal beginning given the right audience (more new age, more open, or not locked into traditionally inflexible knowledge sets.)

The Tool:

John Diamond said, and his advancement of muscle testing theory is, that when you're in the presence of a positive emotion, you strengthen; and when in the presence of a weak emotion, you weaken. So if you're sad or upset or angry, you will weaken. And if you're in the presence of love and joy and ecstasy and pleasure, you will strengthen.

John Diamond tested every piece of art in The Metropolitan Museum over a ten-year period, almost a million tests were conducted on people looking at art. Four pieces of art strengthened people, the rest weakened them. What he developed was the theory that said the mental state of the artist as they create the art influences what takes place.

Key Points:

- On any given day, 20% of the audience will be in psychological reversal. Therefore, I generally will not do for an audience smaller than 5-6.
- Have your materials prepared.
- It can take 15 – 20 minutes.
- Practice this several times before you take this before an audience.
- Get excited!

Coaching Application:

- Holy smokes, I'm more powerful than I knew or thought!

Bill: Take your watch off, please. So this is not a strength test. Turn around and face me. This is called a muscle activation test. So I'm going to keep your elbow straight, I'm just going to push down on your arm, and I just want you to resist the push. So remain steady, push down, you resist. Make the statement, "You have my permission to muscle test me."

Student: You have my permission to muscle test me.

Bill: Make the statement, "I want to be totally healthy and 100% pain-free."

Student: I want to be totally healthy and 100% pain-free.

Bill: Okay. Let me start the test. I'll push down and you resist, okay? Make the statement again.

Student: I want to be 100% healthy.

Bill: "I want to be totally healthy."

Student: Totally healthy.

Bill: "And 100% pain-free."

Student: And 100% pain-free.

Bill: Push. I weakened you a little bit?

Student: Yeah.

Bill: Yeah? Okay. Here's our first volunteer. Stay right there. Everybody, give Elijah a big hand.

Now I need a second special volunteer. I need a great artist, someone who is epic artist, great drawer. I know you're out there, don't be shy. Great artist, need a volunteer. Who's great at art? Come on, come on, come on. Come on, a great artist. One of your friends who knows you're good, seen you doodling in my great class, you can volunteer by someone else. I need a great artist, please.

Bill: You're only going to have about 30 seconds to draw, so we're not looking for Mona Lisa, we're

looking for a great artist. Come on, step up. Come on. I need someone.

Student: All right, but I'm not great.

Bill: Oh, all right. Everybody give Christie a big hand.

Student: No, not Mona Lisa or anything like that. I can't draw that.

Bill: All right. So here's what we're going to do. You're going to have a comfortable seat on the floor, as a great artist.

Student: Right here?

Bill: Yeah.

Student: Okay.

Bill: And when I say go, I'll give you about 30 seconds. You can do stick figures, you can do animation, you can do cartoons, you can do abstract. You get to do anything that you want, and we're just going to observe your art. Because, as a great artist, you will make a work of art.

Student: What am I drawing?

Bill: Anything you want. As a great artist, you'll figure it out. You got 30 seconds.

Student: I don't know.

Bill: Where's my music?

Student: Oh no.

Student: This is really inspiring, thank you.

Bill: You're welcome. And if you can't see what she's drawing, you'll want to see it. So stand up, move around.

Student: That's 30 seconds?

Bill: Yeah.

Student: Check this out.

Bill: There we go. Our great artist, give her a big hand. Next step, you stay there, come here. We're going to muscle test you again. So I'm just going to turn you because you're going to look under my arm. What I want you to do is look at the art, remain looking at the art. Turn slightly a little bit. And make the statement, "I want to be totally healthy and 100% pain-free."

Student: I want to be totally w
y and 100% pain-free.

Bill: Straight. That's still the same calibration. Let me add something there. And again, if you can't see, you guys will want to see this. I'm going to get something.

Student: Okay.

Bill: Same test, look. All right, make the statement, "I want to be totally healthy and 100% pain-free."

Student: I want to be totally healthy and 100% pain-free.

Bill: Straight. Still weak. That's interesting. That has never happened in about ten years of doing this.

Student: Nice work.

Bill: Let me add something again.

Student: My picture is not inspiring.

Bill: Epic fails here.

Student: I can keep going that was 30 seconds.

Bill: I'm going to make sure he can't . . . All right, everybody else should have seen what I added. Looking at the artwork, make the statement, "I want to be totally healthy and 100% pain-free."

Student: I want to be totally healthy and 100% pain-free.

Bill: Elbow straight. Your strength is different, is it not? You can let it go. Did you guys notice there was a difference? There is one little thing we might have to chat about here. Did you guys see what I added the second time?

Student: I did.

Bill: You did?

Student: Yeah. You added a piece of black to the tree trunk.

Bill: Huh?

Student: You added a piece of black to the tree trunk.

Bill: It wasn't black, it was brown. But how did you see? I was blocking your vision. Did you look around to see what I was adding?

Student: No, I saw it as soon as you moved.

Bill: Interesting. So let's try this again, let's just kind of get some sense for it. This time, we'll now let our great artist go back and add.

Student: I'll add?

Bill: Yeah, you can add some stuff to it. And just to help, I won't play the music again, but will you guys help me hum the Jeopardy? . . . Okay. Elijah, come back.

Student: All this working out, I needed to drink.

Bill: While looking at the artwork, you can be done now.

Student: But it's not pretty, 30 seconds is tough.

Bill: We added to the artwork. Remain looking at the piece of art, make the statement, "I want to be totally healthy and 100% pain-free."

Student: I want to be totally healthy and 100% pain-free.

Bill: Straight. You weakened again. Or not. Do you feel as strong as you did at the strong test? Part of it is people accuse me of pushing more or less, but because it's muscle activation, it's not a strength test. I'm not testing how strong you are, I'm testing is the shoulder active. And in the first test the shoulder wasn't active on the sentence and it weakened. So it didn't take much to push it down. On the second one, when it was strong, I'm pushing about as hard as I can and I can't move it because it's active. But you have to help and say, "No, you push different," or, "I experience it differently." What your experience is, "I'm rock steady," or, "No, I can't hold my arm up."

Student: I don't know. When you pushed it after you drew on it, it was like you pushed in instead of down. I just felt that it wouldn't move.

Bill: Okay.

Student: I'm wondering why.

Bill: So I'm going to add something. So now you really can't see anything. So you can't even see which pen I use. You guy will want to see what pen I use.

Student: I didn't look at which pen he used.

Student: What's that?

Student: I didn't look at what pen he used.

Bill: . . . Did you guys see what I added? Okay, so you can observe the drawing again. Turn slightly. Look at the art the whole time, "I want to be totally healthy and 100% pain-free."

Student: I want to be totally healthy and 100% pain-free.

Bill: Elbow straight . . . Do you feel like I pushed in that time, or pushed down?

Student: Down. I feel like it was just hard. I can't wrap my head around it. I could curl you with that one.

Bill: Well, so there's two things that you just said. So again, this is what's interesting. Did you hear what he said? What was his sentence, if I wrote his sentence down?

Student: He was like, "It was hard."

Bill: Before that, I said he said two things.

Student: That you didn't push in, you pushed down.

Bill: No.

Student: It didn't seem different that time.

Bill: No. What did he say?

Student: He could curl you with that one?

Bill: Nope.

Student: I don't think it's what he literally said.

Bill: Yeah, no. It's what he literally said.

Student: Oh, really?

Bill: And it kind of trailed off to this, I think is what I heard. But you said, "I can't wrap my head around this." Now that's interesting because, again, what most people's minds is trying to absorb is what just happened. And the observation is, "On one test I'm stronger, on one test I'm weaker, and there's nothing that explains that." So you're trying to make, "Why am I stronger or weaker?" And so it's like, "Well, he pushed harder. Yeah, he must have pushed harder. No, I felt it different. It felt like he pushed," or you felt like it pushed a different way because you're trying to create a logic out of it.

I can tell you as the tester, no, I didn't. I did the same each time because I've literally done this for ten years. And I know what happened, but I'll explain that in a moment, as well. But what do you think happened? As you observed you'll decide, "Oh, it's inconsistent because there's inconsistency in the tester." Or if you believe there was consistency in the test. One time he made the sentence he was strong, and another time he made the sentence it was not as strong. He was not as strong in the calibration, he

was not as strong in her art, he was not as strong in my first art that I added. But in the second two times that I added, he strengthened.

Student: I just have a guess. Because the first time he could see my drawing, the second time he saw a very clear thing. And the third time, did you see what he added?

Student: Yeah, to the left side of the tree trunk.

Bill: No, that was the second time. Did you see what I added the third time?

Student: Oh, sorry, the third time.

Student: No.

Student: So do you think his focal point changed? Because you're searching so hard to see what he added and you couldn't figure it out.

Bill: That's a good guess, but no. Thank you. That's a very good guess, that's pretty common. And that's part of the reason why sometimes I allow the person to see it and sometimes I don't. Because then the test should vary based on the artist, not based on the focal point. So that was a hint. It's based on the artist, not the focal point.

Anybody else want to? I want two more guesses. What do you think was strengthening and weakening him?

Student: I think he was focused on you and not on her and what she did.

Bill: Another good guess, but no. Thank you. One more? . . . How many of you saw the movie "What the Bleep Do We Know!?" So a predecessor to The Secret was a quantum physics movie called "What the Bleep." And "Bleep" is actually spelled out, but when you see it in the movie title it's swear symbols, "What the heck do we know?" And it was a movie on quantum physics. In that movie there was a scientist featured by the name of Dr. Emoto, a Japanese scientist. How many have ever heard of Emoto or his work on messages in water? Oh, this is going to be an awesome moment for your Western minds.

He took water, repeated over and over experiments. Same water source, same glass flask, same freezing processes, same electronic microscope, same magnification and observation of ice crystals that were frozen similarly. And some of the ice crystals . . . So I'll pass this book around for you to see, some of the ice crystals are beautiful and colorful and symmetrical, and what you would expect out of an ice crystal or a snowflake. Some of them, at the exact same everything, were asymmetrical, were discolored, had dramatic differences in the ice crystals. What do you think was the difference in the beautiful ice crystals versus the discolored, deformed, asymmetrical ice crystals?

Student: He told them positive things?

Bill: How did he tell them?

Student: He talked to them?

Bill: How did he talk to them? He did message them, but what was the medium for the message? This blows Western minds, they just go, "BS, I don't buy it." It was the label on the bottle. On some bottles he put "I love you," on other bottles he put "I hate you." On some bottles he put "angels," some bottles he put "demons." Some bottles he put good positive things, other ones that he put negative things. And most Western minds go, "Yeah, I don't buy it. You don't put a label on a bottle and crystals freeze differently. I don't buy it."

So this is a brilliant doctor I've worked with, love this guy. His name is John Diamond, Dr. John Diamond. He is an applied kinesiologist. How many know the capital A, capital K? Not kinesiology that is the study of human movement or kinesiologists in the therapeutic sense. But it's a kind chiropractic medicine sub-branch of chiropractic medicine; capital A, capital K. How many have ever heard of AK? This is where muscle testing comes from.

It's in the public consciousness. I remember one of the first times I saw it in public consciousness. Is there was a California commercial where the mechanic had the person put their arm on the engine and they were muscle testing him to diagnose the engine. AK diagnoses physical ailments, physical body conditions through muscle testing. Because back in the '50s a brilliant doctor by the name of George Goodheart.

Diamond came along in 1970 as a traditional psychiatrist and said, "I modify people's behaviors through medicine, but I don't feel like I'm healing anybody and I want to heal people. I don't want to just treat their depression; I want to heal their depression." And he stumbled across Goodheart's work, he became an AK, and he went on to do a number of brilliant developmental works in the field. One of them being that emotion, positive and negative, influences how the body reacts. In the presence of positive emotions, it will strengthen; and in the presence of negative emotions, it weakens. There was anomalies in the test.

One of the hardest books, not because the English is hard but because the concepts are staggering and trying to process it took me a long time to process. Was the book that explained the anomalies in John Diamond's test. It's a book called Power vs. Force. Have any of you ever heard of David Hawkins or Power vs. Force? I'd highly recommend both John Diamond and David Hawkins you might want to put on a reading list, it's mind-blowing work.

What he discovered is that the anomalies while the way they tested people to elicit their emotional state. And sometimes they'd elicit positive and then test positive, but sometimes it wasn't. David Hawkins discovered what trumped emotion was the integrity of the story. If the story was a true story to elicit emotion, it always tested accurately. But if it was a work of fiction, it may or may not, depending on the believability of the story.

So what John Diamond did, when Hawkins reviewed his work, went deeper into the emotional content and went to the state of the person who's creating the work. And he developed this art test. We look for someone called psychologically reversed. Now Elijah would want to be strong when he says, "I want to be totally healthy and 100% pain-free," right? That would be a true statement for him. But when he weakened in that test, it's a state called psychological reversal.

What happens in psychological reversal, again in my class of great Western medicine practitioners here, if you believe in Chinese energy meridians or you believe in acupuncture, or the possibility of it, it just says there's these river of energies that are really independent of nervous system and other things, or chakras, there's just energy that flows in our body. The Chinese have diagnosed it and analyzed it in their system. Western medicine generally is looking at it, and there's some that accepts it, but for the most part, it's not valid empirical science. Sometimes, about 20% of the time, for whatever reason: stress, sleep, nutrition, patterns. The rivers just back up and go the other way. So that when you say, "I want to be healthy," the river of energy is going the wrong way.

So we have an exercise to fix that. So I want not only Elijah, but I want all of you to do this with me, including you.

Student: Okay.

Bill: Where your little fingers join, there's a little line there. I want you to put those at 90-degree angles hand-to-hand like this. 90-degree, hand-to-hand. And tap, and say with me the sentence, "I want to be totally healthy and 100% pain-free. I want to be totally healthy and 100% pain-free. I want to be totally healthy and 100% pain-free. I want to be totally healthy and 100% pain-free. I want to be totally healthy and 100% pain-free."

So come here, Elijah. When you originally made that sentence the very first time, you don't need to look at the art that weakened a bit for you. So make the statement again, "I want to be totally healthy and 100% pain-free."

Student: I want to be totally healthy and 100% pain-free.

Bill: I can't move that arm. I didn't push 100%, but that's a 90% push. Where the other times it was a 40%, 50% push to move you. And it was all in the beginning. Once it started, the arm didn't hold. So everybody give Elijah a big hand. Give our artist, Christie, a big hand.

Now here's why this is a valuable test for you. I love doing this; I've got a lot of sports teams as clients. I love doing this with my athletes who are strong and fit and they like competition. Because when they weaken, though they'll fight like, "Eh!," and it just folds. And these sometimes are big, burly men bigger than me, strong women. It's an activation test. And here's why it's valuable as a leader. Not that you're going to go replicate this test, but what I'm trying to do is explain deeper into the mind-body connection and the fact that what John Diamond said, what Emoto said. Pass this around, please. Was that your mind is so powerful that it just thinks a thought and it influences everything around it.

So for my hockey teams, "Oh, Sumner gets the penalty shot, great. Our game winning is depending on Sumner." Do you think that by having that thought, even if you don't do anything with it, that you have a great smile on your face? Or you're, "Come on, Bill. Come on, Bill," but you're thinking, "Oh crap, Bill has got the penalty shot." Do you think that that physically impacts the planet and impacts Bill?

Because what took place in the art, John Diamond tested every piece of art in The Metropolitan Museum. Over a ten-year period, almost a million tests were conducted on people looking at art. Four pieces of art strengthened people, the rest weakened them. If we're using this to illustrate ink on a bottle that says

"love" and ink on a bottle that says "hate," changes the molecular structure of the ice crystal. What he developed was the example that said the mental state of the artist as they create the art influences what takes place.

So when I said, "I'm looking for a great artist, you're going to make a great piece of art," we're all watching you and you get your volunteer to come up here. 99 times out of 98, it's not 99 times out of 100. So 101% of the time where that individual go mentally in their software or mental structures, if you will, as they begin to create their art? Where do they go psychologically?

Student: To our happy place. I'm just kidding.

Bill: I'll give you a hint.

Student: A relaxing place.

Bill: No, no, no.

Student: A place of anxiety.

Bill: Place of anxiety. What do we call that place? What's that old part of our psychology that's our best friend and oldest defender? Three-letter word, rhymes with "shmeego." You go into your ego. "I'm being judged, I'm being watched." That's an internal-facing energy. When I went to make my art for him, what mental structure did I access? Was it about me? What was it about?

Student: Him.

Bill: Him. "How awesome he is, I'm happy he's here. Thanks for being my volunteer. You've asked some great questions." Now I've never had it bomb the first time. Brian will understand this more than you guys will. Brian probably didn't even know this. When I get ready to do this, almost always I'll go off and do a tapping exercise on my own to make sure that I'm psychological congruent when I do it. Spaced it out today.

So when I made my art, even though I was thinking positive thoughts about you, it was reversed energy, the same way Christie was. So it had no impact. So I had to really gather myself and take an enormous breath. So even though you saw it the second time, the result was what we would expect if my energy attached to the ink, changed the vibration, electrical frequency, neurological frequencies attached to that art that literally affected your body. The second time you saw it, the third time I made such a tiny dot in the middle of the bench that you could not have seen it if you studied it where that dot was. So it's not the focal point, because that's very common, "Well, it's because he saw and somehow you got him to focus on it." No, it's the same neurological quantum physics, and this is with inanimate objects.

This is even more powerful that it's human behavior. How you think and how people think in your team. If you have negative thoughts, not only do they influence what neural accesses you have, what resources you acquire, what brain chemistry you're creating. It impacts everything around you, too. That's how powerful your mind is.

So what some people take out of it is, "That's interesting, I'll think about it." Some people take out of it like, "Holy smokes, I'm more powerful than I knew or thought." Some people go, "Yeah," they buy it, "It's interesting." It will be your choice. Or you guys can ask any questions you want. Questions or comments?

Student: Can I share an example? I like this sort of thing; I've done it a couple of times. I did martial arts a lot of years when I was a kid and they had a program and they're like, "This is not part of your requirement." And it was about your personal energy harness. And so they would have you make the ball of energy like this. And two guys about your size couldn't push my hands together, once you got to that. As hard as they could go, and it was the coolest thing.

And then one time I was taking a class on alternative medicine when I was in school and my professor had a Reiki specialist come in. She's like, "Who's sick? Who's having something going on?" And I had this, well, it started like this, and then it was in my chest. And I was like, "I'm struggling." And did that and it was unreal.

Bill: The mind is so, so powerful.

Jubilee video: if you could change one thing...

[Comfortable: 50 People 1 Question](#)

Jubilee



Mach 1

Americans are chronically, for the most part, tired. When I ask people, "On a scale of one to 10, what are you today?" Let's say they're critical but honest they go, "oh I'm a seven," or, "I'm an eight," or some

people are like "Oh no man, I'm pushing all the time. I'm a nine" And I go "Oh yeah, what's your exhaustion level?" And they're like, "Oh my god, I fight it all the time." Yeah. What I said earlier, that children live at a 10, they do everything at a 10. Laugh at a 10. Cry at a 10. Play at a 10. They're apathetic and watch TV at a 10. Ever seen a kid in a bean bag chair watching TV, their eyes are open, you have to wonder, "Are they breathing?" They do everything at a 10 which, means I told they get to sleep at a 10. So what happens for most people lies in this tool. When you were going to break the speed barrier, this is 1947 you can go YouTube these, it's Chuck Yeager. Scientists couldn't figure out. There was half a scientific community saying it can't be done because the plane's shaking and rattling and rolling and going crazy, the closer the closer the closer that we don't even think a plane . . . We don't even know what's going to happen. Well, what's really happening when you think about it, if you're going at 7/10ths of the Mach speed, what it means is you're 70% of the sonic energy, and only 30% of its escaping. It's counterintuitive. You think it's the other way, no. You're in 70, 30 gets out.

If you're going .9, you're now in 90% of the sonic energy. Only 10% is escaping at the back. You're going at .99, you're rattling and rolling because you're in 100% virtual energy. Until that point, it is kind of funny on the ground when they hear the sonic boom, they're like "Oh my god, the plane blew up. Parts falling..." No, it's still streaking across the sky. They had to figure out what a sonic boom was. It didn't occur to them. They knew thunder and lightning they didn't know planes did that. The next thing that happens is at that moment, you're now faster than the speed of sound. 100% escapes out the back.

So, if you say, "Look Bill I live my life at a seven and trying to go to an eight man that's hard!" I get that. It is hard. Sometimes when you live at a 9 to go to 9.1 is excruciating. But here's what happens when you decide to live at a Mach One speed. You're now traveling faster than your speed of your bullshit. It's all out the back. You don't make excuses about anything. You're failing, you're fumbling, you're living large. So to say no to a boss, set a boundary with a girlfriend or somebody. I'll tell you where I've got a really hard boundary in place right now. I went to my college reunion a year ago, West Pointers, military. I've got friendships that were blood brothers more than family, to the day I die. I could ask some of these guys for anything. They would give me anything.

Right now I suck as a friend. I just told them, "Look, I've got another book coming out in the fall. I've got things I'm trying to do." Most of them are retiring out of the military and starting to live this easy life. I am in the prime of my life. I'm picking up. My speed is getting faster. My production, what I'm here to do, I am now finally producing at levels I only dreamed about years ago. So sorry. Sue me. I suck as a friend. Maybe a couple of years I'll be through this production period, maybe less, maybe more. Yeah, no there's a boundary on my friends. And they're all giving me shit. They don't hate me for it but I get emails from them, "Oh, Mr. author, would you take the time to send us a little one liner telling us how much you suck as we don't you know, blah blah," they give me shit.

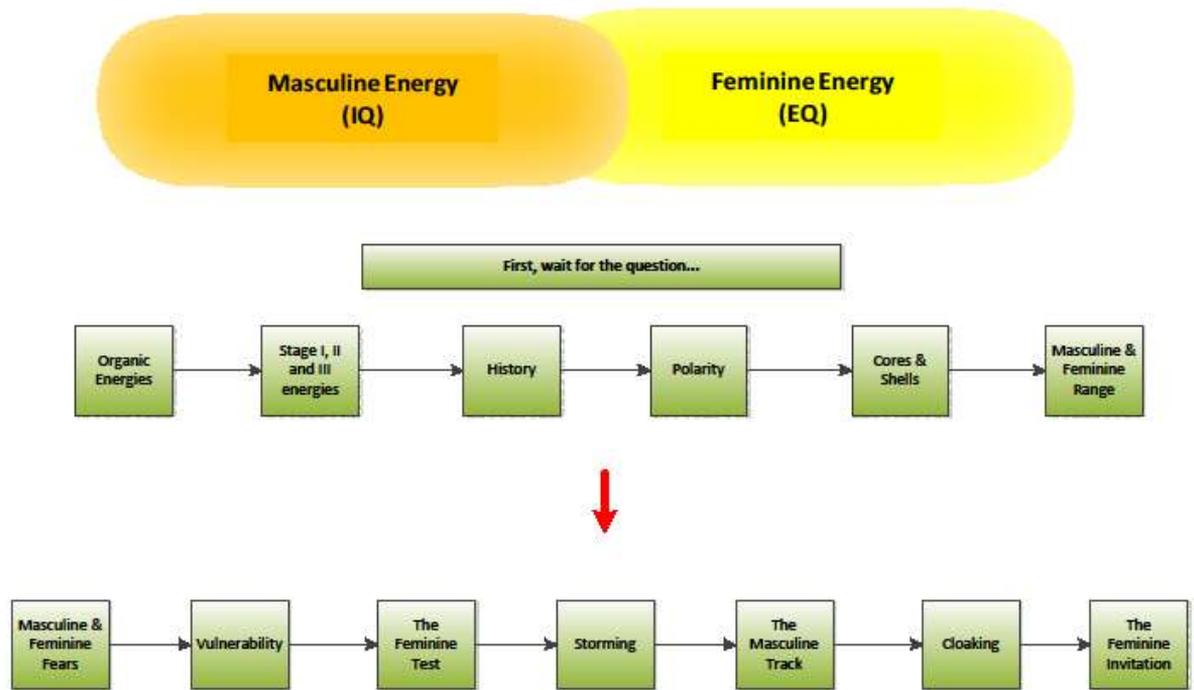
But your ability to say no. And sometimes it's really hard because a lot of time bosses will take advantage of you because they're going to reward the person who is a slacker because, "I can't give the work to them because it's not going to get done well." That's when you're got to lead and train the boss to say, "Absolutely not, because they have you trained and not give them the work. And they're drawing the paycheck and even if somewhere down the road they're getting medium reviews, if they're about to get fired they're going to raise the effort up a little bit and do it a little better, but, they're not going to give you an A+. No, not on my watch, you're all A+s.

Yeah we're going to have a fight here. If you think you get to be because there is no DNA in there, because maybe you're A+ is not my A+, but it's an A+. and I'm going to find your potentiality, I'm going to tap in at that place, and I'm going to push you into that place, and you don't get away from then on my

watch. That's not who I am. I am going to force you into your potentiality. That's going to be our worse fight. It's not a spreadsheet, it's not this or that, that's all EQ. "Why would I do that?" "Because I believe in you." "Bullshit! You want to take advantage of me." "No, I get an advantage out of it, but you got to look me in the eyes and tell me. You think I am who I am and do what I do and drive what I drive because I'm taking advantage of you or because I believe in you?"

They don't want to answer the question. "Fine!" But see if you teach them life is easier because they see if they're going to act to produce more they got to go from a seven to an eight. No you're not going seven, eight on my watch, you're going all the way to Mach One. This whole team is accelerating to Mach One because now we're faster than our shit. Now we're better. And that's when things have the quantum transformational property. Does that make sense and have value? Boundary setting is sometimes one of the hardest places for people to say, "Oh I can do this or do this. I'll do this. I can't do this.."

Masculine and Feminine Energy



When we look at the things that create what we want most a lot of people might say, "What I want most is money," or, "What I want is power." Other people are more direct: "I want to be happy, I want love, I want joy. I want these things."

The reality is that most people are more focused on what they don't want: they don't want to be divorced, they don't want to lose their home. It's there they have more energy, they have more psychology, they have more tools. Everything that's built into their life is really designed to avoid disappointment, pain, or challenges. If they can do that, and they can do that really well, and they can do that in an above average way, they do what I call the five-out-of-three tool.

I'll ask people all the time; "Which do you think you would prefer? Would you like to be caught in heavy traffic and moving along at five miles an hour? Or would you prefer to be caught in heavy traffic and moving along at thirty five miles an hour? Which would make for a nice commute to work or wherever it is you're going?" (Still stuck in traffic. Right? But which one will make you feel better? You can be stuck in traffic, doing five, or stuck in traffic doing thirty five.)

Most people will indicate that they'd rather be doing thirty-five in traffic. I'm going to challenge that, and I would tell you your answer will depend on what speed the lane next to you is going. If the lane next to you is doing three miles an hour, and you're doing five, and you're moving along, you're going to be a happy camper. If you're doing thirty-five, but the lane next to you is doing forty, you're going to be frustrated. You're going to be irritated. and try to get in the 40-mile-an-hour lane.

A lot of people don't understand that what they create in life, they create at relative levels, and they'll call that an absolute outcome for themselves. *I'm happy. I'm loved. I have this, because my marriage is above average, or my relationship is above average, or the money I make is above average, or I'm getting better. The planet took a dip in 2008, and I didn't get as far behind as other people did. I'm doing good, I like that.*

So when you look at all the other things that you do, there's always a sense of relative positioning to it with which you're constantly battling. It's not about a five or a forty or thirty-five mile-an-hour speed. It's what speed you were built to go. Are you a Ferrari in second gear of life? Even if you're doing sixty, (because Ferraris can do sixty in second gear), are you even on the right highway? The highway on which you're traveling be your parents', it might be a program that was put in after college: you might have gone to college and received a degree.

Do you know how many people I work with that went to college and received a degree? They spent four years, a lot of money, and a lot of their parents' money, and they don't work in the field in which they earned their degree. That's a lot of people, because they're not happy.

So when you look at the work that I get to do, making people happy and helping them create power for themselves, helping them really discover potentiality, being in love and really being in love with their lives and themselves, masculine and feminine is not only one of the most powerful places in which I get to do this work, but one of the areas that fosters some of the most upside-down places in terms of creating what we want.

In all that I teach, I'll tell you, "This is a law. There's the law of gravity. Nobody occasionally floats off the planet. It's a law." I'll tell you psychological principles: "Well, most people think like this. It's a principle. There's a difference between laws and principles." The things I'm going to tell you about the masculine and feminine have some of the broadest differentials and the broadest non-generalizations of anything that I teach.

You can look at the masculine and the feminine in the northeast: it's different than masculine and feminine in the deep south. You can look at masculine and feminine in a mechanical civilized culture, a farming culture, and a high-tech business. There are incredibly broad differences.

If neural pattern work and *The Inevitable You* are about psychology and things that go on between your ears, (that little three-pound bag of fat and water that is 1000 times more powerful than 900 cray computers wired together), this is a completely different axis.

When you look at theories of psychology, you might choose one that specifically appeals to you:

"Life, to me, is about Maslow's Hierarchy. It's all about whether or not we have safety, have a roof over our heads, and as I work my way up Maslow's hierarchy, I get to self-actualization. This is how I look at life. This is how I interact with clients."

You could do cognitive therapy or cognitive work: "It's all about cognition, about how we think."

You do behavioral work. "I don't care about Maslow. I don't care what you're thinking. It's all about behaviors. If you're doing behaviors, they get you more of what you want. I'm a behaviorist."

There are so many theories and axes of psychology and all of them have value and benefit. This is a completely other overlay. If you want to do what I do, to work with people to help them get what they want, eliminate pain in their lives, and grow their potentiality, you can stay in this arena and never move out of this arena, and you would take care of all of their needs.

Now, they'll have some issues when they go interact in other parts of their lives, because this is not necessarily a comfortable matrix or a comfortable . . . So Bill, tell me. I'm going to get a job promotion based on masculine and feminine? Or okay, Bill. I just got laid off from my job, and now I got to do a job search.

Most individuals understand masculine and feminine in love relationships, and I will ultimately position a lot of this within these love relationships, but I'll only position a certain amount. One of the reasons why this is an advanced night is because, theoretically, my leadership academy graduates in here have got a working part one down. So I'm doing the coaching distinctions on top of it, meaning you can go coach other people.

So people understand ideas of the masculine and the feminine as a love or relationship model and it will therefore retain a lot of value. However, when you begin to understand it as a leadership model or as a coaching model or therapy model or a healing model or a human relations/human interaction model, it's going to have *a lot* of power.

Let's talk, first of all, about what is masculine and feminine. You'll notice that I have a little IQ/EQ. IQ is, as most of you know, the *intellectual quotient*, it's the standard by which is measured how smart you are. The higher one's IQ, the smarter one is perceived to be.

About 20 years ago now, a scientist by the name of Daniel Golden came up with an alternative scale of smartness and intelligence. EQ is the acronym, and it actually stands for *emotional intelligence*, meaning how emotionally intelligent you are. I'm going to compare masculine and feminine to the same thing. Here's why.

In the organic form of masculine energy, the term is in reference to energy. I'm not talking about gender, I'm not talking about genitalia, I'm not talking about sexual differences between humans. I'm talking about energetic differences. Once in a blue moon, I will misspeak, but I'll correct it. I'll say "man" when I really mean masculine energy, or I'll say "woman" when I really mean feminine, but 95% of the time, I'm very conscious of the terminology.

Again, this is about energy, not about genitalia. Masculine energy is the energy of drive, of focus, of achievement, of results. It's about getting things done. It's a very linear energy. It's about, "I'm here, I've got to go there. I've got to get something done. I'm doing something. I'm creating something. I'm building something. I'm destroying something." It's doing, it's linear, it's focused, and it's driven.

Feminine energy, on the other hand, in its organic nature, is the energy of connection. It's the energy of emotions. It's the energy of love. It's the energy that exists when two humans connect with one another. It's opening. It's bonding. There are a lot of different verbs for feminine energy as well.

The reason why this isn't about gender and men and women is because we all have both forms of energy present, and we can oscillate very rapidly between these different forms. You can start a sentence in masculine energy: you can finish it in feminine. You can start a sentence in feminine energy: you can finish it in masculine. Part of my hope is to help you identify these subtle shifts.

The metaphor that I always use as an example of what this means is as follows:

If you're walking with your child, having a great time, and your child darts out in the middle of a busy street, what energy do all humans go to? Masculine; as you're going to run out and grab your child and you're going to bring them back to the side. You proceed to your feminine energy because once your child is safe, you get emotional and connective; you hold them, you hug them, you ask them why they would do that and insist they never do it again.

You're not going to sit there, typically, but consider an alternative in theory: If you were on the side of the road, could you use feminine energy and literally love them back to this side? Juxtapose the two forms of energy: there are respective advantages and disadvantages to each. In observing and differentiating between these energy forms, there is no judgment. One is not categorically "good" and the other "bad;" rather, there are consequences to each.

When I ask people for a great example of leadership in feminine energy, the unfortunate truth is that there are not a large number of women from whom emanates the feminine energy. One of the greatest paradigms of

the employment of feminine energy and leadership is Gandhi. He brought an entire country to its knees, he dismantled an empire through love and civil disobedience: that was all through feminine energy.

When you look at fire walks, most fire walk teachers teach with masculine energy: "Make your move, you've got to storm the fire. You're going to finish and celebrate, just storm your way across the fire." That's all masculine energy.

The question on which I started working several years ago is this: Can you cross a fire with feminine energy? And what would that look like? It would be an energy of love. Would you want to walk across the fire in love as opposed to doing so in power, in state? I currently have a picture in my windowsill of several members of my crew walking across the fire without flinching. They didn't get in a "big warrior" state: they are literally dancing, waltzing, doing pirouettes on 1200-degree coals.

So the answer is yes, you *can* use feminine energy to do something with masculine focus and outcome.

Feminists often believe that feminine energy and "women power" are one in the same. There are the occasional feminists that may take this as a negative criticism of women. However, you'll realize by the end of this discussion that it can be a very empowering.

In many of my workshops, I offer participants the opportunity to teach the content themselves, provided they can answer the following question- Can you identify a woman who is recognized as very powerful and authoritative, who exemplifies positive leadership skills, *and* who does so through feminine energy?

Most people, as they hear the words, "leadership, power, and strong," recognize that there are in fact many women who personify these attributes, but do so through masculine energy. When trying to identify those who lead through love and through feminine qualities, examples are few and far between.

Before we get to why we became upside-down or the process through which we arrived as such, there is another aspect of the organic energy forms that's imperative in understanding them.

Stages of Energy

These energy forms appear in three stages. As I begin to describe them, understand that it's not stage one, and then you graduate to stage two, and then you get to stage three.

These stages, literally, just like masculine and feminine, have the same dynamic ebb-and-flow nature. They can appear, disappear, and reappear in a sentence or in a paragraph. Stage-one forms of the energy are the raw, organic forms of the energy; but the intention, purpose, and driver for the energy is an inward or selfish perspective. Again, when I say "selfish," try not to impulsively attach judgment or a negative value to the term and qualify it is as categorically bad.

Consider the following metaphor:

When travelling with your child on a plane and the oxygen masks drop down, whose mask would you put on first? Likely your own. But isn't that selfish? Yes, it is. It's selfish. You're taking care of yourself first, *but* you have to take care of yourself first in order for your child to survive. Most people believe that an oxygen mask and an air accident is about breathing oxygen- It's not. It's about breathing oxygen or having oxygen present but not enough pressure in order for you to breathe it.

The condition is called hypoxia and under hypoxic conditions, you can lose consciousness in six to eight seconds- six to eight seconds to get your oxygen mask on. If you don't, it isn't until the pilot brings the plane down to acceptable air pressure that you'll regain consciousness: then you would be able to help your kid. But if you haven't been breathing oxygen in the time period, when you regain consciousness, the likelihood is that you're not, and your kid didn't get a mask on either.

Most people would think, *Oh, I can hold my breath. I'll get my child's mask on and then I'll put mine on.* No, it's not about holding your breath. It's about passing out from a lack of pressure to breathe the oxygen that's present, so you must be selfish and put your mask on first. That's an act of greater service.

Some women have a hard time with this one, specifically those who are raised to be martyrs, to be nurturers, to take care of people long past the time at which they need to say, "Stop, I can't take care of you right now. I need to relax or rejuvenate. I've got to replenish my energy." Women struggle immensely with doing this.

Guys have no problem. They'll tell you, "F off. I'm taking care of me. I've got some me-time coming." Guys are really good at that, generally. Women struggle at it. You have to, at times, be selfish. So when I say stage-one energy is selfish, sometimes it's half-empty and sometimes it's half-full.

So stage-one energy is raw, organic, and it's designed to take care of you. It's for you, it's internalized. Stage-one masculine energy translates to *I'm linear. I'm here, I'm going there. I'm going to do something for me, for my ego, for my self gratification, because it makes me feel good. I'm taking care of me. I might be building the Taj Mahal, but it's all about me, my ego, what I get out of it.*

Stage three energy on the other hand is the same raw, organic form of the energy, but it's external. It's in

service: *I'm doing this for you.* So stage-three masculine, (still linear, still driven, still focused), follows the line of thinking that translates to *I'm still going to build the Taj Mahal, but now I'm doing it because it serves the planet, or it serves somebody I care about.* It's external. It's not selfish.

Stage-one feminine, the energy of love and bonding and connecting, is often manifested with sentiments sounding like *I'm going to open up and I'm going to love you because it makes me feel good, because I get love out of it, because I'm taking care of me, and because it's what I want. I'm going to love you because I want love right now.* It's just an inward focus.

Stage-three feminine would sound more like *I'm going to open up. I'm going to love you. I'm going to connect. I'm going to bond. I'm going to do everything for you.* Stage-three feminine is of service. It's taking care of someone, somebody, or a large number of people.

Stage two is situated in the middle. Stage two is an amalgam of *all* of the above; a little stage one, a little stage three, a little masculine, a little feminine. Words like "compromise," "consensus," "fairness," "justness," and "civility." People understand these to be encouraging words and they are. They're great words. You have to compromise sometimes. We set dispute resolution in motion and create a compromise sometimes.

We can have a little bit of drive, a little bit of love, a little bit for me, a little bit for you. That's stage two. Again, avoid creating values.

You can begin a sentence in a stage-one masculine. In the middle of the sentence, you energetically move into a more serving mode, moving to straight stage-three masculine. By the end of the sentence or the end of the paragraph, you want to bring in some feminine energy maybe because you go to stage-one feminine.

It may sound complicated but it's not, it becomes easy to see as you begin to experience these organic masculine and feminine energy patterns. One is in a selfish, internalized direction. Two is negotiated, sits in the middle, a little bit for everybody. Three is raw, organic. Esthetically it is the same sentence, the same paragraph, the same grimace or facial expression, the same gestures. Everything is exactly the same, it's simply done in service.

History

The history of these principles begins on where we are today. The image I would like to create for you is of a very culturally upside-down place in the 1920s, or "Roaring '20s." This country experienced a period of incredible prosperity in the 1920s. We had the turn of the century. We invented electricity, and light bulbs had come along. Our involvement in the First World War had set a lot of grand things in motion in contemporary Western civilization. We were, however, a "Johnny-come-lightly:" our engagement lasted only months in the climactic final year of the war while France and Britain endured the loss of an entire generation of men.

In light of our contribution to the war, the '20s *were* a great time of prosperity. The wartime production that got us geared up for World War I, just like World War II, expanded into civilian production. Boats that we were

building for the wartime became boats for civilians to use and recreation. Money that was poured into factories and those factories turned around and created products following the end of the war.

In that decade men and women functioned within clearly defined roles, wherein men did the traditionally masculine things and women, the traditionally feminine. There was very much a traditional alignment between men and women and masculine and feminine, respectively. Men got their lunch bucket from their wives and went off to their job, whether it was a factory job or retail job, or out into the fields. Women were fulfilling their feminine roles, staying at home, taking care of the kids, taking care of the house, and all the responsibilities that work entailed. Women were emotional, they were the heartbeat of the household.

In 1929, what happened? The Great Depression hit. This is the first very significant flip of these energy roles that took place. The vast majority of men could no longer bring home enough money to provide for their families and they were forced to find work far from home. The New Deal was enacted to create programs like the Civilian Conservation Corps, centered on public work relief to ameliorate the hardships of unemployment. Men were going far and wide looking for money, trying to keep their families alive.

Entering the 1930s, one of the first things to happen for women was the obligatory undertaking of very nontraditional roles. In essence, they became both the man and the woman of the house. They were out more, they were paying bills now, they were doing small jobs, they were doing things out of the home. They became functioning within a kind of stage two; a little masculine, a little feminine, a little take care of themselves, a little take care of the family.

But for the first time, as a general societal energetic thrust, women had to become much more masculine as a culture than they ever had been. It never really got righted in the '30s. Get towards the end of the '30s. There was a little bit more energy. Towards the end of the '30s the Depression had passed and we were starting to recover, but this energetic shift that took place beginning in '29, was exacerbated in 1941. What 1941 event was responsible for this? World War II.

Now we have not only a generation of men that are leaving to go work on the Hoover Dam for a six month period, now men are leaving for multiple years because they enlisted in 1941 and were often in the service until '45 or '46. Women were being celebrated for their masculine roles. Evidencing this point, consider one of the most popular images to come out of World War II: Rosie the Riveter. (*Man, she was out there with that gun. She was building ships. She was flying planes to combat theaters.*)

The role of women, in terms of taking on masculine energy, expanded and accelerated during this time period. They did a phenomenal job at what they were doing. Now it's 1946, 1947. The war is over and men are coming home in droves. Armies are downsizing, factories are turning over to civilian production. Three things happened that are of great significance to our little story, things for which I find cause to get onto my proverbial soapbox.

For people that believe that categorically "poor" or those on welfare should hull themselves up by the bootstraps, I would ask them, "Do you know what the largest per-capita welfare project ever undertaken, to this day, by our government, was? Per-capita, the benefits-based government project?"

Social Security.

I love the "greatest generation." However, there are several fatal flaws that plague the greatest generation, their actions inadvertently set some unintended consequences in motion. Nevertheless, that generation came back from the war and, rightfully so, the government rewarded them. They gave them two massive welfare programs: they bought their homes and sent them to college. What were those two programs called? The GI Bill provided college educations and VA loans bought homes.

The prosperity that we now entered into in the '50s was phenomenal. The second thing that happened was generated by those men who had fought in the war. Many of these men had been children during the Depression. They saw their fathers gone and some of them actually left in the Depression and were still fighting in the war. This generation of men was extremely tired from the massive demands associated with taking care of the families, their country, and ultimately the contemporary free world. They came back to their lives in '46, '47, '48. Again, broad generalization, but societal energetic.

What energy and stage was it in which they returned from the war? Masculine one. When the men returned and met Rosie the Riveter, you can imagine how they greeted her. Did they say, "Great job, Rosie," or did they say, "Get back in the kitchen. Here's your apron. Put your high-heels on. Get your vacuum cleaner back out. Clean the carpet. It's not as clean as it should be. I'm back, I've got a GI Bill, I've got the loan, I'm getting us a house. *I'm here, baby, and I'm going take care of everything.*" (Again, this is a broad generalization as there were a number of men that came back stage three.) But in general, the societal energy that took place is a generation of women who had done great work and, in their own was just as great.

Think about this. When you hear about the greatest generation, do you think of men or women? The vast majority of us would think of men. Consider who else is a part the greatest generation, who made this country run, who kept this place together. Again, I'm not knocking the men that did this; they met the call of duty. At the same time, however, the women did a phenomenal job at the same time.

When the men came back in stage one there was a huge energetic push to return women back into the traditional roles. Now for those of us who understand both my work and neural programming in general, you'll recall that this programming is done by the age of five.

At this point in time, who would have been responsible for the programming? If women are coming of age in the mid '60s, when were they programmed? What was their five-year-old year? '46, '47, '48, '50, '51, '52. These women were programmed by Rosie the Riveter. Women in the '50s struggled with being shoved back into the role second-class citizen by men who were returning: By the '60s, women began saying, "Yeah, I've had enough. I'm not a second-class citizen. I'm as good as a man, I'm as capable as a man, and I can out-work a man."

The mothers gave that message to their daughters because they were the Rosie the Riveters. They saved the country. Their contribution was every bit as valuable to this country as that of the (male) greatest generation, but we don't call them the greatest generation. They taught those daughters, "No, you're not going to get

shoved back in the kitchen like I did."

Now, here's the second really interesting question for you to ponder. When they took over leadership, they really took over. They burned their bras, they had the birth control pill, they asserted their rights. The question is: What energy and stage did they do it in? Stage one masculine.

This should be a quite a moment of revelation if you have yet to really ponder this concept. The women of the '60s who reasserted their role and their rights as first-class, equal citizens, did so through masculine stage-one energy patterns.

Polarity

This is very important. This is a huge energetic driver for people, for men and women. Because the first thing that we all have as a drive is to procreate and add to the species, what makes that tick is *polarity*.

If you are a woman, this does not mean that what's going to attract you is not necessarily a man, nor does this mean a man is innately attracted to a woman. You are attracted to the energy form that is the opposite of yours. So, if you are a masculine man, you're going to be attracted to a feminine woman. If you're a feminine woman, you're going to be attracted to a masculine man. If you're a masculine woman, what is going to attract you? A feminine man or a man with feminine energy.

So when you look at the cultural drivers that take place, here's where a lot of the messages come into play. Again, this is part of why I do the setup with the feminists- Give any four year old girl a rock. What do they do with it? They love it. They turn it into a baby and love it. Give a rock to a four-year-old boy. What does he do with it? He turns it into a weapon and starts fighting somebody.

Now by the time you go to first grade and you've passed through that critical programming window of the five-year-old. First grade teachers are telling little girls, "You're as smart as boys and you work just as hard in math." They're telling little boys, "It's about feelings. It's about sensitivity. It's about getting along. We need to care about other kids' feelings."

In essence, by telling little girls to get masculine and telling little boys to get feminine, they're contributing to the polarity shift that took place. When women took the lead and became masculine, the only way for men and women both to have romance, to have that polarity, to have that spark, what had to make the jump across those poles? If you have two men each with masculine energy, two women each with feminine energy, there's no polarity. They get along, they might be good friends, but there's no "juice."

This word "polarity" is about juice and chemistry and electricity and this insane pull, these butterflies between a man and a woman that come as a result of the polarity of the energy forms. It doesn't come, as most people think, from the more physical elements involved in interaction: *Does he dress this way, does he take me here, does she act this way, does she like what I like, is she attracted to me?* All those questions matter but what

drives them, what drives the passion in a relationship is polarity.

So with women being masculine and driving, who dominates in our education system? Men or women? Women pushed the message and energy into the education system as they grew in stature and power. Again, it's not about criticism or the notion of right or wrong, it's about energy patterns. Shame on us, on myself, on men for coming back in masculine stage one. Had we come back in masculine stage three, things might have been different.

If the women, when they took back their power, did so in feminine stage one or stage three, we'd also be different. It's not a right or wrong, but rather a comment. Let me give you an example of the way in which the education system drove, energetically, the desire to feminize men and emasculate them.

The most important thing to drive a business is profit. Consider the healthcare industry. Do you think that differs in any other industry or is the energetic driver always about profit? What I'm about to say, I don't want anyone to take critically. You might be in the healthcare industry- There are a lot of great men and women in healthcare and they really, genuinely love men and women and want to serve their patients, but think about this little interesting statistic.

Those that are familiar with business are also familiar with profit and sales and the related financial elements. Any time a patient receives a cancer diagnosis, any time you chock up a big sale, that's a time for celebration. Right? Any time a patient receives a cancer diagnosis, it translates \$300,000 in revenue to the healthcare industry. Do you think the industry wants to see people cured of cancer?

It's important that you approach this not in the traditional school of white and black, wrong or right, but in terms of energy drivers. The healthcare industry doesn't want to eliminate cancer. People would look at that and assert that it isn't true: To the extent that it's not true, I understand it's not true. However, to the extent that you need to understand the energy driver, the industry is quite happy every time it goes cha-ching and sells \$300,000 worth of services.

If we literally could create a pill tomorrow that eliminated cancer, do you think the healthcare industry would be excited? No. The people in it would be, the people that are fighting to cure cancer would be. Those in the industry would reflect on 1929 or 2008, and consider the likelihood that the country would find itself in the staggering economic crisis that would accompany the collapse of the nation's biggest industry. It circulates trillions of dollars and a lot of that has to do with cancer. Every cancer victim injects \$300,000 into the industry.

So energetically, when you look at polarity think, "Oh, come on, Bill. A school system doesn't emasculate a young man. A school system or an educational system is not turning little girls into boys." Energetically, they are because they're changing their drivers from a focus on achievement to a focus on emotion.

Again, I have to reiterate the fact that this is neither a good nor a bad thing. It's an instinct. Little boys being emasculated and inculcated with feminine energy in and of itself, is not a bad thing. What I hope to help you discover is a consciousness of the energy forms in which you act.

Be conscious of the energy forms that you're receiving and look at places where you have success and luck and flow and great things, or places where you have obstacles and challenges and you need growth. Look where you've been trying to solve problems, perhaps, as a thought pattern or psychological pattern or, "Give me a better tool. If I could know a little cold-calling technique, that's better for my business model." This is going to be a whole other layer of information for you.

Cores and Shells

When we study this, about 80% of children are in their organic gender, in their organic pattern, congruent. Little boys have masculine energy, little girls feminine. About 10% are literally ambidextrous, meaning they're fluent and fluid in both. About 10% are reversed, meaning there's a little boy organically, at his core, more in feminine energy, little girls organically . . . It's not about tomboys. It's not about that kind of energy pattern, it's literally how their brains process.

When you consider this as a whole, the right side of your brain is for processing which energy and making which choices?

Right is analytical. So that's masculine.

Most people would respond that the right side of the brain is analytical and therefore associated with the masculine. The right side is creative so *feminine* energy is in your right brain. Masculine energy is in your left brain. I'll occasionally touch on some congruency so you see how these all connect.

At your core, you're a little four-year-old boy. You get a rock. You turn it into a weapon. You go to first grade, and you're told, "No, no, no. We don't compete. Everybody is the same. We all get blue ribbons." (By the way, this is another little soapbox tangent. When you give everybody a blue ribbon, do you really think that makes everybody feel special? What happens when you give everybody a blue ribbon? Nobody feels special because you all got a blue ribbon and blue ribbons mean nothing at that point.)

Returning to the story, these boys emasculated and told to worry about other people's feelings, to be more connected, they're losing their drive, their desire to take a rock and bash somebody's head in. Literally what's created is a shell of feminine energy with which they now begin to interact and relate to their world.

Now, if you are in a parochial school, it might be a home school versus public school versus deep south. There's a more traditional energy. Women are more feminine in the deep south. Men are more masculine. Blah, blah, blah. There are an infinite number of interesting permutations involved in how the shells are built. They may have been created in parochial, home, or public school; in the deep south where women maintain a considerable amount of femininity and men an equal amount of masculinity; etc., etc. There is, however it may have come about, a feminine shell built on that little boy and that's how he interacts with the planet.

Now, by the time he's nine, ten, eleven, twelve, he's producing testosterone at extraordinary levels, he's in puberty. He's a little boy, all the way. Here's the interesting question for you. Do you think that he reverts to

interacting to the world through his masculine core? Or do you think that there's a masculine shell that literally covers the feminine shell as he begins to process puberty? It's a shell, because he still has the feminine energy that he's learning and processing.

While puberty drives his choices and his behaviors and he can't help himself, it's literally a masculine shell on a feminine shell on a masculine core. Now by the time he's through puberty, he's in high school and he's going to get the feminine shell put back on. He's going to go to college, he's a freshman, he's doing his thing, he now puts the masculine shell back on. By the time he graduates college, it's a feminine shell. By the time he gets his first job, it might be another feminine shell on top of the college student.

Now he goes to date a woman and he wants to marry and he becomes really masculine about that. From the core travelling outward, you will see there is a pattern of a series of shells that get installed on this individual. A little girl would be just the opposite. She'd be feminine at her core. She'd go to first grade and be told she has to study, she has to learn math, she has to learn science, she has to get tough. She gets a masculine shell.

She goes through puberty and her body is throwing out estrogen, she becomes very feminine. She gets to high school and she must take the ACT and be accepted into a college. She might go crazy in her sorority during her freshman year and gain the "freshman fifteen" on her hips. She's still a girl, however, and the layering of her shells will have the opposite pattern.

Take a moment to look at your own core-and-shell pattern. Were you in parochial school? Did you receive traditional guidance? Were you in an all-boys or all-girls school wherein you wouldn't have developed any shells of the opposite sex's energy?

When you think about it, you can literally, right now, sketch out your life, both what your core is and the thickness and thinness and the power and dysfunction, if you will, and function of your shells. You could do that for yourself right now. Couldn't you?

Let's say in eighth grade, something traumatic happened to you. You were traumatized by a criminal. If you were a little girl, you had to get really, really masculine. Maybe if you're a little boy, and you're traumatized by a criminal, you might get really, really masculine *or* you might get really, really feminine.

There are different ways that these patterns appear in us, and you're absolutely correct. Based on the strength of your core, it's going to drive out the shell that interacts with it. Based on what happens to you in your life experiences, that's also going to act in between the core and the shell pattern to produce a thick pattern, an abnormally thick pattern. Maybe you might, from the age of nine to 25, whereas I described somebody that flipped four times in there, *you* might have literally sat in one shell for that entire pattern time. Then you wonder why it's hard to find a relationship with the opposite sex.

Another reason for considering the core-and-shell pattern requires us to consider the type of person with whom you fall in love. Most people would assert that this person would undoubtedly be similar to our own parents. I would assert, however, that they are the opposite of you. *That* is what's going to attract you. If you're missing a shell at the age of 12, the likelihood that your lover or the person to whom you're most attracted is

missing a shell at the age of 12 in the *opposite* appearance is highly likely. Where you're thick, they're thick. Where you're thin, they're thin. You're going to layer on. If I asked you to sketch out your own core-and-shell pattern in a timeline and compare it to that of your significant other, you'd very likely see those patterns occurring simultaneously.

Look at the person with whom you're in love- they're virtually the opposite of you. Again, not always, there's an exception to it. Maybe your first marriage, you went one way. That's the real pattern. Your second marriage is centered on avoiding anyone similar to your first spouse and you proceed in the opposite direction. There is a lot of ebb and flow and a lot of differences to this, but in general, the person to whom you're most attracted is going to have the exact opposite pattern.

My core would be considered high masculine. Considering the work in which I am involved, to what extent I am able to connect and empathize with people, to understand people differently than trying to think through their problems rather than feel through their problems. This is all associated with high levels of feminine energy. Outwardly, depending on the circumstances under which I meet people or what energy I find myself in, that high feminine is often interpreted as medium as it runs concomitant with the high masculine levels of my core.

So if I'm high masculine in my core with high feminine comprising my shell, I would be attracted to the opposite. My wife, I can assure you, is high feminine at her core and high masculine on the exterior.

Let's say at the end of a day spent working with three really emotional, tender clients with whom I worked to help make some great shifts, I'm consequently in really high feminine energy when I go home. Now my wife, the CEO of the household, she has kids going here and things happening there, she does some work on my business model, and she's been linear, taking care of business. Her list is checked off and she's just doing amazing stuff. She's high masculine.

When I get home, what kind of night will we have if I'm high feminine and she's high masculine? We'll have a great night. Why? Because our polarity is the opposite. I'm going sit there and emote for her and she's going to sit there and give me direction. It'll feel good and I'll admire her power and her drive and what she can get done and she'll admire my ability to make her feel good. We'll have a great night.

Now let's say I've been working in my business model. I'm negotiating some deals. I'm beating Brian up for slow delivery on the website. I'm really masculine and task-oriented. I go home and she's had a long week. It's time for happy hour with the girls. So they've had a couple pitchers of margarita. The neighborhood moms have been over. They're all giggling and laughing and having a good time. She's highly feminine, I'm highly masculine. What kind of night will we have? It's going to be a great night. (I actually get to wear my penis at home that night and I won't have to put it on the door when I walk in.)

If I came home after working with the three clients I mentioned earlier, and my wife came home and had her giggly happy hour with the girls, we're both coming back highly feminine. What kind of night are we going to have? An okay one? We're going to have a *great* night. We're going to be a couple of girlfriends. We'll have

three conversations going at once. "I've got to tell you... And then there's this..." We're going to have a great night, but we're not going to have the passion, the electricity, the juice arcing between the two of us. We're going to get along great and be a couple of girlfriends, provided we're not catty with each other.

The last possible permutation is one in which I'm highly masculine and my wife is highly masculine as well. What kind of night are we going to have? It isn't going to be pretty and it isn't going to be pleasant. Think about what *most* guys do in their organic form: they're teasing, competing, arguing, asserting their dominance.

Knocking

There is a series of events that's conceptually referred to as knocking. If I've spent the majority of the day working with these same three emotional clients has me deep in my feminine, but in the last ten minutes before the work day is over, a glitch in the website irritates me and starts in with a little masculine energy, it's referred to as knocking or enter/exit-stage energy.

So I can be exiting feminine stage three and entering masculine stage one, and I've just put my foot in the door when Barbara is rock-solid masculine. Make no mistake, she's going to knock me into the feminine. I'm going to start to assert that I can wear my testicles in the house and she's going to snarl at me and say, "What? But what about that and this on your list?" I'll respond with, "Wait a second. Why are you all upset? What's got your panties in a bunch?" I'll get feminine. I'll try and make a connection.

Again, getting feminine is not synonymous with getting weak. Getting feminine is about emotional connections. I'm going to try and connect with her because in essence, I'm in a core feminine energy to begin with. It was only in the last 10 minutes that I started to enter masculine.

Conversely, if she is barely in her masculine and I'm King Sumner and I roll in the door, I'll knock her out of her state. I can tell you. (You can ask her if you want but I'd prefer that you didn't.) If I am rock-solid masculine, and she's rock-solid masculine, who's going to win? I'm masculine energy with a masculine core: I'll win. It may take a fight and three days of circling like bull elk, but ultimately I'll knock her out of the pattern. I'll lose the battle and I'll lose the war because this scenario involves my marriage and my wife, but these same rules and patterns are just as applicable between a VP of sales and a CEO.

Say the CEO is in a strong masculine state and I'm the VP of marketing, I'm not necessarily going to be in a strong masculine state if he's making a point at the same time I want to make a point. What am I going to do? I'm going to try and build rapport. I'm going to try and go feminine and make an emotional connection and try and swing the argument in a different way. I'm not going to attempt to trump his logic with my own: a heavy masculine is about numbers, performance, and process rather than the emotional, touchy-feely EQ tactics.

On the other hand, if you've got an EQ, touchy-feely kind of emotional leader and come in with a great set of numbers, you create polarity. You're going to have a great conversation. If you go in as a high-EQ emotional, you'll be a couple of girlfriends and you can have a great conversation. Because these energies are present all the time, you have to be aware of, for example, added pressure from the board after they reprimanded your

boss for low numbers. Now this otherwise emotional leader has to get masculine and is dissatisfied with your fact-based argument.

You can see how these energy patterns can play out at work, with friends, with family members, because you and your brother or you and your sister or you and your aunt and uncle have similar interplay and patterns. When two masculine energies meet in the middle of a conversation, it's going to be a donnybrook. They compete. *I'm right. You're wrong. No, I'm right. You're wrong. No, you're not. I'm right.*

When we talk about women leaders and, typically, feminine women leaders, what do they do better? They do better at interpreting and empathizing with emotions, at consensus, at finding solutions, at creating win-win scenarios. It's masculine energy that creates win-lose.

A couple of additional things to think about in terms of masculine and feminine. Functioning under Darwinian theories, we've been around 12 billion years as a universe and a planet and of those 12 billion years, man has been on the planet for about the last 120,000.

When we study our planet and humanity culturally, archaeology, anthropologically, historically, or otherwise, do you believe that we have experienced more matriarchal leadership or patriarchal leadership. For the bulk of our historic record, we've been matriarchal.

After pondering this fact, why would you want to be in a family, in a town, in a village, in a unit, in a society that's led by matriarchal energy? Why is that more of a natural state for us? It feels good, but here's the irony. If you're really good at IQ and winning but fail miserably when it comes to making people feel good- you win and you don't feel good. (Wow. That's a great outcome.)

If you're really good at feeling good, you don't have to win, because you know how to feel good. Because at the end of the day, why do you think people win? So they feel good. So there's a real counterintuitive nature to what does it mean for leadership, what does it mean for winning, what does it mean for feminine and masculine leadership.

It's quite ironic that most people think we're a predominately patriarchal people when in actuality, about 118,000 years of our historical record emphasizes matriarchal energy. It was only since organized religion, when men figured out a way to strip power out of women, put them back in a second-class role, and make them feel like they're not good enough to be leaders that this all took place.

Masculine and Feminine Fears

Consider masculine and feminine fear. If you are masculine and you're all about linear drive, purpose, focus and going from here to there, what do you think your biggest fear will be? Failure: not getting it done. If you're feminine and your drive is centered on love and connections, what do you think your biggest fear will be? It wouldn't necessarily be a fear of not getting love because, by virtue of the fact that you are a creature of love, you always get love. Your biggest fear, rather, comes from loving someone and becoming susceptible to hurt.

That we call vulnerability, something many women believe to be a weakness.

If you can open up and love someone despite being hurt, that's a tremendous power because you still get to give your love and your girl heart to someone even though they're hurting you. It gives you a lot, *a lot* of power. Vulnerability for women is power and most don't understand it.

Now if masculine, which is linear, and the logic and thought associated with it is about going here to there, to see whether I'm going succeed or fail should be fairly obvious. I'm supposed to build something: *Is it built yet? Is it on time? Is it under budget?* We know that success, generally, as a masculine energy is very well-defined. It's not ambiguous, it's not intangible. It's very direct.

Feminine Testing

Now for feminine, they know that if they the love someone, they may or may not get hurt- how often will they need to ask that question answered? Only once and then they know? It's constant. It's like a submarine. It's got to always ping the bottom. *Are you there? Are you there now? How about now?* It's one of the things that drive men and women crazy when they're in an upside-down state. Feminine energy has to test masculine all the time.

If you're a guy and you're masculine and you understand this, there's good news. If you're not present and you fail the test, guess what happens five minutes later? You get a test again. If you pass the test you're back on the plus side. What happens five minutes later? You get tested again. *Are you there? Are you still there?* (It's like that cell phone commercial: "Can you hear me now? How about now?")

Feminine has always got to be reaching out because it's the energy of connection. It wants to make sure you're there, that you're still loving. Women are often hurt or offended when their husband drifts off during her retelling of the day's events. This doesn't indicate that he's in any way stopped loving her, he's thinking to himself, "But I could solve this problem for you. I'm a linear being. I know how to go from her to there and get it done."

Remember that if you've got a really masculine woman by definition, it's likely that the man will tend to be more feminine. If she's really masculine and he's really masculine, they don't often stay married or they come up with a very sterile arrangement. *I have my career. You have your career. We have this weird house that has got masculine furniture and masculine energy everywhere. We're happy together because maybe the neural pattern is, "I don't want somebody to divorce me," and that's what I want too.* That's success, but it's not love.

Two highly masculine beings are going to struggle. Most really masculine women are going to attract a man who has a lot of feminine energy. Then when she struggles and really needs a man to show up in her life and he doesn't know how to do it, he just tries to love her and be present for her and make her feel better. He can't solve the problems either because ultimately, if she's masculine and he's feminine, during the handful of times that he has tried to be masculine and "show up" and solve something for her, what has she done? She's torn him down, criticized his solution. She's said, "I've got this. I can handle this."

Storming

The feminine tests all the time. Now if the feminine tests all the time, and let's say you're present 80% of the time and you failed the other 20% of the time . . . Let's say at work, because she's a creature of love and connection at work, and work has not been present. She called a girlfriend who's going . . . I'm driving home that night, and her girlfriend, who's very masculine, wasn't present.

She's had a series of, "Gosh, this planet just is not loving me," and these feelings build up over a lot of failed tests. She arrives at home and these series of failed tests are tantamount to a capacitor sitting there, waiting to discharge. It needs just one other little charge and unfortunately for you, you find out what that one charge is. *Did you take the garbage out? No, I forgot.* She explodes. *Why didn't you take the garbage out? How many times have I told you about the garbage? We've done this before.*

You're undoubtedly responding with, "It's a garbage can. It's not a big deal. I'll take it out now," but she makes it about love. Again, most men, most masculine beings don't understand this. This is a concept called feminine storming. It's why it's *Mother* Nature, not *Father* Nature. When a Colorado storm goes through and lightning bolts are flying behind dark clouds, what happens after the storm passes? Sunshine. Everything is clean. Everything is fresh. Everything smells good.

So for guys who are trying to argue, "It's just a garbage can," they're generally not really wired for success with their woman. If she's storming by nature, this is a feminine moment. A logical being would assess some consequence that's commensurate with the crime of failing to take the garbage out. Feminine energy always aggrandizes the crime because it's never about the crime itself, but rather all the previous crimes you've committed. Even though you've paid a price before, you're going pay it again and again and again because it's a storming moment, not a logical one.

Again, if you're a powerful guy in a powerful masculine energy, here's why you like feminine energy storms. Firstly, it cleans everything up. She's now pristine. She's pure. She's discharged. Secondly, if you're really good at being masculine and holding her storm and not retaliating and not judging and being present for the storm, that's what it looks like when you pass the test.

What happens is, "Oh, you're upset about this. Tell me more. What else is upsetting you today? Yeah, you know, it is awful. I get it. I understand that me forgetting the garbage can went far beyond the garbage." You're going to encourage the storm. You're going to handle the storm. You're going to be safe from the storm and you're not going to judge the storm, because when the storm passes and you've been a really good masculine being, guess what you get? Make-up sex; and it's awesome, much better than angry sex.

She will give you everything. She'll give you her heart. She will give you everything, because you were safe and withstood her storm.

There are many individuals who would read through this example and find themselves unable to see how

relating to and loving her would be masculine energy rather than feminine. The energy is masculine because you're not trying to solve the problem. You're not in a linear, "Let's fix this. Let's judge this," nor are you trying to use feminine EQ to manipulate her. You're just safe. You're just a witness. You're just a sacred vessel, holding the energy pattern. You're witnessing what she's going through and, generally, it's masculine energy that can do that.

What would you assume happens when feminine energy in a storm is met with more feminine energy?

"What? Didn't take the garbage out? Well, you didn't do this either." If it's just a couple girlfriends arguing about it or talking about it, debating their day, it sounds something like, "Oh, this happened at work. Oh, me too. It was bad. It was bad for me too. This was worse. It was worse for me too." They'll cycle the storm together. To get out of that, generally some form of masculine energy has to show up.

So somewhere in the woman the feminine energy has to go, "You know what? I just have to put my big-girl panties on, and I have to get over this. I have to take on the day." Or maybe the girlfriend becomes masculine and becomes giving, offering coaching guidance, and there's a lot of articulation. It's a great question, because you can be stage-one masculine because you want make-up sex. You could be stage-three masculine because you want to serve her and be present. You can fade in and out as she fades in and out. There are a lot of moving parts to this depending on how long the storm lasts and what the storm is really about.

The biggest challenge for most men when they're in the presence of a storm is to refrain from trying to fix it. It's not about getting fixed, it's just an energy discharge. Now to the extent that the woman is doing some form of energy discharge and then also wants a solution somewhere at the end, that's, again, where these patterns ebb and flow. They're not black-and-white and, "I'm here, and you're there," but in general, to hold the woman's storm is going to be a masculine energy position. Feminine cannot hold a storm, it'll begin to storm alongside.

Men, however, don't storm. Men want a conclusion. Following the Aurora theater shooting, I was called on to Tom Martino's radio broadcast as an expert commentator, specifically addressing the psychology of evil. When asked why the overwhelming majority of shootings like these were perpetrated by men, I referenced the dichotomy of masculine and feminine: women give life and men take life. That's the form of the energy. Additionally, contemplate what it is a man would likely do in seeking revenge as opposed to the actions a woman would take. Women will make you suffer. They won't end your life, they'll torture until you wish your life was over. Men however, in their linear progression of thought, choose to kill.

Masculine really doesn't storm. A man can storm but it's going to be his feminine energy that's storming- the energy is the energy is the energy. If I'm in high feminine I'm going to want to be testing you. *Are you present? Are you with me? Are you here? I love you. You're awesome. You're magical. Are you with me? Are you still here? How about now? Can you hear me now?*

If someone is not passing the test, I have choices. I could get masculine and solve the problem, I could get masculine and not do it. I could get feminine stage one and have my feelings hurt, I could be feminine stage three and express vulnerability and decide, "You're not present. I'm going love you anyway," and be present

for them.

Storming is a discharge pattern that has a whole lot of value for both sides of the energy pattern. Most people don't understand it because they want to judge it, or they want to justify it, or they want to say, "You're getting all upset about the fact I missed a report, and I just missed a report. I'll get it in now." *No, it's not about the report, it's that you didn't respect me and you didn't respect how well I was trying to do here.* It's all feminine EQ issues that cause people to storm.

Masculine Track

I'll turn now to the masculine track. I like using the metaphor involving masculine energy on a train track: it's linear, it's point-to-point, it's a straight shot, and it's from her to there. *Look at my train track. It's massive, it's shiny, it's beautiful...*

What we're taught in our culture is that courting is mandatory in order to have a love relationship. For the time being, let's rule out the exception to the rule wherein women are taught that they could or should be leading the courtship.

In a more energetic role what really happens is a man, or masculine energy, goes and shows his woman his train track and preens and puffs up his chest. He goes, "Look how amazing this track is, and I'd really like you on my train. Would you be interested in riding my train?" Generally, what is going to be the feminine energy response to an invitation to ride a really linear track?

Women, or feminine energy, will respond in the affirmative, simply asking to move the track ever so slightly in a different direction. This isn't because they don't like the train, nor is it because they don't like the track. It's because energetically, they have to test. "You know, way out in the distance, way out there, could you move the track just one degree? Just nudge it. I'll give you a great reason why." He wanders around the train. He thinks to himself, "It's way out there. It's not a big shift. Yeah, I'll move my track for you."

Two really bad things happen when that happens. First of all, the feminine energy is now going to incessantly grind you, trying to find out how far are you going to bend because you're not safe. The minute you move your track one degree, one molecule, you're not safe. I'm going to put this in more of a vernacular because it has value: If a vagina can move a train, then a shit storm on the planet can move a train. If she can convince you to move it, the planet is going to storm on you and the planet will move your track. She's not safe.

The other hidden danger lies in the fact that if she convinced you to budge your train, who else can convince you to budge the train? Another vagina. It could be twenty years from now- younger, prettier, perkier, and less wrinkled. A woman is going to come along and convince you to move the track. You can't convince her by insisting, "No, I wouldn't do that." She's already moved it once.

It doesn't mean that women don't have great advice for men. It doesn't mean that she can't say, "Look. I've got some value to add to you," making the moving the track into a test. It's commenting on the direction of the

track because she can add value. That's not the same thing.

If a warrior, if a king, if a masculine energy being moves the track because it makes sense and she's got value to that, that's not a test. She just wants the best for you. At the same time, however, if she's trying to get you to move the train because it's stage three, now it has value. If she's trying to get you to move it as a stage one test, you cannot move that track.

A lot of masculine energy, a lot of men, run into challenges with this because they've been taught to compromise. They've been taught that it would be very selfish to say, "This is my track. My way or the highway, bitch. That doesn't feel good to me." If it's stage three, if it's part of your purpose, if it's part of your divinity, why you're here, and you're very, very clear on it, you offer the feminine spirits like, "You know, this is the train. This is the direction. I'd love to have you ride it. The train would feel so much better with you on it, but this is where the train is going. It's not going any place else. So you need to make a choice. Is this where you want to go?"

Cloaking

At this point, I'll briefly delve into the concept of cloaking. Say, for instance, a woman finds herself in a perceptibly unsafe environment- her feminine energy allows for feelings of vulnerability while in the unsafe environment. Most women will disconnect from the feminine and engage their masculine. Really powerful women stay connected to their feminine, and they cloak it. So if you are a Star Trek fan and you'll recall the War Birds that the Romulans have the cloak and they disappear. Suddenly there are things that can't happen. They can't beam people on and off. They can't fire their weapons because they're cloaked. Same pattern, but they hide the fact that they're connected to their feminine. What it allows you to do is still be feminine, to still be told to love and it's a very advanced concept of masculine and feminine.

Feminine Invitation (PF Chang's Tool)

What I'd like to discuss now is the notion of feminine leadership but approach it with a more traditional example. If a woman has had a long day at home and wants to go to PF Chang's for dinner, how does she go about creating her desired outcome while stay in her feminine energy? Simply stating, "I'm going to PF Chang's," is too direct to be considered in line with *matriarchal* leadership. Circuitously asking, "Would you like to go out for dinner?" is less direct, but to the majority of men it ultimately holds the same weight as the direct order. The most effective way for her to get what she wants while remaining in the feminine is to get her husband to think that dinner at PF Chang's was his idea: "I had a terrible day in the kitchen. Kids were climbing all over me. I've cleaned it up three times. I've had a horrible day in the kitchen." This is why this line of reasoning is referred to as the feminine invitation: it's neither asking for nor demanding something, it's simply an invitation.

If he's masculine, generally he'll say, "Would you like me to take you out to dinner?" Is that masculine or feminine for him? That's feminine. He's just saying, "Please, direct me. I don't know how to lead you. I need to please you." He shows up.

One of the biggest things I hear from my female clients is along the lines of, "My God, I just wish my man would show up and make a decision once in a while. He always wants me to make the decision." *Where do you want to go to dinner, honey? What do you want to do? I want to please you. What would please me would be if you'd show up and make a decision.* To then be fair to men, a lot of times when they do that, the women criticize the decisions that they make. It's a two-way street.

In my metaphor, however, the man does show up. He's the king among kings. He said, "Terrible day in the kitchen? Honey, I'm taking you out to dinner tonight. Let's go to Del Fresco's and get steaks tonight." Now what's the woman to do? She wanted PF Chang's. Now she's getting taken off to Del Fresco's. She's got to stay feminine. If you are a creature of love and connection and your king shows up, did you achieve your outcome of going to PF Chang's? No. But do you care? No, because you're going to go have dinner with the king.

So in your feminine way, maybe you'll drop a hint the next time about PF Chang's or maybe he just keeps taking you back to Del Fresco's for steal. But if he's the king you'll be on his train and go wherever he goes, because you like your king.

Carol, a client of mine whom I love dearly, began seeing me two years ago: she was 75 and had been married to her husband Mike for 52. They're 77 now and well on their way to being legendary, but they nonetheless struggle with something similar to the scenario I've just discussed.

"I'll get in the car and drive myself to PF Chang's," she's told me. "I'll tell him to take me to Chang's. Why do I have to do this?" Before I explain, to her and to you, exactly why it is she has to do this, remember that this tactic is not a manipulative one, but simply a method that builds on an understanding of the masculine and feminine energies we have been discussing.

Let me also give you an example of the use of this technique in a business setting. Let's say you're the CEO of a company and your marketing vice president comes in and tells you, "Oh, my God. I have this incredible idea. We're going to launch these products A, B, C, D. It's going to be awesome."

Now as the CEO, you instantly look at it and find three things wrong with it. You have a choice. Reflect on the example above and consider your first option; take the nicety out. You would tell the marketing VP, "Dude, you screwed up. There are three things wrong with what you just told me. You didn't check on the IT capital budget. You didn't get this done, and you missed this interface for that." Your first option entails high masculine and your marketing VP walks away feeling stupid.

The second option incorporates the feminine invitation, utilizing the one sentence you would say to the marketing VP to get them to realize they missed three things and think the changes are their idea. If you had the option of using that sentence, would you? It's their idea that they have developed and proposed, and it would also be "their own" realization that they missed a couple of things. Should you use the feminine invitation, would they leave feeling good about themselves or leave feeling stupid? If they believed *they* figured out what's wrong with the idea, they'd be feeling good about themselves.

For those that struggle with this, I'll try to make it even more simple. If your 10-year-old child comes up to you saying, "Daddy, daddy, mommy, mommy. I have a brilliant idea," and you want them to walk away feeling great about themselves, are you going to point out the three things wrong with their idea? The less injurious option would be in line with the same feminine invitation in the previous examples: "That's a great idea, let me know how it goes." You let your spouse, your CEO, your child learn.

If, as a CEO, you feel as though you have to give your employees the proverbial fish on every occasion and they never learn to fish, they'll still leave feeling great. They'll come back and say, "You know what? I tried to do this, and I realized there are three things wrong with it." You applaud their experience nonetheless: *You learned something, didn't you? You got something out of it. That's a great idea, go do it.* You let them go and you don't sit there and criticize them.

If the idea is going to burn the house down, you might give the 10-year-old a little guidance, just as you would if the error of the marketing VP is going to cost the business a lot of money. Using the feminine invitation to get the masculine to show up is a very simple process. It is not manipulative. It is not less-than. It is not weakness. It is how matriarchs lead. It is how EQ-centered leaders lead. They don't sit there and tell you what's wrong, nor do they sit there and give you over-guidance.

EQ-centered leaders make you believe in yourself. When you walk away from conversations with them, you do so believing in yourself, believing that you're going to go out and storm castles and fight dragons. You're going to get your ass kicked from time to time. Occasionally you'll ask you for guidance on how to live your own life or how to make your own decisions, but you'll only learn experientially, whether the results are good or bad.

When that's the energy pattern, they come to you and tell you. There's times when you can give them wisdom, and there's even times you can be masculine and say, "You're going to burn the house down if you try to do that. So no, I got to get masculine here and not let you lose life and limb and property here." But again, it's about consciousness of energy. It's consciousness about how do you show up, who you are, how they respond, how you shift. Do you become feminine and invite the masculine to show up? Do you become masculine? Does your masculine connect to a feminine energy part?

These are all energy patterns for which the bulk of my clients I see or businesses with which I work require this EQ and IQ work. I would never say "masculine" and "feminine" to them, but in this respect they are upside-down and I need to do IQ and EQ work to right the ship and help them understand better ways to do things.

So I might not say anything about EQ or I might not say anything about feminine energy, but I might say something along the lines of "You sent me an email stream where this person's really trying, and they have a great idea, and you shot them down." They may respond with, "Well their idea was totally wrong." Our conversation leads us to a place where I point out the fact that the results may have included the desired business outcome, but should not have come at the expense of one's feelings.

So you can do this in many different forms and many different languages, but the energy patterns of how masculine and feminine interact, how to be in your heart, how to be in your head, etc., is very easy to define.

Masculine - Feminine Layout

First, feminists must wait for the question:

Organic Feminine: nurturing, emotions (EQ), creative, talks a lot, connecting, moon, love, wants attention,

Organic Masculine: focus drive, analytical (IQ), done, achievement, results action, sun, wants significance,

When a kid runs into the street, all use both.

Stage I: raw/ organic, selfish/ inward focus

Stage II: balance, fair, negotiated, civil, justice, compromise, realistic, equal

Stage III: raw/ organic, service/ outward focus

History: Great Depression, WW II, '50's, 60's, current

History of the human race: patriarchal/ matriarchal

Polarity: electricity, juice, passion, chemistry, fire

Core/ shell's

Masculine/ feminine "range" (quadrants: HH, LH, HL, LL) v.

Masculine's biggest fear

Feminine's biggest fear

Vulnerability = weakness or Greatest Power?

Feminine constantly tests the Masculine

Storming

Cloaking

The train track/ how the train feels, who chases who? Why?

Feminine power = Invitation

Interesting: leadership, getting what you want, power, choices for the best results (love, money, other)

Table of Distinctions

Masculine	Feminine
New York City	Hawaii
One mode	Many modes
Focused	Flowing
Freedom	Love
Logical	Stormy
Linear	Mosaic
Always safe, carries security with it.	Never safe. Always ping-pong to determine danger.
One pointed, directional, guided by a vision of freedom. Cuts through obstacles, stops at nothing to achieve its goal.	Open to love, nurtures, and gives life. Dances with joy, wild and chaotic. It is the force of life. Healing force of nature. Opens doors with love. Shines with radiance. Open, loving, in play with a relationship until dissolving into love.
1st stage: freedom – gaining something: food, money, sex, power, fame, selfish...	1st stage: do anything for love. Internalizes problems. Will give up her own needs. Can't feel her own power... selfish
2nd stage: self-improvement, authenticity, being in touch with human wisdom.	2nd stage: loves herself. No longer dependent. Stands whole, no longer needs a man. She guides herself.
It is in 2nd stage that men and women are most alike.	It is in 2nd stage that men and women are most alike.
3rd stage: letting go of self-definition. Relaxing the endless search. Feeling through the tension of the present moment. Masculinity is service.	3rd stage: no longer searches for love. No longer dependent, but rather breathes love, relaxes in love, and radiates love. Femininity is service.
Leaves too soon	Stays too long.
Speaks words.	Hears mood and tone.
Does.	Feels.
Goes.	Flows.
Sails on the ocean going somewhere.	Is the ocean.
IQ	EQ
Turns mountains into molehills.	Turns molehills into mountains.
Its greatest fear is to not succeed.	Its greatest fear is, "if I love you, will you hurt me?"

Advanced Masculine and Feminine Energy

When you look at my coaching in business leadership and how people have evolved over time, there's a lot of credibility. There's a lot of support. The more you want to study leadership, be rational. When you think about how to influence people, about neuro-linguistic programming, it's all masculine: "What's a smarter, better, more efficient way to do things?" For those of you who have been with me -- some longer than others -- overlaid in this for some time now has been masculine and feminine work.

Masculine and feminine, as NLP, has huge implications, huge opportunities, enormous ways to help us think about how we lead people, how we influence people. You may have heard me make this sentence: I could do nothing but teach, months and months and months, on just masculine and feminine. We have two hours today.

I'll do a very, very short summary, at this point, but we're starting where the last section left off, which is kind of the foundation and the ground floor of masculine and feminine. It has some threads into leadership, some threads into how to influence people. Well, what I'm doing today actually comes out of a women-only group that I moderated and facilitated for almost 16 months. We did a tremendous amount of groundbreaking work, because they, kind of, were my laboratory.

For those of you who really connect to what we're doing today, there's almost 65 hours of video you can watch. Where I'm going to do a topic in five or ten minutes, or maybe if you guys really dig into it, 20 minutes, let's say, on a topic, there might be hours with exercises with women that were really focused on, how are we going to do this, how are we going to lead, using this information?

Having said that, on a scale of one-to-ten....Ten always is the top. One is always very little. If you guys were to rate what you think and feel when you hear the word "feminine leadership," ten being powerful, awesome, the most powerful force on the planet.... Be honest. Don't put what you think today is going to be about. We have to start where you guys are starting. It's about feminine energy leadership; it's not about women who lead. Again, I will be 98 percent accurate. In the two percent that I'm inaccurate, I'll likely catch it today because if I say women, I'll say feminine energy, feminine spirits, feminine beings, or masculine versus man.

This is not about women leadership or women who lead. This is about feminine leadership, the organic energy, the raw form of feminine leadership. On a scale of one-to-ten, just give me your numbers where you think seven, eight....Yeah, it's above average. It's pretty good. You can lead some of the time. I wouldn't use it in an emergency or a crisis. That would have to be ten to do that. Lower than five, it's like.... "Look. Feminine loves, feminine connects, feminine has emotions to it, but yeah, it's not really a good form of leadership." Most people only think leadership. They don't think of it as masculine or feminine. We're going to be breaking that up here. On a scale of one-to-ten, what is your number?

Any corporate environment, any business environment, you're not going to see tens. You're lucky if you see sevens, eights, nines. Again, part of this is that I worked with this group of women who are steeped in this, and they didn't give it all tens, because there's always the nine. If you're really going to be truthful and own this, there's this: "It's a crisis. My child is threatened. My business is threatened. Oh, I can't be soft and lovey and emotional-centric. I've got to put the hammer down and get something done."

In the spectrum of stuff that we can cover, typically, when we study masculine and feminine, we can do it in relationships. We can do it in a work environment. Typically I'll tend to move it over into IQ/EQ terms over there, because it's a little bit more acceptable in a business setting to talk about that. If we're doing this topic straight as just an NLP exercise or as how we think about it, then it tends to come out as rational versus intuitive.

In the world of masculine and feminine, where masculine is organic, dry, results; achievements; get-it-done;

focused.... And feminine, in its organic form, is light and connecting and emotions.... And we have half-empty in both of them. We have terms like Stage One and Stage Three for both of them. We've got all different kinds of ways that we can slice and look at this matrix.

One of the biggest areas that couples struggle with today -- I'm going to take it and apply it into business when we do this little chunk. The essence of masculine and feminine, when it comes together in a union, is that -- You might have heard me joke about it, and maybe I joked about it in the video -- It takes a woman to enable a man to go meet God, and it takes a man with a woman in order for her to go meet God. We don't generally get there on our own. When we do, we get there in a swimmy or a narrow view of the creation of this universe, but we don't get there holistically in this union base, this come-together integrated view.

As for reasons why....Part of it lies in a sexual metaphor. Part of it lies in an energetic metaphor. But it lies in the reality that, in essence, feminine is a receiver, masculine is a transmitter. Feminine, because its greatest fear is not about love and not love, because, as the video explains in depth, you will always get love when you're feminine, in a feminine space. The real fear is, "If I love you, will you hurt me?"

In order for feminine to come together in its most glorious expression, it's got to be wide open. It's got to be incredibly vulnerable. It's got to be quivering and surrendered. When you think of the word "surrender," just off the top of your head -- and don't give me BS, because you know what the answer should be -- I want the reality. Is "surrender" a good or bad word for most people?

Is it, in reality, not an energetic word, particularly as feminine spirit? Then man, when you flip upside down with your woman, and she's being the aggressor, or she's being the initiator, then sometimes it's awesome, as a man, to be feminine and for the woman to be masculine. It's about consciousness. Is "surrender" a good word? Again, I said it started in a sexual metaphor, but it's an energetic metaphor as well. What do you think? What do you feel? What comes to mind when you ponder these terms, "I surrender. I claim?" That's the question.

What's the point of surrendering if no one claims what you surrender? You know? If a feminine being surrenders to the masculine, and the masculine doesn't claim it, or the masculine is trying to claim, and the feminine won't surrender, or the masculine....You have all four quadrants of claim and surrender. When you think of it, sexually, energetically, what comes to mind?

What is the territory to be claimed and surrendered? What is the collateral?

Well, these are energy concepts. So in the two metaphors that I mentioned, sexual and energy, the territory of sexual would be a vagina and a penis, and their nerve endings. From an energetic perspective -- and this is why it does relate into business -- there is an energetic perspective in this argument, in this conflict, in this decision-making process.

So going all the way back to Masculine/Feminine 101: the first claim to surrender you're worried about takes place in the P.F. Chang's invitation. Pure feminine wants to invite and surrenders her masculine drive to say, "I want to go to P.F. Chang's." The masculine has to claim and not say, "Where would you like to go, honey? Let me please you." Because when she truly surrenders, that's what the masculine looks like in not claiming.

Or in the world of a sexual metaphor, if she wants slow, and he wants fast, or she doesn't have time and wants to go to sleep, and he wants longer.... Again, these concepts cut across all the boundaries. When we take it into a strict business relationship and an energetic moment when a CEO leaves energy on the table to say, "This is our vision in operations versus marketing," which tends to be more masculine versus feminine, which tends to be more IQ versus EQ. Blah, blah, blah. They cut across things.

So the territory, if you need the territory to frame it as a thought, I'm fine with that, but the reality is that the territory

is immaterial. If it is material, then you have to quant it out. Why did you surrender your body but not your business? Why would you surrender your business but not your body? Why would you do this?

So what comes up for you when you think of the term, surrender? If you're a woman, and you want to be feminine, "I surrender." For 95 percent of the women in our culture today, that's not a term they like to use. For a man to say, "I'm claiming," masculine being, "I'm claiming," yeah. No, we've been taught, "No, you have to get permission. You have to move and check, move. Is it okay?" Because if, boy, the gate slams down, and all of a sudden I can't, "No," means no.

By the way, I'm not going remotely close to rape or forcing or drill sergeant kind of making people do things. I'm not in that space. Generally, I have skeptics, and cynics try to take it into that space. That's the fourth quadrant of the quadrant tool. The half-empty of the half-empty is down there. But just in general, what do you think about surrender-and-claim?

What comes to mind for me, surrender is give up, and claim is take over. Yeah, that doesn't feel very good. Does it?

Let me ask you a question. There are instances in which you'll use the word "surrender" and feel good about it, but you have to ponder why. How many of you have ever heard or actually used the expression, "I'm surrendering my life to God. I can't do this anymore. I need higher power help. I surrender to God," and you go, "God, take me," and you feel good about it? How is that surrender good, and this surrender is not good?

When you do actually have the moment to surrender to God....Again, metaphors or real, you guys can bring up anything you want. The alcoholic surrenders in Alcoholics Anonymous to a higher power. We have numerous examples. You are, in essence, giving up. You say, "Look. I can't do this. You need to guide me. You need to take me. You need to tell me what to do. You need to give me a sign. I'm open. I'm yours. I no longer believe I have any control here." That's a good thing. Right?

Well, in that context it is, because what you're inviting is more power. So why do you think women don't surrender to men in feminine/masculine contexts?

Because they don't trust the men. When you surrender to God, is there any doubt in your mind? Do you think you're going to get a tepid, lukewarm, godlike response like, "Well, okay. If I'm in charge, is it okay if I take your life here?" Or do you believe that God is going to show up with infinite power and infinite wisdom and infinite drive and say, "Okay, my child. Blah, blah, blah."

So if we want to take the energy aspect out of that metaphor and look at men and women in traditional contexts, the problem is, it's a chicken-or-an-egg. Which comes first? Does the man come in and claim, and then the woman has to surrender? How does the woman make this feel good?

Does the woman show up, surrendering to her man, and then he feels good about really claiming the moment and saying, "Great. We're going to Del Fresco's Steak," and her not caring about P.F. Chang's? Because what she craves in that space is to be filled, is to be led, is to feel this dominant train-track force of nature that belongs to her, that wants her, that drives for her, and is picking Del Fresco's Steak not because he wants steak, but because in his driven leadership expression, that's the best thing to do. She doesn't even question the motive. She doesn't start criticizing.

So chicken or egg? Man claims. Then woman surrenders. Woman surrenders. Then man claims. Chicken or egg implies it's a conundrum. The truth is, it doesn't matter. One leads the other, but you have to be in a space and

have a consciousness that if masculine shows up to claim you, you can't look at it as scary or terrifying or troubling or less-than or, "I'm weak because I gave up," any more than a man when he's dealing with -- or masculine dealing with -- the feminine that says, "Take me." He now gets all squinky and squirrely and, "Well, what if I...." The problem is in the high 90s.

What happens when the man tries to claim? What do 90 percent of the women do? Because even in a loving relationship, if you're a wife and your husband shows up -- what do 90 percent of women do when a man shows up to be a king?

Challenges. They fight, and maybe even a loving fight. This might only come in the form of general criticism. Well, are you sure? I didn't really want Del Fresco's. Are you....They're not even testing. There's a basis in our relationships today that we don't trust masculine to lead. So what happens is, everybody takes on this masculine aura, and you got a couple of guys deciding on where to go to dinner, how to invest money, what to do with vacation. That's a nice, Stage Two, loving, platonic, "Let's go to that movie. Oh, no. How about this movie? I was really thinking that. Well, what about this investment? What if we do this with our 401K? What about that? I'm thinking about doing this...." All these decisions, all these critical moments.

When polarity has the opportunity to arise, what does polarity produce? Passion. What else? Action, change, electricity, chemistry, juice, everything. If you ask somebody, "Would you like more electricity and chemistry and just sizzle in your relationship?" Oh, yeah. I'm willing to do that. Well, then masculine has to have the drive, the confidence, the certainty to say, "I'm running this train," and the feminine has to surrender to it, because that's the only way both of you get what you want. Because if you're doing anything less than that, that's Stage Two.

Again, in the bad news department, 90 percent of the time, you're okay with Stage Two. You don't meet God in the 90 percent -- you meet God in the ten percent. That's why the P. F. Chang's is just a metaphor. Because at the end of the day, if I went home and Barbara said, "Hey. I want to go to Chang's tonight," I'd happily take her. It's not a crisis in a relationship if you can begin to see where in the energetic space -- He's there. She's there. We're all there. It's glowing. It's not hard. It's easy. It's enjoyable. Maybe passion, maybe a little fire in the fireplace. It's okay. It's good. Versus in the ten percent, "Man, we've got a crisis." That's always the away pattern. In the towards, we want an epic, legendary marriage.

Here's how I have it show up: Feminine has to be vulnerable and let go and be the glue that connects. Masculine has to take the steering wheel, has to put the foot on the gas and has to drive. Many women will not release the steering wheel. They want to drive with their hand on the steering wheel. Many men, quite frankly -- it's not women are bad and men are trying hard -- but men don't take the steering wheel. You hand them the steering wheel, and they go, "Well, aren't you going to drive with me? Aren't you going to steer too? I'm not feeling really awesome about this. What if we go down the wrong road? What if we get lost? Then you're just going to criticize me."

I brought up God. You can bring up a parent/child, where there's surrender taking place and claiming taking place, and that's good. You're fine with that, even when you surrender to your child. "Oh, honey. You want to make Mother's Day dinner? We got a great one coming." Dad surrenders to the kids. Let them lead. Whatever they make, crappy pancakes with salt in it, mom will go, "Oh, this is delicious, honey. Oh, I'm just going to love you here," but you won't do it with your man, and your man won't make the freaking pancakes in the relationship, because we have become very Stage Two, androgynous.

If you enter this argument any other way than the way I just did -- if you start off with claiming and surrendering and making points, people go ballistic: Well, you're denigrating women, and you're a chauvinist. They're missing the point, because they do get the fact that to surrender to a higher power is a good thing, but the only reason

why they surrender is because they trust the higher power to provide direction and be infallible.

Now we start to wrap in the NLU and NLP and all the other IQ-based sciences on the other side. If you turn it over to a human, a man, the masculine -- is he going to fail more? Or fail less, because you've made a choice to surrender and claim with him?

Going to fail more. If the woman, the feminine being, surrenders to the human man, and he starts to claim and lead, is he going to fail more or fail less when that happens?

He's never driven the car by himself. Now, not only is he going to drive the car. He's going to put his foot on the gas. And there'll be this orgasmic, if it's in the sexual metaphor -- abundance, if you're in the business metaphor. There is going to be fire happening in this relationship. Then, when there's a really hot fire that you're not used to, sometimes you get burned and sometimes you burn down the wrong shed. Sometimes and sometimes and sometimes, and that's when mistakes are made, but that's when the two beings that are creating the sacred union can celebrate the defeat, because they're one step closer to victory.

That's when the feminine kicks in -- that's what it means to be vulnerable. Vulnerable, in essence, because it's, "I'm going to love, and you still have the ability to hurt me." Being vulnerable, in essence, is being wide open, foot-on-gas, meaning, "I'm going to love you. I'm going to love you more. You're making mistakes, and I'm loving those mistakes. We're losing money, and I'm loving the fact that you're driving the car. Things are happening that I don't like, but the fact that you fill me, you hold me, you take me, you are a king." He's doing it, in part, because you're loving him, because he's wrecking the car, and you're loving him more. He and the car are edging ahead in the race, and you're loving him more. When you go to bed at night, when you have your Sunday morning coffee, you get more excited....

Now, that's one huge content chunk on surrendering and claiming.

I really need you to ponder this, because I have said, "Yeah, when the kid's in the middle of the street you go for the direct masculine." But the question I will occasionally ask is, "Would you and is it possible to love them back?" It is, but would you ever do that? Yeah, but here's a really interesting....This is why this is advanced work.

You must wake up here. Get really, really conscious with this. What did Gandhi do when the whole nation was in the street? Did he run out and get them? When would you choose to love your child in the street versus go out and get him to make him safe?

If Gandhi had been a warlike leader, if he had been Shaka Zulu, which was going on at the same time in South Africa, and wanted to throw bodies at it and to throw the untouchables, to throw the lower-caste at it and let the British burn all their bullets killing people, how many would have been left to overrun the British? Still millions, hundreds of millions, the young.

But nobody wanted to be a leader that said, "Hey, we're going to burn bodies. Oh, excuse me. The Taliban? What are they willing to do?"

Burn bodies. So this isn't just fluffy and nice to talk about. There's real energy here to ponder. When would you love your child out of the middle of a busy intersection?

When you want him to learn. Ain't it a great risk? Gandhi stood in front of people in the street and said, "We're just going to love." Some of them got hit by cars. So this is leadership in the extreme. This is radical leadership. Everybody else on the planet, me included, teaches fire-walking as a masculine thing. Get big. Get straight. Walk

through the fire.

Anecdotally, I occasionally do this, and this is done afterwards. I ask the question, "Can you cross a fire with love?" Something so dangerous that you feel like you've got to get in this total adrenaline state. As a metaphor, that's incredibly teachable. Because if you can storm a fire, knowing there's no reason why your feet aren't burning when you cross 20 feet of 1200-degree coals, and you get on the other side, and there's this unbelievable release of gratitude and excitement and energy and, "I did it. I can do it. What can I do on Monday when I go into my business, when I go into my life!?" Well, the question becomes, "Can you love your way through a fire?"

That couple right there are dancing. They're doing a waltz. They're doing a very slow waltz. He's twirling her. He's turning her. They're dancing in 1200-degree coals because love is that powerful. Love can. Feminine leadership can. It's just that in this culture, we are horribly bad at believing in feminine leadership.

So again, I'm not arguing with you, per se. When you begin to get a lot of consciousness around leadership choices, you will see that it's interchangeable. You might be willing to be vulnerable in your relationship or be a king and a claimant in your relationship and realize, "Okay. Well, that worked out well, man. We had the most amazing weekend." Or, "Now there's a crisis in the family. We must make a decision about money or a job or moving or a kid. No, I have to get masculine -- I'm not surrendering shit right now. I'm not going to surrender my kid in the middle of the street. I'm going to run out and get him."

I'm not saying that's bad. I'm just saying, get conscious. You have a choice. Because that's such an extreme metaphor, I like to make it real because Gandhi burned children. His flock died. Not a lot, far less than had he thrown bodies at them. But still, as a leader, you have choices to make. Who do you want to be? How do you want to show up? What's going to happen?

So that's why in the video, when I talk about P.F. Chang's or people struggle with that, I say, "Okay. You're the CEO, and your marketing VP comes in and says, "I've got a great business idea," and it's crap. What do you do? Well, if you're IQ-masculine, you might be gentle. You have some EQ tinges. You're going to tell them it's really freaking stupid. You're just going to do it nicely. A real EQ-feminine, "I'm going to love you out of this problem," you set up the invitation. People go, "Yeah, but what if they waste money?" What do they do? What do you do?

People still struggle with this issue in a business setting. Again, you can always go to these places. Parents will EQ their kids all the time. Your ten-year-old comes in like, "Mom, dad, I got this great idea." You're not going to go, "Oh, you're the stupidest kid I've ever seen. That's just a dumb idea. That doesn't work on this planet." You go, "Oh, awesome, little Billy. Well, let's figure out how to do that, and let's love the experience of you learning." We'll do that all day long, as a conscious parent. But how many will do it as a conscious CEO in a business setting? That's where these things really begin to tie together.

This concept of vulnerability and surrendering and claiming is one of the most difficult, yet fundamental inflection points in a relationship. You have to have the drive, the desire, the freedom to know failure differently, to know judgment differently, to be willing to be claimed, to be willing to surrender.



This is one of the most popular pictures I ever put up on Facebook. I have one other picture. The actual caption was something like, "The doctor said in order to feel better, I prescribe love." They said, "Well, what if it doesn't work?" He said, "Double the dose." When you look at this picture, I want you to take a bookmark and capture what it inspires, what it feels. What does it mean to you? On a scale of one to ten, what does it mean -- Just a number.

Again, for those of you who are here primarily for business today, these have a lot of business applications when the marketing VP comes in, very excited, to say, "I can do something for the business," and it's bad. It's like, "Oh. What am I going to do?"

All these concepts are energetically based. So even though it's not a ten-year-old child, or if it's your wife or your husband or if you are king or queen or jester, or whatever the topic....Now you really apply the quadrant tool. When does surrendering become claiming? Wasn't Gandhi's surrender a higher claim? Now you really, really can get fascinated about these concepts.

Then, when it's more traditional, the same energy, is it even a role reversal? It's energy. So even at the beginning, I told you I would be very conscious about man and woman versus masculine and feminine. Women get to be kings. It's just that if you choose to be king through masculine, be conscious and aware of that.

I ask the big question in the video. Name one woman, anywhere, who's a leader? The feminists are vibrating because there are a lot of woman leaders out there who do it in the feminine. If they follow the rules, there's not many. I get challenged with, "Oh, who do you have, Bill?" The first I always pick is Gandhi. That's feminine leadership.

Male: Is there a reason why you steer clear of the super obvious example, maybe the most influential leader that's ever walked on this planet?

Instructor: Yes. Because when you get into religion in a corporate setting, even just saying, "Surrender to a higher power," people get spinkly. I have an entirely different spiritual-based content, but generally, in a business setting, I avoid religious references. I'll talk about the Old Testament as being IQ. The New Testament is EQ. It's

embedded there. To actually talk about Jesus as a leader gets people really uncomfortable. Some people get lost. It's like hearing an old song on the radio -- the mind, the feelings, sometimes go in the wrong direction. Some people's old song on the radio is that they hate Christians and Jesus-freaks, even if they are Christian. Blah, blah, blah. Once in a while, the religious character will come up, but not very often. Most people tend to go to Oprah Winfrey or Hillary Clinton or Margaret Thatcher -- or they'll start picking out popular women that they like as leaders and try to dissect who's feminine and who's masculine.

There are a few. That one I actually like the most -- but you have to know a little bit about -- is Goldie Hawn. She started her career as the Rowan and Martin television Laugh-In stupid blonde in "The Door." Today, she leads an amazing business empire. She's a real behind-the-scenes force and still will occasionally act, but she's incredibly feminine. When you look at her website and her mission statements and materials, she's a great, great opportunity.

Princess Diana comes up. I think that's really interesting because there are some examples of incredibly feminine moments, and then there are some examples of defeated masculine moments. Then you look at Prince Charles. You get a great discussion on Princess Diana.

There are a few out there, not many though. Ninety-nine percent of women lead using masculine energy because of our culture,

Again, this is our culture. What's the one-sentence descriptor of Atlantis?

The Lost City of Advanced technology. Science. Engineering. Math. It was all science. It's the masculine kingdom of the old world. Guess what Lemuria is. Where is Lemuria? It's on the opposite ends of the Earth. Atlantis was reputed to be in the Mediterranean before it sank. There are still people who say that it's not real. Actually, this discussion is not about Atlantis and Lemuria. This is all energy and metaphors and concepts.

But if you look at opposite ends, it puts Lemuria in the middle of the Pacific Ocean. It was a water kingdom, and it was a kingdom renowned for arts, beauty, intuition. It was the EQ -- the opposite and equally as powerful. You don't hear much about Lemuria. You hear a lot about Atlantis. Very rarely do you come across people who have heard of Lemuria. If you really want a fun book, it's called *The Legend of Altazar*. If somebody is really interested, I might even have it. I tend to loan my copies out. So they all have feet out wandering the planet. Really fascinating book.

This notion of feminine leadership is now where I want to go, and I want to put it into more of a business context.

Male: I had a comment I wanted to make about the feminine, masculine, and the failure piece of it. It's interesting. I hadn't considered that when you are a masculine king and your queen surrenders, that the failures would go up. I think that more times than not, you knock your partner out of that queenly space when your failure comes up. She's less trusting. You really got to get it from a queen. We're up for a bumpy ride. You know? Failures....

Instructor: It comes as the king. As the black belt says, "It's not about failures. Remember, it's never a law of attraction for failures. It's a manifestation for speed, and we're going to go fast. When we go fast, and I have the steering wheel, we're going to crash, but they're going to be glorious crashes. They're going to have purpose and consciousness to them. They're going to have drive to them. Even when the crashes are real, losing money or losing ego status or losing reputation -- they're real. I've got the steering wheel."

In a truly co-created legendary kingdom, it's not that the king leaves, and the queen is just some bump on a log.

So we're going to go a little bit into feminine leadership here.

What I talk about is, it's a co-throne. The king and queen are sitting on the dais in the banquet hall. Masculine tends to be the vocal one. But would you rather be the vocal one? Or would you rather be the true power of the throne? Because at the end of the day, of the two -- masculine and feminine -- which is more powerful? Feminine, ultimately, because I believe this always, always leads back to love. Because at the end of the day, no matter how much you achieve, if you don't know how to achieve love, your achievements will be empty, even if they're great, loving, world-class, Stage-Three achievements. They'll be empty if you cannot do something as simple as understand love.

If you understand love, then it doesn't matter what you do. You'll do what you do. Whether the accomplishments are big, world-changing, Stage Three, or they're just small things, you will have accomplished, in my humble opinion, more of your journey and destiny here when you understand love.

So yeah, there's just so much exciting stuff. I want to start a section here, In separate research, I'm going through the 33 strategies of war -- which is not really what you typically think of as a feminine book -- when I had one of the most, for me, personally transformative moments in this work. I've evolved a lot in this work. I came across this passage. I'm going to read some of it but not all of it.

One of the six fundamental ideas you should aim for is transforming yourself into a strategic warrior. Number four: worship Athena, not Ares. Worship Athena. She was deemed by the Greeks to be the goddess of strategic warfare. Ares was the god of war, in direct and brutal form. The Greeks despised Ares and worshipped Athena, who always fought with the utmost intelligence and subtlety. Your interest in war is not the violence resulting in wasted life and resources, but in the rationality of pragmatism it forces on us.

Talk about masculine and feminine flowing in and out of that passage.

The Ares figures of the world are actually quite stupid and easily misled, as force always is, even when force is sophisticated. A whole other arena is power and force. This awesome book, *Power versus Force* by David Hawkins, doesn't mention masculine and feminine anywhere in the book, any more than the Old Testament and New Testament does about power versus force. Yet. It's all masculine and feminine.

Like Athena, you should always be one step ahead, making your moves more indirect, your goals, philosophy, wisdom and battle into an unbeatable plan. I'm sitting there, reading this, and I'm going like, "This is frying my mind." You generally think of women in war, and it never occurred to me about this in feminine leadership....I knew the example of Gandhi, but that's non-violence. Athena was not non-violent. But she was very judicious about how she chose to be violent.

So I'm trying to wrap my head around this. I'm like, "What does this mean? What the hell?" So we go to the next trippy thing that happened. How many of you know what that symbol is? What is it?



It's the crest for West Point. The United States Military Academy crest. Now, how much more masculine can you get than this elite group? Can you see what's circled there on the crest? It's Athena's helmet, on the preeminent institute on leadership, on leadership in warfare. The most prominent piece other than the eagle and the US symbol is the battle helmet of a woman. Now my mind is just getting sizzled. I'm like, "Oh, my God. What does this mean?"

Designed in 1898, the original crest was nearly identical to the current, but to the right, the helmet is Palace Athena, for centuries a symbol of wisdom, war, and learning. Wow. I've been wearing, on my hand, for 35, 36, 37 years, a woman's battle helmet. What does that mean to you guys, particularly in the context of what we're doing here today?

At a different time, we understood the masculine and feminine energy. Certainly differently than we do today. Because now, if you want to talk about feminine leadership....That's why the ten/ten/ten surprised me. Most people believe that the feminine leadership model is passive, is not take-charge, is not results-oriented. It's fluffy and tears and emotions. They go into these models of what it means to be a woman leader when, for centuries, here's a woman leader.

So whenever I do work like this, I always do my little thing with intention and angels and stuff. I said, "I need a great picture for tonight." So I Google "I'm Lucky" image -- and look at the image that came up. This was the image. She's got the alpha wisdom. She's a beautiful woman, resting her battle shield.

The Ares mode is head-first, like, "I'll go ahead and die just to prove that I'm a courageous warrior. In order to win the battle, I'll..." I think what I remember about Athena in some of the stories is that she's real surgical about getting things done. I think that, yeah, in our today's conception of feminine strength, we don't think of it that way.

Athena is known for bloodless warfare, the surgical. She has the thread of the masculine, and she has the thread of the feminine power because she was a renowned warrior in her own right, but she very, very rarely had to use it or do it because she was renowned for wisdom and intelligence and strategic, bloodless warfare. When so many people, when they're trying to solve their problems: I'm having a money problem. I'm having a love problem. I'm having a problem at work. They're Ares. They're blunt instruments, into the breach, "You're wrong.

I'm right. I'm going to....We have to do this." They don't take the time to slow down, get conscious, and have this moment of, "What does feminine leadership really look like?"

So on this dais, where there's a king and a queen, it's not that the queen is second, and it's not that the queen takes the back seat. It's not that the king is Ares, because the problem with this metaphor, it gives Ares as half-empty, and it gives Athena as half-full. Whereas Athena has both, and there is half-empty. It's the law. Ares – There are times when you need a blunt object.

So when the king and the queen are ruling and co-creating in their kingdom, if he has the lead, then she has a hand on his forearm, perhaps. Or he's blustering and pontificating, and he looks at her and goes, "Oh, I'm off-mark." Not off-mark because....Earlier, we talked about criticizing. It's not off-mark. Remember, in the video, I talked a lot about the train track, the linear drive.

It's not that you never take advice from a feminine being. It's that you don't move the track as a result of a test. If the feminine being gives you information and awareness and consciousness that you don't have, to consider that and move the track because it's the right thing to do, that's not a test. So that's part of the advance that was mentioned briefly in the video.

But as we dive deeper and delve deeper into feminine leadership, the feminine spirit has her hand on the arm -- it is an IQ/EQ moment.

I always like to tell the story: 1978. Vietnam has been over for a handful of years. I'm coming into an army that's got a lot of war veterans. I got no combat experience. I'm a butter bar. I'm a second lieutenant. I got 40 guys and a post in Germany, been through all the schooling, not really out in the real world. Very, very smart guy but very, very inexperienced in the world and with the army at that point.

Now let me just give you one other little predecessor. I was in West Point in 1976. So '74 to '78 was there. In 1976, the largest honor scandal to ever hit West Point. Of the 105 cadets from the class in front of me, 77 were kicked out, 105 ended up coming back to my class, but they're kicked out, so you can imagine the honor and integrity training that we got in my junior and senior year. And my junior and senior year was the first year women came to West Point. So it was a cataclysmic time for an institution to kind of move at the pace of an epoch in our geological timeframe. This was like a shattering time -- very interesting time.

So I got all this honor and integrity training. Blah, blah, blah. It's third day on the job. I'm walking into the basement of my building. We had a little command post. I had Wilson, an E-7, a sergeant first-class, platoon sergeant, kind of like my second-in-command. This was a guy had been in the army 20 years, one of four men in the history of the army awarded the silver star in peacetime. He, in 1961, had gone into no-man's land on the German/Czechoslovakian border and rescued two families and brought them across under fire. Brave man.

He did very well in Vietnam as well. But this bad-ass -- I'm his boss. I'm in charge of him. So we had kind of made nice-nice, and we're kind of feeling each other out. He's used to seeing butter bars. I walk in the third day. He's got an enlisted man, a Private, up on the wall. The guy is a foot off the ground. You can tell that he was administering some form of physical justice because blood is coming all down the face of this guy. The Private looks to me. He's like, "Sir, Sir, Sir. You see what he's doing to me," which he obviously can't do. Sergeant looks and just kind of looks at me, and he's got this guy up against the wall.

Talk about honor, integrity, IQ, and EQ. What are you going to do? Integrity and all the training I got....There's book learning, and then there's what's right in the real world. So we can always have any of these debates that you want -- woulda, shoulda, coulda.... What I did: I very quietly closed the door and backed out. Private never said

anything to me. Wilson never said anything to me. But for the next 18 months while I had that job, I could be up there, and he would always grind paperclips into little tiny shovels, and he'd pick at his skin. Very interesting man.

He'd be over there like that, and we almost had a chemistry because I would look over at him, and he would look up almost 90 percent of the time at the same time. I would look over at him, just like I talk to you guys. I'd make eye contact with Sergeant Wilson, and he'd just go . . . I'd storm ahead. Then occasionally, more than I would want to admit, he'd go . . . We need to take a break. Wilson, what am I doing wrong? Well, sir. I'm not doing anything. He'd give me this little EQ moment. He goes, "There's another way to do this." So when we think about being in the military -- a place you think would be all masculine -- what about these moments of consciousness?

Am I going to lead or co-lead in my relationship? Or co-lead in my business model? Because one of the challenges you're going to have -- You can actually go back and talk to a spouse or a significant other. Maybe they get it. Maybe they don't. They come along. It ain't any more than you go out to leave a child. They don't need to have Bill Sumner NLP EQ training in order to do this with a child, but somehow you're like....Well, in order for me to co-create on a throne with my significant other....Sometimes all she does is just shake her head no. The king goes, "Okay. Everybody in the hall, take a break." Maybe he'll introduce the queen and say, "I'm sure the queen is going to make this even better," because she's on the pedestal too. Or sometimes they go behind the throne, and they talk. Sometimes she storms and rages. Sometimes he storms and rages. These are all scenarios in a co-created kingdom.

When you're in a business environment, to do a co-created business model, even if you're the boss, you have the ability to share the throne. You guys have heard me introduce Bryan from time to time. I don't say Bryan works for me. I say Bryan works with me. My whole life, I have never said, "Oh, these people work for me." I work with them. I have a job. They have a job. Their job is every bit as important as my job. Is it smaller than my job? No. It's different than my job.

As long as you get that, and you co-create, those are the aspects of feminine and EQ. But you have to come at this from a place to say, "In order for me to consciously create this moment, am I going to be in my feminine? Am I going to be in my masculine? Am I going to be the man against the wall? Did he invite in his feminine, the woman? Did the woman take? Was he in complete control? Was she?"

You can start to get incredible power. Always, because it's really, really important -- Are you going to fail more or less when you start doing this? More, because you're not used to this, and your people are not used to this. Sometimes they grab the steering wheel, like a kid, and just crash the car, just because they want to see what you're going to do. You have to grit your teeth and go, "This is awesome," even if you lose money, because it's investing in their success if you create it that way.

Over the course of time, even when you're Gandhi, who let people die at the barrel of a gun and civilly disobey and not fight back -- Who's more powerful? Were they weak? They didn't fight back. Did they do that because they didn't have enough arms compared to the British? When are you going to make choices in your business model about who you are and how you show up? Questions? Comments?

Male: The Athenian approach was for him to have a vision that our struggle, our cause, is so righteous that all we have to do is simply make it clear to the world what the two sides of this conflict are. Over time, our side will prevail because....

Instructor: I'm making a little bit of a grimace. I agree with everything you said, up to the point of "make clear to the world." When you are on that street in New Delhi, and you are an untouchable, and there are guns on the other side, there was no making clear to the world. These are real tips of the spears, real inflection points. Just like we can make clear to the world that we're TIY leaders, or that we got this down -- or you can pontificate this crap

all you want.

But at the moment in time when someone brings in a purchase order, and it's putting \$30,000 of your money at risk, and you don't believe in the policy, but you believe in the person -- or you believe in the feminine moment -- do you risk \$30,000? This is real shit. There's no "make it clear to the world." That's all hindsight. That's all after you're Warren Buffet and Bill Gates and Gandhi. You know?

Male: So the reason why these people were willing to fight in that fashion was because they knew that they were right.

Instructor: Do you remember all the way back to Leadership 101? What's the most critical thing at the beginning of any leadership moment? You have to get out of your model of the world and get into theirs. First step. Always, always, always. So you must get out of your model of the world, and you must get into theirs. Do you think they did that because they believed they were right?

I know why they did. You just have to read it. They believed in Gandhi. They believed in the man. The man said, "Don't resist."

Male: Here's what I know about Gandhi. He was subscribing to this philosophy -- it was a logical concept of non-resistance to evil, basically. He learned that through studying with Tolstoy and exchanging letters with him. Tolstoy learned that from Jesus, which is that there's really only one resolution to aggressive evil forces, and that resolution is not to meet them with other aggressive forces. The resolution is to do nothing.

Instructor: Again, just for distinction purposes, Tolstoy was a big part, but his barrister career in South Africa was a big part of it, because he looked at conflict. He was a warrior in India before he went to South Africa. He was a boxer. There were other influences at play. I get that, to a point. But, again, you must get out of your own model of the world.

I would submit to you the untouchables, the fourth-class, the third caste. They're not doing this because what they believe in, is right. They're doing it because they look to Gandhi as a leader. He inspired them, and he said, "This is what you must do." They didn't do it for right purposes. They did it for authority and behavior because they were inspired by an inspired man who said, "This is our course of action." He was so magnificent and powerful at that, that there were very few violent reprisals. There wasn't Internet. He couldn't put this stuff out, and people watch it on the 6:00 news. This was word of mouth and newspapers and word spreading like wildfire. Think of the conscious intelligence and power that man had to vibrate with, in this very tortured time, to take hold of this movement and lead it. So again, if I'm straying from the point, bring me back to the point that you want to make. The people weren't doing that because it was right. I think it's important, from a leadership perspective today and from a feminine/masculine perspective today, that one of the things you're going to wrestle with as you walk out of this room and decide to become more conscious and masculine and feminine is you're going to get a lot of push-back.

The women that you're going to lead are going to want to be masculine. You're going to try and call out the feminine in them. The men that you're going to lead are going to be feminine, and not in a powerful way, but in an emasculated way, which is the next section that we're going to go to. Men are very, very emasculated today in their leadership art. Most men today won't claim because they lead by consensus, by compromise, and from the most common denominator, and they get a lot of rewards for that. But those men and those women who lead in the masculine aren't in the "think different" Apple commercial either. Those are people who are in their raw power.

Male: I just thought something could be said about the feminine power in the modern era. Just going back to the kid in the middle of the street, right? When the car comes, it's time to rescue the kid. In a moment of emergency, where speed is necessary, then those are times when masculine leadership is more called for? But another argument could be made that feminine power has been expressed over the centuries, in a more strategic way that says, "Hey. We're not going to express our power in times of emergency. We're going to express our power by the 999 times we keep that kid from being in the middle of the street in the first place."

Instructor: I'll let you guys comment on that before I comment.

Male: I guess what I'm struggling with is that, yeah, the times of emergency is the time for masculine power.

Instructor: Well, what I've said is that it's a moment of consciousness for you. Don't think for a moment, because you're culturally in an unconsciously competent model of the world, in old software in the ten – we're stirring up Leadership Academy words -- this is a moment of deeper consciousness. Because -- again, in the metaphor of the street; I bring in metaphors, in part, because they're powerful and illustrative -- because guys and women, particularly feminists, think this is about women being weak. Men vibrate in certain ways. It's like, "Well, I'm never feminine. Are you impugning my sexual orientation? Blah, blah, blah."

That's why we discussed in the very beginning that this is not about genitalia. It's not about gender. These are energy concepts. That's why I bring in Gandhi -- because those are real people dying at the point of a gun, people who possibly could have defended themselves.

Well, now we play with the metaphor. What if the cars are whizzing by at 60 miles an hour? Which energy form will it take? What if the cars were whizzing by at five miles an hour? To teach a child to stop, you go through a feminine moment of love and let them express their karma at that point. That takes big leader cojones.

Now, because it's not children, it's people who don't work for you but people who work with you, but it's real money. It's very rarely life-and-death. Even if you go bankrupt, you're not dead in this country. Thank God we're not old England. They threw debtors in prison. So you never could get out. We have bankruptcy. That's why we did bankruptcy as an old English law. It's one of the major changes from the old English law system that we made, because we want people to start over. So we put parameters around it, seven years, blah, blah, blah.

The point is, even if it's going to cost you money or cost you prestige and reputation, when are you going to lead with feminine at that tip-of-the-spear moment when something really important to you is riding the line? Now it's a moment of consciousness. That's all I ask for. You've heard me say this many, many times: If you're in new software, and you make a choice – yay! -- because it won't work out for the worst, even if a life is lost or money is lost, because new software is always current with the current destiny.

I'll make the statement that men have lost their compass in their masculine. On a scale of one-to-ten, ten meaning, "Yeah, totally. Gonads are gone. Testosterone is dismissed in our culture unless it comes out of a feminine blah, blah, blah." One to ten. Seven and eight, well, most men are emasculated, but there's a few men running around out there.

Now this! Why I'm surprised is, your answers in the beginning -- ten, ten, ten, ten -- because you guys are going to tell me that there're masculine men out there leading in the ten.

Yeah all the feminist work movement that came up in the '70s.

How big is that in this real world?

Male: In the world that I experience, it's sort of big. I know you. When you want to, you can lead with a pure, magnum-grade masculine energy. You're probably not the average guy. Yeah, it's out there. Do you mean out in the world as visible leaders? I don't know, like the leader of North Korea?

Instructor: Well, the statement is, "Men have lost their compass. They are emasculated." That doesn't say that there aren't exceptions to the rule. I'm an exception to the rule. There are men that I know, both in my work and outside of my work. I have mentors. I have peers....

By the way, I'm not talking about a blunt instrument coming out of an Afghanistan/Iraq war. This is a societal, cultural, generational force. Men in our education system, in first grade, get emasculated. Again, in the video, I talk about the studies over and over and over again that prove that little girls take a rock and turn it into a baby and love it. Boys take a rock and turn it into a weapon and begin to compete with it. It's the organic nature of our culture, of our energetic destinies of who we are. Eighty-to-90 percent are in the core; ten percent are ambidextrous; ten percent actually have core reversals.

Again, this is not about sexual orientation. It's about when we study 100 kids, 85 of them are going to follow that pattern, five to ten are going to be ambidextrous. In one moment, it's a rock that's a baby, and in another moment it's a weapon. Then there're five or ten who are legitimately reversed. That's not orientation, because we know people who have different genders, sexual orientation, and they're masculine, and they're feminine. They need all this training, too. Because if they're going to have a polarity-based relationship of passion and love, there still must be a masculine being and a feminine being at their core, even if the genitalia are the same.

It's not even about that. It's about, in first grade, little boys don't compete. Little boys need to get along. We know everybody gets a blue ribbon because we're all special. The cultural forces that are taking place in our society is emasculating these young men because they're smart. Because when you give everybody a blue ribbon, no one is special. It's counterintuitive. We adults would like to say, "Give them all blue ribbons, and then that way, they all feel special." No, they say, "Hey. I played as hard as I could, and that kid's a slacker. We both got blue ribbons. What's the point?"

So there are counterintuitive things taking place in our educational system. But there are not only exceptions, there are even pockets of exceptions. The South tends to be a little bit more traditionally oriented, where men have a little more permission to be handling in the South, and women have permission to and are rewarded for being feminine, versus in the North....

But as a cultural thread, whether it's the educational system, their peers, the corporate business lives they find themselves in, the Hollywood stereotypes – men are emasculated.

How are most real men – real masculine beings -- portrayed in our popular media stereotypes, in our Hollywood imagery? As idiots and Neanderthals. They can do it in a fine setting, even in the military setting.

The media makes them look like simpletons. Where does a little boy learn how to be a man? Here's the problem for women. When this big masker is up, and you want to fall in love, and you want to marry a guy, women cannot train men to be men. You can only invite them. I mean that specifically, strictly as the invitation tool. You have to invite them. You cannot guide them. It's only iron that sharpens iron. If you're going to be masculine iron and sharpen your man, guess what happens to your relationship. Men, if you are doing iron-on-iron with your woman....Again, here's what's counterintuitive because a lot of guys marry women who have masculine, in part because they view them as powerful or view them as confident, which is all true. It's just when you begin to get conscious about masculine and feminine and get conscious about polarity and get conscious about IQ/EQ and

get conscious about, "Am I going to be rational right now? Or am I going to be intuitive? When am I going to trust rational? When am I going to trust intuitive? When they conflict, what am I going to do?"

Then ten, this mythical place that I talk about all the time, in the ten. This is all wonderful. Love your coursework, Bill. Blah, blah, blah. One day, one month, it doesn't matter. Down the road, "Hey. How's it going?" "Well, interesting that you ask. It was good for months or whatever. Then all of a sudden, the planet got pissy. Bad things started to happen, and I had to throw all that crap out the window. It just wasn't working for me." Okay.

It's just consciousness. It's just choices. What do you believe? So when we look at where men get trained to be men....Because if you believe that they cannot be trained by women to be men.... Whether it's in the military – and there're some sports programs, Iron John and Belly of the Beast -- there're some warrior programs out there, martial arts, history books, old Westerns....You can see real masculine energy, making choices, on display -- doing, leading.

Then, take this space, which is very, very small in your life and/or if you're feminine, here today. Masculine, by definition in this space, has got to do this alone....You know the Spartan movie, where you go out at the age of seven or nine and say, "Okay. I got to come back alive," versus feminine leadership. Feminine energy is more of a social glue, a more loving, emotional, bonding glue that's keeping things together. You cannot be the iron on the iron.

So this is where discipline versus self-discipline comes in; this is a great place. This is one of the places where, as a leader, I'll calibrate someone because a lot of people do very well in a disciplined system. A disciplined system is, "I need to get a trainer at the gym in order to do my workouts," or, "I need to have reports due at work in order for me to do things on time." Whereas self-discipline is when there's no external force. This is the outside-in, versus inside-out, psychology of the masculine being who says, "I've got to go find this sacred space and become the masculine being that I came here to be."

Again, this has counterparts, because if you're feminine, one of the things you cannot do is sharpen your man's iron with your iron. You certainly cannot soften it with your soft edges. You know when your man is straying from the path and is misguided. "Well, I have to get my hands on the steering wheel because he's going to crash the car. I tried this crap, Bill. It was working fine for a period of time, but he's not a very good driver, but he'll get better. I believe in him. I trust him. He'll drive better down the road with my help, because I'm the only one that can really make sure. If I'm going to crash, it's going to be my crash. It's not going to be because that one kid is going to crash the car. I'm going to take over the car."

When a man has great self-discipline -- and there are easy ways to test this, in terms of asking somebody questions. Do they do what they say they're going to do? "I'm going to do this." Do they do it? Are they set up in place to do it? Is it casual like, "Well, I should lose some weight. I'll work on this. I'm going to get the garage clean this spring."? Then, it's two years later, and the garage still isn't clean. He doesn't understand that that's a test, but that's a real test, and that's a rational test, and that's a righteous test, in my mind. If a guy says he's going to do something, if he's just being unconscious and just kind of like, "Well, it's on my should-do list, but I never really get to that because I got workouts to do and golf to go to and racquetball to play. I've been busy this week. We got to get the kids to Little League. I'm a great dad. Yeah, the garage isn't that important to me." Yeah, you have to get conscious.

Again, this is a metaphor. But take it into a business model. When a CEO is sitting up there, saying, "Here's the list of crap the business is going to do this year," and then some of it is real, and some of it is not. Some of it he or she sticks to, and some of it they don't. Some of what they say, they mean it, and some of it they don't. Now, you can go down the list from an awesome, legendary, epic leader, to an above-average leader, to a good/average

leader.

In part, one of the most significant ways you can look at what is reality: do they follow their word? So if this month, it's this flavor of the day and this driver and this criticality and banging that big drum.... Then next month, it's another drum they bang. They don't have self-discipline. They're not guided by an internal compass. Does feminine have an internal compass?

No. It's more togetherness, the relationship. So what becomes the true North?

More love, less love; not safe, less safe, more safe; cannot; can do more, can do less. Feminine compass is always love. So in this world of trying to create value, trying to create consciousness, one of the things I'm on the cusp of....one of the reasons I stopped this women's group....Yeah, they drove me crazy. They're real feminine, most of them. You could see the masculine ones were very, very good about their homework. The feminine ones, I couldn't get them to do their homework, which drove me crazy, because you must commit to the growth.

Now we have a half-full/half-empty conscious moment. If I'm just enjoying this group, am I growing? Yeah, we know the answer to that. But again, I'm going to challenge you to stop, consider your model of the world, consider blah, blah, blah. The reality is, the real feminine do not grow through a linear learning plan of, "I have objective A, and I have objective B." They're all over the map. Sometimes at the weirdest, oddest, times they spit out a moment of consciousness that's just breathtaking, jaw-dropping, awe-inspiring, like, "Holy crap. So you have absorbed something in this time period...."

You can watch the videos. You'll see what you see if you choose to go down that route. I shot that group, in essence, in August, so it's been about six months. I'm pondering doing a male-only group....The women, I didn't charge because I was doing some content development. The tradeoff was, I got to tape it. I have broadcast rights to it. So they're now going to be streamed on video when I launch a lot of that content.

Do you think there's a value to doing a men-only group? We now arrive at this point where I have a lot of tenderness and heartbreak for emasculated men. It'll be an iron-sharpening experience, in a very loving Stage Three way.

Male: That sounds great. I'm assuming we're not going to sit around in a drum circle and all that crap. We're going to deal with issues....

Instructor: Yeah, we won't cry about how the world doesn't understand us. That's not for me. Not in my pure, masculine roles.

Female: Where do you fall then, when we're talking about the same-sex parent? Is the best role model for the child, in other words, the father for the son and mother for the daughter? Do you agree with that statement?

Instructor: Oh, yeah.

Female: The same-sex parent is the best role model? If we're emasculating these men, which we are, because I have a four-year-old grandson.... Field Day, everybody gets a blue ribbon for participating. He's a very strong, very masculine little boy. It was like, "Oh, this isn't cutting it."

Instructor: I'm pretty sure this is in the video, now that I understand your question a little bit. What I teach is that the masculine role model for a little boy is the male, the father, the uncle. We have blended families and divorces and deaths going on. Men teach boys how to be men, but what the mothers do, what the women do, is teach

them love and teach them what relationships look and feel like. So that's why little boys tend to grow up and marry their moms, from a neural programming perspective.

Little girls learn how to be women from their mothers, and they learn love and relationships from their fathers. They grow up and tend to marry their neural pattern programming software of their father, but they learn what it means to be a woman from their mother. Now, there are some real significant exceptions to that, for the very thing that I just said. There are blended families. There are step families. There are absentee fathers. There are a lot of things that go on, but generally, energetically, the role model comes from that side, from men and boys and women and girls. Any more questions on this emasculation concept? This is not something to be lightly discussed.

Male: I have a question. It's from the video. So I'm talking with somebody, or I'm working with somebody, and I know what energy they're running, predominantly in their direction. They might flip back and forth between masculine and feminine, but all right. Predominantly in my head, I'm like, "All right. Right now, you're masculine."

I only had so much time in six days to do it. There's a two and a three coming.

Male: Right. So I watched the videos, the two-hour thing. It made a ton of sense. Anyway, to get back to this, I'm working with somebody, and I'm masculine, running a masculine program. They're running a masculine program. A female running a masculine program. But going back and forth between masculine and feminine energy. What's the best way for me to connect with them and then guide them? I know it's not an either-or. Right? I'm going to have to use both because I'm going to have to speak to both, because they're running both. Right? To me, it seems like just a feel of when and how I use those energies.

One of the questions I had specifically was around the feminine test and the masculine test. So if I'm working with somebody, and they're going back and forth between those energies, to run a feminine test or a masculine test? Am I in control? I'm really in control because I'm not feeling safe. Can I be safe here with you? I think they're going back and forth between those two. What do I use to connect, reassure, and then guide?

Instructor: Did you have a complement to it?

Female: If they're running masculine, you cannot run masculine.

Instructor: Be careful there. It's consciousness.

Male: It doesn't have to be man or woman.

Female: Yes. So if it's a woman....But if you think about two men, they're competing, so two masculine competing with each other. Two women, chatter, chatter, chatter, chatter.

Instructor: Correct. That's in the beginning. Now we're un-peeling, and there'll be multiple layers we un-peel this. Because as you un-peel, what you tend to find is, "Oh, no. It's competition. Oh, no. Even more subtle." We're in the advanced side of this equation. So the challenge with just a blanket statement, "Don't do masculine-to-masculine because it's competitive,"....It's a Stage-Three leadership moment for you to say, "Do I want to sharpen her steel?" if it's a her in masculine. Well, then you're going to sharpen it a little bit, and then you're going to love it a little bit, and maybe you let her win.

Maybe you're going to sharpen her, or him, a little bit, because it's masculine-to-masculine. Maybe you sharpen it

a little bit. Maybe sometimes, for whatever reason, you need to crush it because from a destroyed fire, a phoenix arises. So as a leader....Again, as you really get into the coaching channels, and you really begin to see all the breadth of work that I do, there are times when I say harsh things to people. People cannot believe what I say to people sometimes. They're just, "That's mean. You can't do that." Well, yes, I can if I'm conscious, and I'm in Stage Three, and I'm in service, because the metaphor is the oncologist is horrifically painful to a body, but you have to do that sometimes to get a tumor out. So now masculine-to-masculine, if you're getting a tumor out, and you need them to go away and heal for a couple days or a couple weeks and have a follow-up....

If I'm just meeting someone in Starbuck's, and it's a conscious moment, I'm not going to do surgery on their emotional tumors. But in a work environment, where I've got a longer term, or a client environment, think about the cojones you have to have if you've got a customer, and that customer is masculine, and you choose to sharpen their iron. Oh, man. You got a big set of T-sack there because most people wouldn't do that, because like, "Oh, I can't risk having this customer be mad at me. Blah, blah, blah." But now you're being Stage One. You're not being Stage Three.

Male: Let me kind of reframe it in a different context. So, in my barbershop college, a lot of different things were going on there. Again, using this and looking back at some of that stuff, I can see where she was doing feminine tests, and she was doing masculine tests. I see what's going on. It's not ever one thing. There's a bunch of different things. What would have been better for me to go through that and be more effective?

Instructor: I don't know that there could have been better....

Male: Well, even just as a hypothetical, let's say there could have been.

Instructor: It's always these moments of consciousness. So when you have a masculine tester, a feminine tester, a flipping back and forth, a doctor who's incredibly articulate and intelligent, and a damaged feminine and all the other factors going on with her....The challenge is, in service, do I go for a tumor or not? Do I go after the tumor with the left hand? So how do you do it with your left hand? You can say things like....

Maybe that's different because that's not going where I want it to. This is how I go out and rip out the tumor. Right? What I want to do is, I want to speak to those energies that she's running at that time and let her know, one, "I hear you. Yes, we're connected. I love you. I'm going to take care of you and figure this out." Right? But at the same time, I want to honor her masculine. I'm standing up for myself. I'm saying this. I'm going to....

Instructor: So I was trying to answer that. You re-asked it again a third time. So the left-hand way of doing this is -- you know this technique -- you do a lot of these things naturally. I'm speaking energetically. It may not be the actual language that you use. I could take your masculine out at the knees if I wanted to, but I really want, at least for today in this conversation, I want to reward that masculine because you need that. I need to drive consciousness into you because I think, over time, your masculine is more active, and your feminine is atrophied.

So I, the leader, make the choice in this conversation that even though I'm going to reward that, I'm going to do it with my left hand, because what I really need to reward is the atrophied feminine. So even if all I get is one little spark out of this, I'm going to overdo it and make this a big deal, so that this starts to pulse with a little bit....

You have a moment of consciousness. If her masculine is over-developed, you don't want to crush it. You can put it in its place by saying, "Well, if I wanted to say this, I would say that, but I don't want to say that," which is an NLP way of, "I just said it to you." So the way the mind hears it is like, "Well, he's not really saying that to me." Those are the hidden NLP, in that it's almost hypnotic commands.

What you want to do is, you've got to get feminine, which may be on life-support or a very weak pulse. You might even, from the holistic view of someone that you're dealing with, spend more time over-celebrating something that probably doesn't deserve it in that moment, because the bigger thing you want to do in your Stage-Three service moment is, "I've got to get this thing going," rather than, "There's a spark here."

What do most leaders typically do? Correct the spark. Criticize the spark. Then go back and beat this up, because they're not making conscious choices about what energy they're going to be in. If this is masculine, you've already used the tool, the iron fist and the golden glove. Again, that's a common term that you know. Are you going stroke them with the velvet glove? Are you going let them feel the iron fist? Are you going take the velvet glove off and stroke them? Are you going punch them with the iron fist? What's this hand doing, at the same time? Because now you're speaking out of one sentence to here, and maybe in the mirroring, matching, and rapport exercises that taught body language....Maybe your body is speaking to her feminine, and your words are speaking to masculine, or visa versa.

Again, this is why this is multiple layers of complexity. When you get unconsciously competent, you can actually step back and see the ebb and flow. I can see the masculine. I can feel the feminine. I can hear. I can see what the trigger points are, and now I want to influence it. I want to put this at bay. I want to bring this out.

Well, sometimes, maybe you're dealing with your son, who's overly feminine right now in a timeframe. Because again, even as you follow the video, little boys are really masculine at three, four, five, and begin to become feminine first grade, second grade, third grade, then become more masculine in junior high, become more feminine in high school. That's the whole process.

So as this process is taking place, say, "I'm going to have a lot of consciousness, and I need to call his masculine out." Well, sometimes to call out masculine, that's when you're going to poke him. I might occasionally challenge someone's masculine with a masculine. Sometimes it's very subtle, and sometimes it's just very blatant and overt, "You pussy. Show up," energetically but in a very directed sentence, versus subtly, "No, that's not the energy that I want." Or maybe I want my feminine to invite their masculine to come out, as opposed to, I want their masculine to come out because I want the challenge then to come out.

Both ways, it gets it to come out. Just one way, it comes out with a little bit more, "Hey, look at me," and another way, it comes out as kind of fighting mad. There are layers and layers and layers in that question. It's very linear. It's very logical. It is understandable. You can flow and counter-flow, and punch and counter-punch, and love and counter-love. At any layer, at any point, is this person presents to you.

Because again, unless you're talking to somebody else in here or somebody else with a little higher evolution, people are not going know what you're doing to them.

LEADERSHIP



Matching/Mis-Matching Tool

I LOVE this chair!



I HATE this chair!



So the conclusion is?

BUT....

Engineers are designing the next space shuttle, you are an astronaut...

Do you want matchers or mis-matchers?



This is a big one. There are three massive overarching tools in The Inevitable You® coaching system that explain the primary ways that people think. This one is called "matching and mismatching."

There are people who have a natural tendency to "mismatch" things when they look at something. Meaning, when they look at a chair for example, they will tell you how different it is from any chair they have ever seen.

They sit in that chair and they go, "I hate this chair. I don't know, it feels like this chair might break if I got too excited. And I don't like this armrest, it hurts my arm. And where's my headrest? If I put my head back, I'll get whiplash. I hate this chair!"

A matcher does the exact opposite. They'll admire it as sleek and elegant, and when they sit in the chair they'll say, "I love this chair. Oh, it feels good to me and I like these edges. And I even like the view from this chair as I sit in this office!" They'll look for all the qualities of what they love in the chair. When you are matching, you are finding what's similar, what's alike.

Now, most people will jump to the conclusion of, "Oh, I know what he's saying. We should be matchers. We'll have more satisfaction. We'll find more joy and positivity." And these are the optimists.

But there's a huge problem with this, when you run a mismatching or matching program, which is right and which is wrong?

If a boss assembles a team and brings all matchers in, how successful will he be? Not very.

What if he brought in all mis-matchers? He wouldn't be very successful either.

Do we value matchers more than mismatches? Yes we do. Should we? No, we shouldn't because each one of them has values. You need both.

For example: If there are 50 engineers designing the next space shuttle and you're an astronaut, do you want those engineers to be matchers or mis-matchers?

Mismatches. They're going to make a better spaceship because they are going to find every last thing that could go wrong.

So the challenge is, and that's why I try and guess with it. Don't attach values and say, "Matching is good and mismatching is bad." It's about consciousness and it's contextual. And in this context, we want a mismatcher.

Now, the problem is if you want both, we know that 90% will follow at a massive level. And again, "in the 10"

place, they're going to follow the predominant centric software. So 90% of them, 100% of the time, if it's in the critical last few weeks of getting the space shuttle ready, that are going to be mismatching. And so what you need is a leader that says, "Okay, A, I want to find a match, or B, it's time to stop the mismatch and start matching."

Or when you're the leader and you go back in your team and you're going to embrace chaos, the question is, will they match or mismatch the embrace? Because that's what you've asked them to do. And now you have a tool when they say, "here's why I can't." You can acknowledge the mismatch and you could say, "That's awesome. That's a great obstacle. We want to build a solution in."

When you are conscious and you know you want to match, you will find things that are similar and work for you. Mismatching is useful when you need to know what isn't going to work, or you need a solution for something, or you find something that's different and you don't like it, so you can fix it.

The military does contingency planning. There is plan A: how we are going to do the mission and be successful at it? And then the contingency plan says "If this door is locked or we can't get in that way, which way are we going to go?" Who develops those contingency plans, the matchers or the mis-matchers? The mis-matchers.

You need to value your mis-matchers, you need to think about your mis-matchers, and when you go back to your team you are going to talk to your mismatchers differently because you are going to value the input that they give you. And, you are going to honor what they mismatch for you and help them match. Because when you put it in matching terms for them, they will understand matches, it's just not their primary process.

For your matchers, you will have to honor them because they are going to give you a lot of enthusiasm and support and feel really great, and they give the team energy. Sometimes they're the ones that stumble first and don't know what to do, because it never occurred to them that they were going to fail. They had no back up plans. So when you mix your matchers and your mis-matchers, you are going to have fantastic opportunities.

Medications

General Summary:

Meds are another big area that *many* take offense to your questioning. Pharmaceuticals are an enormous business, and as they say, "business is good." We also have a cultural psychology to wanting a "fast fix" to a problem. The medication statistics in this country are truly horrifying. Most problematic is the perception that someone is "broken." They have no real hope of a long-term "stronger leg." A small percentage of permanent medications (5% or less) is indicated. Tackling this issue is virtually mandatory for the work of the "inevitable" coaching outcome. Clients must realize that meds are nothing more than life preservers and that long-term solutions lie in better "swimming" strategies. Always ensure that clients work with their doctor to leave medications safely or help them find doctors who will help them leave their meds when indicated.

The Tool:

Most people believe, when they listen to me, that I'm against medications. I am not. I am against chronic use of medications, I'm not against acute use. The problem is that in our Western medical system, we blur the lines and don't really understand the difference. Even our medical professionals don't understand the difference.

I always tell the story of when I was first starting social work in August of '91. I was with my not-yet-wife, but hot-tamale live-in lover and we had spent, at that point, about two years in a counseling process that, had we not done it, we would have never made it. Of course, I was perfect. She had so much baggage. I went to a counselor so she could get fixed. Lo and behold, I found out there was some shit I had to learn.

But Barb and I went for two years, almost every week and what ended up being, I'd say, 40 weeks out of those two years. I loved the process. Our counselor or therapist was a social worker. So I was like, "Okay. I'm going to do this, man. I know this is my future. I'm going to be massive at this." So in August of '91, I went to George Williams College.

I said, "Okay. I'm ready for my MSW. I see the class starts September 7th. I'm all set. Just tell me what to do." They laughed at me and said, "Oh, you poor soul. You obviously are clueless. First of all, this class year has already been set. We don't even take applications for '92, September of '92, until January. Frankly, sir, as we look at you, there's no reason why we would take you. You have no background. You need to do a lot to prepare." I'm like, "Well, great opinion. Love that you guys think this wasn't going to happen, but you don't understand. I'm coming on September 7th."

Long story short, I did arrive on September 7th. Part of this was because I ended up going to the dean and I made her a deal. She said, "I'll tell you what. We looked for diversity in my 100-person class." There were 97, one gay guy, a cop, and myself. We were the two guys. So she said, "Look. I'll tell you what. I'm going to give you two courses to audit and if you pass both of those, they'll have to be perfect scores. You have to get an A-plus-plus, you can't miss anything. If you pass both of those, I'll allow you to audit winter quarter. I'll take you on a conditional exception. You're still going to apply, and you won't be officially in, but I'll do that for you because you intrigue me." I'm like, "Okay. I'm honored."

She picks the two hardest courses. You'll read about this in the acknowledgement of my book. Barbara was instrumental because it was so hard. I'd never done anything this hard in my life. I'm reading the DSM, Diagnostic Statistical Manual. I'm reading this thing like, "Oh, my God. This is brutal." Because the university was an hour from my house, I needed the hour there to study and the hour back to study, twice a week. It gave me four extra hours of study.

Barbara drove me there, sat in the lobby for four hours, waited for my class to get over, and drove me home because I needed every hour to study. I passed. Good news. The whole point of this story is that the professor who turned out to be one of my mentors, Dr. Janet Yanos, was a great, great lady.

The DSM is about mental illness. So I'm studying up on borderline and narcissistic and trying to get all the meds and indications and shit that I had no idea what it even meant and asked her in one of the classes, "What's the difference between, in your opinion, mental health and mental illness?" I thought it was a great question. It's about that much. I said, "That much? What does that mean, doctor?"

She said, "Well, when you float on your back in the water, when you're floating there, and you're stable, and you're comfortable," she said, "How far above the water line is your nose?" About that much. Mental health. You're fine. Now a little wave comes along. You snort. You're a good swimmer. You get back. Maybe you're having a bad day. Maybe it takes you a little longer to get your equilibrium. Maybe somebody said, "You suck." Maybe what's actually going on, the water gets a little bit turbulent.

The people who can cough and snort, but get their equilibrium back, we call them mentally healthy. But the only difference between them and mental illness is about this much. Medications have a role when you can't swim. You're not contextually ready for that water, and you need some swimming lessons, to take meds for one, maybe two months. Not the addictive kind because doctors know of the Lexapros and Wellbutrins and Xanax and all the meds: They know which ones are more addicting and which ones are less addicting.

Meds are a life preserver. Sometimes you can't swim, and you need a life preserver. Clients will tell me, "Bill, I'm ashamed. I'm started on meds, and I know you hate that. I know you're going to beat me up." I'm like, "No, I'm not going to beat you up. That's between you and your medical provider. If you really are struggling and swimming, great. Just make sure that you and your provider establish that you're going to take swimming lessons, that you're going to be off this life preserver in a couple of months, max. If it's more than a couple of months, remember that you can be addicted to legal meds as well.

A professional can addict you to legal meds; at this point you're screwed because you are also under the influence of a medical system that's not functioning in your best interest, and I say that with all force and integrity. If anybody believes that pharmaceutical companies do things in your best interest, we're going to have a very interesting conversation right now, because they don't.

If they can take care of you while meeting their financial imperatives, they will do that. If they're confronted with the decision, "Gosh. If all of a sudden, we upturn this diagnosis, and ADD isn't real anymore, then we're going to lose \$37 million. We're going to lose a multi-hundred billion-dollar medical market." That study will never see the light of day.

So if you want to go on conspiracy theories about pharmaceutical companies, I'll have a far more welcome conversation about studies that are suppressed and studies that are sponsored. Right now, you guys are at a very critical juncture in the evolution of leaders because right now, for the first time in about 15 years, there's a significant revision of the DSM. It's going to be called the DSM five, whereas it's the DSM four today.

The DSM five is the revision of the manual, the bible that insurance companies and medical doctors use from which they get their diagnostic codes and allow them to be paid for therapy and medications. In psychology today about 35% of it is of value to me; the problem is that you don't know which 35% of it is of value and which 65% is not.

Even they published an article that says, "Oh my God. We've got to overlook the 10 worst things that they've done in the DSM five." Do you realize that they have expanded the diagnostic codes for PTSD so that they believe now over 60% of the population will qualify for PTSD diagnosis?

The numbers for diagnosing high blood pressure or problematic cholesterol have changed so that meds become "necessary" for more people. I will tell you, though, on that note, because I deal with enough blood pressure, that the studies that are significant with blood pressure are done with both your brain and your cardiac, and both numbers are very different. They used to think anything above 90 on the lower number was where they wanted to be, but they have more than enough documentation to prove that it's actually in the mid-80s. The upper number used to be 100-plus your age, and they used to be there. They now have more than enough documentation that it's actually slightly lower. So as it concerns that medicine, they actually have a little bit of a clue.

When you walk into a nursing home and they pull out a giant tray with 4000 drugs on it, you kind of go, "Really? You don't need to eat breakfast. Just throw this shit in here with a little bit of milk, and you got cereal."

One of the things discussed in the context of medications is one that often gets missed. There's one I seldom hear anybody address but I'm dear to it is because my brother is on it. They put him on a drug for Leukemia, it's an expensive freaking drug. They don't want to produce it. They don't want to go generic because they're going to lose their asses when they do it, but it sent his Leukemia so fast into remission, that his last 20 blood tests have all come back zero, but they don't want to take him off of this medicine.

It's not because they just don't want to sell him this medicine, because the other elephant sitting in the room is if they go, "Looks like you're cured. Let's just take you off the medicine," and it comes back, they're screwed and they can't get it to go back in remission because of the medicine. What do you think the next round is? Our court system.

We have some significant issues in this lovely country. The pharmaceutical industry is not the only villain in this vaudeville drama. Part of what I want you to do, as leaders, is to step up and own and help your flock own their healthcare and own their mental healthcare. Here's a really fun story for you.

About three weeks ago, I was able to score an audience with the four-star general who's commanding Norad. I've got to get my technology in to talk to soldiers about PTSD, because what NLP can do with PTSD is

amazing.

So I start out my speech. The general brings the base colonel, who is also the psychiatric head of the hospital. He's a full blown navy colonel; because Norad is a joint command, he brings a coast guard colonel. I don't know what that guy did, but the three of them were sitting there. So I'm like, "Okay. Didn't know that." Fortunately I had extra agendas with me.

So I said, "Now here's why I'm here. I want to impact and blah, blah, blah." I said, "60% . . ." The Four-star turns to the colonel and said, "Is this true?" He replies, "General, it is true. Let me tell you what. It's a great thing. It's an awesome thing. We, the psychiatric community, have fought for this because there are too many soldiers slipping through the system that are not getting their diagnosis. Therefore, they're not treated. So General, this is a great thing. Yes, it's going to go to 60%."

60% of the general population. Temper tantrums under the age of five- guess what? Diagnostic code: mental illness. I knew it. That's always been a diagnostic code. They are drugging kids as early as three years old for depression and anti-anxiety now. A question that could follow would be if mental health professionals like myself benefit from these high rates of diagnoses that then require visits to counselors, therapists, etc.

Anyone currently or formerly engaged in the military will be familiar with the following. You've heard the war stories. It's common, and unfortunately the stereotype is very true. During my visit, the four-star tells me, "Bill, here's the bad news. Whatever you've heard about sequestration, multiply it times 100."

I got this deployment engagement because I know this guy. I went to West Point with him. He's been in the service now for almost 40 years. He said, "Bill, we've never seen anything like this in our lives. We're fighting a war. We're doing other things at unprecedented levels. You cannot imagine what sequestration did to the budgets. It's going to be ghastly. Sadly one of the things I've had to do as a commander is to push all my mental health problems to the VA

Many of you are familiar with the reputation of the VA: the joke, and it's a real joke, it's not a funny joke, and it's not an ironic joke. The military doctors are adequate. If you can barely practice medicine and you can't get hired anywhere else but you can keep your license, the VA will take you.

The VA is the pit of the pit of the pit. Again, it's not just about beating up a system. There are good men and women in pharmaceutical companies. To be fair, there are good men and women in the VA but the system is broken. What they're now going to do is they're going to flood the VA with lots of things.

If you want, you can ask me again for your fun links, this little fun article by Psychology Today, which is a very

mainstream and very easy-on-the-pharmaceutical-industry magazine. Even they are like, "Oh, my God. What they did with the DSM five is frightening." You'll read the article from Psychology Today. The magazine's authors are a panel of 15 psychiatrists that are the governing board of the DSM five. Now where do you think all other studies and research come from? Where is the funding? The pharmaceutical companies. I did the DSM 3R when I was starting out, and they were just transitioning to DSM 4 when I left traditional-bound therapy in the late '90s.

Well, it was a failure in terms of my outcome because I want to get into the system. I said, "Look. Give me anything. Give me one soldier. Give me the worst soldiers. Give me five soldiers. Give me a group of dependents. Give me anything you want to do as a control study about what's going on. Give me anything. I'll do it pro bono. I'll do it for free." He said, "Thank you for your information. Thanks for your time, I'll get back to you." He'll get back to me. He will, whether it's two months from now. He'll write me a letter. He'll call me and say, "Here's what I'm willing to do, or I can't."

I'm going to hope. I laid a pretty compelling case out. Me and the colonel had quite the little gentlemen's argument going. I got a lot of shots in. You can't argue with NLP. Psychiatrists and mental health professionals and people who are more tradition-bound in psychological tools, when you get them on radio and I make the statement that ADD is a myth, they can't argue with that. When you really get down and listen to what they argue with, it's bluff and bluster and it's like, "Well, these kids really struggle." I said, "I'm not saying they don't struggle. I'm just saying you've given them a label that's a myth."

They're not in a deficit, and they don't have a disorder. In fact, you've done them an enormous disservice because we both know the real thing that's wrong with them is their brains process information faster than the slower kids in the class. That's the real problem.

Just like if you've got a forest fire, you set a fire in front of it. What's Ritalin? Does it slow you down or speed you up? It speeds you up. If a kid's got ADD, he's got attention deficit disorder. When you take any kid, ADD, and put them in front of a video game, do they have ADD? They'll sit there all day because it's interesting and engaging their brain. The game is fast enough for their brain. Teachers don't want to speed up their classroom.

The myth is that it speeds up the specific part of the brain that needs to be sped up, so that it can keep up with everything else. It's not a keep-up. There's nothing in that brain that needs to keep up. What happens, again, in common sense terms, if you understand the mind/body connection and your brain is racing, what must your body do? Race. So they fidget. They move. They can't sit still. They can't pay attention. Put them in front of a video game where they can play the game and they'll do that for hours because that pace is matching their brain.

Put them in a class where the teacher has everyone working on predicates, all the little kids that are sitting still are going to get As. There's little Billy bouncing around the back of the room like, "Shit. This is too slow for me." Oh, he's got a problem.

I had a woman in my workshop who adamantly opposed putting her son on medication. His second grade teacher put him on an exercise ball so he could bounce up and down rather than rock back and forth in his chair.

Another woman told a story about her nephew's third grade teacher who had him standing in the back of the classroom rather than fidgeting in his seat as he had been doing. This wasn't done punitively and actually had fantastic results. His fourth grade teacher, however, simply wasn't in the same mindset and his grades dropped dramatically when she didn't offer the same options. However, he was allowed to listen to music or leave the room when he needed to. He could go outside and run around the school building as much as he wanted. Now, this is before metal detectors and whatnot. This is little Roxborough elementary, he could go out and run around the school building as much as he wanted and come back in. Then he generally would sit down because his body was tired, and it slowed his mind down, but it did it in a healthy way, not in a, "You're broken. You have a disorder," way.

Now, it gets worse if you really dig into this. This is the last thing I'll say because I don't want to turn this into my soapbox, but it's definitely my model of the world right now. Here's the next thing because if you understand . . . What's the most prevalent driving force on this planet? What really makes the world go round, do you think? Money. Follow the money. If a school has a student classified as ADD, what happens to the school?

It comes out of a special fund. They get money. It's significant money. It's not like a dollar. It's in the tens of thousands of dollars. So now if an NLP coach came in and, in essence, wiped out 75% of the ADD students, if we gave them healthy behaviors for how to handle their racing mind, racing body, and we gave them this, and we gave them that, et cetera, it's a significant budget hit for that school. So the school is incented to contribute to this farce.

I can tell you. It not only stays with them through school, but when you go to get a job, he now has special rights that say, "Hey, you have to give me a job. Just because I have ADD doesn't mean anything. I got rights. Treat me special."

It falls under the American Disability Act. Another quick point. Go back. One of the points I made to the general . . . Again, colonel . . . He really didn't want me mentioning this. I'm like, "General, do you realize that we're in the state of Colorado? What did the state of Colorado just do significantly with gun legislation?"

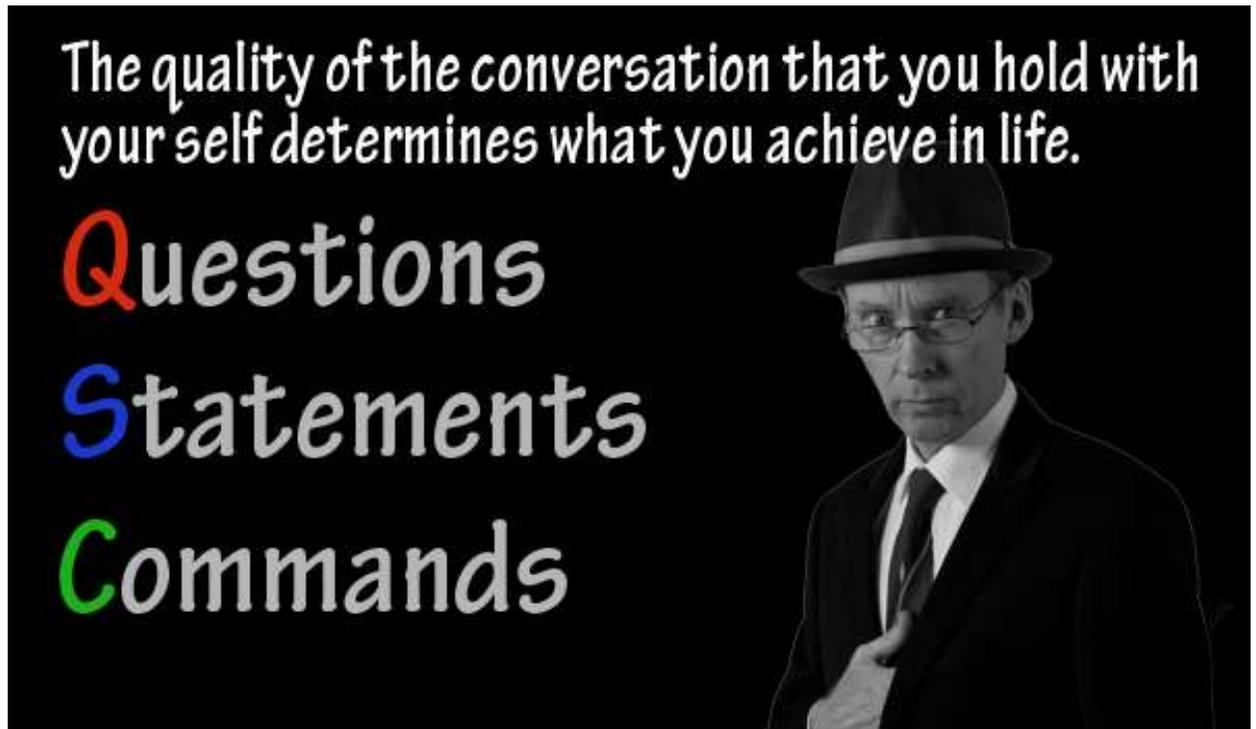
Background checks. I said, "General, do you realize by participating in that, you're releasing . . . Thousands of veterans will not be able to have guns, even though they were the ones that guaranteed the freedom of this?" He's like, "Colonel, is that true?" He says, "Well, it's not really like that, and it hasn't quite passed like that." I was like, "No, check the legislation. Check it. Check it."

Hell yeah. Man, I got six years. I look like one of those cartoons with guns coming out, man. I always tell the story. I had a great NCO sergeant in Wethersby. Guy had seven cutouts in his car, had an Opal Cadet. You guys remember Opal Cadets? Had seven cutouts where this box came out from under this seat. This thing came off. The wheel cover came off out of this. Lift the trunk. Man, that guy had weapons out the ass. I would always want to be with Sergeant Wethersby anywhere I went. He was a great guy.

Key Points:

- Know the horrifying statistics.
- Know the benefits of their diagnosis; your assisted redesigned neural solution must meet or exceed those benefits.
- Judiciously applied pain as appropriate... "Your children will not develop internal neural strategies for overcoming their 'medical' issues."
- Waivers of liability may have value to you.

Neural commands for success:



Additional commentary: in doing the neural command success exercise, commands can, in the form of actual commands, questions, and/or declarative statements. I often ask people to write down their top five commands for success. If I don't set this up or pre-frame it, I tend to get things like this:

- Never be late.
- During your reports in on time.
- Do your hard tasks of the day first.
- be sure to document everything, particularly if you have difficult partners or bosses managing you.

The point of this exercise is to really look at the software that is driving these commands. It is almost a mini-"six step model" analysis. Is it towards or away? Is it designed to win or to avoid failure? Is it a Dr. A/Dr. B moment?

When you help them to really language it in a great towards with great software and great emotional intensity, they will feel the difference. They will light up with enhanced power they get from this process.

As a leader, you must not only be very aware and conscious of YOUR command structure. Be very cognizant as you listen to theirs...

Exercise:

How do you neutrally command today?

Pick some of your obvious ones and write them down:

Now, in the context of your day-to-day job, what would your normal self-talk include?

Now, strengthen both sets of dialogue! What would you say, think, and feel in order for these patterns to come from a position of power?

Language Congruence

General Summary

Language congruence is a key conscious decision when dealing with teams, relationships or children...any opportunity where you are considered and seen as a leader. People who you are leading will listen to you, watch you, pay attention to your every action, word, and behavior. It is critical that you operate in a state of congruence.

Remember:

- You are being watched
- Find a way to be congruent
- Sometimes congruency is counter-intuitive

The Tool

Your every word, behavior and action is watched and mimicked by others. You are always being watched, no matter what. This means:

- Do you say "don't lie"...then you do?
- Do you say "don't swear"...then you do?
- Do you say "eat well" and then you don't?
- Do you gossip to friends?
- Do you tell others they have "unlimited potential" and then act like you don't"

If you do, you have to remember that congruence in your language is not a behavior but a choice to choose to be congruent. Others will see what you do, not listen to you and mimic behavior. Do you want an honest team? Be honest with them. Don't lie and expect them to be honest. Do you want your children to be healthy? Eat well in front of them, and eat well with them.

This brings up a critical point. It is easier to be EPIC than it is to be above average. It is easier to live in congruence than it is to lie and live in a lack of integrity.

You MUST find a way to be congruent. You must CHOOSE to find a way to be congruent. Choose consciously.

Neural Science of Communications

Pre-Thoughts

what did the customer tell you?

didn't the customer tell you...

what are your intentions in that conversation? I am right, you are wrong... to solve the problem collaboratively? to make friends with and enhance your relationship with... to let them know how angry you are and how stupid they are.

do you want a line 5 from the formula?

or are you tired from a lack of support and being taken advantage of?

how does that make you feel?

touchy feely versus rational, problem solving!

yet feelings are the lighter fluid to the problem solving process

a technique for controlling your feelings

do an experiment with me, sit up and put a smile on your face!

now, what are you feeling?

you have to get back into angry / frustrated physiology to be angry

we don't want to talk about feelings yet feelings form the foundation and basis for what is right or wrong about the conversation

it is very rarely the facts!

"I'm right and you're wrong"



My Rules:

- 1. I am always right.**
- 2. Just in case I am wrong see rule number 1.**



I started off the email for this webcast that said, you know, "When I often hear about communication problems, I said that the very first thing that it's very, very rare that I actually see communication problems." What do I really see is that you guys are communicating very well. And here is what you're communicating when you think you're having problems, "I'm right, you're wrong."

And what you really want then is somehow make this nice and if you can make it nice then there is no problems. But the problem isn't communication. You're letting the other person, the rest of your organization,

someone in your family know that you are judging them or what they think. That you're evaluating them and finding them less than, whatever form it takes. It's, "I'm right, you're wrong." So now, we have a communications problem because you don't agree with me or I don't agree with you.

But that really isn't a communication problem, is it? So what is really the problem that begins to level set what's taking place? Now, one of the, yeah, always first concepts in neuropsychology, and that's really the root of the inevitable you, is we always start out with our intention. So you have to ask yourself, and I really, really want you to hear this. I want you to ponder this. When you are in discussion to somebody, you know, are you trying to win something? Are you trying to hear the other person? You know, what's your position? Are you trying to tell them your side? You know, are you listening with just the idea that I've gotta form of response? So I'm just looking for enough information and I need to pause. And as soon as I get a pause, yeah, now I'm diving in. I'm going to win. You know, I've already heard him so I know they're wrong, etc., etc.

And in that set intention, now we really begin to work with this. You know, what's really the basis for most of the conflict? And I got a number of these. I love these. It's pretty, pretty exciting. You know, this might be a barber rule, you know, I'm always right. You know, just in case, serial number one, I'm always right.

Don't you think if I were wrong, I'd know it? You know, we are right. We have a position to present it. You know, now it could be even conflicted. Now, it's this in the 10 moment where it's intense, you know, stakes are high, you got jobs, money, performance is resonating and resting in how well you communicate. "Oh, but, it's a problem because, you know, I'm telling them what's wrong and they're not listening to me. There's a problem."

No, it's still not there. It intensifies when these, in the 10 moments, and again, if you're new to this technology, I talk about in the 90 which we don't talk a whole lot about because that's 90% of life. You know, this is easy, it is mundane, it is routine, it is flow. And it could be at work. I'm doing emails, I'm sitting in meetings, I'm going to the grocery store, I'm getting the kids out, you know, whatever it is, it's in the 90. And 90 now can raise up at the organization or the societal level because we could have... You know, it's 2008, it was a lot of rough time but it's not so as rough now. Or late '90s was all in the 90s, when anything rough in the late '90s. You could fog a mirror and you can invest a dollar in the internet, in Wall Street and turn it to \\$.3. You could buy a house for \\$.100,000 and flip it in 6 months for \\$.150,000. Everybody was geniuses.

But in the 10, in these moments when there is stress and tension and anxiety, which are drivers for some people because they want to avoid these things. The problem is there is also growth here, there's wisdom here, there's lessons, there's learning here. And there is not growth, wisdoms, lessons, learning, up here in the 90 because you're just flowing with everything that's easy.

Now, when we couple this with the calibration tool, it's almost silly of what we're taking is "I'm right, you're wrong." You know, the calibration tool, again, for those that are new, "I disagree with you." Okay, let me ask you a question on scale of 1 to 10. On point A, how much do you agree with me? "Oh, that's a 10." On point B how much do you... "Oh, well I agree with that point too." We're trying to save money, we're trying to do what's right for the organization, we're trying to be safe in our family. You know, C, D, a lot of agreement, now when you get to E, "Oh, I flat out disagree on that one. Yeah, that's flat out, you're wrong." And this is really critical.

Well, think about if you're starting an argument, a conflict, a discussion, with... You have said, you know, before they've even finished speaking "Well, I have a challenge with that" or "I disagree with that" or, you know? Let's say you're even polite and tactful, "Well, I really think that's a great position." And then the hidden bubble above your head and the parenthesis that's hidden behind your senses, "But you're still a dumb-ass." "Well, that's really a great point, but here let me tell you everything that's wrong about it."

But it's occurring right there, it's not occurring in the rest of the argument. So even on something that you're really in hot disagreement, think about this. If you could say, "Oh, I just flat out disagree with you." And that's the position versus, "Well, on 92% of your position, I'm in agreement with. Now how to get to that 93%? Well, that's pretty hard."

But see, already you have changed the dynamics of the communication. You know, so it's really, really important. This "I'm right, you're wrong" is very important and, you know, what are your intentions as you have this communication? What are you really trying to do?

Huck Finn

Huck Finn: the story of nails in a fence...

He said something awful to his mom...

His dad said, go get the bucket of nails...



**Are you conscious of your words
and intent?**

This is a really important one in light of the "I'm right, you're wrong." If you've never heard the Huckleberry Finn, it's a Mark Twain story. You know, he said something very awful to his mom. His dad said, you know, "Go get a bucket of nails, and what I want you to do is pound those nails into the fence." So he pounded all the nails. You know, it's pretty hard. He's little a sweaty by the time he got the whole bucket in. He said, "Okay, dad, I got that done." And his dad said, "Okay, I want you to pull them all out." Well, that's a whole lot harder. He's really grumbling, but he works very, very hard, and he pulls them all out. And so, he's looking at that fence and he says, you know, "What's the point, dad?"

And dad said, if you've never heard this old folktale, he said, "Son, words are like nails. They get in pretty easy, they create a big hole. Trying to undo them, get them out is harder, more difficult. And even when you get them out, you still left some damage behind. So, you have to be extremely conscious of your words and your intention and the power of your communication."

9 Practices of Neural Communications

Neural Communication Tools

- "Active Listening"
- 7% - 35% - 55%
- Johari's window
- "Purple Eyes"
- Rapport: Mirror and Matching
- Rapport: Pacing and Leading
- Law of the Continuum
- Kind v. Right
- Pyramid Rule > Golden Rule

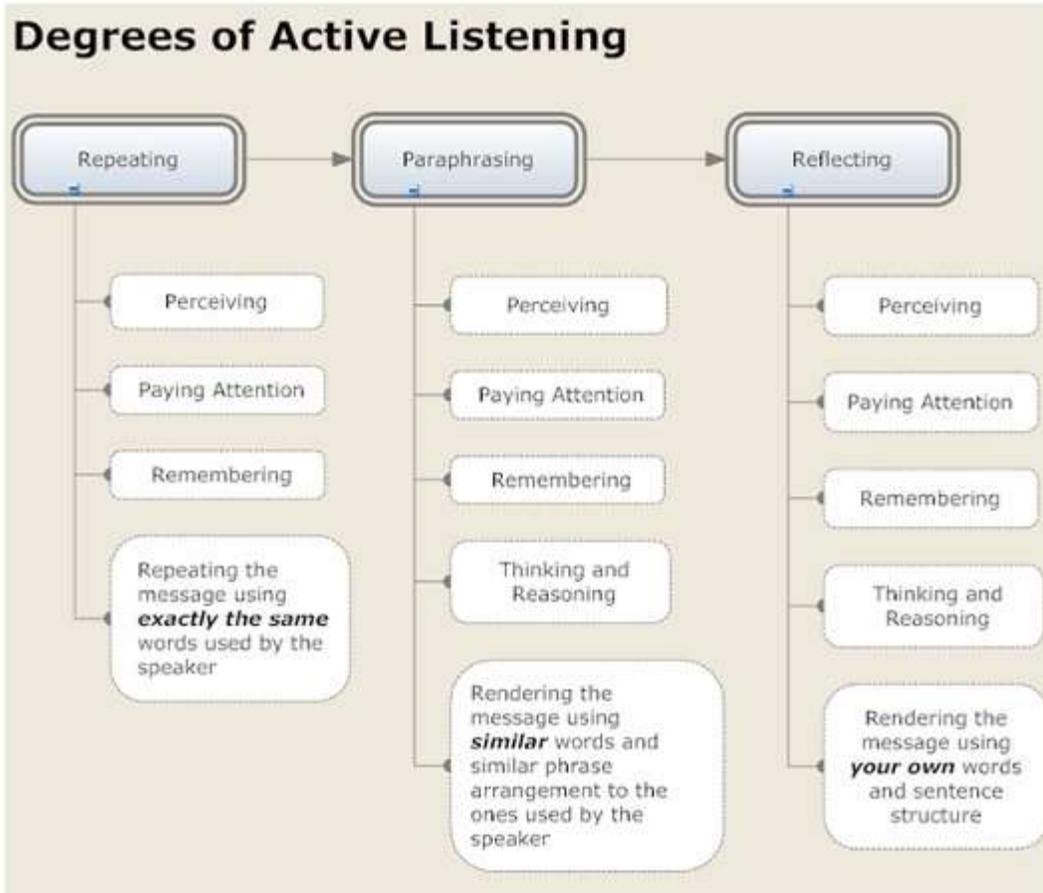
Active Listening

“Most people do not listen with the intent to understand; they listen with the intent to reply.”

Stephen R. Covey

Neural Communication Tools

- “Active Listening”
- 7% - 35% - 55%
- Johari’s window
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- Kind v. Right
- Pyramid Rule > Golden Rule



Active listening isn't even a neuropsychology or TIY tool. This is one of my, you hear me from time to time say, "I just got wisdom from all over the place whether it's the military, whether it's traditional." This is kind of the

standard business or psychology 101 tool. Most of you might have heard of it but we're going to do it slightly different.

You know Stephen Covey, love him, his fifth law, "Seek first to understand than to be understood." So the onus is all on you to understand and then you can make yourself understood.

So one of the standard tools is called active listening. Now, again, what we said earlier that most people just listen with a chance to form a response. And they're waiting for a breath or a pause and they're going to jump in and speak over you. So they don't even really know what exactly you said. You know, they kind of got the words, they kind of know. You kind of end up in these formed arguments where you know their positions, they know yours, blah, blah, blah. But I want you to ponder if you really step back and did active listening, there are three degrees of power here. You know, going to the right, getting more, and more powerful.

Repeating what's said to you is really like, "You know, Bill, the positions that I have on this argument..." There's A, and this is why it's important, there's B, and there's C. And maybe you write, maybe you're taking notes, maybe you're taking mental notes. And you say, "Well, let me repeat exactly what you said. I want to make sure that I understand this." So what you said is A, and here's why it is important, and B, and is that...? Do I have it exactly? Did I...?" I used your words, I used your tone, I know exactly.

You know, well, first of all when that happens, most people are going to fall out of their chair because people don't listen that way even when you know this. Again, I'd be shocked that three-fourths of this call doesn't already have had this lesson, had this knowledge somewhere along the way. It's just that, again go back to the intention. We fall into the traps and we're like, "Yeah, I've got a communication problem with this person, or this organization." And then you just paint yourself at a corner. You build your walls higher and you fight the... And that's why it is a problem. And you call it communication because you just don't go anywhere.

But now you actually repeat it, verbatim, exactly what they said. And in the process of doing that, you can, you know, kind of ponder and think. And sit and just like not even listening to him and formulating your response and waiting for the pause. They don't get to do A, they say, I think A... They don't even get to tell you why it's important. You're busy telling them why A is stupid and they really need to focus on D.

Now, you're going to increase the power if you applied thinking and reasoning. And what this is, it's rendering the message using similar words and it's really kind of a paraphrase. And if you understand when you paraphrase them and capture what they said, that's even... You're not repeating what they said. You're saying, "Well, so let me understand something. You really like these elements of A and these elements that make it important. And you really like a lot about B..." You're summarizing and paraphrasing, which shows thinking and reasoning too. It shows you have an even deeper understanding of what they said. And again, they fell out of the chair. Yeah, on this one, they're going to fall on the floor. They're going to be like what, "What? Oh, my god, you actually understand what I said."

Now the last and highest form of this... Let me pick a great color for this. We're rendering the message. Now it's in your own words which means you're applying not just the summation, you're also applying the conclusion. You know? So what this means to me, what this means to the world, what I hear you say... And if

you're doing the summary of them, it's not... If you're on the right side of the political issue, you're not just summarizing the left and saying it's stupid. You're summarizing the left and saying, "Well, this is what it means and this is what it means to me." And you're capturing not only the intent of the other speaker, you are repeating in your own words. And this is the deepest layer of understanding in traditional psychology. And we're going to take it deeper in neural programming terms in the rest of the eight tools.

But if you stop and do this for somebody, you know, once they pick themselves off of the floor, they kind of give a big kiss and a hug. And go, "Oh, my god, you really understand me." And now, two things, magical things are going to happen, really, really magical. Number one, you do not have any communication problems. Communication is very, very tight. And you haven't done anything different with me, you haven't... I'm giving you any tools that's or any... "Well, how do I eliminate communications problems, Bill, in my organization and my family?"

Two, and 2A, is you're actually going to find, you know, whether it's sympathy for their position, whether it's, understanding other position, it changes you. It has value to -year-old. If nothing else, if you're message doesn't change, your response will because it's going to be reflected back in their model of their world. And if you reflect in their model of their world now 2B, they will actually listen to you and afford you the same, even if they're asses.

A lot of time, of all the asses in the world it's a high percentage, 90% of them. They're only asses because when they were four years old, you know, something went horribly wrong and no one listened to them. No one gave them any respect, no one believed them. They learned that the world was a painful place and so their only response is they respond with pain, they're an ass.

You know, and so even if we want to be nice to say, "They are an ass," the reality is it's their software is an ass. They are in many, many cases, and I hope you get this tonight, they're misunderstood. And now, while you may not agree with them, you understand them, and you're going to make a big, big, big, big difference to them.

7%-35%-55%

7 - 38 - 55



Neural Communication Tools

- "Active Listening
- 7% - 35% - 55%
- Johari's window
- "Purple Eyes"
- Rapport: Mirror and Matching
- Rapport: Pacing and Leading
- Law of the Continuum
- Kind v. Right
- Pyramid Rule > Golden Rule

The percentages come from Albert Mehrabian, a professor emeritus at UCLA. He published a study on the relative weight of the verbal and nonverbal components of communication.

This is an incredibly powerful and important tool. The 73855, the way it comes to you, you have the answer. I normally ask people, what is the percentage of their conversations do you believe takes place in words? Now most of you when you first think about this or apply common sense it's like, well, words is like most of it, right?

There's words and I'm saying what I mean and listening to your words, I'm forming responses, it's all about words, but in reality words are a very tiny percent. Only 7% of the information that is transmitted in a conversation between two people takes place in words. Now if you've not heard this, or didn't know this, this is a pretty interesting head spinner. Because in essence what this tells you is a number of things. First of all, it will pinpoint for you where a lot of people have conflict. Because they will say in the course of a conversation, "Well I just said..." and they will repeat their words. Like the words have 100% of the communication information.

But the next biggest chunk is the quality of your voice. The pace, the intonation, the tone, the subtle flexing of

the voice. You carry almost five times more information in the quality of your voice. You can say, "I'm so mad at you" and that's tone and you could say, "Oh, I'm so mad at you" and you can hear the smile in my voice. You can get so much information. So when people are arguing or conflicted out and they're pointing to the words, you now have the ability to say, yeah, but wait a second. There was 35% more of what you said was in your voice and it wasn't kind, it wasn't framed. Your words were respectful but your tone of voice wasn't.

Again nothing that should shock you. You've had conversations where tone...you say to somebody like, "Your words are respectful but the tone was sarcastic or disrespectful." But it really starts to take on a whole new light when you think as a consistent pattern. The voice is five times more informative to the communications than is the words you're using. Now you're going to really up the ante and put 55% now goes into your body language. Now, body language here in neural programming land or Neuro-Linguistic programming land. You know, we're masters of the body, we study the body. You know, we joke about Barbara's eyebrows as having very expressive body language. You know, are you sitting forward? Are you sitting back? Are you breathing high? Are you breathing shallow? Are you...you know, eyes are doing what?

There is again another doubling almost of information volume, because your words can be one thing, your voice can almost be flat or be forced to include what you want to say. It's really hard for any length of time. You know, think about it. You know, one of my famous metaphors is, someone comes into my office and they're haggard, you do great fast work, I'm really depressed. I don't like sit up, here let me help you. I'm actually going to push back on your shoulders. Put your shoulders back, breathe higher in your chest. I can ask permission actually to put a hand on their chest. Show them are they breathing, you know, shallow, fast, you know, low in the chest, or are they breathing high.

You know, the great big, deep, belly breaths slow, powerful, you know. I'll change their physiology and I'll go, now tell me about your depression. You can't start talking about depression, you'll slump forward, you'll lean forward, you'll cast your eyes down. It's really, really hard of the three arenas. Because the body even at what we call in the science at the micro expression level, you know, it's very hard for your pupils not to dilate, for them not to dart in a certain direction when asked a question. It's really, really hard. When you want to fool a lie detector test, you know they'll have spies and people work a long, long time because the body is just very, very difficult. It almost always will reveal its truth.

So this tool is called the 73855 tool. It really helps us when we're communicating with people, to talk to them directly to say that you're hearing this in your words, I'm hearing something different, good or bad in your voice and clearly your body, you know, or you can compliment them like wow, everything about you is in alignment right now. You know when you compliment and add these pluses as a leader, as someone who wants to incent behavior to happen. That's a really, really good place and a good way to get it started.

Johari's Window



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Johari Window

	Known to self	Not known to self
Known to others	Arena	Blind Spot
Not Known to Others	Façade	Unknown

It's a fancy little term. It's not fancy, it's a couple of psychologists were sitting in a bar, and they literally did this. Shock and surprise what happens in bars. They did this on a napkin. What's really cool about the Johari's windows tool is, it allows you to really talk to someone in a way that number one, they can relate and understand to. And number two, it allows you to go certain places that it misses the judgment of the very

same sentence, that you would have made before if you had not accessed Johari's window. If you didn't understand it or, you know, I'm going to teach it to you in five, six minutes. I mean you can take, you know, an absolute minute to teach this.

So in essence what they have said is, there is a quadrant tool which I love, there's four windows here that we're looking at, 0 to 10, where known to self, meaning this is the self. You out of 10 you know this, you have absolute perfect knowledge of it. You know, down at the zero level, you do not know it at all. You're not even aware of its existence. So it's not known to you. On the other scale on the 0 to 10 scale, here we're looking at 10 being up here known to others and not known to others. It's a very simple matrix, a very simple quadrant and we have four terms that we're going to cover for what these windows are.

If it's not known to you and it's not known to anybody else you know, it's the unknown, that's not a big deal. So deep in your unconscious neither one of you are really aware or focused on it. Now, if it's in this quadrant which is still a very low number on the zero scale known to you, but it's a high number meaning it's more obvious, more observable, other people can see this. We call that your blind spot. And so again as a communication tool, this is a technical term. This is a technical point. You've heard the term blind spots before. This is actually how it breaks out in communication.

So if you're trying to get back past something to tell somebody and you're saying, "Well, I think you're this or you're just that," you know, they're going to say, "No I'm not" or "I hate it when you do that" or "I don't like that." If you say you know, with love, with respect. You know, with a real stage three desire to serve and help them and say, "You know, I've been observing this for a while, and first of all if I need to let me give you a little one minute tool on, you know, we all have blind spots for whatever reason as to why we can see things about you, and you can't see them about yourself. We all have them. Has it ever occurred to you, could this be in your blind spot?" And now you've started a conversation in a very different fashion. It's not as challenging, judgmental, etc.

Now this quadrant over here, it's a low number on known to others, but it's a high number known to self. What do we call that? That's in your facade meaning you know it and it's hidden. Now in understanding kind of the next layer of Johari's window, again there's no value, no judgments to these. You know, sometimes things are in the facade because, you know, you haven't had time. So maybe you just met the person or maybe you've never talked, so for you to know that my favorite vegetable is asparagus, I've now brought that into arena. I know that it's asparagus, you know that it's asparagus, we have a discussion about vegetables. You know, you bring it into the arena, this is the public. This is where you really want to have great conversations.

They can go back and forth, they can go into the blind spot, they can go into the facade, you bring facts out from the facade, you learn from what, you know, people you respect or even people you don't respect can sometimes tell you even more. Because sometimes people that love you are blind to you or don't want to hurt your feelings. Someone who doesn't like you, oh they'll do a great job illuminating your blind spot. So you want things in the public arena, that's where the best conversations take place. You can always solicit to ask, "Do you think this is in my blind spot?" If someone says, "You know, Bill, I really think X." You say, "Do you think that's in my blind spot? Do you think that's in my facade? Do you think I know that and I'm pretending I don't? Do you think that it's just something that I don't see? Why do you think that it is?" Again, this is setting you up

for some great conversational pieces.

Now the last piece that I will tell you about Johari's window. I already mentioned that there's an element of time to it. There's also an element of diversity to it. You know, what you might have with a spouse or significant relationship, you know, may look like that. You know, you're at work, you're hiding some vulnerability, so you want to be very friendly. So you might have this, so you don't have much in your blind spot, so you have a window like that. You know, if you go into a vulnerability exercise. You know, maybe you're fighting real hard and you only have a tiny arena and very quickly over time, you can begin to open that up.

So it varies with time, it varies with the diversity of who you're dealing with, it varies with circumstances. And sometimes after opening a window with someone at work, you've shared a secret, you know, someone in your life. You can attempt to close it and you can close it in words, you can close it in voice. You can sit there and close your body off. You know, you're in a meeting and something happens, you will see all of this. It's incredibly fluid, it's incredibly dynamic and again when you begin to look at this with new consciousness, you can really begin to do some fun things.

Purple Eyes



Neural Communication Tools

- "Active Listening
- 7% - 35% - 55%
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- "Purple Eyes"
- Rapport: Mirror and Matching
- Rapport: Pacing and Leading
- Law of the Continuum
- Kind v. Right
- Pyramid Rule > Golden Rule

Your opinion of me is none of my business...

So let's look at purple eyes. Now, purple eyes is a very interesting tool. People tend to struggle with it a bit in the beginning. It's a metaphor. And it's setting up a very, very important point of view versus how most people go into communications and, more importantly, what it means to them. Now, you know, in the inevitable you and in neural pattern work, meanings of things are incredibly important.

So purple eyes tells a story, and I'll set it up with a client. I'll say, "Look, now if this was real, you've heard about me. You come to see me the first time. You spend a lot of time preparing. And I spend a lot of time preparing for you. And you walk in. You come to me. We kind of shake hands. Everything is exciting. We're quite happy." And then I say, "You know what? I'm very good at this. I really know what I'm doing. Here is the problem you have. You have purple eyes." Then I stop, and then I wait.

I ask people, "Now if this legitimately would...that this legitimately was what I said to you, what would you think?"

Now, when people are over-thinking questions, they're like, "Whoa, I wonder about my eye color," or, "Why did you say that?" But most people's gut reaction are going to be "What? Purple eye? What are you? I spent this money. I'm seeing you. You're a nut job. I don't even want to be here now. I'm leaving. You are a lunatic." And they leave.

Now, if I said, yeah, that was one option. Now, option two, you walk in, and I go, "Look, you know, the problem with your parents have to led attachment disorder. And you're struggling with that, and then classic signs of school and birth order sibling envy." I'm telling you all about your life.

You'd be sitting there going like "Wow, this guy is a genius. I love everything he's saying to me. Yeah, I do have problems with my parents. There was this. And I remember that. Oh, I never thought of that that way. But, yeah, that makes sense. I'm going to add that in." And you start agreeing with me.

Now, the question I have is, really, what's the difference between me saying "purple eyes" and me saying, you know, "Here's your model of the world," repeat it back to you with some analysis attached to it. You know, what really is the biggest difference? And the biggest difference is you don't believe this, and you do believe this.

So this is the root theory, the root practical applications of neural work. This I love. This is Don Miguel Ruiz, one of his four agreements. And people really struggle with this sometimes, you know? Your opinion of me is none of my business, you know? Why? Because it comes from my model of the world. That's how I see things. It's all about me. It's all me. You know, I'm talking about you. But I'm telling you everything about me in the process.

Now, the way most people believe that communications happens is A talks to B and tells B about B. And then B responds to A, you know, answers, you know, may tell a little bit about B but, you know, tells about A. And most people go, "Well, that's how communications works, right?" Actually, technically, at the neural pattern level, that's not what happens. Here's what happens. A opens their mouth and tells the model of the world and all about A. And then B responds with B's model of the world and all how B looks at what A said, what B wants the conversation to do, but it's all about B, even when you're talking directly to A or B about it. And then A responds again and reinforces, you know, their model of the world and so on.

And when you think about it, that you're able to break down purple eyes, you know, I see the problem. You have purple eyes. It's ludicrous on his face. But that's part of the reason why it's a metaphor, because people on their face struggle with this little sentence. And that is a massive, massive positive truism that what people think of you is none of your business. They can tell you. You can thank them. You can acknowledge them. But why would you get upset? Why would you attach any meaning? Why would you do anything other than go, "Hey, nice model of the world or great model of the world," or, "Hey, it sucks to be you. You got a difficult model of the world." But other than that, why would it become your business? The only thing that becomes business now, however, is if you're doing data with them, meaning we have a deal. It's your teenage child. It's a spouse. It's a colleague at work. Now, the data is in between, but the software, the meaning that you're creating is not.

Rapport I

Do you "buy" the "mind-body" connection?

- It is hard wired.
- You cannot violate it.
- Use of it is incredibly

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The easiest way to do this is an exercise. And you can enlist others, because with no knowledge of anything that we're talking about, it works. It gives you the results that we're talking about.

The most important aspect is, believing in the mind-body connection. Are the mind and the body hardwired? And I want you to think about what that means.

If a depressed person comes into my office, they always have a very similar physiology. You don't have a depressed person come into the office or come into your life and have a big smile on their face. Now, they might have a false thought smile. But when you look at the body language, the body will betray that plastered smile on their face. And their body is sad. The body cannot disconnect itself from the mind for more than seconds, unless you're really, really professionally good. Those are the people who can beat lie detector tests.

The body and the mind are hardwired.

The point is, when you have a depressed psychology, your body will be too. So a lot of times, the only thing that I do is force a change in their body. I make people sit up. I force them to breathe deeper and in their belly. I force them pull their shoulders back and then say, "Okay, now tell me about your depression."

And they literally can't do it. The words become false, even though they may be clinically depressed and on meds, being really depressed is just a habit of their lives.

So you have to understand that when you have the same physiology, you will have the same mindset. And so where this is generally taught is when you go into a setting and you want to mirror and match someone,

And the reason why we use these two terms is because they're different. If I'm sitting across from you and I hold up my right hand as I look at, if you're mirroring me, you're going to hold up your left hand. If you are matching me, you're going to hold up your right hand. So they are different, there is a difference in their outcomes. They do create different things.

And, you know, in my original work, we do this amazing exercise, which I have done with Tony, I've done on my own, I've done in seminar settings.

And that's why, even tonight, it doesn't work. You really need three people. You need an A, a B, and a C. And the A person will think of something, put the associated emotions in it. And we tell them take a freeze frame photograph of that, because it might be at the top of a roller coaster. It might be the end of a marathon run if it's more positive. It could be at a funeral. It could be at a breakup. You can pick positive or negative emotions.

But if A does that, thinks of the picture and gets into that physiology, gets into that moment in time and just holds it, and they're going to hold it about three to five minutes, what happens then is B will take, you know, seconds to look at them and then attempt to mirror the exact... Now, I say "mirror," because, generally, we put, you know, A and B side by side, you know? Again, there is exercise differences. I won't go in it tonight. If A and B is, you know, not side by side, meaning A and B are opposite one another, you can do it that way too, but generally a little better results with the side by side.

And then what C does is C will physically adjust them. You know, they might tilt their head a little bit more.

They might push up very slightly. And you teach all this. You cue all this. You generally explain it with a demo. But you might push up their smile a little bit, you know? You can place a hand generally somewhere on the chest, high on the chest if you're being proper with the opposite sex, you know? And you can push, you know, up and down to mimic the breathing pattern. So you want them to breathe the same way. No words are being exchanged. You put them into the physiology, and after about three to four minutes of being in there, C will ask B what are the two predominant emotions you are experiencing? And B will say something...and whispering "I'm nervous and excited."

Now, the whole time, what's important as the facilitator, I'm up on stage or I'm in a voiceover setting telling people, while remaining in state, you know, while remaining in state just as intensely, just as intensely as you were then...The "you were then" is the freeze frame photograph that they've taken in their mind and what they're now in that place. So when C gets from B then C goes and asks A, who didn't hear the whispered words, you know, what are the two predominant emotions?

Now, I've done this in international settings. I've got a great story about Malaysia. If you ever want to have a beer with me or ask me a story about Malaysia, I set a record in Tony Robbins-land when I did this in Malaysia. You're not going to say, you know, "I'm angry and upset." You're not going to say that "I'm apathetic and bored." You might say, "I'm nervous and apprehensive." Or you might say, "I'm apprehensive and giddy." You're going to be 90-plus percent, everybody in the whole audience, even if you're half-ass and do this poorly.

The interesting thing then is the next step is you go back to person B and tell them put apprehension...if these were your two words, put apprehension, if I can spell right, apprehension and giddy in your body. And that's all you say. Just go, "Get apprehensive and giddy." You will see, it happens. You will see the very subtle shifts that the person makes.

And then you whisper to C, excuse me, whisper to B, "You know, just tell me, you know, what you're experiencing now" This is in the audience. And, again, I've done this in an audience studying thousands of people. I've done it with tens of people. It's almost telepathic. They will experience the... You know I have people say, you know, "I am on a beach. And there is a sunrise. And I'm with someone. I'm loved." And then you go ask now, you can fall out of state and say, "Okay, person A, what was your memory?" It's like "Oh, I'm on a beach. It's sunset. And I am getting married." You know, it's spooky.

A third of the audience will get almost the exact memory correct. And then remember this is three to five minutes. There's been no words exchanged between anybody. About a third, you know, I'm going to say exact, because I think that if the exercise was nervous and excitement versus apprehension and giddy, yeah, they got the exact emotion right. But maybe they missed the setting. And then maybe a third got close to the emotion, you know, and missed the setting. Nobody, you know, gets off by like hardly anything, nobody. Why? Because the body always tells the truth, because the body is hardwired to the mind. You cannot violate it.

Now, what this allows you to do, and you've probably seen this, you know, whether this is, you know, other sales 101 courses, you can go in, and there is your prospective customer, you know? And you're going to sit like them. You're going to talk like them, you know? There are some complexities to this. For example, if the

customer, let's say, leans in when they talk and back when they listen, then you can't lean in when they're leaning in and lean back when they lean back, because that would be a mirror or a match. That's why this becomes important, because what you want to do if you're going to match them when they lean in to talk, you lean back to listen. And that's going to be a tighter fit to them versus now you go to talk. They lean back. You lean in the way they lean in. There's those kinds of subtleties and distinctions.

Another important one, let's say there's three customers on the other side of the table and there's you. Or let's say there's, you know, five people in a committee doing something really important. And this is where...my last commentary slide, you know, I'm going to talk about the importance of setting intention in the process. Well, where this has importance is you can use your one arm to do a person A. You can do your other arm to do person B. You can use your torso to do person C. And, again, as long as you have the conscious intention, people go, "Can I do that?" Yeah, you can. Is it hard by the way? No, because I wouldn't intended to be hard. I would intend it to be easy. And, oh, guess what? It is easy. And now, all of a sudden, you've created rapport with three customers or five committee members. You now know what they are thinking. You now know what they are feeling. And we're going to go to rapport two in a moment why this is really, really important. I just have one last little fun distinction.

If you have ever towered over either a small child, you know, or maybe it's even a...what we call a lazy teenager that's on a couch, and you're upset, you know, they may or may not be as upset, or their upset is a different upset. And you're blubbering and blustering and blowing, you know, "Why did you do this? Why? Why? Tell me why."

And you get this "I don't know. I don't know why I did this. I don't know."

Try mirroring and matching a child. You will have some of the most profound experiences you've ever had, because it will be a pure emotional and psychological connection. Very, very powerful tools.

Rapport II

Leading questions:



"Loaded" questions:

- Have you stopped beating your staff?
- When would now be a great time to do it?
- But if you did know...?

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Now, rapport two, the reason why this is really, really important is because what we're doing here is we're pacing and leading. So what pacing and leading does is once you have done the mirror and the match and you've established, you know, the psychological, mental, emotional complete connection, then once you're connected, when you change, they change, you know? So one of the fun...this is the exercise I want you to ponder doing. I'll give you a couple of examples in a moment. You know, one of the exercises that you can do is go into a restaurant, you know, sit there for a few moments, however long, and pick someone that you want to mirror and match. They could be facing you. They could be side to you. They could have their back to you. And whatever they do or however they do it, the pace that they're doing it, you do that too.

And here's what's going to spook you out. Within minutes...I mean it's one, two, three, they will look at you. They

will turn around in their chair and look around. They'll look at you, you know? Now, they'll have a quizzical look on their face. They don't know why they're doing it. But they're going to feel this connection. And then if you continue the connection and then you who's been eating with a fork, because they're eating with the fork, you switch to a spoon. Watch what happens. It's absolutely amazing what happens.

Some of the great examples I have Claudia, who just had a conclusion to a 10-year story with me. She called me last week. But she was in the Staples Arena in Los Angeles in the luxury boxes. And she picked a cute guy out half of the arena away and, for about 10 minutes, mirrored and matched him. Guess who, 10 minutes later, knocked on the door of the suite. Somebody she didn't even know and just said, " I just had this huge pull, this urge to come see you."

I could give you example after example after example of how pacing and leading, when you have a established this physical connection, which is why a lot of the sales 101 or business 101, you know, kind of courses will teach this as something to do, because it allows you to now suggest why your product is awesome. And you have a higher match rate. You have a higher success rate. The people who just go in and, you know, are, you know, a bull in a china shop convincers. Yeah, you've got to do this my way.

So that's mirroring and matching. Rapport two is pacing and leading. You can now begin to slow down an excited, anxious person. You can calm them down. You can...just so much. Again, this is probably a three-hour block of communication alone if I did it in a great seminar setting.

More than anything, what's the content you're sending and receiving. What's the content? What's the content? And what's the why? "Why am I doing this? What am I trying to do? Have I set the intentions consciously? You know, do I know? Am I trying to learn something? Am I trying to manipulate something?" Manipulation is not bad. All leaders manipulate. Am I manipulating for my ego, for my selfishness? Or am I doing it for the greater good? Am I doing it because it's good for you?

Setting the intention and the communication process. Taking the time on anything that's important and writing this down beforehand is an amazing exercise in and of itself, what I want out of this meeting, what I want out of this conversation. It could be with a spouse. It could be with a child. What do I want? You know, am I going to convince them that I'm right, they're wrong? You know, is that what you really want? I would submit to you that when you get really conscious... Brian and I had a knockdown argument last week and even asked me... He followed Johari's window. He goes, "Well, I want to know something. Are you telling me I have a blind spot?" And then I proceeded to tell him that his blind spot, as I saw, which may or may not be right, it's for him to determine, he was looking for arguments to create right and wrong out of... We're experts at this. And we do this. We fall into these common traps. We're human.

But when you get far more conscious about who you are, setting your goals, yes, pay attention to the new tools, kind versus right, Johari's window, yes, it will improve the process of sending and receiving. But the more you are conscious of your intention or intentions, the more you get conscious on others, and they may know them or they may not. But what will always tell you their intentions, always, always, always? Their body will tell you. As a leader, you're going to create some incredible powerful communications with one another.

Law of the Continuum



Neural Communication Tools

- "Active Listening
- 7% - 35% - 55%
- Johari's window
- "Purple Eyes"
- Rapport: Mirror and Matching
- Rapport: Pacing and Leading
- **Law of the Continuum**
- Kind v. Right
- Pyramid Rule > Golden Rule

It sounds complicated... It's not.

Simply put...



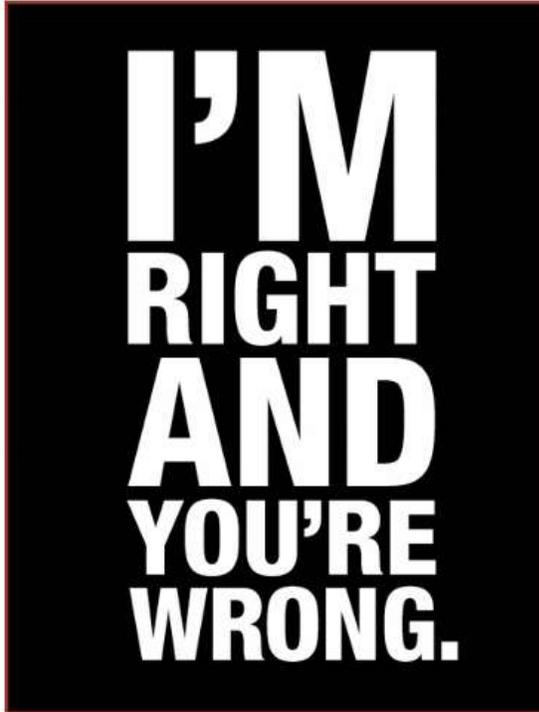
Where is agreement, where is disagreement?

It's often used with the calibration tool. Again, it's a very, very simple little application. You know, continuum sounds complicated. But it's not. Very simply put, you know, when this is the continuum of how you were talking to somebody where this is, you know, 100% agreement and this is 100% disagreement, you know, the question is...you know... And we kind of touched on it a little bit in the very first intro. And I told you guys we would come back and give you a little more content on this.

If you ask them, you know, of the things that you want and the things that I want, you know, so pick an argument work, you know, we want what's the greatest good for the company. We want what's the greatest good for our clients. We want, you know, what's going to be, you know, good for money. We want, we want, we want.

You know, even when you're having a great disagreement, the reality is you might agree on 50, you know, 70, you know, 80... The comment I made in our intro I said is if you've got 92% agreement, you know, up to that point, well, getting 92.1%, I get that that can be hard. I understand that. But here's the beauty of this one. You are applying all these rules again as opposed to what we started out with the first night, I'm right, you're wrong. And the other person is "No, no, no. I'm right, you're wrong." And there's no concurrence, no agreement. You start applying some of these rules how to communicate better, what does it really mean, how to get underneath the neural pattern of it. You know, if you've got 92% agreement, that's a great start. That's a great start. So really, really think on a scale of 1 to 10, you know... And that was even in the great questions we covered last time, you know? Let's take a moment, what do we agree on? And just establishing those kinds of questions, those kinds of moments, you can really, really get people greatly engaged, you know? And now, the getting them to the 92.1 and beyond...because, you know, once you get them to the 92.1, you know, now, they're going to get 93, 94. You know, you're going to give them 95, 96. You know, you're off to the races with this kind of communication skills.

Kind vs. Right



Neural Communication Tools

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- 7% - 35% - 55%
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- "Purple Eyes"
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- Rapport: Pacing and Leading
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- **Kind v. Right**
- Pyramid Rule > Golden Rule



In the world again of these communication patterns where I'm right and you're wrong, it's not a communication problem. You're very clear. I want everyone to know I am right and the other people are wrong. That's great communications. Now, the content is problematic, but that's not a communication tool. Here's what kind versus right is, and it's amazing to do this in a spousal relationship. You'll really see it or intimate relationship. Teenagers are amazing. So by the evolution of employees at work or like big kids that...you know, colleagues are nothing more than great friends. Once you've become a great communicator, you may not be great friends with everybody, but you certainly put respect into place. You put other things are

going on. And this tool is very simple. It is far, far, far greater to be kind many times than it is to be right.

Think about all the profound arguments that you're struggling to tell your teenager, your intimate significant other, or people at work, "Hey, this is what it is." And you're doing it with a lot of passion and fury and emotions. And instead, sometimes what if you just said, "You know what? I'm going to search for kindness." You know, how do I create kindness right now? How do I create kindness? What can I say? Can I make my point on the data and still say...and I understand this is hard. I understand this is difficult. Can I put empathy in it, you know? What can I do? What can I say? Can I put the feeling of kindness in my body as I'm having a conflict or a conversation with somebody?

You've heard before. You know this. You know this. You know this. You know, choose your battles. And yet, how many of you fight every darn one of them, because the battle you have chosen is not communications. The battle you have chosen is, you know, not the dialogue back and forth that's what it's covering. What you have chosen is, you know, you're going to respect me because I'm right. You're going to bow to me because I'm right. That's the one battle you've chosen. So you'll go into a, you know, communication pattern with your friends or people that you like or people at work that you can...you know, healthy debate, but get that one person in the meeting that you don't like, have the one relationship with someone. Or when you start to go downhill in a love relationship and, all of a sudden, the one battle you're fighting is for respect, you know, hear me.

So, now, when you do that, in order to do that, you have to fight every darn battle that you got. When you take all these content out of the way and look at it and go, "You know what? What would it take? What would it get? How would I inject kindness?" Then once kindness is established, then I can worry about right. And then I can come back and revisit right. Be a far, far different conversation.

And I really hope, you guys, as you're listening out there, sit down and graph out or even tape a conversation or a conflict be it on the phone, a meeting or whatever and then go back to it when the smoke is settled, and you say to yourself, "I really want to learn something here. I really want to make the best of these communication tools that we're talking about," and go through them, you know?

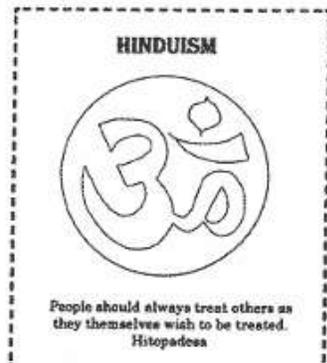
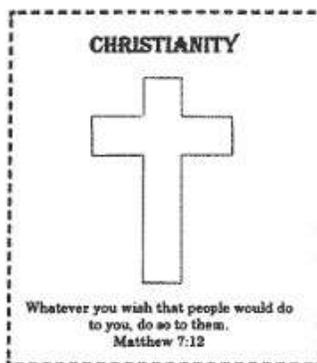
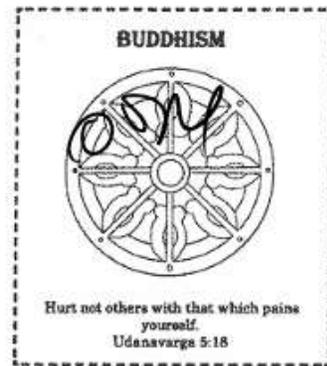
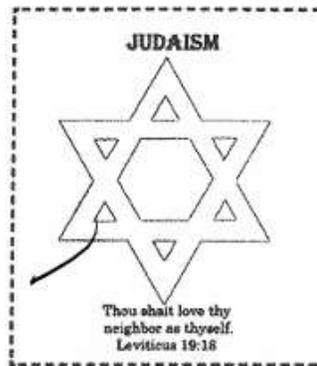
You know, here, it's gone. Was there any active listening going on? Probably not. Now, that I think about the words that they were saying, "Wow, their tone was terrible and this was off," and "Oh wow, I could've brought up the fact that, you know, we disagreed. But if I had presented it as a blind spot versus I'm right, you're wrong, knowing that we have already a lot to agree on, knowing that where could I have said a kind sentence and what would it have been." These are game changing ways to communicate influence, interconnect with other people.

Pyramid Rule > Golden Rule



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The Platinum Rule



Do unto others as they would have done unto them.

Do unto to others...

The last rule that we have for you tonight is always fun. This is the golden rule, the number one rule in like 400. I remember I sat back in Covey course back in like '95 when he talked about the golden rule. It's in over 400

religions, cultures. You know, it is the number one rule. Do unto others as you would have them do unto you. Do unto others as you would have done unto you. Golden rule, golden rule.

Well, guess what? If you haven't seen this before, haven't thought about this, this is a big fat number two. It is not the number one rule for communication, you know? Treat others the way you like to be treated. Here they are in all the different religions. Platinum rule to some people. But, TIY, the pyramid rule, do unto others as they would have done unto them. And you're like "Hey, wait a second. What's in this for me?" Well, here's what's in it for you. First of all, if you followed TIY, you're a giant badass anyway. You don't need people to serve you. They will, by the way. It's a consequence of the love and respect that they have for you. But they love and respect you, because think about this, and I always bring this metaphor in. If you've ever heard of the "Five Love Languages," you know, this is a body of work, great, great content. I think it's two pages on a website. The guy's written a number of books. Hey, I'm not going to knock anybody on how they make a living. But it's pretty easy and pretty profound content.

He talks about the five languages of love. There's words of love. I love you. I'm talking to you. I tell you about my love all the time, quality time. I drop what I'm doing. I spend time with you. I prioritize my time with you. I'm with you for quality time, not quantity time. It's giving of gifts. The gifts can be hard gifts like flowers and jewelry and, you know, golf outings and things. But it's gifts that you give and receive. Acts of service is a big one, you know? I cook your meals. I make your bed. I take out your garbage. I take your car to get the oil changed. I act out my love. And then there's the physical touch, holding hands, hands on your back when you sit together, not, you know, sexual PDA, just physical touching. You know, that's how some people speak a primary language of love.

Now, there is family of origin that comes into this. There's life experience that comes into this. But when you think about how you love and receive love, you know, you take your spouse. Well, your spouse may be very, very big on words, "I love you, I love you, I love you." And you're very, very big on act. You're constantly doing. But, hey, you don't need to say I love you all the time. I told you once this week. How many times do you need to hear it? So think about this. If these two people are, you know, in a relationships, and this person's busy doing and this person's busy talking their love, if we were to do unto others as we would have done, they'd be busy talking, talking, and then they go to get the golden rule sermon some place, would think about it, "Oh, yeah, I really should do," they're going to talk even more. And they're missing what is in this model of the world, which is true love. And vice versa, this person do unto others as you would have done, they're busy doing.

Can you not see that if you really want to give love to someone and you're an acts of service person, but, hey, my spouse wants to hear it all the time, then just give love to them the way they want. And guess what you get? They'll give it back to you the way you want. Do unto others as they would have done unto them is a far, far higher rule.

Great Questions during a potential Argument

(Or how do you break old defensive patterns?)

What is the truth about what you are communicating? Remember that only 7% is words, the remainder: 38% voice and 55% body... is saying what exactly?

What outcomes do you want out of this conversation? To be right, to be heard, to change your partner's opinion, to feel like you are equal part of the decision, to win... what?

Keeping in mind that 96% of the time the likelihood that your partner will respond in a positive or negative way depends on the attitude that you have in the beginning moments of a conversation, how would you like to open this discussion with your partner?

Is it possible that your partner does not understand what you really want?

Could your partner be stressed about other things, or have a lot on his/her mind?

Is this issue more important to your partner than you realize?

Is it possible your partner doesn't have all that facts that you have?

24 Awesome Quotes on Good Communication

24 Awesome Quotes on Good Communication

1. "The most important thing in communication is hearing what isn't said." - **Peter Drucker**
2. "The single biggest problem in communication is the illusion that it has taken place." - **George Bernard Shaw**
3. "Think like a wise man but communicate in the language of the people." - **William Butler Yeats**
4. "We have two ears and one mouth so that we can listen twice as much as we speak." - **Epictetus**
5. "Speak when you are angry -- and you'll make the best speech you'll ever regret." - **Laurence Peters**
6. "In the last analysis, what we *are* communicates far more eloquently than anything we say or do." - **Stephen Covey**
7. "The most important things are the hardest to say, because words diminish them." - **Stephen King**
8. "Of all of our inventions for mass communication, pictures still speak the most universally understood language." - **Walt Disney**
9. "Good communication is as stimulating as black coffee, and just as hard to sleep after." - **Anne Morrow Lindbergh**
10. "The two words *information* and *communication* are often used interchangeably, but they signify quite different things. Information is giving out; communication is getting through." - **Sydney Harris**
11. "Communication leads to community, that is, to understanding, intimacy and mutual valuing." - **Rollo May**
12. "Humor is the affectionate communication of insight." - **Leo Rosten**

13. "Science may never come up with a better office communication system than the coffee break." - **Earl Wilson**

14. "Communication is everyone's panacea for everything." - **Tom Peters**

15. "Two monologues do not make a dialogue." - **Jeff Daly**

16. "Wise men talk because they have something to say; fools, because they have to say something." - **Plato**

17. "Be still when you have nothing to say; when genuine passion moves you, say what you've got to say, and say it hot." - **D.H. Lawrence**

18. "Any problem, big or small, within a family, always seems to start with bad communication. Someone isn't listening." - **Emma Thompson**

19. "When people talk, listen completely. Most people never listen." - **Ernest Hemingway**

20. "You cannot truly listen to anyone and do anything else at the same time." - **Scott Peck**

21. "The difference between the right word and the almost right word is the difference between lightning and a lightning bug." - **Mark Twain**

22. "That which we are capable of feeling, we are capable of saying." - **Cervantes**

23. "I have an answering machine in my car. It says, 'I'm home now. But leave a message and I'll call when I'm out.'" - **Steven Wright**

24. "Give me the gift of a listening heart." - **King Solomon**

Conclusions/Next Actions

Consciousness... Intentions... can occur in a breath...

You must practice, practice, practice...

Spaced repetition....

Immersion....

S.M.A.R.T. ...

- Set buddies
- Schedule
- Measure
- Intentional shifting
- Solicit feedback

Now, the conclusion slide for tonight, you know, set intentions and that can occur in a breath. You can get a phone call tomorrow and take a deep breath and say, "You know, I really need to think about this. I want to set my intentions. What I want to do in this call? Am I going to tell you you're wrong? You know, I'm going to set my intentions." And sometimes if you know there's a meeting tomorrow or you need to have an important chat with, you know, your spouse, or a child, or your boss, or whoever it is. You know, you can set the agenda and you can set all of these tools in motion. And over the course of month, as we cover the other eight tools, it's pretty awesome.

Practice, practice, practice, you want to space your practice. You want to space your consciousness. These are

our tools. You want to immerse yourself, go all the way, go deep. Set up smart, schedule it your calendar to review your communications that day. You know, how did I do? How did it work? How did I do? How did it work? You know, did it get better? Did it make things worse? You know, better than what is it?

You know, get a buddy. Teach them. Practice all of these. Get feedback, "Hey, you know, I'm working on better communications, did you notice anything in the last week with me? Did you notice anything in that meeting yesterday? Did you notice anything in the last 30 minutes because I want to make sure, A, that I'm doing it well, that it's actually working. And, B, it gives that...?" "Yeah, now that you mention it, yeah, this was a better conversation."

Take action!

Neural Structures

People ask me all the time: *what do you do?*

Think of it this way: almost everyone when dealing with an issue creates sentences with critical word choices...

They listen intently to others' sentences and words (what did they mean?)
And then they decide what their response should be...

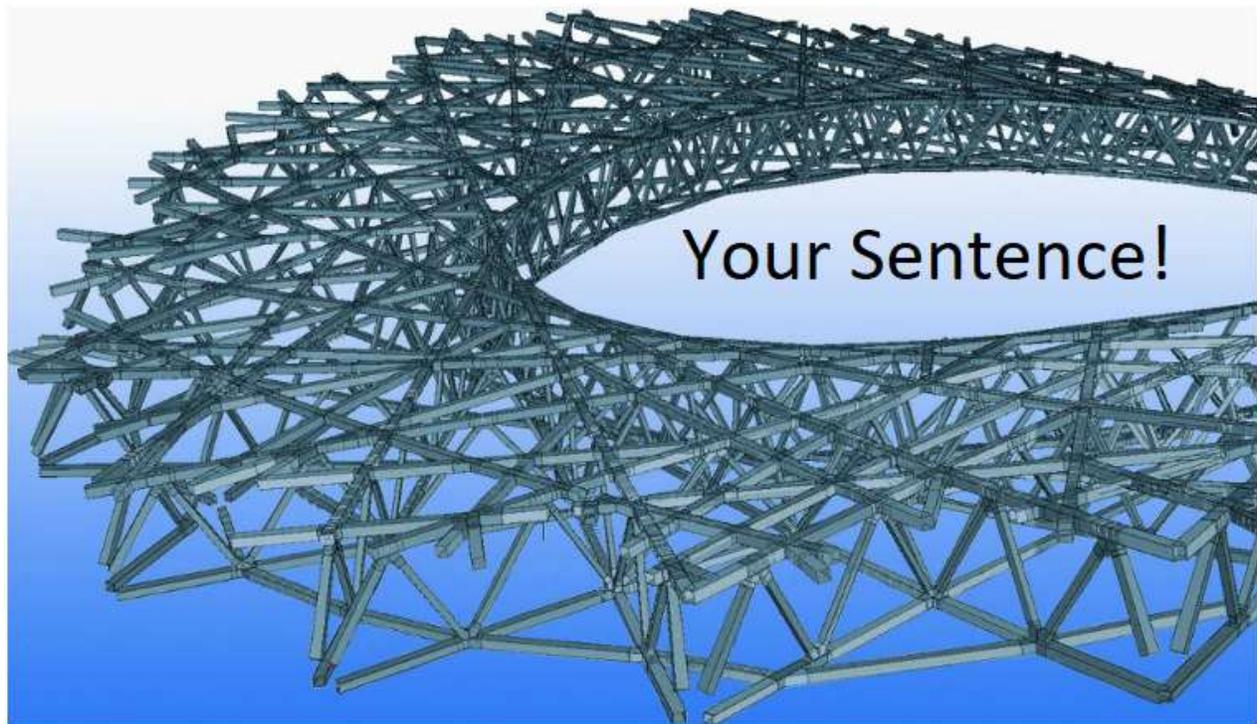
Add in feelings (CAN we EVEN control them??)

- Conversations are enacted
- Decisions are made.
- Actions are taken.
- We decide what happened, was it good or bad, and did we like it or not?

However, rather than go after the sentences and their words to understand, to influence, and to use or avoid...

Has it occurred to you: there is a neural structure that has been learned, tested, and believed (be it good OR bad)

...and futzing with the sentences is a long, long reach back to the neural structure itself.



What if... You could... Go after the structure itself?

Understand it?

Change as you wish?

AND NOW... new sentences connected to and supported by, the new structures...

ARE GAME CHANGERS!!!

I get asked a lot, "what is it that you do?" Now what I want you to ponder is here's your life you go to work, you have a weekend, you recreate, you build your business, you go about your life. Now intersected with that life is language it's linguistic. You be thinking of you as you drive to work you can be thinking as you are talking to someone, could be a boss could be child could be significant other, you could be talking yourself. Think about how you talk to yourself, more than 90% of your communication on a daily basis is with yourself. If you just type out an email, think of how much brain capacity is behind one email think about all the communication is going on. Their sentences and there's words we use. They have a structure and the purpose. I tend to take it to the decision point, I can I can't, I will I won't, I should I shouldn't, up to this point but not pass this point. Something is and something is not. Safe/dangerous, fun/ambivalent/boring, good/bad. All the other work that you don't whether it's self-improvement work, pain avoidance work, you want to fix something, "here's a sentence" or "here's a tool" or "think about it this way", "salesman one" let's change the sentence. And then you say, "well I can I can't I believe it, I don't, maybe I will, I tried it and it worked,

You have all this dialogue, all these equations, all these commands, all these questions, these are sentences. But here's the interesting thing that you won't even get from professionals, very few professionals will do this with you, there's a structure that created those sentences. It is buried deep in your mind. It's years of experience, or maybe it's something brand-new, maybe you just took a new job and in a new industry and the structure is very flaky. And you have how you communicate with people, highly remote with people, how you present yourself, you will have key structures. I write sentences down because they reveal the structure. And we focus on changing the structure in the inevitable you coaching system. We'll just give you a new sentence to say or try, we change the structure that creates a sentence and we look at where did the structure come from, why is it that way, can we structure it differently.

And emotions are very important to the structure. You think something and you feel something. You had moments where you say, "I think I should but it doesn't feel right." Or, "my gut is telling me something, but I can't rationalize it." You articulate that you have two separate things going on, and when they both light up, that's a lockstep. And if it doesn't feel right and you don't think you should, that's a stop light, don't proceed in molecule further, even if a boss or a spouse says you should. In traditional science, you can talk to professional psychologists and 9 out of 10 will tell you you can't even control feelings. The number one thing most shrinks will tell you is, "feelings are neither good or bad, they just are." But emotions have a structure behind them too.

Therefore we can now extrapolate and there's organizational dynamics that have structures to it as well.

So what really happens as you go about making your new sentence, there's this massive structure of memories, experiences, inputs that is creating it. You will agree with the ones that you agree with, and you will disagree with or challenge the ones you don't believe in.

NLP

I love the words *change* and *transformation* because we do change sometimes. The interesting thing about the verb “change” is that it lacks permanence, so you can change back. Transformation is a more interesting verb in our language, because it is permanent, like the butterfly never goes back to being a caterpillar. It is a completely different beast, completely different way of thinking, and a completely different way of approaching your life.

This content chunk is going to be a more traditional, straightforward neural linguistic programming approach. NLP is a very specific science. Neural is just as it sounds and just what you think it has to do with, the mind and brain. I’m a professional, I’m credentialed, I have a Masters in Social Work, and I have all of my professional licenses. I would never say I was a traditional therapist because I have military DNA, I was a Ranger school instructor. I was never one of these soft, fuzzy, “how-does-that-make-you-feel” therapists. I care about how you feel, but I care more about how you are, how to be different, how to make solutions out of problems, how to grow and how to take advantage of the things that life is handing you. It’s never traditional, but when I ran into neural linguistic programming, I found a science that could finally hook up with my way of teaching and my way of coaching. Because, at the end of the day, the other critical piece of my DNA is the seriousness of being in the military. As an officer it was my job to always get the mission done. It was mission first and bring everyone back. If the weather was bad or the bullets didn’t arrive on time, nobody cares. The DNA is that you must get the mission done and bring everybody home. So when I went into the soft, fuzzy, intangible science of psychology where there are no boundaries, I felt that what I was being educated and trained to do wasn’t good enough. I have to get things done. A person is hurting, appears to be broken, or has a problem. I have to fix it. It’s my job to fix it.

Part of the reason I’m emphasizing this is because NLP is very different than traditional approaches in psychology. People believe that who they are is a mystery sometimes, like they don’t know why they do things, or say they want to do something and don’t, or they started doing some behavior and really don’t want to and it’s just a mystery. Or you’re talking to someone you care about, or maybe you have people in your business or your family, and you don’t understand why they do certain things and don’t do something else.

The thing about NLP is, as a science, it is very logical and linear. It was developed by two scientists, Richard Bandler and John Grinder. One was a computer programmer and one was a psychologist and they were in a masters business school together and had a project. When the two of them got together it was kind of like “You got peanut butter in my chocolate! You got psychology in my computer programming!”, “No, you’re getting science in my psychology!” And ding, the light bulb went off for them and they were on to something.

“Neural” is both the hard drive, which is your brain, and the software, which is your mind. I want you to think of it that way, that there are things and brain functions. You’ll hear scientists and you’ll hear, doctors, and people talk about your brain, and you’ll hear people talk about your mind, and they interchange them. You can interchange them if you’re being sloppy with your language, but the reality is one is the hardware and the other is software. Your brain is hardware, it has a hard drive, it has RAM (random access memory), and it has processing chips. The really cool thing is, guess how powerful your hard drive is? It’s like 9 bazillion computers wired together, all waiting to serve you. Then you run the software, which is your mind. NLP has to do with the mind.

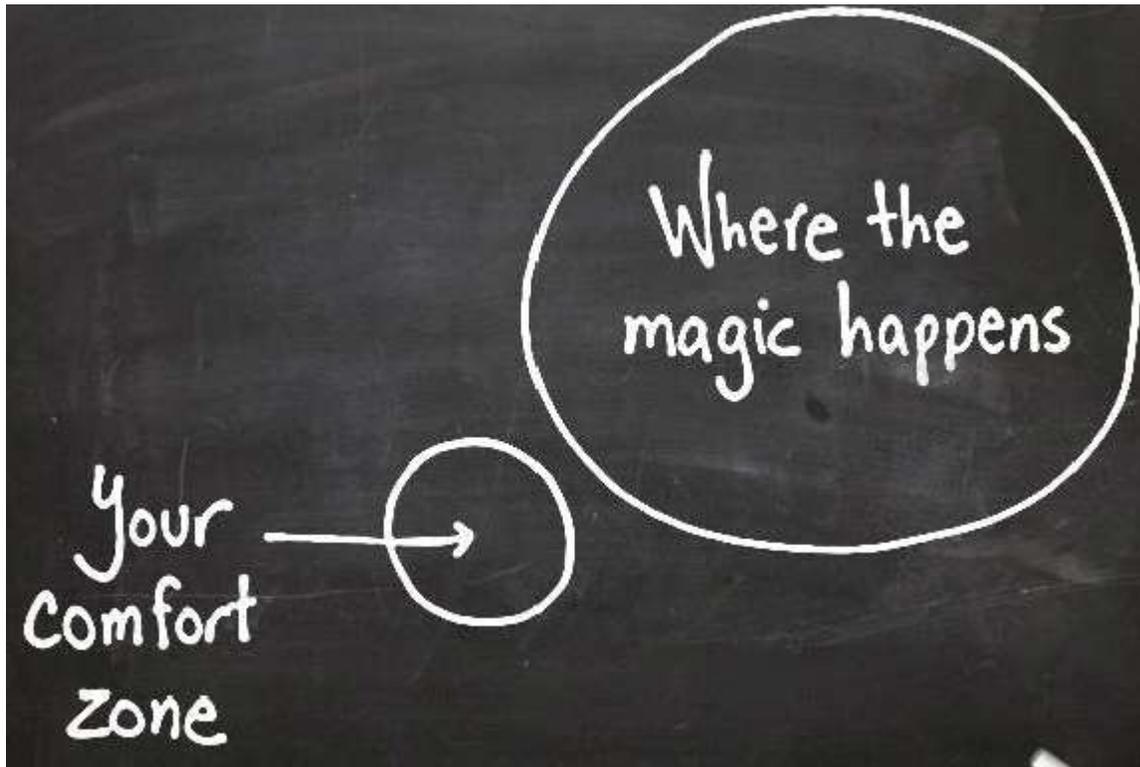
“Linguistics” isn’t just about language, it is really the science of communication. It’s what you talk about, what

you think about, what you write, and the symbols that you think with. When you sit down and ponder how you are thinking, it takes many forms. It could be in sentences and words, you are saying something, you hear a voice, play an image or watch a movie in your mind (and the sound could be on or off), or it could be symbols. It's really fun sometimes to slow your thinking down, to slow the processing down, and try and figure out how you are thinking. When you think of linguistics and all of the ways we communicate to other people in our lives, who are we constantly communicating with? Ourselves. So NLP is going to add value for you as you look at your interactions with people. If you apply this science and the tools we are going to talk about tonight it will hold value for you. And finally, we are going to talk a lot about the "programming" aspect. A year from now, you will wish you had started today.

One of the reasons why humans struggle so much is we have this incredible ability to time travel. You didn't know that you were a time traveler, did you? Here is how you time travel: in your software, you sit there, and say, "You know, a year from now, I would have solved that problem." So it becomes okay for today to have a problem because in the future you know you are going to solve it. Fill in the blank, be healthy, lose weight, quit smoking, have whatever it is done to solve the problem in the future. You don't know how you're going to get there, but you know you are okay in the future. So for today, you're okay with the problem. That is how people stay stuck in bad behaviors. What is the difference between smoking a cigarette and a tumor comes out of your chest as you were puffing on it, versus, puffing on a cigarette and the consequences are somewhere in the future? If the consequence is in the future, everything is fine now and you're okay with the problem now and your ability to time travel in your mind allows you to build up pain tolerance because you'll solve your problem in the future. But sometimes when you actually begin to process your problem in the future and say to yourself, "Why didn't I solve the problem a month ago," you're going to create a very different reality.

So much of what NLP is based on is not only time displacement, but it is conscious time displacement. You can use it for your benefit to go into the future and become an amazing, magical, new you that solved the problem and bring it back to today. That's when time travel has a great benefit to you. But when you time travel into the future when it's all said and done, and you come back and tolerate who you are, what you have, what you're doing, choices that you are making, now time travel is killing you. So don't let a critical moment a month or year from now happen that will make you say "Damn, why didn't I start a year ago?"

Comfort zone



People know that growth and greatness happens outside your comfort zone. In your comfort zone, you define the rules, you define the laws, you know what you've got, you figured it out, and you have solved yesterday's problem. You don't want to leave your comfort zone, and five years ago, where you are today, is probably out of your comfort zone. Five years from now, that day will probably create today in your comfort zone. But the problem isn't in this time travel displacement; it's in this consciousness. It's in this drive of how I communicate with myself. In order to get where the magic happens, you have to leave your comfort zone. If it's the first time you're there because you've never been there, and you're not very good there, you tend to fall off and people get all wacked out. They will say, "I tried to find my greatness and I stumbled over to the edge." You might go there in health because that's easy, but you don't go there in business because you might lose your job or maybe it is really steady and you already know what you're doing. Or you might go there at work but you won't do it with love. You must have the strategy and the program that says "I like living on the edge and I'm okay with falling off." Some of the things covered in this book are tool based NLP that's going to knock you out of your comfort zone and let the magic happen. When you incorporate this and you begin to practice, your comfort zone gets even bigger, and "where the magic happens" is a never ending process. It's another complacency process. Four year old's get this because one day they learned how to ride a tricycle, and the next day they learned to ride a two wheeler. There are no four year old's that say "Yeah, the tricycle is good enough. I should probably stop here. I tried a two wheeler, it wasn't a pretty sight and my knees got scraped up." But as we go through life we start to talk and act that way. We will say things like, "I tried this business and had a chapter 7 bankruptcy. It's not pretty, I'm probably OK just having a job." Or, "I tried to be this sports star, it didn't work out and I got cut from a higher level team. I'm just going to play at this lower level. I'm OK with that." That's all psychology, that's all linguistics and programs, so let's really dig into that.

What is NLP?

When I first ran into NLP, I started trying to find out about what it was. I read about 40 books on it, and there are two books I highly recommend. Number one is called *NLP: The New Technology of Achievement* by Andreas and Faulkner. What's nice about this book is it is very user friendly, it has a lot of exercises in it so you can see NLP as tools based. It's not just "Come on, you can do it, let's just work hard!" It is a science based way to approach life, to approach thinking. The other book is *Unlimited Power* by Tony Robbins, it's not his most popular book but it is the only scientific manual on NLP that there is. I worked for Tony for about six years and that is where I learned NLP. So what I did was take the base science of NLP and added my own spin to it. Because I am a teacher, it had to make better sense and have better teaching examples, better metaphors. You're going to hear me talk a lot about what I have built because it is programming, it is computer science. When NLP was founded in the 70s, nobody had personal computers. There were these big mainframes, and only real geeks knew what computer science was. Now, nearly everybody has a lot more fluency in high tech stuff. When I talk about "Windows" or operating software, or modules for software, and I say things like hard drives or RAM, while you may not be a technician, you know what I'm talking about. We are going to look at the hard science of neural linguistic programming, it's just going to be (in great part) built on the way I coach it.

Most people believe that life is happening to them, their reality is happening to them, and they're doing the best they can to interact with it. Never is that the case, and people have a hard time with that. I like to calibrate people with the following question:

On a scale of 1-10 (10 meaning absolutely agree) do you believe that reality is an illusion and it is your mental software (how you process the world) that is the real driver for your reality?

People say 7, 8, or 9, they very rarely say 10. They say things like, "I'm from New Jersey and Hurricane Sandy just came through there and I didn't think about Hurricane Sandy happening. That's not my mental software that created Hurricane Sandy." But the reality is, what you experience of that event is what you think about that event, it's not the event itself that creates the reality. I'm not knocking anybody that is in pain or suffered from the hurricane, I have friends and people I care about on the east coast and the scope of devastation that took place is mind blowing and unbelievable. But there are people that are focused on the devastation, but when will they focus on the rebuilding? When will they go from losing everything to getting excited about a new life? Have you ever had a moment where you have a bunch of important documents on a computer and a lot of them aren't important anymore, but you know they will be important again someday, so you keep them, and then one day the computer crashes? You will be upset for however long you want to be upset about it and then you realize the universe took care of your problem and you don't have to file or search for a document. And maybe you realize that when you go to look for a document, which is probably outdated anyway, you realize you need to rebuild the document anyway. So when you look at the devastation that took place, are you focused on what's devastating, or are you excited about the rebuilding? And the truth is there are people who were thrilled after the hurricane because they are going to get an insurance check and are able to rebuild their old house. There are people experiencing the storm completely different than other people, yet it's the same storm.

Was it the circumstances? Maybe you just got done building a beautiful new house don't have any insurance on it, what are you going to do with that? What are you going to create out of that? At the end of the day, storms never create our reality. We create our reality by the actions that we choose. Coaches, officials, bosses,

spouses, and the economy never create our reality, it's always our choices and reactions and how we do things after. The fact that you might say it's a difficult time or its bad luck, it's always an internal program.

And what you discover is that your family of origin (parents, siblings, grandparents, etc.) forms the basic foundation for these programs because they taught you that life is safe or dangerous, it's good or bad, etc. When mom tells people over and over again, "Oh little Billy, he's shy." Guess what Billy does? When he looks out for mom's way, and it's just a snowball effect, now little Billy can grow up and go to toast masters and change his reality. But is he now just "shy" with toast masters, or is he an extroverted public speaker? These are all software issues; and the reason why most don't or can't change, lies in old, outdated software and the deep programs that are really doing the damage to you. The one thing that's great about this science is that it's not about the answers, it's always about the questions. When you change the question you're asking, it puts you in a different resource pattern, it puts you in a different solution program. Most of the things we struggle with are because we're not asking the right questions. When you ask the right question, when you change how you're looking at the problem, that's when the solution comes. You can literally solve anything; you're a being of infinite power and potentiality. But you have to ask the right questions, you have to be in the right place, solving the right problem. If you're there, I promise you, it's not a struggle. It's not "I can't" or "I won't" or "I don't get it". If that's the case, your most likely in a place where you've been working on a significant problem for weeks and you haven't solved it. If you have worked weeks (and for some it is years) trying to solve something, I will almost guarantee that you're not asking the right question. You have to change the point of attack, and everything will change.

This is a system and you are going to learn about psychological laws on how our mind functions. There are no exceptions. Computers work incredibly logically, but if it's not doing what it's supposed to do, we find ourselves repeatedly hitting the enter button or repeatedly doing something that would make the computer respond differently, but it won't work. You have to find what the problem is and it's always going to be a line of code, it's always going to be something that's corrupted, it's always going to be one thing. If you just keep entering the old data over and over again and it's not giving you the answer that you want and so you do it louder or faster or more intensely, you will not find the answer. You're not in the right place and you have to find the program.

14 Presuppositions of NLP

General summary:

These are the standard 14 NLP terms that are called presuppositions. You could call them laws, or you could call them principals, most of them are laws. This is straight NLP. Some of them I use directly, some of them I don't use at all, and some of them I've modified.

The first ten come from NLP: The New Science of Achievement by Andreas and Faulkner. This is seminal, key work. Examine each presupposition. Each one has great power to help you decipher and enhance human psychology. The other four come from Tony Robbin's "Unleash The Power" events and his book, Unlimited Power. Taken together, they are the organizing principles that baseline neural linguistic programming (NLP)

1. The map is not the territory. Our mental maps of the world are not the world. We respond to our maps,

- rather than directly to the world.
2. Experience has a structure. Our thoughts and memories have patterns to them. When we change the pattern or structure, our experience will automatically change. We can neutralize unpleasant memories and enrich memories in ways that will serve us.
 3. If one person can do something, anyone can learn to do it. We can learn an achiever's mental map and make it our own.
 4. The mind and body are parts of the same system. Our thoughts instantly affect our body, feelings, and more, and these in turn affect our thoughts.
 5. People already have all the resources they need. Mental images, inner voices, sensations, and feelings are the basic building blocks of all our mental and physical resources. We can use them to build up any thought, feeling, or skill that we want.
 6. You cannot NOT communicate. We are *always* communicating, at least nonverbally, and words are the least important of our communications. Even our thoughts are communications with ourselves.
 7. The meaning of your communication is the response you get. Others receive what we say and do through their mental map of the world. Noticing how people receive us allows us to adjust it, so the next can be clearer.
 8. Underlying every behavior is a positive intention. Every harmful hurtful and even thoughtless behavior had a positive purpose in its original intention.
 9. People are always making the best choice(s) available to them. Everyone has his or her own unique personal history.
 10. If what you're doing isn't working, do something else. Do anything else. If you always do what you have done, you will always get what you have always gotten. If you want something new, do something new.
 11. Your brain is always asking three questions based on your model of the world:
 - What does this mean?
 - How do I feel?
 - What should I do?
 12. The three key beliefs to lasting change:
 - It must change now.
 - I must change it now.
 - I can change it now.
 13. Know your outcomes. Know why it is a must. Take massive action.
 14. Know what you are getting. Change your approach.

Key Points:

- Each one of these presuppositions explains often-unexplainable human behavior and psychology.
- Taken as stand-alone ideology they have great power. Used together, they roadmap a way of looking at reality creation that underlies the psychology of success for some of the greatest overachievers in our current society.
- Know these well, even if they are in your own terms

The map is not the territory

If you wanted to go somewhere and marvel, and you're looking at a map, it's really pretty obvious that the map is not the territory. It's a map of the territory. Look at people, when they're engaged in their reality, they're mapping the world. They're evaluating the economy, they're talking about racial issues, they are determining what love means, and so on. Those are maps, they are not real. Their idea of the economy is not real because democrats just got done saying the economy is one way and the republicans just got done saying it's another, they have different maps. That's why you can talk to somebody until you're blue in the face and they're not going to change and say, "You know what you're right, I should vote the other way because I read that Facebook post so I'm changing my mind."

So what this allows you to do is when you look at reality, and you ask yourself the question, "What's the map and can I change the map? Are there parts of the map that I'm not seeing?" And there are all kinds of maps, there are maps that are topographical and maps with different scales. Sometimes you've got the same map, you're just looking at different scales, and you're talking to somebody that you care about or that you want to help, and you're saying, "This is the territory, can't you see it?" And it's like, "No it's your map; your map is different."

This gives you the opportunity, when you are talking to other people or yourself, to step back and say, "I might have a mapping issue." For example, it may not be your ability to find a great relationship, it may be how you map getting a relationship, staying in a relationship, or dealing with conflict in a relationship.

Can we just reprogram our GPS and call it a day? Yes, you can. That's why people who come to The Inevitable You® and do the work or have one session and everything is different for them. The reality is yes, in essence, that's what I do and that's what the science teaches. If your parents or your family taught you that this is how you get from point A to point B, and you don't know the GPS is there, you might be struggling with old pencil drawn maps for how to do things. You might know somebody who struggles with an old pencil drawn map as opposed to plugging into a GPS. This might be a joke but it's really true because people will struggle and try so hard to succeed and it's because they're using a little black and white tattered pencil map that their mother or father gave them. And you're probably above average and it has worked out, but it is really hard now. You might go from one sports team to another, or from here to there, or one job to another, and all of a sudden that tattered map really sucks but it's the only map that you have, so what do you do?

Experience has a structure.

Our memories have patterns to them and you can change that structure. I changed the structure for you with Hurricane Sandy, because for some people the structure is about the devastation and for some people it's about rebuilding. For some people who are suffering immensely, think of all the construction crews that are licking their chops because they are going to be building for years there. If you're a contractor doing construction work in New York or New Jersey, talk about job security! You're going to say in about five years, "Can we have another one of these?" There is always the plus and minus.

Here is a metaphor that I really like that explains this perfectly. The Goddess Kali in Indian mythology is the goddess of destruction. She's the only goddess equal to Vishnu, who is the god of creation. Why do you think the goddess of destruction is at the same level as the god of creation? It is a law, you cannot have one without the other, and in Indian mythology Kali always comes first. Why does destruction always come first? In order to build something, something has to be destroyed first. If you build a house, you have to kill a tree. You build a relationship, you've got to get rid of another one. You take a new job, you have to get rid of your other job.

Here is what is really cool about understanding things about change and structure, if you want something, you have to ask yourself (and this is a great way and I said it earlier about changing the questions), what are you going to destroy first in order to get it? A lot of times, people don't destroy something to create something. They just want more, and I hate to break it to you, but the plan doesn't work that way. It's not how the system works. You might have to destroy time, or you might have to destroy money in your savings account. So if you are struggling with something that you want, one of the easiest questions, and this is a structure question to ask somebody, "Well, what are you going to destroy to get it?"

If one person can do something, anybody can learn to do it.

In 1956, Roger Bannister broke the 4 minute mile barrier in track & field. It was a record that was chased for decades. In fact, at the time there were many scientists that went through tests of fast, swift muscles and leg angles and scientifically proved it couldn't be done; they determined it was physically impossible.

In 1955 he was a senior in college training intensely, and the best he did was like 4 minutes and 3 seconds. He didn't make it. Then, his first year in medical school he only trained 10% of what he did the year before, but you know what he did differently? He did it in his mind. He ran that race, every step, crunch of the cinders, the lactic acid in his body, feeling every breath, and always seeing the stopwatch click at 3 minutes and 59.7 seconds. Guess what he ran that year? That was the year he broke the 4 minute mile barrier. In 1957, 41 runners broke the 4 minute mile, because it took one person to do it. It takes one person. I was talking to somebody today that says, "I don't know. I can't. It's impossible." I said, "Is there one person on the planet doing this?" Well yes, there is, and if you did everything they did exactly the same I mean we copied them exactly - their breath, their steps, their email. If you did everything exactly the same, you may not be as good as them the first day, since its way out of your comfort zone, but what do you think you're going to get? The answer is: a hell of a lot more than I have right now. When I'm sitting here saying, "I can't do this because the planet is telling me it can't be done, and I had to figure out how to do it." Well you haven't figured out how to do it; they don't care about you. Don't do what you're doing, and don't do what they're doing. Do what

someone who is successful is doing. All you have to do is find one person who can do it and anybody can do it.

The mind and body are the same system

You've heard of the mind-body connection. They are all part of the same system. When you think a thought, your hypothalamus will release billions of neural peptides instantly in your blood stream they go out and dock with all of your cells containing the coded instructions from the brain that says we're happy, we're sad, we're mad, we're glad, we're apathetic, we don't care, we're just going to watch some TV and just chill. The mind and body are intimately, intricately and exceptionally linked. You cannot have one without the other. Think about all the people that try to treat the body as a separate system from the mind. It's impossible.

People already have all the resources that they need

When you're in this work, people will tell you, "I can't do this because I don't have the resources. I don't have enough money. I can't change my job. I can't do this business. I don't have enough money. I'm not capitalized. I need this kind of support. I don't have that. I can't do that. I don't have the right education. I can't do this. I don't have the right experience." People have all the resources. Does anybody know what the word is that really makes this sing? What most people lack in this bullet point? If you have resourcefulness, you get all the resources in the world. And the sad truth is, when you get resources, if you're not resourceful, guess what happens to the resources? That's why a very high percentage of lottery winners end up going broke, because they suck at managing money. That's why they were broke before they won the lottery, and they think their life will change once they win the lottery. If you survey 80% of lottery winners, they will tell you that it's the worst thing that ever happened to them. Then you tell that to a potential client, and they say, "Well I hope that's the worst thing that ever happens to me. I'll take that lottery win." No. If I could give you resourceful psychology, guess what? You just won the lottery. Because if you're resourceful you can always create all the resources that you need, and now you're not dependent on anything: economy up and down, your company up and down, your business model up and down. When you're resourceful, you have to think about what are you going to destroy to get what you want tomorrow. What does it mean to be resourceful? To build what it is? Because you follow the first point: built something, broke something, destroyed something, but lucky it didn't destroy that. Now I can be resourceful too. And if you don't know how to be resourceful, you just have to find one person who is resourceful and do what they do. Do you see how amazingly simple the science is? You may be thinking, "Yeah but you don't know my story. I was raised this poor child, and this was broken, and that was wrong; and then Mrs. did this to me in the third grade." You tell your story about why things can't change for you, and that's the very reason why things can't change. Stop telling that story. Instead, tell a story about why things can change. Where would you find a story about how things can change? You'll find the one person who figured out how to do it, or more people that have figured out how to do it. This is a very simple elegant science you just have to follow it.

You cannot not communicate

I use this one a lot. Those four words are enormously powerful for you. You cannot not communicate. One of the most powerful places you can use that sentence, and you've heard this expression before, you can hear more, learn more, know more about something from someone by what they *don't* say. When they're sitting there talking, they are also not saying something. When they are silent, and they're not saying something, they are still communicating. Who is the person we are doing the most communication with? Ourselves. Because if you're sitting there and the planet is silent to you, guess what? You've got crap in your ears. It's talking all the time. People are talking all the time. If you can't hear something, don't sit there and assume their silence. You ask them to say that again, and you listen. You cannot not communicate.

The meaning of your communication is the response you get

Some people say, "Well that's obvious;" and some people say, "I have no idea what that sentence means." What in essence that means is, "What you give, you'll get back." When I'm sitting here talking and I say, "Chris you are blah blah blah," am I saying anything about you? Or am I telling you everything about my mental map of your territory? Which means I'm telling you everything about me, even though I directed my statement at Chris. Now, how you respond to that and how you interpret that is key. The response that I normally see, which is, "Oh that's brilliant Bill;" or "Oh you're full of crap Bill;" or "Oh I have no idea what you just said Bill;" you're now revealing your map of the territory. Ultimately the communication is always the response that you get. What happens in most conversations is people will say, "Well you said that, and you made me mad; you upset me." What really happens when people are communicating and you're agreeing with them, all that you're revealing is that, at least on this topic, you have the same map. If you're disagreeing with them, what you're saying is that your maps are different. At the end of the day, neither map has squat to do with the territory. Because what your map is, is based on your history, your view, your look, your map building skills; and maybe your map building skills and money is better than love; and maybe your map building skills and health is worse than money. It all boils down to all of these presuppositions that interlock very beautifully.

Every behavior has a positive intention

I have people come to my seminars and say, "Hitler did; or this child molester did; or this did; or that did." This presupposition doesn't mean that when terrible things happen, or evil happens, that evil woke up in the morning and said, "I'm going to do something positive with my energy today." That's not what it is saying. What it is saying, is that this is part of the critical question to ask; because if you're tormented by an obstacle or you're struggling with energy, or forces, or people in your life, or the things in your life, and you say, "This is terrible," part of it is because you can't understand or see the positive intention of it. It's your map of the territory that maps the positive intention. It's not theirs. So, whether Hitler was, or this trauma was, or this evil was, the positive intention that underlies anything is what? Rebuilding. The positive intention of evil is that it makes people stronger. One of the greatest things about evil is watching us respond. What was the positive intention of the twin towers going down? Nineteen terrorists said, "Hey I've got evil intentions." But guess what? A

country, and at that point in time, the entire world - even countries that hated us, responded with love, support and joy. One of the challenges, and I said this is going to be one of the tough ones, because generally you're not in the same boat; and why you're in a tough spot is because you're plagued by the problem. You're struggling with understanding why this is happening, or why you can't fix this. You don't see the positive intention. You can't find it if you haven't asked the question yet. What's the positive intention of this? I had a client once about 4 or 5 years ago and she said, "I am in the middle of a bitter divorce. I have an evil husband. He is tormenting our child. He's got more money than me. I've lost every penny battling him. I'm not going to win. He's going to win." She gave me the middle finger, and said "Find the positive intention in that." Well, first of all it is what it is, so we have to find the positive intention. When I see couples having a bitter divorce, one thing I always tell the losing side is to build a memory box, and every day throw something in that memory box. It can be something as simple as, "I watched this tv show tonight and I remember when we used to watch this together." Pull out the tv schedule and throw it in the memory box. You can build memories with people not there. Sometimes clients will give kids memory boxes, and it's one of the most profound experiences that clients will come back and talk to me about. It's what is great about being me. So I encourage clients in this situation to build a memory box. The thing about divorce is kids always figure out the truth. They may be manipulated; they can be manipulated for a very long time, but at some point in time they're going to realize what has actually happened. I said, "You're going to be able to tell your daughter that you loved her so much and cared so much about her that you spent every penny you had fighting for her until you had no more; and every penny you ever got, you fought for her. Then you can show her your memory box." I think that's a pretty positive intention. You can't do anything about Hurricane Sandy in this life today, but that's not what is going to create her reality. What is going to create her reality is, ten years from now when she is a woman, you're going to give her memory box, and you're going to say "I fought for you." She put her middle finger down. I'm not sure if she was really happy, but this is the power of the science you look for and use it to energize. In another part of my coaching system, I ask the question "Is the glass half full or half empty?" Everybody knows they are supposed to say half full. For some people it really is, and some people are honest they say, "Yeah you know me. My life sucks." Or maybe sometimes it's half empty and sometimes it's half full. The point is that it's a trick question. The glass is always both. The real question is, who are you when you look at the glass? So, when you look at Hurricane Sandy, are you half full? When you look at a bitter divorce, are you half full? When you look at, "I lost. I was crushed. I had this happened to me," is there half full there? Hell yes! That's the point of being human. That's our power. We already talked about the tool we can use to time travel to the future; because she can time travel to the future when using her memory box, and now, what can she fill her heart with this time, when last time is full of bitterness and anger frustration and unfairness? Those were all real. Nothing changed. It's just what is she going to choose tonight when she goes to bed. Every behavior or reaction has positive intention.

People always make the best choices available to them

I have a section of tools where I make the statement, "In this new planet, never, ever, ever, ever, has there been somebody who picked the wrong thing." Nobody thinks, "This is right, and this is wrong, and I'll do wrong." They look at the mess that is their life, or this moment in time, and then think, "This is the right thing." When do they find out it's the wrong thing? After. They think the glass is half empty, and they time travel back to the day that they made a decision; because now they have new facts and evidence and they say, "Oh, I'm

going to beat myself up because I did the wrong thing." No. You did the best you could with the tools you had; and you learned a lesson that sounds like finding a positive intention in a wrong choice. Yes, you can rewire your life to be anything you want it to be, and nobody gets to take it away from you. Nobody gets to tell you you're wrong. What's really cool, psychologically, when you make these choices and you fiercely hold onto these choices and say, "This is my truth; this is my reality," guess what happens? Do you wake up one morning in the future and find out it was all smoke and mirrors - an illusion, and that isn't you? Or you wake up one morning in the future and say, "It all came true - exactly what I said." It did, because people like to say that they will go to bed at night feeling bad about themselves and somehow time travel to the future where they're going to wake up one day and their problem will be solved. "I'm a good person; I'm not bad. In my past I've had bad things happen to me but eventually it got better, so I've just got to suck through this and it will get better." No. That's poor psychology. When you make choices and say, "This is who I am. This is my reality. These are things I'm going to do. These are my structures." I'm telling you, one person has figured out how to do this, so you can do this too, and everything changes if you do this today. Most people do this upside down. They do it in reverse. They take all their things; they complain about all their things; they just know it's not going to work out for them. And what happens? It doesn't work out for them, or if it does, well, it kind of worked out but it won't next time. When you make a decision to go 75 on the highway rather than 65, you make a bad choice right? No because when you're speeding in that analogy, it's not that the choice was to get a speeding a ticket or not. The choice was, "I want to be a rebel. I want to rebel right now. I don't care if there is a cop around there. I'm smarter than the cop. I'll see them sitting there." A lot of the times you speed and you don't get caught, and there's times where you speed and you get caught. But it wasn't at that point in time you were saying, "Speeding is wrong. I think I'm going to do it." Instead, it's that you're fast; your energized; or you're late to a meeting. There are two other areas that this relates to. I've been told before that I'm a great motivational speaker, and I don't like that term because the truth about motivation is there's not a human on this planet that isn't motivated. Not one. Teenagers may not seem motivated, but they are. They're motivated to impress their peers. Suicide victims are motivated. What are they motivated in? To check out; go to the other side. They are done. I'm motivated when I lay on my couch. I'm motivated to eat lays chips until the cows come home. Nobody makes a wrong choice. At that point in time they're going to lay on the couch and they choose to do this because if they believe that if they get off the couch, something bad is going to happen to them. They're screwed; they're done for. So, just lying on the couch and watching some tv is the right thing for them to do today. It's only when they time travel back to points where they made a choice, and they say I did the wrong thing. You didn't at the time you made the choice. Never. You made the best choice available to you.

If what you're doing isn't working, do something else

Now this is earth shattering. I know this is going to be like Captain Obvious. The last presupposition is this: do anything else. If you always do what you've done, you always get what you got. You know what that strategy brings to you, so you have to have the ability to do something different – anything different, and watch what happens. That's really what we find when we study successful people. It's not that they're more brilliant. They are just more willing to get out of their comfort zone, because the comfort zone is doing what we've got. And you're okay with getting what you got, until the pain of it is so bad that you're on Colfax and that's your new mailing address. Sometimes that's not even enough pain to make people move out of their psychology. Some people have enormous capacities for pain. Do something - anything different, and watch what happens.

One-legged takedown

General Summary

It is not the quantity of tools you know, it is the quality that is most important. Better to know one tool/strategy and have performed it 10,000 times than know 10,000 tools/strategies you have only performed a few times. You will provide more value.

The Tool

So I'm a sophomore in Ohio's football back in the day. Southern Ohio is pretty big football powerhouse region. Good football players. I was fortunate. I played as a sophomore my first year, very unusual. I was very strong. I was 155 pounds when I was a high school sophomore. I was actually with one of the most cutting edge impressive weight lifting coaches. In 1972, I was doing things that back then people were saying, "Oh, you're going to become muscle bound. Oh, you shouldn't be doing this." And everybody else is smoking and going to the swimming pool. I'm doing protein patterns and following these techniques. Again, I'd been blessed with some incredible mentors. But in my junior year, I bulked up, I'm about 235, I'm solid but I'm not quick.

So I did two things. That summer I went to the high school decathlon champion. Phil Ryan. I said, "Hey, Phil help me." He put me on. I'm doing sprints, all my buddies are at the swimming pool, dating and having fun and I'm doing these track workouts with a decathlon, I ran faster. The end of my junior year, my football coach says, "Bill, you need to go out for wrestling." And I've never wrestled. I'm a junior, I can't... that's going to be demeaning man. The freshman could probably... and I'm a heavy weight, the heavy weight's going to crush me. Fortunately again, great manners, wrestling coach talked to the football coach, just three of us, the two of them sat me down and they go, "Bill, look. Here's the deal." And there's a Bruce Lee expression. How many of you have heard Bruce Lee's expression? "I don't fear a man who knows 10,000 kicks..." Do you know what the finish of it is? "I fear a man who has done one kick 10,000 times."

I had this brilliant wrestling coach who goes, "Bill, we're going to get you one technique and you're going to become..." I won't use the word epic. "You're going to become extraordinary at this technique." And when I would wrestle, if you've ever seen a wrestling man and that scouting report is up. This is the numb nut that can't do anything but one leg to take down. But boy, I could do one legged take down. You knew I was coming for your one leg and that bitch was mine, you couldn't keep it from me. You could do all your fancy moves, you could turn me into a pretzel, you could do anything you want. I actually ended up wrestling varsity and having a pretty good year. And I only did one thing the entire year. One legged take down. And so when I started putting these tools together, because the system's so overwhelming and this and that. I think it's important for you, if you love it, then run with it.

If you love, "Don't spill, pour carefully," run with it. You'll add tools later as you go. I won't tell you what Bryan's one legged take down is but there's one tool in his repertoire and this was three years ago when he first learned this, he now has more. Then he'd come to me and he's like, "My one legged take down is epic, I can do this tool." And boy, the clients when they talk about how he uses his tool, it's life transformational. You will use what you use, love what you love, and develop what you develop. I'm bombarding you in part with, because one I want you to understand I've got to destroy, destroy, probably 75% of what you believe about

leadership today and rebuild it. Some of it you'll keep, the 25% you're going to enhance because it's extraordinary value to you.

But 75% of how you lead in a crisis moment is not good. It's above average and it produces results for you. But when you think, and so I'm like peeling every little jenga log out of the tower of illusions that says, "I thought this is what leadership was," or, "I thought this is how people act and behave" Or I thought this is why I do what I do and I am whom I am. It's like, "Yeah. No, no, no. Well, yes there, but, no, no, no." Because you're fed so much old technology.

Parts Integration

General summary: A wonderful technique for people who talk about, “part of me this, part of me that.” It brings both parts of this psychology together in one exercise and merges the two.

Key Points:

- Have the negative behavior or psychology come first and stand on one hand.
- Make sure the client has a V-A-K image of that part.
- Separate intention from behavior.
- Bring out the other psychology you wish to integrate on the other hand.
- Begin the dance/ “riffing” to bring the two together.
- Help the client physically as necessary.
- Bring the integrated hands to their hearts.
- Anchor and future pace.

Coaching Application:

- Mild trance work is often necessary.
- Relax and manipulate associated and disassociated states as required.

1. Identify the conflict and the parts involved: Make sure you identify the parts clearly, and understand the nature of the conflict. (What are your beliefs about that part? (e.g. love)) Conflicts are often times conflicts with your beliefs.

2. Have the Part, which represents the unwanted state or behavior come out on the hand first: “I wonder if I can talk to this part. Which hand would it like to come out and stand on?”

3. Elicit the “Opposite Number” to come out on the other hand: “I’d like to talk to the Part with which this Part is most in conflict, the flip side of the coin the opposite number, and let’s have it come out and stand on the other hand.”

4. Make sure that the Client has a V-A-K image of each part as it comes out on the hand: “Who does this part look like; does it look like someone you know?”

5. Separate intention from behavior: Reframe each part so that they realize that they actually have the same intention by chunking up – ask, “What is the intention...” or “For what purpose...” (Begin chunking up first with the part that has the unwanted state or behavior. As you do, make sure that the clients intention stays associated)

- a. Now, have the parts notice they were once part of a larger whole.
- b. Ask for their parts that were also once part of the larger whole. Have them join in the integration.
- c. What resources or attributes does each part have that the other part would like to have?

6. Only if the hands do not come together automatically:

- a. Create (visualize) a third part with the combined resources of each part.
- b. Please this third image in between the other two images.
- c. Create a series of visual images representing the metamorphosis or transition from each part to the central image.

7. Bring the hands together and at the same time have the internal images begin to merge.

8. Take the integrated part inside and have it merge into the wholeness inside.

9. Test & future pace.

Pattern Interruptions

General summary:

A pattern interrupt is an interruption in a specific flow or sequence. The main aim is to prevent any obvious linkage and thereby neurological conditioning. The other purpose is to weaken the old strategy and prevent it from having the same level of intensity as before. If you knew that looking at the color blue would make your client feel fear, all you need to do is to interrupt the pattern before the fear kicks in. Display the stimulus, then interrupt the pattern. This can make the stimulus lose the original effect.

The Tool:

Now, pattern interrupts. What's in the manual here is kind of more classic hypnosis pattern interrupts. You can see the leading statements in those thoughts that you had yesterday. You just opened a loop. What thoughts did I have yesterday? What was I thinking yesterday?

Where I do it most frequently is in multiple hours in, and it could . . . I say multiple hours. It's not necessarily multiple sessions because I might have, by the third hour of a corporate seminar, I could now start mixing metaphors. So when you're pouring them out carefully, and you have done the proper rehab for your leg, and 2013 software is running, and then a new break occurs, your brain is busy going, "Oh, my god. He just fried me with three . . ." I know what all those metaphors mean. But because it's conscious confident, it's not unconscious. They're going, "Wait, wait, wait. I don't even know what he said in the next three sentences because I'm still trying to put together . . ." I rehabbed my leg, but it was in the kitchen with a recipe

You can really have fun. For you, because you'll know these tools, you can rattle off, "Rock star, album sales, broken legs, in the kitchen, cooking with a recipe," and it'll make perfect sense to you, and it will make perfect syntactical sense. It'll make perfect software sense. It absolutely fries their mind. You've told them something of great value. You've really deeply opened up their subconscious, and they have no idea what you just said. They go, "Huh," or they do the TDS.

Key Points:

- Create patterns of confusion: ask non-sequential or irrational questions. "When would now be a great time to change your thinking?" "Do you show the temperature on your watch?" Nod your head vigorously in a direction opposite to your sentence or question.
- It can be conscious and deliberate like the "new song on the radio."
- It is often created by the mixing of language – an example is a trans-derivative search (TDS)

Coaching Application

Examples:

Leading Statements -

- "And those thoughts you had yesterday..." the human mind cannot process hearing this phrase, without at some level searching internally for some thoughts or other that it had yesterday, to make the subject of the sentence.
- "The many colors that fruit can be" likewise starts the human mind considering even if briefly,

different fruit sorted by color.

- "You did it again, didn't you!" This everyday manipulative use of TDS usually sends the recipient looking internally for some "it" they may have done for which blame is being fairly given. Regardless of whether such a matter can be identified, guilt or anger may result.
- "There has been pain, hasn't there" the mind of a patient suffering an illness will find it very hard or impossible to hear or answer this sentence without conducting internal searches to verify whether this is true or not, or to find an example if so.
- "You'd forgotten something [or: some part of your body], hadn't you?" the mind usually checks through the various things, or parts of the body, on hearing this, seeing if each in turn has been forgotten.

Contextual ambiguity:

- *"Do you remember line dancing on the steps?"* Without sufficient context, some statements may trigger TDS in order to resolve inherent ambiguity in the interpretation of a posed question. Do I remember a bygone fad called "line dancing on the steps"? Do I remember personally engaging in dancing in the past? Do I remember my routine practice dancing by focusing on the steps of the dance? Do I tend to forget about dancing when I am standing on steps?
- *"Penny-wise and pound the table dance to the beat of a different drummer"*. The mixing of cliché and stock phrases may trigger TDS in order to reconcile the discrepancies between expected and actual utterances in sequence.

Although TDS is often associated with spoken language, it can be induced in any perceptual system. Thus Milton Erickson's "hypnotic handshake" is a technique that leaves the other person performing TDS in search of meaning to a deliberately ambiguous use of touch.

Periodization

When the Iron Curtain fell if you know weight lifting worlds, back in the 80s and 90s, Russians were beating our ass left, right, and center. Couldn't figure it out. We accused them of better drug management than we were doing. But we were both taking drugs so that was a level of playing field. But the point was they were kicking our ass. We couldn't figure it out. So when someone kicks your ass, what does an American do? We try harder, pedal to the metal, work harder. We're not working, yeah. Guess what we found out they were legendary at? Rest.

They had a concept they called periodization and this is why this is a tool. And it followed five cycles. Number one you had the world record lift, that began the cycle. Whatever it was. Got a gold medal or you got a national medal, or you got a whatever, regional medal. It was immediately followed by rest because you did the best you could. Then what you'd start was easy work with strict, strict form. And then they would go to moderate, with strict form. And then they would go into their heavy phase that would build a world record attempt. But when I say rest, an American lifter would try to do the Olympics might take two weeks off. They take six months off. And it was building. There were cycles with in cycles. So their two weeks rest might come after a quarterly record attempt. They were masters at putting a lot of rest in.

Phobia Removal

General summary: This mild technique works rather well although like many of the newer psychological techniques no one is quite sure why. It allows the client to remain in a dissociative state while experiencing their phobia. If the client cannot be dissociated, there are more intense techniques but not for the faint of heart.

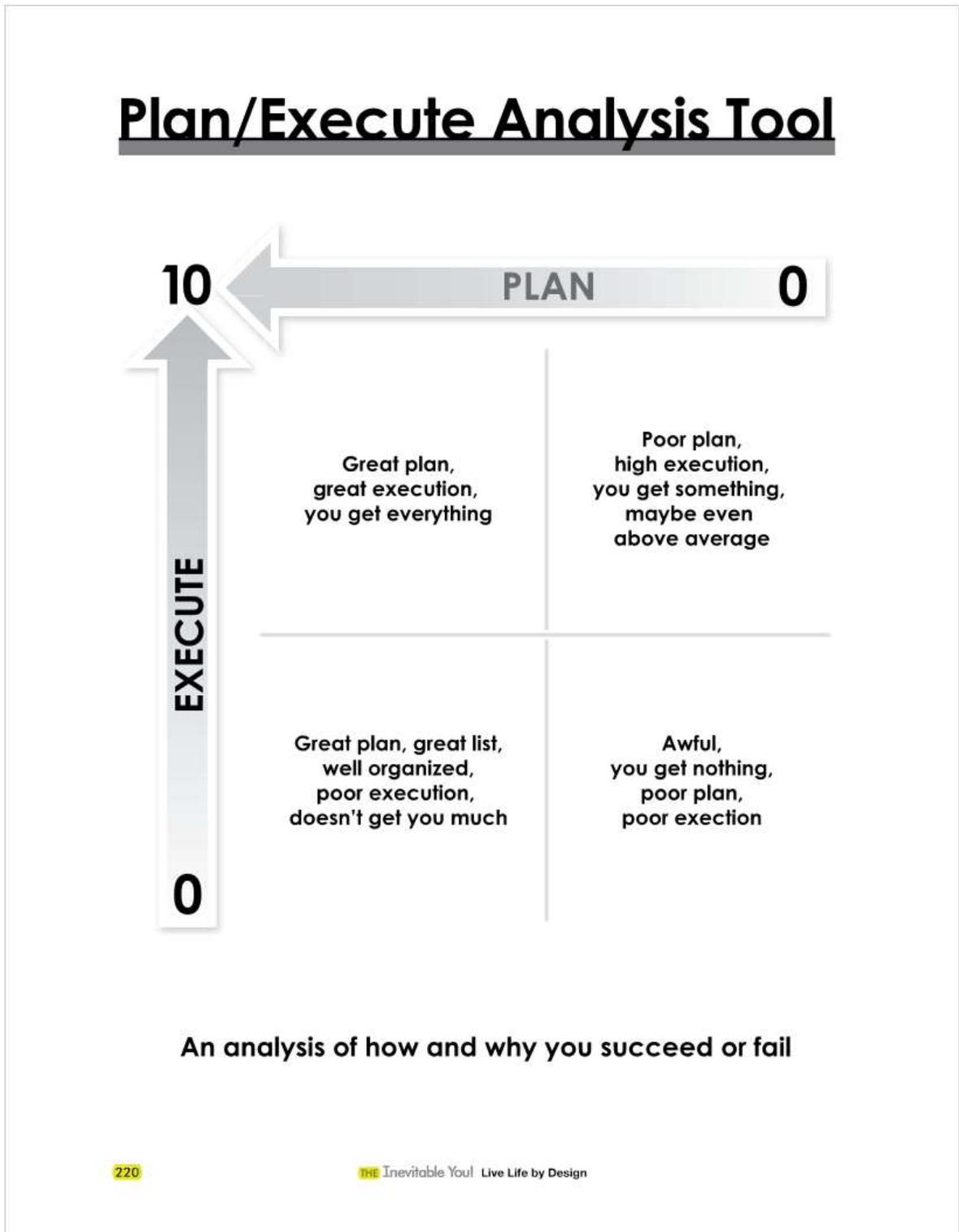
Key Points:

- Establish safety and boundary zones.
- Remove the conscious psychology to a distance the client can watch their phobia safely.
- Slowly begin to bring the phobia into focus, and that each peak, run the "movie" in reverse returning the phobia to where it came from.
- Repeat over and over faster and faster more intensely as the client permits.
- Testing future pace.

Coaching Application:

- Most phobias are rooted in reality. Ensure you talk the client through the reality.
- Safety is key.
- Confidence and certainty in the practitioner is key.
- May be used in conjunction with temporal dynamics.

Plan/Execute Analysis Tool



Summary:

I really want you to succeed at this. We know what is going on with the fear-failure tandem. We know that old patterns can come back for any old “trigger” reason. And, the greatest version of you is never about perfection. Did you fall? What did you take from that fall? What lesson did you learn? How did it contribute to your greatness? How will it cause you to modify your action plan or your timetable? And so one of the tools that I want to add to you now, is when you look at this incredible action plan, one of the tools that you’ve always known about – (and because I love quadrant tools, it’s in a quadrant.) So it’s a four-pane window tool, and you can see it there in the work book - it’s the Plan - Execute tool. So if you have the work book, great... and if you don’t, or can’t, because you’re driving or something... then picture in your mind’s eye... two axis’s... both are zero to ten, and one is “the plan” and one is “execute.” So in essence, the four window panes are: poor plan, poor execution = poor results. Good plan, poor execution = poor results. Poor plan, good execution, and you may actually get *some* results, the only window pane you want is great plan and great execution... then you get, great results!

So you’ll see in the lowest right windowpane, when you have a poor plan and you poorly execute, well nobody wants to be that person. In all likelihood, that person didn’t even get this audio book, so I don’t think any of those quadrant people are listening to and reading this book! Now, in the upper right window pane, some of you might have a poor plan, but if you do an incredible job of executing that poor plan, you might end up being ok, or being above average. You might get a lot of what it is that you are focused on. Even though the plan is poor, your execution is incredible. The lower left windowpane where you have an incredibly great plan, but poor execution, well that might get you above average results too, if the plan is incredible; and poor execution of a great plan, will sometimes mean that certain things get done. But neither one of them create great value and great results for you. The only windowpane that you get great value is the pane we are talking about, it’s the one this book is focused on, and it’s the one that most people historically don’t do very well, but now you know why. And that is, you’ve got an incredible plan, and you’ve got incredible execution of that plan.

Power Move!



Summary:

This is one of many fantastic tools that comes from the fire walk!

Much of NLP teaches the flip position of reality: what changes first, the mind or the body in the mind body connection? And like all the other tools, the answer is both.

Also, the answer is... for the 90% there body follows their mind and is a reflection of their old software. They let the old software dictate the physiology, thus, many challenges spring from this position:

They have a depressed mind, they get a depressed body. Traditional medicine then says, oh – you're biologically broken.

You can position them in new physiology and within seconds, they will slip back into the old physiology. They will not direct their mind to hold the new physiology.

They “feel” defeated, they acted defeated, defeat is real, and you cannot convince them otherwise.

For the 10%, they deliberately position their body for power. Thus, they “feel” powerful! If the chest is up, breath is deep, head cock is set, you MUST feel power. Thus, if you want to change the body set, the mind set changes too.

This sets this tool up. It begins with the deliberate intention of creating great emotional, physical, intellectual power coursing through all five senses. Once in a peak state, you then attach a specific physiological motion or “move” to it, and repeat this over and over again. And what it then does is later on, if you want to re-create the peak state, repeat the physiology on command, make that “power move,” and voilà, you have Peak State!

Power versus Force

General summary:

A great book by David Hawkins, it makes the point, through physiology, that consciousness has far more effect than brute force. One of the hardest books, not because the English is hard but because the concepts are staggering and trying to process it took me a long time to process. Was the book that explained the anomalies in John Diamond's test. It's a book called Power vs. Force. Have any of you ever heard of David Hawkins or Power vs. Force? I'd highly recommend both John Diamond and David Hawkins you might want to put on a reading list, it's mind-blowing work.

What he discovered is that the anomalies while the way they tested people to elicit their emotional state. And sometimes they'd elicit positive and then test positive, but sometimes it wasn't. David Hawkins discovered what trumped emotion was the integrity of the story. If the story was a true story to elicit emotion, it always tested accurately. But if it was a work of fiction, it may or may not, depending on the believability of the story.

Key Points:

- Like Gary King's "The Power of Truth", muscle testing illuminates consciousness and integrity.
- Use it as just another data point as your practice, confidence, and certainty grows.
- Connected with all the other tools in your arsenal.
- It can also introduce the John Diamond art exercise.
- At the end of the day, it is a great reference that the "system" is all about energy.

Primary Question (the First of the Power Questions)

We are very much like a computer, as we've talked about. Just like a computer program, we constantly ask ourselves a first question, and a series of questions to follow, in a logical order, that allow us to process life, and its experiences. "What do I do with this data, with this moment? What should I focus on? What do I think now? What meaning do I assign this moment?"

You will notice that you ask this question or constellation of questions across many contexts and in many cases. This question may not really be resourceful or as empowering as we need it to be. Examples of this – and again, they're going to be more prevalently intense in the upside down, counterintuitive moments – when the storms are raging, might be: "Why am I not good enough? What's wrong with me? Why does this always happen to me?"

I'm going to give you a series of questions in the workbook to think about, that are really designed to help you find the first question that you ask and answer, and begin to think about how you want to rework it. Ask yourself the following questions in order to discover this primary question that currently drives the focus of your life. First, do you know the question? Ask yourself "What question do I ask most constantly?" This question will appear virtually every time. Sometimes it's so obvious and the answer's so obvious it doesn't feel like you use it, but you're a computer – you will always ask it in sequential order. You will run it every time. Think of situations that you are trying to solve, or, what question do you ask when you really need an answer to move your life along? Some samples from other clients might be, "Why do I always find myself in these jams?" What do I do to always attract such trouble? Why can't I ever succeed? What am I going to do (when this turns out badly) Why me? Why me??"

Now, once you've identified this question, as you ponder it, where did it come from? Whose program does it really belong to? Whose blueprint is it, or who architected it? Was it a family of origin, was it a grandparent? Did you learn it at some big failure point in high school or college? Where did it come from? What circumstances brought it into your life? What made it even stronger? Regardless of the fact that it's disempowering, there are still circumstances that will make this question stronger. Do you know how this question came about?

Now the third thing, and this is really important: What do you create when you ask this question? What energy do you generate? Life is about this Law of Attraction, or quantum physics, or Biblical, or ALL results begin with a thought – whatever silo that you want to operate in, life is about you are creating the reality by who you are. It's not happening to you. So when you ask this question what are you creating? What are you attracting? What gets manifested into reality? And more importantly what can't happen when you ask this question?

Question 4: What's the positive intention behind this question? For instance, if your question was negative, or implying that your glass was half empty, it might be a protective mechanism from your parents so that you wouldn't be hurt. Now this might be a bit complicated, but it almost follows the fear/benefit/ now pattern – (remember, what's the benefit of that fear, and you think "Oh, there's no benefit to this thing," and we found those benefits.) There's a benefit, there's a positive intention to this question, and you need to dig it out, because the new primary question you're going to design has to contain that positive intention at, at least the same level or higher. And if it's higher, it will allow this new primary question to become a powerful tool, and even more powerful when the chips are down.

Last, now if you could daydream, and think of an unbelievably powerful life that you could lead, what would be a new primary question that would give you, more of what you want and need, but at the same time, allow you to preserve the initial positive intent behind your old prime question? For example, if your old question was "What can I do to make people like me?" what is a new question that will allow you to respond to the needs of others, and touch their lives in a positive way, yet remove from you being constantly at the mercy of other people's temporary impressions? Remember their opinion is

none of your business anyway – it's their opinion. Continually worrying about what other people think just creates insecurity and a lack of self worth on your part. What question would stop you from presupposing that people don't like you when they already do? What question would free you from the anxiety and internal pressure to constantly please others?

Some examples might be "How can I appreciate life even more in this moment?" or "What is the best thing I can do right now to support myself and others?" "What lesson am I supposed to be learning right now?"

Now let me make this very real for you, because I think it is a very powerful truth. Let me tell you about my first primary question exercise when I did this a decade ago. When I sat down to think, what was the question that really drove me... You have to understand the context it was taking place in. I was a very successful executive, I was successful in corporate life, I had started my own companies at various times – I was doing very, very well. And I was a happy guy for the most part. But a lot of times in particularly tough sales environments – and I knew exactly when I shined and when I didn't...as long as it was what we call a warm call, that my team was introducing me, or I had an introduction, I was amazing. Cold calling I was never really good at it, and I never really enjoyed it at all. So when I tried to think of my primary question, the only time it felt like I could put my finger on it, was in these situations... And I knew it was a challenge for me and I had never been able to solve it until I came across the primary question exercise that you're about to do. And here's what I discovered about me. Something had happened to me in fourth grade that had kind of changed my view of the world, and up until fourth grade I was popular. I was in the same school system, had friends that went back to when I was in diapers with them. But now, I had to change school systems, we moved, I ended up changing back - a lot of drama going on in a little fourth grade life. And I developed, even though I went back and ended up in my old school in the back half of the year, I had what I thought was a mark of shame on me. And I developed a primary question that said something like this: "If you knew me you'd like me." (I still had that much confidence and self esteem.) But I was worried – I had to get you to the point where you would know me, so that you could like me. So the real primary question was "I can't screw up when I first meet you. I can't screw up when you don't know me. Then you'll never like me." And so the primary question for me took a form like this: "What should I not say, or not do, in order to ensure you won't dislike me?"

Now think about that. What should I not say, or not do, in order to ensure you wouldn't dislike me? First of all, it's a tortured question to begin with. How could I ever successfully answer that? And it only occurred in those moments and times when I was in a cold situation, where people didn't know me. As long as it was a warm situation I had the opportunity to shine. So the question never really appeared then. And when I understood what was driving me, and what was driving that question, and what was driving that challenge... And it's one of the stories I use with my clients because it's why the work in the Inevitable You Coaching System is not about therapy, it's not about potty training and making you feel better – it's about discovering the programs, and meanings, and truths and patterns, that run at the time that the history was taking place, because you still run them today. I still ran that question that little fourth grader learned, in my successful business model, and I was above average. But it wasn't serving me.

So in the workbook we're going to go through your design exercise and we're going to consciously put a new question in for you too. And so I developed this amazing question that I wanted to be the first question that I ask every time. And again, you know me a bit by now – I've never been accused of being short-winded. It might have a little bit long paragraph nature to it, but I want you to feel it, and envision it, and imagine what it might look like in your life, or what your primary question might be, in a fully evolved, fully conscious New You state!

My new primary question became this: "Every person I meet has an extraordinary story, and it's my job to figure it out. And when I do, there'll be a gift waiting at the end of that process for me." Now think about that. How do you think my interactions on a cold call, or a cold environment changed from "What does little Billy not say, or do, in order to ensure that you won't dislike me?" (talk about spilling the milk!) and it changed to "You have an extraordinary story and it's my job to figure it out, and when I do that I get a gift at the end of that process"? I'm magical at cold calling now, I'm extraordinary at doing that, and it's easy. And it's not because I'm smarter, better, bigger than I was then – it's that I changed the questions that I ask myself.

And you can consciously change and reprogram the question you use to approach any and all situations, because sometimes you might do it in a business, sometimes it might be personal. You can create primary questions that will serve you in any scenario. A different question virtually guarantees a different result. Now you all know the Einstein quote – the same thinking, and the same actions, and doing it over and over again, and expecting a different result, is the definition of insanity. Yet, what does this mean, and how do I wake up different tomorrow knowing an Einstein quote? Now you have a tool. Now you can really ask yourself “What is my primary question?” And if you had to put it on a 3x5 card, to consciously and competently practice it, until it becomes embedded in your psychology on an unconscious basis, that's fine. Carry the 3x5 card, make this a powerful question. You will be a level ten bad dude or bad dudette when you do this! You will get different results, when you use a different question.

Remember, one of the biggest things that you can do to change the quality of your life, is to change the quality of the questions that you ask about it. If you're asking garbage questions today, you're going to get garbage answers. It's a Law – you can't get great answers from terrible questions. You must ask great questions, and then, your mind will serve you every time. That's tapping into your potential. That's becoming the Inevitable You. The Primary Question section in the workbook is phenomenal. Go have fun with it and write yourself a new program.

Okay, the first tool is under your belt. Do you have a level ten primary question? That's awesome!

Print Button

So when we look at how fast this is, you have this little three-pound hard drive and an operating system. So, to upgrade you, to install this new software there's a tool that's called the print button. And this is like many of my tools. This is a true story. This comes from my personal life or it comes from my client. Part of the reason when I use computer metaphors when you think about it, when they started to build computers back in the '40s they were designed to mimic or imitate or assist/replace the human brain. So they mimic the human mind. So these two guys, Grinder and Bandler when NLP was discovered and promulgated in the late '70s, they kind of like decide “Well, why don't we reverse engineer a computer, and get a more ideal perspective of how brain and the mind should work?” And so when you reverse engineer a computer, you actually get an almost exact, if not exact, representation of what is really going on in the mind.

So when I talk about Windows 98 and then XP as this workhorse, there's still people...nobody runs 98 anymore, but there's still people running an XP because from XP you went to Vista 7, 8, 10. Now, Vista was the worst, absolutely worst. So they realized, Microsoft realized a mistake. It came out with Windows 7 relatively quickly when you think about a major software load like that. But Windows 7 wasn't what was on the drawing board for what was going to be for Windows 7. Windows 7 was really a massive fix for Vista.

I took a long time to do Vista. I did, it almost at the tail end. If I waited a number of months, I would have got 7, but Vista messed me up. I wanted 7 bad. I knew what was going on. Well, when the tech came out and loaded Windows 7 there's this giant, and it's about this big, it says “Print.” Now, you would think if you press on print button that it would print. So next day I have a very important document and I hit print and it didn't print. So, it's like an elevator so I'll just keep hitting the button, so it'll change its mind, and it's going to print, and it didn't print. And I'm not the type to call to tech right back after everything, so I did a little Google. I did a little YouTube. I spent like an hour and a half. I couldn't figure it out, and I really needed this document. I'm running out of time, called the tech. Dialed him on my PC.

He opened up the screen, opened up another screen, opened up a third screen he goes, "Oh, that box needs to be checked. It should be checked, and it's in the third layer. You'll never do this again, and I apologize, I should have done that on the install." And thereafter, my PC always printed. So when you think about if you get a neural software tool or you go do a self-growth, self-help personal transformation, author, seminar, experience, when you go to use it, if it's the next day and there's problem, or it's the next day and you're not familiar. See, Windows 98 while it might be outdated and not as functional with Facebook, with QuickBooks, with match.com, with Instagram, with all these different software's that we use in our life, but we've used 98 for a long time and it really, really works. It's very reliable. I don't have any issues with it.

And I go to print because I took a flyer, and I was going to do what this new author, this new speaker told me to do. And I went to print, and I really needed this report. If it's the first day after you're going to say, "This stuff doesn't work for me. I get that other people can use it. It just doesn't work for me." You'll go back to 98, and you'll be even more doubly reluctant to try something new down the road, and you're going to really, really do it in a non-risk, low-caution environment, and that's how the mind works.

Purpose Summary

Some key distinctions to remember around purposes:

1. They tend to be action verb oriented.
2. They are not characteristics or attributes related. (“my purpose is to feel love or joy.”) Those are things that we want in life, but they are not our purpose.
3. Our purpose is not about us, it is about why we are here. Typically it will have some value to others and/or the Universe.
4. When you arrive at your action verb, it is often helpful to ask “do what for whom.” In other words, the action verb will have an outcome, and it will have a target audience.

The three reasons most frequently encountered as to why people struggle with their purpose:

5. The purpose is too large. It has implications greater than who the person perceives themselves to be.
6. They are too small. It might be a noble purpose, it just doesn't rise to the level of solving cancer or world hunger. But even at a noble or even mundane level, they don't perceive that they are worthy of such a purpose.
7. Last, people believe if they embrace their purpose, their life will have to change too much and they are not ready for that.

Here are some sample purposes that I have collected in my client work. Preface each of them with this:

“I, (state your name,) see, hear, feel, and know with great certainty that the purpose of my life is...

... to create and teach abundance.

... to make connections with love.

... empower the truth in others.

... to create and discover beautiful environments for people to thrive.

... to channel the energy of the Universe to enlighten and make aware those who need me.

... to help grow and heal those in need.

... to nurture and foster growth.

... to teach people the joy that is God.

- ... to give the inspiring light of illumination to others.
- ... to be creative and share that with others.
- ... to learn, grow, and share what I know.
- ... to provide a safe harbor to those in need.
- ... to give light, love, and energy to others through connections.
- ... to nurture, mentor and teach everyone in my life.
- ... to teach patriotism.
- ... to embrace the ordinary and reveal its magic.
- ... to teach people how to love.
- ... to help others recognize their value to mankind.
- ... to make people's life better through technology.
- ... to feel and understand the needs of others and support them where they are.
- ... to be a guide in the wilderness.

Realize that these are heartfelt work from those that I am sharing. There are still some that I would hallucinate need refinements, but the individuals did not agree with me... and isn't that what its all about?

Go make it a magnificent day!

And this was a very interesting topic for me. In the last week, so I had mentioned purpose, and I said generally it has an action verb or verbs to it, and there's audience or multiple audiences. And we did a very short conversation. And when people do the MOW, the second question is, what's your purpose? And by far, it's not

hard if you've ever done the MOW for me, you know, like trying to come up with all your beliefs that might be hard or trying to figure out your primary questions hard, etc.

But I would bet anecdotally, 85% of my clients absolutely do not know their purpose. You know, what they do is they work hard, they're good people, they show up, they're good parents, they pay their bills, they're growing their lives. But when you say, "What's your purpose?" They're like, "I don't know," or, "That's a great question," or the most common thing I get is people give me their values.

Now, values are very important, and that is also a part of the MOW but values really drive the, I'm going to call it almost environments that you ascribe to, and there's both towards values that you want and away values that you don't want. So, you don't want bitter or sad or angry or depressed or frustrated. You do want love or happiness or freedom.

And then people will role generally into some form of a role, responsibility. It's parenting. It's a being a good sibling. It's, you know... or they'll roll into other arenas. They might be very stage one, which is, are you internal or external? And I'm here to learn, and I'm here to laugh, and I'm here to enjoy my journey. Those I'm going to tell you, and again, this is a point of going deep tonight. You'll see what deep looks like.

Learning, laughing, loving, growing, those are values that you want. They're not purpose. Purpose in NLP, purpose in my client work. I've been doing this for a long time. The most powerful purposes [inaudible 00:02:34] can attach an action verb. Now, for those of you, and again, it's always a test just so you know, I'm going to ask you to request it. If you want this purpose summary, this is actually a document that's in client-based work.

So, I'm going to cover it pretty quick. Key distinctions around purposes. Action verb, we've talked about. Now, there is a difference if for some reason you're here as a feminine purpose, feminine purpose, which is not all that common by the way, but I do see it, experience it, work with it, teach it. That's more of a state of being in emotional conditions to it versus a state of doing, which leads to the actions.

Now, this is a distinction. We can go there in the Q&A if you want. But, you know, again, what I teach to get people started, action verbs there's not characteristics and attributes that... you know, we already talked. We called that values. Our purpose is not about us, it's about why we're here. You know, typically, it'll have value to others or to the universal system, whether it's God, or faith, the Creator metaphysical to something deeper in this arena that we connect to, and when you arrive at the action verb, you know, "Do what for whom?"

So, again, we did that in our intro. Now, the way I liked to help people understand it is as much as to why don't they or what's the struggle with this? Because if you ask a four-year-old, again, they're going to have this energized *raison d'être*, but they might not always connect that to a purpose. But the challenge is as we get older, now to connect to a purpose, point one is, purpose is just too large. It has implications that are greater than the

person perceived.

So, I'm going to create world peace, or I'm going to solve cancer, and there's some scary part of me that believes that, "Well, that's just too big for me to declare, so I'm going to pretend, you know, I can't say that. I don't know what it is." Now, there's a close cousin, but it is different. There is a distinction, so you really, really want to pay attention to this. They, on the other hand, are too small.

What that means is it might still be a noble purpose. It doesn't rise to peace or world cancer or something at a macro level, you know, but it's still very noble. And even if it's at a mundane level, they don't perceive they are worthy of such a purpose. It's not that the purpose is too big, it's that they are too small. So, then they go, "Oh, I don't know. That's a great question." Or they don't talk about it, think about it, ask about it.

Now, the actual biggest reason and the thing I encountered the most, people believe that if they embrace their purpose and declare it, their life has to change too much and they're not ready for that. But, you know, I'm married. I've got kids. I've got a mortgage. I just can't say I'm here to do this because now I have to go to medical school or I have to go... you know, I've already started down my path. I can't. I don't want to. I won't. I refuse to do some go back.

And, again, when you understand the inevitable you in the TIY systems, and you understand the power of NLP, you'll never have to go back. You just go forward differently, but you have to state this is a purpose. So, to really dial this in, and I hope it feels great, you're going to want to do this when you get your sentence.

And, again, I highly encourage it to be a sentence. And then once you have the sentence, then you can turn it into the I have a dream speech, but you got to know the pillar or the pillars that this is built on. I, William Sumner... I, state your name. I, William Sumner, see, hear, feel, and know with great certainty that the purpose of my life is...

Now, as I've shared with you, I've collected these in my client work, so these are live clients. This is what their one sentence came down to be. And again, you can read these, you know, you can look at them. You can think about what would yours be, you know, to help grow and heal those, that's me, that was my very first one. It's since been iterated, and it's not far off of that, but this actual... most of these were collected beginning in 2003 to 2004.

And because it's a great document, I haven't continued to add to it, but these are real clients. You know, provide safe harbor as was an abused woman. And she knew that she tracked it and created her abuse so that she could provide safe harbor to teach patriotism.

This was a woman who came here as an immigrant. When she knew that of all the people, she was a patriot. I mean, it just people, when they understand their sentences, they just absolutely explode on every level with

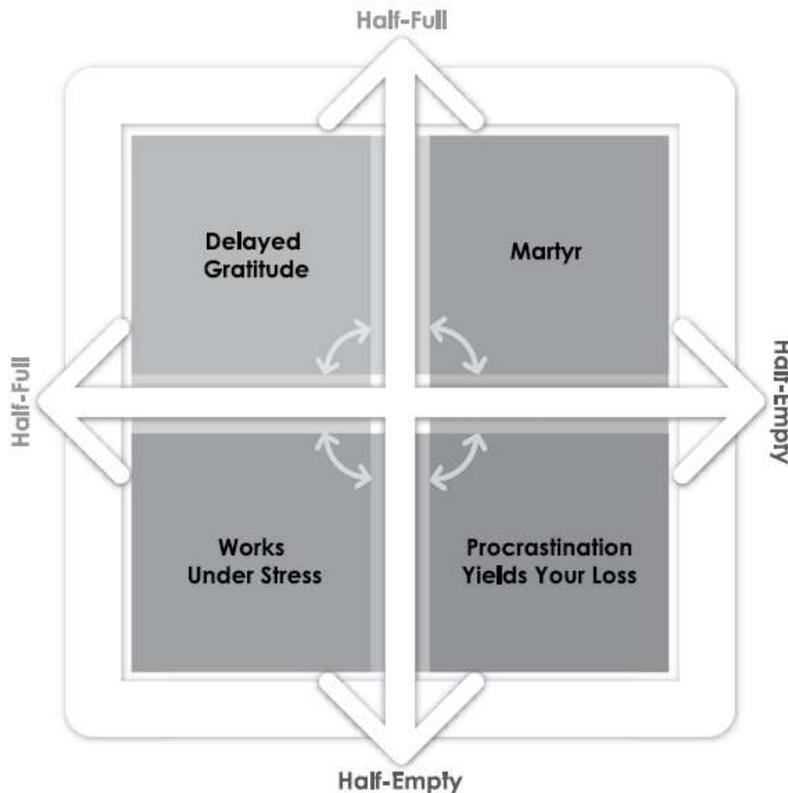
power, with passion. This purpose becomes ignited.

Now, I would tell you it was deep work. There are still some that I don't think didn't go all the way or they had some more refinements to do, they didn't agree with me. No worries. This is your life, the inevitable you, which is fine. So, this is, kind of, the standard five, you know, plus minute introduction to purpose that I gave.

Quadrant Tool

Quadrant Tool

Issue: _____
(Example: **Procrastination**)



General Summary:

The quadrant tool takes the quantum re-framing tool to the next degree: squared, thus the 4 quadrants. If you see that everything has two sides, then don't half-empty and half-full have two sides? The four quadrants of the *quadrant tool* are half-full of half-full, half-empty of half-full, half-full of half-empty, and half-empty of half empty.

The Tool:

The quadrant tool reflects the whole picture, half-empty and half-full of all your experiences and date points

This tool is used to break your unconscious movement between the quadrants and let you consciously see all four quadrants

You can pick your quadrant and choose your reality to change your reality

At the turn of the last century, Marcel Proust really had a great observation. It was during a time that most (or most as they believed it then) most of the world was “explored.” And back then, explorers were the Michael Jordan’s of the world. The fame and fortune and adulation that followed them were made them the cream of society. And there was this wistfulness... who will be famous, and for what, now that everything had been explored. And Marcel said something to the effect that fame and fortune comes not from seeing new lands, but seeing your life with new eyes... so it is now time for you to be famous in your life! Your gold medal awaits you! So now, we flow right in to the Quadrant Tool, the next major piece of this. Quadrant implies four. Look in your workbook for this section, you’re going to see that whatever trait characteristic, truth, belief, Model of the World - no matter what you want to overlay into this tool, you will notice that there’s a half full and half empty side, and a half full and a half empty side of the other side. I know that listening to this in an audio format, sounds a little bit complicated, but we just did it several times when we said, light half full is joy and half empty is hedonism and gluttony. We said that dark half empty is evil and bad and dark half full is naughty.

And what the Quadrant tool does is allows you to move around your experiences, your data points, your broken leg that you limp with, or that you broke and walk; or these memories, these experiences that you say “My life was created this way” because you’ve already unconsciously locked into one of the windowpanes in this Quadrant tool. You know that this moment means bad, and this moment means good, this moment means so and so, mediocre, thus and such - whatever it means. And sometimes it even migrates over time, because sometimes you can have a memory of being angry, and over time it lessons; and sometimes you have a memory of being angry and over time you get madder.

You tell yourself over and over “I can’t believe he said that, I can’t believe that she said that,” “Oh, I’m getting madder the more I think about it.” And sometimes it’s a year later and you’re ten times more angry then you were at the time of the memory; and sometimes a year later, you’re ten times not as angry. It’s about gaining consciousness in the New Tool section about “What do I want this truth to be? What do I want this moment to mean to me?” and the Quadrant tool is where and how we’re going to re-frame it.

Now I do want to give you one caution, because it’s a great way to think about this. A very smart, powerful friend of mine early on, ten years ago, when I was learning this neural science, asked me the question. She said “What’s the difference in your mind between re-framing and rationalization.” Ah ha - we’re now looking at re-framing in a half full and a half empty sense. If I re-frame something, and it was something that was bad to me, and I change it into something good so I can say “Well, I didn’t win that job, I didn’t get that spot on the sports team, I didn’t have that good thing happen.” Well, if I re-frame it, and I re-frame it to “It’s a broken leg and I got stronger and I’m better,” woo hoo – that’s value! But what happens when you re-frame it, and use the tool in a half empty fashion, and you’re rationalizing the fact that you didn’t make the team, or you didn’t have something happen in your work career, and the real truth is you were lazy, the real truth is you were afraid? So sometimes, if you take the re-framing tool too far, and your intuition, your judgment, your value - and as we’ve taught through all of this audio book, all of the tool sections - if you take it too far, and you do it in a towards pattern, and you’re leaning over your edge, you’re going

to get a great lesson. If you take it too far because you're running or hiding from a painful lesson or truth, well it's just going to get re-presented to you again, and you're still not where you've created the value, the gift, the lesson, from that challenge, that trauma, that pain.

So as you look at re-framing and as you get good at consciousness, be sure you're aware of the boundary line where you re-frame something into a rationalization, because a rationalization will not give you any value.

The workbook, again, is very deep. Go intensely into this section. It will allow you to see how you, in your past, in you have unconsciously done this, over and over again. An example might be... as you get angry about your trauma, you push the hurt and anger, intensify it, and you're in the half empty side of a half empty, perceived truth. And after awhile... being so angry toxifies you. So you get sad and wonder "why me? Why does this happen to me? Why can't I escape this?" (and those are terrible questions to ask yourself. The answers can't be found that you think that you seek.) So you intensify this into depression. And after awhile, being depressed makes you angry. And boom! You cycle back into that quadrant. So this is a way you use both sides (and they are both upside down sides, of this tool,) and you stay stuck.

Or another example, one that's a little better, in this one, we will hit all four quadrants. Let's say that you are torn between "I am hurt that I lost my job," and "I am determined to show them, they screwed up, I am going to make something great of myself, and go back and laugh at them," to "wow, this is finally the opportunity to return to school and change my careers that I always dreamed about," and you're not even thinking about "them," to "I am working so hard to make this shift happen, I don't have time for my family, my spouse, even myself and my health," and you suffer as you head TOO deep down the rabbit hole.. can you FEEL all four sections of the Quadrant Tool? Now, this person who is running this pattern may not be a neural scientist... and no one taught them consciously that they can run around all four, and in fact, as they are unconsciously competent in their life, as they move within all four window panes unconsciously... hopefully they and you, can now see... and FEEL... and know that they can break out of this pattern at any time. Again, it is not through motivational, feel-good, often empty/hollow feelings and lack of results. It is REAL... you can pick your window, and stay there... level 10... deeply committed... with fear going up, that this New You... IS the New You... and watch everything in your life change!

Follow up what you did in the quantum reframing exercises to really consciously craft the New You! When you come back, I am going to layer in the third tool in this triad of tools that is crucial to easy success with them... we've talked about it before, we now need to talk about it from the New You perspective!

Repetition versus Intensity

General summary:

When it is all said and done there are only two axes for effective change: intensity and repetition. To effect change, you only need one. And what most clients will reveal is that through one or the other, they have experienced change in their past. To make The Inevitable You® Coaching System highly effective... You must use both.

The Tool:

When you are affecting transformation or change in somebody, because not only do they do old you repetitively, and they do old you intensely, how you can make a change in 20 minutes is really focusing on, "I have to make this shift intensely."

So it might be incantation work. It might be some other really intense tools. We're going to do some other smooth and easy tools. Is smooth and easy intense, by the way? I think it is. It feels great. It doesn't feel intense, but it certainly has . . . When you go from, "Okay. I'm going into this meeting. In this meeting . . . Okay. I'm going to do the right thing. It's going to go well. What if it doesn't? No, no, no. It's going to go well. This meeting, I feel it." You're in this intellectual head space of trying to say, "Oh, this meeting is going to go well."

Female: When you're doing that, that kind of focuses your brain on this. So you can feel whatever that you're doing, instead of like, "Oh." You know? Because you're like, "Oh. Well, I got to do this." So that kind of takes your attention.

Instructor: A brilliant point. Think about it. If you're sitting there, saying, "The meeting is going to go smooth and easy," and you're just focused on smooth and easy, do you think your brain jumps up and goes, "Yeah, but what if it doesn't?" Do you even have the ability to interrupt this? Because if you do, what's going to happen to these hands? They're going to stop moving. Yeah. What if it doesn't? Am I going to do that?" Yeah, that's intensity. Repetition.

If you do something both repetitively and intensely, the amnesia tool talks about, "We're going to drill in the new identity." By the way, I told you this happened to you in your family origin. Your parents both repetitively and intensely told you who you were, both repetitively and intensely told you who they were and what they believe life to be. So they've already done this tool to you once. This is unconscious, and nobody knew that you were getting brainwashed.

If your parents were in a car wreck, and you go live with your aunt when you're six, the bad news is the software is already installed. So your aunt and uncle can be different people, but they're now just modifying the software. You have to really understand that there's a difference between modifying software and rewriting and installing new software.

Living with your aunt and uncle when you're six isn't new software. It's just modifying the old, so that when

you're 25, even though you had this great upbringing and different upbringing by the aunt and uncle, there'll be these pivotal moments when life isn't working out for you, and it's going to kick back all the way to the family of origin, Windows 61 that got installed, because aunt and uncle can only take you so far. It's trippy shit.

The biggest example that I always use is a real story. I had a client who was 50. When he was eight years old, his father, who was 32, passed away. He's a boy of eight. His father was 32. He passed away. My client is now 50 years old. Do you think that the father installed in the son a software for a 50-year-old man? He never made it to the age of 50. The son was only eight. Yeah. Correct, because the grandfather had. Exactly. It's in the software.

It's like, well, I've never used Windows 61. I never opened the life at the age of 50. Oh, the software module is there. It's just waiting for activation. That's how trippy software is, passing the family origin from father to son and mother to daughter, or father to daughter and mother to son. Make sense?

Key Points:

- See the anchoring newsletter for great ideas on repetition.
- You must help the client be consciously repetitive (realize that they are currently unconsciously repetitive with their current life!)
- Intensity through a negative environment is often forced through life circumstances.
- Helping them to create intensity in a positive environment is a huge gift. Over and over we have discussed their reluctance to create intense positive energy. (But never the four-year-old version of them!)

Six Human Needs

General summary:

The six human needs are yet another axis of examining human psychology and behaviors. It is the neural equivalent perhaps of Maslow's hierarchy. They are:

1. certainty
2. uncertainty
3. significance
4. love/ connection
5. growth
6. contribution

The Tool:

This is the equivalent of Maslow's hierarchy of needs, it's just done through the scope of the neural pattern. Number one is the need for certainty. Number two, because God has a great sense of humor, is the need for uncertainty. Now, in your need for certainty, if you cannot get it you will fight. If your needs for certainty are not met, you will fight for them and you will call that control. Your real needs for certainty are actually driven, not a need for certainty, but are driven by an inverse to your willingness or your need for uncertainty. The more uncertainty you can handle, the less certainty you need.

One way of thinking about it is in understanding that you are certain you can handle the uncertainty. When people can't handle uncertainty, they fight for control; and the more they struggle with uncertainty, the more they fight for control. That's why in this psychology, this is an away pattern and it's a half-empty pattern. Sometimes you'll hear some people say, "Oh, I'm a control freak." For some people it's in the lower right quadrant tool because it's the opposite of uncertainty. Some people say it with a smile on their face, they "like being a control freak." Monica Geller in Friends is the Hollywood stereotype. I liked her. She made it fun about how she had to have everything. If you've ever met a real control freak, they're rather infuriating people, but in a stereotype it's kind of fun, provided it's not your shit being futzed with.

But the need for uncertainty is inverse to certainty. The direct proportion, however, to uncertainty relates to greatness. The greater you can tolerate and desire uncertainty, the greater you're going to find your software can expand. In greatness psychology failure is doing what? Going up. Your tolerance for uncertainty has to incorporate the fact that you don't care about failure. Or at least that you know how to take failure and wire it for pleasure, or for greatness, or for growth. You have a program that says failure is awesome. Control freaks would tell you failure is a disaster. And that's how those three swirl around.

Now, the third human need is significance. The fourth human need, surprisingly enough because these are in priority order, is love. You would rather be significant more than you would rather have love. The neural

pattern. Now, people can argue that. Anybody wants to challenge or ask questions to push on that. And if you cannot find love you will settle for connection. Why is it that you can't find love? It's not your luck. You're not worthy. You'll connect with somebody and call it love. This is the away pattern version of this. These are internal. The fifth and sixth are external, growth and contribution, because these take you out into the world.

Think about Maslow's hierarchy. What it says is that you cannot be self-actualized if there aren't some fundamental needs met in the first place. If you're not safe, if you can't put a roof over your head or a roof over the head of your loved ones, you're not going to get out and self-actualize. Now there are some hippies out there or some people that might argue that. Generally, what you're going to find is if they are actually trying to argue that self-actualization can occur absent some basic needs being met, their self-actualization is in an away pattern. That's the awesome thing that happens as you begin to mix neural psychology with some of the stuff out there that people already know. Yes, it is a higher vibration, but you cannot vibrate higher until you take care of fundamentals. If you are vibrating in a growth and contribution mode, where is love coming from? At a level 10, most likely?

Yes, self love. You're still meeting that human need. You don't have a high need for certainty. It's there. Maybe the only certainty you need is that line of thinking, *Uncertainty works for me, I'm certain of that*. That's at the extreme end of it and that's why I said, "Yeah, bang on." That is a true pattern and there are some adventurers of the world that live in uncertainty. The only certain thing that they have is that they live for uncertainty. That's not an imaginary pattern. Add to that the need for significance. You'll figure out how to meet those needs. You'll still be focused on growth and contribution, but you can't really get there unless the strategies and essence have satisfied the first four to begin with. To get to five and six in a real fashion, by definition you'll have taken care of the first four. You need to you because maybe you need certainty and modern uncertainty and she lives in uncertainty and has moderate certainty as a requirement.

This becomes a great leadership tool. If you have a high addiction to three of the six and have a strategy geared towards the realization of these first three, that strategy will be addicting. When people are telling you, *This is my love strategy. I'm on [Match.com](https://www.match.com), I'm doing this, I'm doing that. This is my love strategy. I'm already married and I do this and I do that*. It's really interesting when you start doing the empty things. I'm depressed. When you look at most people's depression, scale of one to 10, how certain is it? Ten, because every day you know you're going to be depressed. You can look at God in the face. You can look at a baby laughing, "Oh that just depresses me." Uncertainty.

Many people would look at this as certainty: these individuals are certain that every day they're going to be depressed. For most people, uncertainty is actually not high, but certainly medium. It might be a five to seven, and they'll actually go test themselves with uncertain things. They'll go to a new restaurant, "I still find this depressing." They'll go and make a new relationship, "Look they can't handle me." They'll do uncertainty almost in a skeptical pattern to prove that this depression is real to them. It's actually not a zero, but I'll give it a moderate. Yeah, why are you significant?

Because you're depressed.

Nobody is as depressed as me, and Look at how terrible everything is, and I'm on four different medications

and *I've been to the best shrinks in the world*, and *My parents did this to me*, and *This trauma happened to me*. Their significance is huge. What does this mean as it relates to connection? Would it be high or low? It would be high, they're incredibly connected to their depression. "I can wallow in me. I can just sit on this couch and connect to myself all day long. This is horrible to be me." That's an 11.

Connection doesn't necessarily have to be with another person. You can have a crazy love affair with you and whether others love you or not is just icing on the cake. The counter-intuitiveness to this is that when you're having a crazy love affair with you, you tend to have more people love you than less. If you're busy fighting for scraps of love and don't love yourself and want other people to love you, counter-intuitively, it's really hard to get other people to love you because they don't like being around the kind of pathetic self love. Unless they have a pathetic need to be not rejected and then those two people will match up and they'll love each other the rest of their lives and hate one another.

Now that we've done the first four, we really don't even need to go to growth and contribution because this strategy is going to be addicting. Now it's all upside-down, so to begin ripping away the standards to say, "This is uncertainty. What's uncertainty? Is this significance?" That's where, in this model, if you choose to go after someone's software based on six human needs, you can turn this entirely upside-down. You find a time when they weren't depressed, you find a time when they had this and you build that. Now you can get three out of four at a high number and you can tack on growth and contribution because, at the end of the day, in order to change, their needs must be met at the same as or higher level. And the higher you can make the new strategy meet their needs and they see that and they get that, it'll be easy to lift them off of one strategy and put them on another.

This likely isn't anything they're going to hear from a professional mental health provider who's there to coach them and counsel and make them better for who they are. You're like, "Screw that crap. We're going to rewrite you." And here's why it makes sense. I've seen time after time. I've done it, I've seen Tony do it. You can take the most depressed person in the world, 30 to 45 minutes. Even sometimes against their will. You can put the change process in motion. They have to go back into their lives the next day, they're not going to be able to look at things the same way they did before.

Sometimes that person calls and says, "I don't want to come back for a second session," or that person says, "This isn't working for me." They'll do this because, number one, they're in more pain than they were before they saw me. Number two, I might give them a couple of parting shots to add to the pain. They can't un-hear that. They can see there is an option that's not like any option they've ever heard. It's just that old them is locked into this and said, "Today, this breath, I'm too scared to do that."

A week later, a month later, a year later. They might call me and because their pain is going to be different now after our one session one time. I want to talk about what this means to me. They'll ask, "What did you do to me?" and it's not for the better, generally. If it was for the better, they'd make the leap because I get those too. I get people that sit in that chair and in one session, "Wow, I've been looking for my whole life to hear something that would free me. I'm free and the cage door is open. I'm not coming back." They'll get the old song on the radio occasionally, and they'll run in and shut the doors and stomp their feet and pretend. But then it just takes them a second to go, "A new song on the radio. Swing open the jail. Bye now," and step back

into life. There are some people that do that and it's amazing. It's amazing.

I can't tell you if it's 5%, 8% of people who had one session with me. They'll call me, "I quit my job" or "I filed for divorce," or "I finally got married. I've been dating for three years. We're getting married and we're moving to San Diego." It takes one session. This is especially true when we get into phobia removal stuff because we're going to take something that's an old movie that's running over and over, and we're going to blow that up.

Key Points:

- The first four are internal; the last two are external
- The brilliance of the material lies in the contradiction between certainty (half full masculine predictability and logic v. half empty "control" and manipulation.)
- Coupled with the irony of uncertainty (diversity/ variety) and its role in Greatness.
- Crucial: most settle for connection absent finding love.
- Significance is an away pattern is a real half empty driver. (bad publicity > no publicity. patterns and programs.)

Coaching Application:

- Number 1 is a biggie. We all want certainty.
- Because God has a sense of humor #2 is uncertainty. But the need for uncertainty is inverse to certainty. The direct proportion, however, to uncertainty relates to greatness. The greater you can tolerate and desire uncertainty, the greater you're going to find your software can expand and be because at the end of the day if you can handle any uncertainty .
- Third is significance is about choosing the meaning of your certainty and uncertainty.
- Forth is Love. You would rather be significant more than you would rather have love. If you can not find love, you'll find connection and call it love (away pattern of love).
- Fifth is growth. We want to grow, develop, and transform.
- Sixth is contribution. We want you make an impact and leave the world a better place.

Subconscious Tools and Processes:

- state the problem or state the vision.
- what is the software that is driving it?
- are you D or C or I in moving to a new place with it?
- what is the action plan?
- have you created accountability? (like business daily weekly monthly quarterly?) are you measuring it?
- are you in-flight correcting it and continuing to evolve and grow it?
- now, run parallel calculations to these questions against your subconscious!

Succeleration Success Formula

General summary:

Pioneered by Joseph McClendon III, this uses a trampoline, a vision, and great music to absolutely transform state more consistently and consciously.

Key Points:

- Review their vision statement to help make it a true Level 10.
- Yet another place to have a great music on tap for you to use.

Coaching Application:

“Fortune favors the bold. Therefore step boldly into your dreams and you will beacon the mighty universe to come to your aid. She will hear you... she will come and she will deliver.”

Steps for the SUCCELERATION Success Formula

Life is much simpler than we have been lead to believe. The (S.S.F.) Is designed to accelerate the already proven process of influencing yourself and your universe to bring into your life, the situations and circumstances necessary for your desired outcomes. The tried and true method of knowing what you want, mixed with Belief, mixed with emotion is the foundation of the S.S.F. Although it is not necessary for you to know the how and why it works, it is however important for you to know that you are the captain of your own fate and creator of your future. This is the science of abundance and you are the gate keeper to your desires. This exercise should only take you about 20 minutes to a half hour a day, three or four times a week. Follow the steps and... Have fun!

Step #1: Where ever you focus your attention and intention is what your body will move towards and what you will attract into your life.

Start with a written description of the object of your desire or situation of your outcome.

Write out a sensory specific description of the object of your desire. This step is very important. Putting it on paper is the first step to making it real and solidifying it in your mind and the physical world. Use as many emotionally charged words and metaphors as you can. As you write it, see, hear, and feel yourself in possession of this quality and or object. Don't be shy. Have fun at it and allow yourself to become emotionally open and in the moment.

2. Picture of outcome

Find or create a picture of the object of your desire. If it is an emotion or state of mind, find a picture of yourself that best represents you in that state. An example might be, if you want to be at peace and happy, create a picture of yourself with a relaxed smile on your face and paste in Hawaii, or your favorite peaceful place. Just make sure that when you look at the picture, you can see that quality in yourself. Go to magazines, take photos, draw pictures, etc.

Don't get too anal about this, your brain will act on the picture and go about bringing it to you. Just do it.

3. Written Future pace.

Write out a sensory specific description of what you will be doing after you have gotten the object or emotion of you desire. See it in six months or a year from this date and see yourself enjoying it. If it's a car that you described as your outcome, then write out the day that you are putting new tires on that car after you've driven it for fifteen thousand miles. See, hear and feel yourself doing this as though it has already happened.

Remember, your imagination is the strongest most powerful tool that you have when it comes to making your fate

Step two: Emotion creates energy and energy attracts like energy. Movement creates emotion and emotion is the magnet of the universe

1. Bounce

Get a small rebounder. Be sure to get one of good quality, the cheaper ones tend to wear out quickly. Sometimes, the springs break and they are hard to replace.

2. Music

Find at least one half hour of music that empowers you and makes you feel outstanding. It doesn't necessarily have to be fast or loud or energetic. just as long as it makes you feel good when you hear it. Perhaps you have a favorite CD or tape with a few songs in a row that you like. Often you can find songs favorite songs from your past that you haven't listened to in a long time. Just make sure that they bring back good feelings, feelings that you can use to elicit positive emotion from.

Procedure: Here's what to do.

Place picture on the wall or where you can see it at the level where you bounce. If you can, turn out the lights and get a candle or light that only lights up the picture. This not necessary but it tends to elevate the mood, and help you focus.

Turn on your music and begin to bounce on the re-bouncer in front of the picture. Keep your eyes on the photo. Your mind will do all the rest. Remember, this is a No Brainer you don't have to do anything but bounce, focus and feel good. Allow yourself to get to great levels of emotion while doing this exercise. Scream, Shout, Laugh, cry, anything that brings out emotion. Don't feel that you have to believe in the picture at this point, that will come as you do the exercise. Do this for at least 10 minutes, at peak emotion. Any time you feel yourself start to drop off in intensity, bounce a little harder and concentrate on the emotion.

Stop bouncing. While the music is still playing. Read the future pace that you wrote. Read it with conviction and livid emotion. Remember emotion is the catalyst that gets the whole thing in motion. Read it and elevate your emotion. See it as it is happening now. Feel it and allow yourself to dream.

Bounce again. At least ten more minutes. This time, bounce while thinking about the future pace that you just read. Let your imagination go. For the time being forget about the first picture. This will deliver it to your subconscious mind as fact and it will go to work on bringing it into you existence. This will cause your brain to start to believe that you are already in possession of your outcome.

Before you retire at night. Read the first description of the object of your desire. Relax and leave it up to the powers that be. Trust that you have been doing this all of your life anyway, this just Succelerates the process. Have Fun!

Swish

General Summary:

You act the way you do now in any given situation because your subconscious believes it is the *most appropriate way* for you to act, based on all your years of experience. If you've been highly confident, assured, charismatic and utterly bedazzling throughout your life, you're in for an absolute treat – your subconscious will make you act like this on demand.

When you next find yourself in a situation that used to cause you to under-perform, rather than thinking about all your past failures, mishaps and misdemeanors – and living them out again – with the NLP Swish Pattern a new and compelling image will fly into your brain at breakneck speed - of you feeling brilliant, confident and performing at your best.

It's fair to say that it's much more likely that you will perform to your potential if this is the case.

To perform at your best in the future, first you will have to find out which *exact external stimulus* triggers you to act a certain way – and then we will arm this trigger with a new, improved picture of yourself that helps you to act in the way you want to.

For example, if you want to exercise more, you can use the NLP Swish Pattern to change a dread of the gym into an excited desire to work out. When you think of the gym, what used to be an image of you struggling on the treadmill – sweating, hyper-ventilating, exhausted and miserable - will be replaced with a picture of you after the gym – grinning, buzzing off endorphins and feeling brilliant about yourself for being such a wonderfully motivated and healthy human being. Having this pop into your head *at the moment you make the decision* whether to go to the gym or not is sometimes all it takes to get you there – and at the very least, it will be a gentle kick up the backside.

Another example is if you constantly snack on crisps, chocolate or other unhealthy crap. You can use the Swish Pattern to replace the desire for unhealthy grub with a craving for healthy fruit and vegetables – even exercise. I kid you not – it actually works, and I've tried it out on myself and a fair few friends.

The Tool:

Everybody needs to stand up.

The Swish is an NLP tool. Now, some of these I'll do first and then explain them. Some of them I'll explain them and then we'll do them. This one is actually one that I'll just do and then I'll explain. Here's what Swish does or what we're trying to do.

I had a client who told me, "Bill, I had a beloved dog. Six years old. I loved this dog. I came home one day," and she started to tear up, "I came home one day, and he had tried to jump out of the backyard, and he had a leash on, and he hung himself." She said, "I have this horrific image of him I can't get out of my mind -- of him hanging there and I just think about what a horrible owner I was, and how wrong I was, and what a beautiful animal, blah, blah, blah." Horrible painful memory -- that's an opportunity to Swish. I had one client say, "You know Bill, I've tried hypnosis. I've tried this. I've tried that. I've got an addiction to chocolate cake. I just love, love . . . I eat chocolate cake every day. I love chocolate cake, and it's really unhealthy for me. I got diabetes. I need to stop it."

That's an opportunity to Swish. Another opportunity, I had somebody say, "I want to get up on stage, and Bill, every time I think about getting up on stage I get knock kneed, I get sweaty, my voice starts to go. I get tongue tied. I can't see myself up on stage. I've got stage fright." That's an opportunity to Swish. In essence, what a Swish does, it is about a one-minute tool and it blows people's minds that they can in just one minute, something significant like I'm haunted by the dog, and I'm doing therapy, and I'm on Xanax because every time I think about the dog, and I think about the dog all the time where I can't . . . hypnotically every time I think of chocolate cake . . .

What the technique does is you take a picture and in the picture we're going to put all five senses. We're going to put taste, smell, see, hear, feel, put all 5 senses in the picture. We're going to take a picture of what we don't want and we're going to replace it anytime that that don't want picture . . . so anytime the picture of the dog comes up, anytime we think about chocolate cake, every time we think about getting on stage we want a new picture to instantly replace it.

For the dog, I said to her, "Do you have a picture in your mind with the dog with, you know how dogs can smile at you with their ears up, their tongue's not hanging out like that, but tongue's hanging out because they're excited?" She goes, "Oh, I actually have that photograph. There's a photograph on the mantle I love." Now you could always ask the question, "What the fuck would you be looking at the hanging dog picture for every time? Why wouldn't you think of the picture on the mantle?" Well, people don't think that way because, because, because. We're going to help her think that way. Second one, with the chocolate cake. I asked him, "What's a really nasty aversion that you have?" I kind of guided him, I gave him a couple of examples, but I ended up with this nice, nasty pile of cat vomit. Every time they think of chocolate cake, what's going to pop up in their mind now?

Cat vomit.

You don't want to do this for the rest of their life and you can always Swish and un-Swish. I could put a beautiful plate of carrots up, but when I did my assessment of them, they're not really ready for carrots as, "Yeah. I'm excited." I needed to take him through a place where they had to be totally averted from the chocolate cake and then we can either turn chocolate cake to carrots, or we can take cat vomit and turn it . . . you can always replace one picture with another.

For the person who had the aversion of being on stage, they didn't have a real picture, but we did a great mental picture. We put it together. Tell me what your power suit is? What would you be wearing? What's your hairstyle? What perfume would you have on? Describe your make up for me. Describe how you would look and feel when you're this amazing . . . can picture that? And she said, "Yes, I do." Okay, great.

What we're going to do can be done one of two ways. What I want you guys to do, and part of the reason why I gave you 3 examples, to really experience this, I want you to pick something that you really want. So you might have a, "Gee, Bill, I'm having a hard time going to the gym," or, "I'm having a hard time sticking to my diet," or, "I really want to be better at this or that." It's got to be something very, very real for you that there's an obstacle in the way. "Every time I think of being on a diet, man, I just love barbecue pork." "Every time I think

about going to the gym, because the only time I really go to the gym consistently is like I'm just snuggled warm in my bed, and my bed is so awesome, I can't get out of bed versus I want to be at the gym," versus . . .

I need for you guys to pick something so that you can understand the power and the value of this. I want you to pick something that you want to . . . the minute you think of warm in bed, boom, your image, you're in the gym or the minute that you pick, you know, I'm going to be eating a plate of carrots or I think of barbecue, no I'm back to carrots. Pick something that's real for you.

Now, Swish is very, very simple. It starts out slow and it gets faster and faster. Just like smooth and easy, it's got physiology to it. There's a couple of different ways you can do it. We'll do it my way first, and then if you want to do it again and think about it differently. The way I like to do it is you put in front of you a big, giant photograph of the thing you don't want. The dog hanging off the fence, the big piece of chocolate cake. Here's a giant photograph. Now down here, remember picture in a picture? A little tiny picture of the thing that you want -- a happy looking dog, the gorgeous, powerful woman on stage, the pile of cat vomit, because here's a big chocolate cake. Down here we're going to get a little tiny picture of cat vomit.

What you're going to do is you're going to reach down and you're looking at the big picture. You're going to say the word Swish, but it starts out slow. It's going to be Swish. What you're doing is you're now taking up this picture from down here and you're plastering this big happy dog face, this power woman on stage, this big nasty pile of cat vomit. And I'll go, "Again. Ready, go." Not yet I'm just telling you how the exercise . . . You go, ready, you go Swish.

You're eyes are closed, what you see in your mind is like Swish. Put it big. Ready? Again, and you put the black and white, chocolate cake, whatever the old thing is, you're going to constantly put the old thing back. When I say ready again, and you're going to bring this up and we're just going to start doing a little faster. There will be a point in the exercise where I'm going, "Again, again, again, again," and you're just going really, really fast. You're just like, "You can't even do this. It's not even like you can have chance." Just keep as fast as I'm telling you to do it, put the new picture up with the thing that you want. It's going to take about a minute.

There are a lot of things at NLP that people want to put into motion because it has motion with it. You're brain when you think about motion, it's actually what a movie camera is -- a series of still pictures, it's a series of electrical blips that capture, capture, capture. You can put it in your mind into a moving picture, but not for this exercise. Here's the picture of the hanging dog that you don't want. Here's the picture of nervous Nelly that can't get out on stage. Here's a picture of the chocolate cake, that's your most favorite piece of chocolate cake ever. What we're going to put up and plaster over it, and the other picture's going to disappear is power woman, happy dog, cat vomit. I wanted to give you different examples of what you can replace with what. Makes sense? Then close your eyes, stand tall, put the unwanted picture up in front of you, big, in front of you. Reach down and get the picture you want. Ready, go. Swish. Plaster it in place, keep your hands up. Ready, again go. Swish. And just hold it there, feel. There's the picture you want. See it, hear it, feel it, know it. Ready, again go. Swish. Make sure before you drop down that you take the opportunity to put the unwanted picture back up there.

What you have to do is every time the image of what you don't want comes into your mind, your brain is going

to replace it with what you do want. You can feel people's physiology shift, because in part what they're doing is they just put up a picture of what they want. If they reach down and get a picture of what they want, they're going to be in happy physiology. If they put up a picture of what they want and you say, "Ready, go," and they go, "Oh, I've got to put that nasty picture I don't want back up," you'll see it in their physiology. It might be the look across their face. They're going to put that other picture up there. They don't want that picture. It's an important part of the process.

Ready. Take a deep breath in. Put the nasty picture up you don't want. Ready, go. Swish. Ready, again, go. Swish. Put all the joy in your body when you see that big picture up there. Ready, again, go. Swish. Ready go, Swish. Big loud Swish, 100%. Ready go. Go. Do it, come on, fast, go. Hold it.

And just feel it, see it -- big, larger than life, crackling with electricity. And open your eyes, and have a seat. Now, a couple of the times in the next time period, maybe even tomorrow I'll ask you to put the other picture up. When you put the other picture up what do you see?

So physically try and think of the picture you want. What do you see?

The picture that you want. Now occasionally, you actually might have to re-Swish this because maybe you go home tonight, an old song on the radio or your spouse has a delicious chocolate cake for you, or maybe you go home tonight and your best friend calls you and goes, "You know what, I was thinking of Fido today. I miss that dog." You're like, "Oh, man. Stop. I'm going to spend one minute. I'm going to re-Swish this up here." So if you have to do it a time or two again, it's not a tragedy, it's not the end of the world. It doesn't mean that it failed or mean that you did it wrong. Literally, what will happen is when you try and see, if you guys really Swish something that was real to you, what happens is . . . if it was like, "Well, it's an exercise so I think what I'll do is I really should be on a diet. I'm going to Swish this versus that." Your heart wasn't in it.

That woman was so grateful to me because she said, "Oh my god. I don't see any picture now except the happy smiling one. Thank you, man. This is amazing." And I checked in with her three months later. I go, "Do you ever see the hanging dog?" She goes, "No, man. It's just not there anymore." So when you want it, when it's real, and if you did the Swish pattern . . . and I can kind of tell who was in it, and who's not, and it's not an A+ or C- for people, it's just you will see it. If you guys could have stood in this room, like one of you when I'm like, "Now hold it there and sizzle with it," somebody actually yawned. They weren't there; it was just an exercise for them.

Key Points:

- The physicality of this exercise is key.
- Intensity and repetition is also key.
- Seeing the picture that you wish should come from the higher evolved "New You" psychology.

Temporal Dynamics

General Summary:

Very, very powerful tool. Need to have great rapport with the client. The intellectual set up is important, it allows the conscious mind to worry less about the logic of the unconscious mind. It is an incredible gift that allows them in their consciousness to understand the power of the unconscious. It also helps them understand why they've had "years" of problems or issues and most existing technologies only reinforce the condition – while this tool completely eliminates it.

Key Points:

- Use the "as a child, at birth, in utero, or before this lifetime..." As your and the client's belief system permits.
- I love the playful music as set up and background.
- I use the "string of pearls" as a metaphor to demonstrate linear raveling and unraveling of their reality.
- The tapestry: "pull just one thread, and if it is the right one... the entire tapestry unravels." (may use Jenga also)
- Ensure they do the physicality of the tool.

Coaching Application:

TEMPORAL DYNAMICS CHANGE PROCESS SCRIPT

1. ABOUT LEARNINGS AND NEGATIVE EMOTIONS – CAR KEYS METAPHOR

• Have you ever locked yourself out of your car / or house? Do you still beat yourself up for it... or you learned from it so, you don't have to... since when we finally learn we can let go of negative emotions easily... So now you just remember the learnings: to take your keys with you, don't you?

2. THE PROCESS - This is a fun and easy process to get rid of all negative emotions while preserving the learnings

• This process is easy, playful and very private: as you don't need to re-live any of the past events or tell me anything about them ..., you don't even need to have any conscious awareness of what happened ... to make this work: just trust your unconscious mind as it knows what to... (DO) • During the process I will ask questions extremely quickly and you can... just give whatever answer comes first... regardless whether it makes any

sense consciously... your unconscious knows the truth... and it knows what to... (DO)... ...that's right! - does that makes sense?!

3.) INTRODUCTION TO HELP THEM TO BUY INTO THE MODEL OF THE WORLD OF THE UNCONSCIOUS MIND

- In a moment I will ask you about a series of things... some of it might sound funny... to your conscious mind... and that's GREAT! ...since your unconscious mind is like a 5 year old kid... and if it believes in Santa Claus, Easter Bunny... that's GREAT... just go with it...
- ...even if you don't believe in this CONSCIOUSLY... the most important thing is that you go along with whatever feels right... ... right ?!
- just like as if your unconscious mind - a 5 year old kid- tells you that your car keys are in the 'Castle of the Princess'... you will not say " give me the damn keys!" you would just ask: "take me to the Princess then", wouldn't you ?! 😊

4.) RECAP PRIME DIRECTIVES OF THE UNCONSCIOUS MIND

- a.) Runs and Preserves the Body, b.) Stores and Organizes ALL Memories (Gestalt -like strings of pearls) • c.) Represses Memories with UNRESOLVED negative emotions. d.) It is Highly Symbolic • ...and your unconscious mind realizes the truth that holding on to the negative emotions might harm the body and it is in DIRECT CONFLICT with the most important directive of the unconscious mind which is "to preserve the BODY"

5.) PEARL METAPHOR

- Remember we just talked about how the unconscious mind stores information symbolically... ...and it stores ALL memories just like a string of pearls... and we have a separate string for HAPPINESS, LOVE, JOY, and for all the COURAGE you have... ...and we also have a different set of pearls for all our negative emotions... we have one for Anger, Sadness, Fear, Hurt and Guilt... ...as ALL negative emotions boil down to one of these five...
- ...Now... you remember the old fashioned pearl necklaces... what happens when you cut off the first pearl from one end of the necklace...? ...all the remaining pearls will simply... fall right off... and all the negative emotions will be ...(snap finger as they finish the sentence) (GONE)
- ...and you notice that the events – that is the string itself - stay right there... it's only the negative emotions – represented by the pearls that will be – (snap finger as they finish the sentence)... (GONE)
- What's the most important though is to find the VERY FIRST PEARL... and that's easy since your unconscious mind ALWAYS knows what to ... (DO) ...and how to find the first event.

6.) ELICIT TIME LINE & TAKE THEM FOR A TEST FLIGHT

- If I were to ask your unconscious mind , where your past is, and where your future is, I have an idea that you

might say, "It's from the right to left, or front to back, or up to down, or in some direction from you in relationship with your body. And it's not your conscious concept that I'm interested in, it's your unconscious.

- So, if I were to ask your unconscious mind where's your past, to what direction would you point? And your future, what direction would you point ? Now, if you would draw a line between the past and the future you pointed to, you have what between the two? ...(A LINE) ... GREAT!

- Now with your eyes closed, just float up above your timeline and float back into the past... Are you there? Good. And now float out into your future... Are you there? Great! Now float back to now, come back in the room. How was it ?!

1. THE ELICITATION OF THE VERY FIRST EVENT Anger / Sadness / Fear / Hurt / Guilt

FOR SECOND TIME: Since your unconscious mind already knows the process it will be quick and easy !!!

- Is it all right for your unconscious mind to release this old feeling of _____ NOW and for you to be aware of it consciously?

- What is the root cause of this negative emotion, the very first event which, when disconnected would allow all subsequent emotions to easily & quickly fall right off... and disappear

- If you were to know ... was it before, during or after your birth? AFTER: "what age were you ?"

- o BEFORE: "In the womb or before ?"

A. WOMB: "What Month?"

B. BEFORE: "Was it a past life or passed down genealogically?"

a) PAST LIFE: "How many lifetimes ago?"

b) GENEALOGICAL: "How many generations ago?"

2. RELEASING ALL THE NEGATIVE EMOTIONS - HAVE TO START AT THE VERY FIRST PEARL !!!!!!!!

Just float up **nice and high above** your timeline and over the past to the very first event when you felt the old emotion of _____.Let me know when you are there...

DOUBLE CHECK: Looking back to the past ask your unconscious mind... is there any pearl before this event???

Now float up directly above the event... **nice and high above** ...so you are looking down & ask your unconscious mind "what does it need to learn?" the learning of which will allow you to let go of this old emotion easily and effortlessly... your unconscious mind preserves the learnings - in a special place in your heart - so if you need them in the future they will be there... and when you have all the learnings... just say... I FINALLY GOT IT!

(Just breathe-in all the positive learnings - let your unconscious mind learn everything it needs to let go of the emotion)

Now float up X hour before and above the event ...and every subsequent event.. as you are looking toward now ...and see how great everything turned out... ask yourself "Now where is this old emotion of _____ ?"

(Make sure that you are well before any of the chain of events that led to that event)

Float down inside the event...

...looking through your own eyes and check on the emotions... (there might be other emotions there – and that's GREAT- we will come back and deal with those too...) now just notice is there any of that old feeling of _____ there ...or...is it... (SNAP) ... disappeared?... Now, come back to now **flying nice and high above** your timeline... only as quickly as you can let go of all the old emotions of ___ ...all the way back to now, ...knowing that you can continue this process every night while you are sleeping... ..Float down into now, and come back into the room, feeling great

3. TEST & FUTURE PACE - - THEY HAVE TO CONVINCING YOU !!!!!!!!!!!

TEST: Can you remember any event in the past where you used to be able to feel that old emotion, and go back and notice if you can feel it, or you may find that ... you cannot...

FUTURE PACE: Can you go into the future... to an unspecified time in the future... that you can NOW create... which if it had happened in the past, you would have felt the inappropriate or unwanted emotion of _____, and notice if you can find that old emotion, or you may find that you cannot... GREAT! Come back to NOW! Float down into your body back in the room, feeling great! **SEE NOW FUTURE**

The "autocorrect" tool

Years ago... I took Gregg shorthand...

Then in early 90's, began building a custom "autocorrect" dictionary... Almost 1500 words now....

Trng

Mktg

Bldg

Cp = (C:) 303-859-7070

TIY = The Inevitable You®

TIYY

And so on....

What if...

New You autocorrected Old You?

No matter how many times you have spelled "grate-notness" as YOUR FoO...

When you type the "incorrect" spelling, it autocorrects!

NSOTR is a larger, "slower," more comprehensive software

This is fast - immediate - and real.... AS LONG AS you know the autocorrect, and you have "loaded" it....

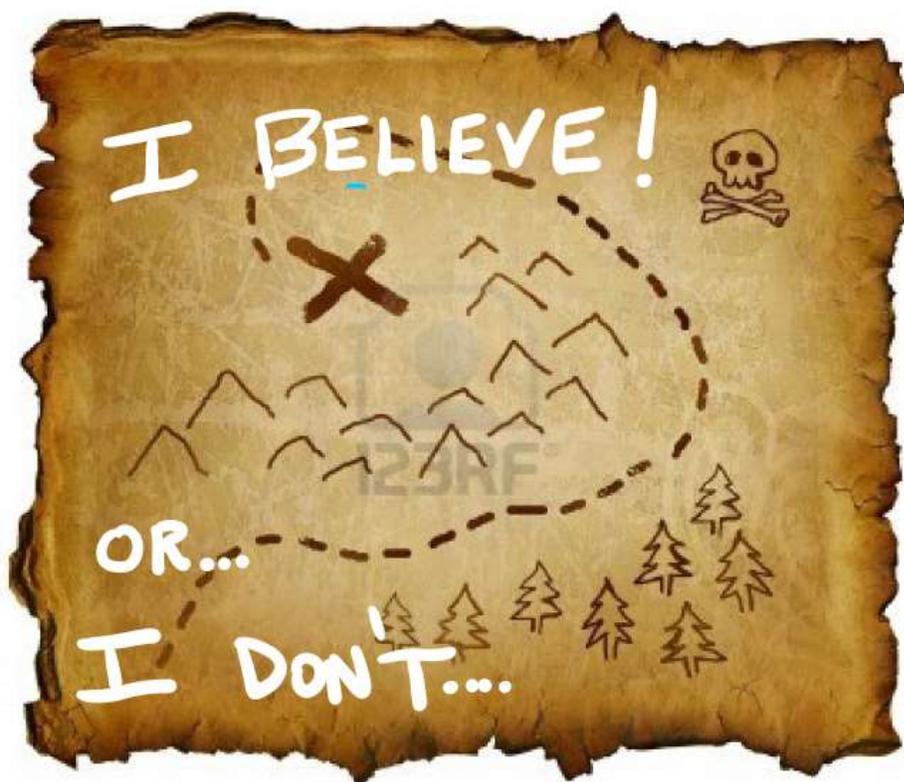
THE 2ND MAP

Do you believe?

Will you believe?

To what point does this stop?

How can you consciously create your belief to create more of the life you wish?



THE 3RD MAP

1. **Now you have the toolbox to begin.**
2. **Now you know that you can wire you (anyone) to BELIEVE?**
3. **How big will you make the request?**

This?



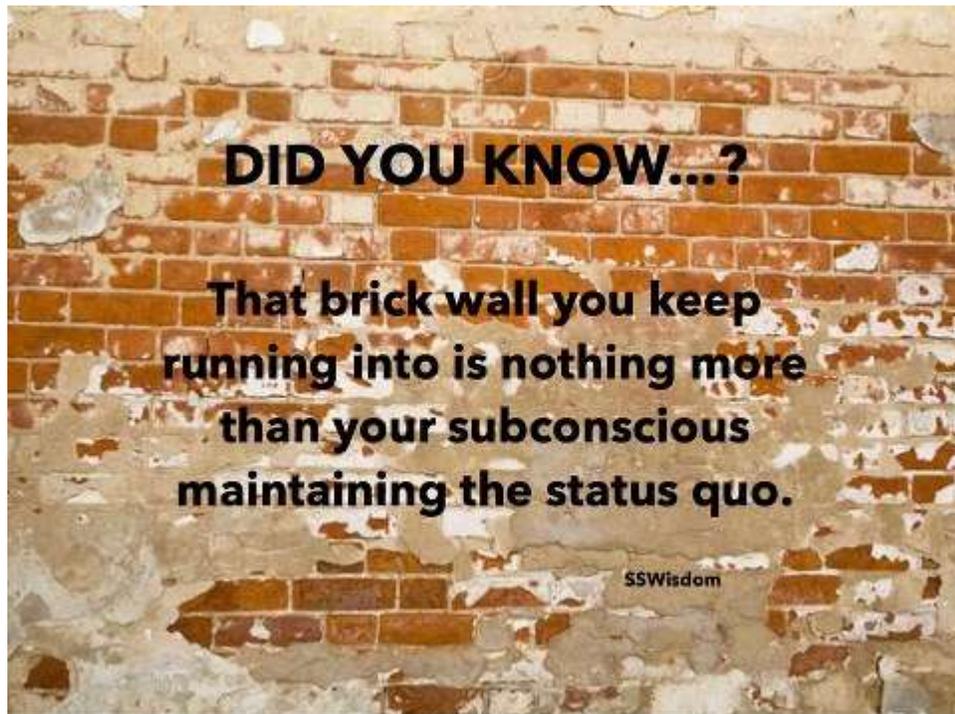
This?



Or This?



The Brick Wall



The Circle of Inevitability

General summary:

An incredibly powerful experience designed for a client to clearly see a future self with both the advantages of positive decisions and the disadvantages of negative decisions and actions. It's creates powerfully visceral feelings and clarity and can create great momentum. Used improperly, it is highly manipulative and disingenuous.

The Tool:

1. Pick great music.
2. Pre-frame the experience.
3. Put them in the correct physiological state (body relaxed yet engaged, calves against seat, eyes closed, direct with anticipation, etc.)
4. Have them imagine the "Star Trek transporter beam of light" in front of them. Let them pick the colors and sounds. Always assure them that what they are doing is perfect.
5. Begin to build a future "them" in the beam of light. Bringing more and more clarity, power, and five-sense modality enhancements to the experience.
6. As the anticipation builds to step into the light... "I will begin counting back from five..."
7. 2, 2, 2, & the music changes to ominous.
8. What has happened? The luminous you is fading!
9. You can't step into this future brilliant you, because today you made a choice to not change.
10. This becomes a mini Dickens experience for as short or as long as you need it.
11. If done in a group experience, sometimes even, someone will bust the syntax, scream out, and step into the light anyway.
12. Once you feel that you have dosed enough pain in not changing, reverse the music and reverse the backtrack.
13. Reestablish the inevitable, brilliant, future you in the light...
14. 2. 2. 2. ONE! GO!
15. Celebrate!

Key Points:

- The more intense the experience, the more intense the outcome.
- Like virtually all NLP, it is enhanced by music.
- Done closed-eye, it is mildly entrancing

The Dickens Process

General summary: The key to the entire “Unleash the Power” weekend is that it is designed on the ghosts of Christmas past, present, and future. It has intense pain attached to a “future you” that remains a time traveler and unbowed by current consequences. And it has intense pleasure attached to a “future you” whereby the “now you.”

Key Points:

- It is an intense experience; it is not for the faint of heart.
- The physiology and emotional intensity must be unparalleled.
- Participant and coach must be in rapport.
- Participant must be prepared for the exacting nature of this experience.
- Use of the client's voice, words, and engagement is vital.

The Inevitable Laws of Human Reality

General summary:

There is a difference between laws, principles, and generalizations. Laws imply they exist with no exceptions. It is called the Law of Gravity because no humans occasionally float off the planet. And besides, quite honestly, people are more apt to pay attention to "laws" than they are generalities. It is also of value to you when they challenge a "law" because you can identify their motivation. Are they seeking the one specialized unique exception to the law, thus invalidating the entire law so that they don't have to pay attention to it or interact with it... Or are they truly seeking to understand more about the contents you teach and its relationship to their greatness?

Key Points:

- Each one of these laws is rooted in logic and practical application.
- Each one illustrates key distinctions that either enhances greatness or illuminates obstacles to greatness.
- Be confident, certain, and knowledgeable as you not only quote these laws, but more importantly why the law is vital to your client and how it applies.

Coaching Application:

The Law of Language v. Reality

Does language create reality or does reality create language? It doesn't matter – it is a chicken and egg argument. What is more important is that one creates the other. Change one, and they both change.

The Law of Questions

The quality of your life, the quality of your success, even the quality of your problems are directly proportionate and related to the quality of the questions that you ask. If you want a great life; ask great questions!

The Law of Pendulum

It is a natural law of this planet that all the systems, within all the systems, and each individual component of the system has a rhythm. The pendulum is always in motion, and while you may accelerate it (and sometimes even artificially reverse it,) you cannot deny it. It will always swing one way, and it always swings back.

The Law of Contrasts

Mt. Everest is not amazing for its height; it is contrasted by the valley below. If every mountaintop around Mount Everest was 28,500 ft, it would only be a pimple 500 ft high. A candle on the 50 yard line the brilliantly lit stadium is completely different at two in the morning when the Stadium is

completely dark.

The Law of Continuum

This law has many corollaries. In essence, its function is to recognize that rarely is something all white/ all-black, all right/ all wrong

There is a continuum. Highly evolved consciousness knows the truth of the continuum in which it exists.

The Law of Perfection

Not only does perfection not exist, it is often used in an away pattern to deny joy and greatness. Furthermore, when you think about it... True perfection would have to equal wild imperfection.

The Law of Detachment

The greatest golfers never care where their shots go, they only care about their swing. Golf is a game, like life, that is designed to mess with your head. If you attach to where your shots land, you are at the mercy of the game. Focus and attach to your swing, and you will always win the game.

The Law of Labels

Like language defining reality, that which you label becomes the label. Call a child ADD, and they become that identity. Call a child shy, and they become that identity. Label a class of troublemakers as advanced students, and they earn the top grades advanced students would earn. Be very mindful of the labels you use.

The Joe Sakic tool



Joe, tell us about the winning goal!

"aw shucks, I was skating hard, lucky I found the puck, my opponent was worthy, I just threw it at the net, I was fortunate it went in"

Do you believe this is what he says in the locker room?

Hall of Fame, Hall of Colorado Avalanche hockey player, a true legend, Hall of Fame, one of the most humble people you will ever meet. Wonderful, wonderful man. Now, here's what happens. Joe's interview. "Joe, tell us about your winning goal." And Joe says, "Oh, shucks. I was just skatin' hard and I had this worthy opponent. And the putt just bounced on my stick. I just threw it at the net, and it trickled in. I'm so grateful. And I had these great teammates."

He is the epitome of humble, is he not? Yeah. Now, here's the question, and I'll give you a hint, because I'll use the word "shit." Do you think he says that shit in the locker room? "Just skate out there hard, boys. Just get a lucky bounce." You think he says that shit in the locker room? What's he say in the locker room?

"Get it done." And I always tell the story, because I have clients in the Avalanche locker room, so I don't share what I can't. But you'll remember this story because it came out in 2001. How many of you know Ray Bourque? Joe gave him the Cup, man. It's a teary moment for everybody. That was unbelievable when Ray Bourque got the Cup. Game 6, they're in New Jersey. When you're down by a goal going into the third period, what are hockey statistics? Which way does the ice tilt? Is there a small, medium, or high probability you can come back and win in hockey?

Small. Game 6. Smaller yet? They're over there in New Jersey shining the Cup. They're getting their tee shirts and their hats ready, because they're going into the 3rd period. And the Avs have the home barn.

Game 6, going into third period, they're going to win the Stanley Cup. They just have to hold on to their lead. Ray Bourque stands up in the locker room. Now if you know Ray Bourque, he epitomizes a great defensive defenseman. Sandis Ozolinsh for example, was an epitome of a great offensive defenseman. Meaning Ozolinsh was far more likely to score a goal than Ray Bourque was. Ray Bourque I think only had like six goals that year, four goals. He didn't score at all. He stands up in the locker room and he says, "Boys, it's on me. Two minutes. Two minutes. I'm going to score a goal. I'm going to tie this game. Two minutes. You guys have to win it. I need you to step up, but I'm going to tie the game."

A minute, forty into the third period, what happened?

Ray Bourque scores a goal. Now, you could say, and then I would know which software was asking me, or talking to me, you could say, "Oh, Bill, that's just lucky bullshit. You just couldn't say that. There's a lot of people that stand up but they don't score a goal. What about that, Bill? Huh? Huh? Huh? Huh? Huh?" But first of all, how many people stand up in the tent at the point of crisis and say, "Put it on me; I'm going to do this"? Small, medium, or large?

Nonexistent, very rare. And when they stand up and say that, here's what we know about the science of the mind and how success works. The likelihood that he would have scored a goal at a minute, forty, if he hadn't have said it, small, medium, or large? Was fate unrolling and he would have said it, and this all becomes a bullshit story? Or because he owned it, and said it, and trained his mind, and said, "This is my Cup. This is my year. That's why Sakic didn't even skate the Cup. When they won it in Game 7, they came back here because they did win Game 7. They came back here and blew the doors off of them in Game 7. They were so demoralized as hockey players. They knew. They had the Cup and they blew it.

So they came out in Game 7 skating hard, but they had already lost that game when that Game 6 was over. And the Avs knew they had won it. And they won it because this man stood up and said, "It's me. It's on me." And Joe Sakic doesn't play humble in the locker room. The reason why this is a great question, "Is humble?" Because remember, it comes back to the structure and form of the software. Is humble designed to create positive? Or avoid the negative? Not probably, own this one. It's avoid the negative.

Avoid being cocky. Avoid being arrogant. Avoid being shitty. Avoid being negative. It doesn't give you a rule. Well, how do you embrace what we would call, what Joe Sakic really has is "quiet but incredibly fierce confidence." Do you think Joe thought it was lucky that he was a rock star? Or did he own it? And did he demand ownership of every man, woman, and child in that locker room? because that's what leaders do.

So there's a time to be humble, and there's a time to be f-ing arrogant. Because it's your time. You own it. You're a leader. This team. This sales moment. This patient. This protocol. This procedure. What's going on in healthcare? We need Ray Bourques that are going to stand up and say, "This hospital move, it's one me." Because we as leaders like to say, "But it's not on us, because we're a team, and there's this, and there's that." There's times to do that, and that's why this is never right or wrong, or good or bad. It's consequential.

The Mach 1 tool



Mach .7 = 70% IN sonic energy, 30% out

Mach .9 = 90% IN sonic energy, 10% out

Mach .99 = 99% IN sonic energy, 1% out

BOOM!

100% is now behind you...

Which means... If you travel faster than the speed of your bullshit...

Life at a 7 is... Hard

Life at a 8 is... Even Harder

Life at 9.9 is virtually impossible... Cannot sustain it!

Life at a 10, at a Legendary pace... IS EASY
(all four year olds know this)

Live at a 10

Laugh at a 10

Cry at a 10

Sleep at a 10

Americans are chronically, for the most part, tired. And there's a tool for this. It is called The Mach One Tool.

When I ask people, "On a scale of one to 10, what are you today?" Let's say they're critical but honest they go, "oh I'm a seven," or, "I'm an eight," or some people are like "Oh no man, I'm pushing all the time. I'm a nine" And I go "Oh yeah, what's your exhaustion level?" And they're like, "Oh my god, I fight it all the time." Yeah. What I said earlier, that children live at a 10, they do everything at a 10. Laugh at a 10. Cry at a 10. Play at a 10. They're apathetic and watch TV at a 10. Ever seen a kid in a bean bag chair watching TV, their eyes are open, you have to like, "Are they breathing?" And then you're like, "Hey Jack" "[Inaudible 01:23:53] what?" They do everything at a 10 which means I told they get to . . .

Group: Sleep

Bill: Sleep at a 10. So what happens for most people lies in this tool. When you were going to break the speed barrier, this is 1947 you can go YouTube these, it's Chuck Yeager. Scientists couldn't figure out. There was half a scientific community saying it can't be done because the plane's shakin' and rattlin' and rollin' and goin' crazy, the closer the closer the closer that we don't even think a plane . . . We don't even know what's going to happen. We thought there was going to be blah, blah, blah, blah. Well, what's really happening when you think about it, if you're going at 7/10ths of the Mach speed, what it means is you're 70% of the sonic energy, and only 30% of it's

escaping. That you're really faster than. It's counterintuitive. You think it's the other way, no. You're in 70, 30 gets out.

If you're going .9, you're now in 90% of the sonic energy. Only 10% is escaping at the back. You're going at .99, you're rattling and rolling because you're in 100% virtual energy. Until that point, it is kind of funny on the ground when they hear the sonic boom, they're like "Oh my god, the plane crashed and blew up. Parts falling..." No, it's still streaking across the sky. They had to figure out what a sonic boom was. It didn't occur to them. They knew thunder and lightning they didn't know planes did that. The next thing that happens is at that moment you're now faster than the speed of sound. 100% escapes out the back.

So, if you say, "Look Bill I live my life at a seven and trying to go to an eight man that's hard!" I get that. It is hard. Sometimes when you live at a 9 to go to 9.1 is excruciating. But here's what happens when you decide to live at a Mach One speed. You're now traveling faster than your speed of your bullshit. It's all out the back. You don't make excuses about anything. You're failing, you're fumbling, you're living large. So to say no to a boss, set a boundary with a girlfriend or somebody. I'll tell you where I've got a really hard boundary in place right now. I went to my college reunion a year ago, West Pointers, military. I've got friendships that were blood brothers more than family to the day I die. I could ask some of these guys for anything. They would give me anything.

Right now I suck as a friend. I just told them, "Look, I've got another book coming out in the fall. I've got things I'm trying to do." Most of them are retiring out of the military and starting to live this easy life, mine, I am in the prime of my life. I'm picking up. My speed is getting faster. My production, what I'm here to do, I am now finally producing at levels I only dreamed about years ago. So sorry. Sue me. I suck as a friend. Maybe a couple of years I'll be through this production period, maybe less, maybe more. Yeah, no there's a boundary on my friends. And they're all giving me shit. They don't hate me for it but I get emails from them, "Oh, Mr. author, would you take the time to send us a little one liner telling us how much you suck as we don't you know, blah blah," they give me shit.

But your ability to say no. And sometimes it's really hard because a lot of time bosses will take advantage of you because they're going to reward the person who is a slacker because, "I can't give the work to them because it's not going to get done well." That's when you're got to lead and train the boss to say, "Absolutely not, because they have you trained and not give them the work. And they're drawing the paycheck and even if somewhere down the road they're getting medium reviews, if they're about to get fired they're going to raise the effort up a little bit and do it a little better, but, they're not going to give you an A+. No, not on my watch, you're all A+."

Yeah we're going to have a fight here. If you think you get to be because there is no DNA in there, because maybe you're A+ is not my A+, but it's an A+. and I'm going to find your potentiality, I'm going to tap in at that place, and I'm going to push you into that place, and you don't get away from then on my watch. That's not who I am. I am going to force you into your potentiality. That's going to be our worse fight. It's not a spreadsheet, it's not this or that, that's all EQ. "Why would I do that?" "Because I believe in you." "Bullshit! You want to take advantage of me." "No, I get an advantage out of it, but you got to look me in the eyes and tell me. You think I am who I am and do what I do and drive what I drive because I'm taking advantage of you or because I believe in you?"

They don't want to answer the question. "Fine!" But see if you teach them life is easier because they see if they're going to act to produce more they got to go from a seven to an eight. No you're not going seven, eight on my

watch, you're going all the way to Mach One. This whole team is accelerating to Mach One because now we're faster than our shit. Now we're better. And that's when things have the quantum transformational property. Does that make sense and have value? Yeah boundary setting is sometimes one of the hardest places for people to say, "Oh I can do this or do this. I'll do this. I can't do this blah, blah, blah."

The power of choice

Do you believe... that you, by merely choosing.... a new design... and then "installing" it.... REALLY changes your reality?

and... with every breath... with every moment (short, long, big, small...) comes a new choice. and when you FIERCELY choose/ fight/ demand/ love/ embrace with gratitude and wonderment and mystery... It ALWAYS ends (the *aftermath*) YOUR WAY!

What obstacles to this Truth, this process exist?

Top 6

<https://youtu.be/hGYPGXiumeU>

There is a principle that says if you average the top six people that you have consciously chosen to spend the most time with, you will find *you*.

And it's not the coworker that was forced into the cubicle next to you (although there is energy there if you're spending all day with them), it is your friends, your spouse, mentors, business partners, even a boss if you chose your job.

When you look at those six people, roughly you will find a couple that are doing better than you in some areas, you will find a couple that are doing worse than you, and there's a couple that are equal to you. So in essence, you find you.

So the question becomes, who have you chosen as your top six? Have you consciously surrounded yourself with people who are exceling in life and succeeding in ways you want to?

And what also happens, if you are accelerating at a dramatic pace and becoming epic and awesome, the six people are going to say *"WHOA! You're moving too fast, you're going to disappoint yourself, you are going to fail! Slow down!"* Why? Because they care about you and they are afraid themselves. If you're the tadpole who escapes at the top of the pond and never comes back, it says something scary to them.

So, when you look at who your top six will be tomorrow because you're an epic quantumly changed individual, it becomes a big "foot on break" moment because you may not want to, be willing to, or ready to change out your top six.

What if it's your spouse? What if it's your colleague? Your boss? Your business partner? Not that you're going to change out them out necessarily, but they can be a source of friction because they're like, *"You can't risk this money, you can't risk this time, you can't risk our reputation in town to do this!"*

Here's how you toss your top six: you toss them emotionally, you toss them on some other axis. The amount of time you spend with the person is important, and there's also the intensity at which you interact with them.

I've got someone in my top six, I probably don't talk to him once a year, but the intensity with which we talk is breathtaking. Because it's a friend of mine, used to be a client, now we're kind of co-mentors, we give back

and forth when something's going on with each other. This guy's clearly in my top six, talk to him once a year, but when he and I chat, the ramifications are intense. So there's time and intensity equations here.

So when do you toss the top six, or how do you toss the top six? It's easy to toss or push a person out. You just spend less time with them. You're busy now, or you get them on an off day, you get them when you're dissociated, and you're going to listen to them.

And a lot of times, the reason why it's hard to toss one of your top six is because they love you. And they want the best for you, and they'll say, "Oh, please, please, don't do this, you're just setting yourself up, and I love you!" No, I don't need this but maybe you don't want to tell them that, "Oh, thank you for your opinion. Yeah, I'll take that under advisement. Okay, no, I'm not doing it." You control this.

FLOW TOOLS

What makes this "flow" section so crucial is this: while all the individual tools have incredible value, and when they are applied at the right place with the right leverage they can produce incredible uplift, more often than not where I am puzzled and stomped by someone's lack of progress lies in this arena I call "flow."

This is very unique work to TIY.

It was born of my drive to solve either why someone was continuously challenged and were not using the tools or the tools were not working, or, on the flip side, they were a fast burner and sequencing these tools together creates synergy and even greater acceleration!

So let's really, I had a tough client... I sat down... And I tried to figure out what was flowing and where were the blockages. Over time, these are the standard "flows" that I have settled into. And for example, the "youngest" flow tool in this set: "Predictability & Meanings" is only about 24 months old!

And of even more criticality – YOU will develop your own flows. It is very important for you to think linear and sequentially how your client or team is processing (We are generally talking about how to get around seemingly insurmountable obstacles) and diagnose what is happening:

- Where are they starting? (What is the problem statement or outcome you are driving?)
- Where is it flowing and easy and working?
- What is the trigger or "Old You" software that creates the blockage?
- What do they then attempt to do with the blockage?
- What new approaches going to successfully navigate them around the blockage?
- Grounding them in what they know and have learned, and future pacing them when this arises again (oh, and it will arise again!)
- Looping it back to the beginning.

Enjoy this section!

Order of Battle (the First Map)

Do you have tools to start with first? _____

What is The Inevitable You® ?

What is NLP? (plus many other tools/ many systems)

We begin with R = f)software

Win 61

Milk...

Work hard

First barrier - broken leg/ limp

- Kids - parents

2nd barrier - failure/ fear

3rd - LOA

4th - software flow

Circle back:

- Rock stars
- IHAD
- GVOY

Quantum glass

Leads to ICM

Conclusion: software and data are VERY different. Most do not know this. To begin to accept... then USE... is... risk / danger/ "hard" / AND... Transforming!

When someone doesn't believe happy, AND can fake happy

Amnesia tool, can you, will you use it?

You know what actions you should take? why aren't you?

Generally, it's someone in so much pain that happiness becomes uncomfortable and they wait and must create bad to happen for them.

Temporal dynamics tool?

Is this a software problem? Is this a will to do more and have more problem?

Taking your life to a true other level, mean so much of what is comfortable and you consider normal, must change.

This is a full and complete makeover.

The "Sabotage" Cycle

Unconscious competence, depending on which software, creates the daily ask.

-What is the EIM?

-If it feels good, there are no changes. If it feels bad, then you begin to think... What's wrong?

-If the request comes from new software, there is a heightened, elevated awareness of the ask and how it feels and tight focus and observation on whether or not to in- flight correct something, or completely reverse and undo it / un - ask it.

If you choose new software, through conscious competence, you create a new different ask.

Depending on the size and intensity and adrenaline surrounding that new ask, a variety of new issues, challenges, and need for predictive ability and resolution is set off.

If you are successful (less likely) you will stay the course. If you focus on growth and lessons learned, you will stay the course. Anything else fights to return to ... Inertia/ risk management/ caution - disappointment/ fail avoidance...

Now you are back in the "Old You" cycle.

The "flow" of Greatness

Greatness =

Calibrate: _____ (1 - 10)

1. Vision
2. Feel
3. "are"
4. LOA
5. "ask/ un-ask"
6. Data is real...
7. Software controls the "meaning" of the data
8. Framing
9. Re-framing
10. Drives new data/ new LOA
11. Actions
12. In-flight corrections
13. Storm/ aftermath
14. And the "haters hate" (even those who love you!)
15. What percent live their life this way? (small - medium - large?)

This is called the "flow" of Greatness. There's 14 crucial points. Calibrating where are you on any one of these? You're going to need, at some level, all 14 of these points in order to create your greatness visions. Whether this is, *I have a dream*, maybe sets the top knowing *towards and away*, maybe knowing your ability to *associate/dissociate*, to the *glass half full*. There's a whole toolbox here on setting a vision for what your greatness looks like.

There's a feeling to it, and if you're not good at feeling or if you say, "Oh, I wanna be humble and I think it's arrogant to feel great. Oh gosh, do we need to talk about that?" You need to feel great. If you can't generate the feelings of greatness, it's going to be hard to maintain in a forever process.

You might rise to the occasion your child needs you. Something happens at work, you're about to get fired or you get promoted. You can race the engine, but to know on a very consistent basis what it feels like and you "are" great. What does that mean? How do I do that? Why is great a feeling and a state that you're in?

Understanding the law of attraction; I'm not hung up on it as a New Age concept. I always disclose: I believe in it at a 10, but I realized that it doesn't use language that some people like to use. So whether you're more traditional or you're more conservative or you're more biblical or you're more quantum physics space, it doesn't matter. All the systems say the same things and it's never the storm that's creating reality, it's the aftermath and you want to own the aftermath to every storm.

How you "ask and un-ask" for greatness, the fact that while data is real, it's software that is different and we focus on the software data plays a smaller role and the greater you are, the smaller the role is because you are living large and the right data always comes to you. And because it's software, it now controls the "meaning" of the data.

And you know how to frame. And then because old songs or obstacles or failures, you have to go back and re-frame as part of your iteration process. Now that you're in new software, new meanings, new framing, you re-frame. It actually is creating new data, you know, which is an essence driving a new manifestation, a new intention, a new law of attraction, a new storm as well. It's real, but it is a new storm, which now leads you to actions that are commensurate with your greatness.

Now, after that, you have in-flight corrections, because storms will come along. Bigger villains will try to drag you backwards. Sometimes, it's your loved ones that are trying to drag you backwards. And what I think is really, really important particularly in this social media, frenzied world where, you know, cry many people will, it's a keyboard and I know you, I know your name, it's your profile. You know, John Doe just said something hateful about a whole class of people, whether they're Republicans or Democrats or New Age or Conservative or Christians or Muslims. When you hate a whole class of people, people are going to hate you. Haters will always say...and sometimes the haters of those who love you, because they might be on the glass-half-full side, want you to avoid some massive disappointment.

"Oh, you drank the Kool-Aid. You're just going to have your spirit crushed. Don't buy this stuff." Sometimes it's more about their fears. They're going to have to get dragged along and they're not ready to leave the place the two of you have been together. Sometimes it's your spouse, sometimes it's someone really, really close that you care about. You know, now I said, that's the 14. What percent live their life this way? You know, small, medium or large, it's actually a trace. It's 1% to 3%. You know, 10% have everything, but they're not necessarily living in their greatness. They're in a towards pattern, they're matchers versus mitch matchers, they're inside out, etc. You know, the tools line up, but the ask in this category, the greatest version of you is incredibly big. Always remember that

it's intensity in repetition - over and over and over again - repetition and intensity.

And never forget that old you understands intensity and repetition. What do I do with this? Well, now you have to process it for truth. Do I believe in those 14 steps? Do I know what tools apply to all 14 steps? If I don't like some of the tools, if I don't like the law of attraction, what does that mean? What do I do? Trust me. We have answers for you. I've been doing this a long time. I've seen a lot of different takes on this. Not everybody agrees with me. Not everybody agrees with what I present, but you're going to agree in your centric inevitable "you" model. I'll find the right tool for you to go, "Oh, well, if it's that, I get that."

Now determine how, and then begin to practice over and over again the vision, the feelings, the states, the am I. We are creating manifestations and interactions that are balanced between asking and when we un-ask or stop. Even when you stop asking, that now will turn rather rapidly to an un-ask, because if you're not asking for anything, by law you're asking for nothing.

So when you stop asking: data is real? Software controls the meaning? Do I have the proper framing? Do I have the proper reframing? And now as I begin to be this woman, to be this man, is it driving new, are my actions now, am I correcting now? Am I dealing with, at a more epic level, challenges that come along? And I understand that there are going to be people that don't want to see me surge ahead, that are upset with me for being who I am; and sometimes it's people that love you.

Old You "ebb and flow"

People live their lives... (doing the best they can, reacting to the ups and downs...)

They believe this and that...

Believe that they can

Know what they cannot (and won't try)

If they change... risk/ unpredictable/ other's reactions... *so much*
(*may need "predicting and meaning" tool, discussed next*)

Some will absolutely take off like rocket ships... in-flight corrections... living large/ teaching – influencing/ more

Then the most/ others... in the middle.... will 2 steps forward/ 1 step back...

Leverage: what do you want to teach your children? Or You're a leader, what do you want to empower your team to know? To do? Then YOU MUST know and do as well!

And then some hate it... "that's not the way it works" "no way" "you're wrong"

Who do **you** want to be? What choices will you make?

This system:

- Energizes you
- Separates your history, your problems, your fears... logically and realistically... and promises an amazing future
- Handles the intermittent.. AND... deeper failures, and immediately in-flight corrects
- Grows with you
- Easy to understand, easy to teach
- Explains ANYTHING and EVERYTHING...
- It then becomes choices... *will you use this?* (and you ALWAYS DO, just in the flip nature of Old You)

The secret to "predictions" and "meanings"

Do you believe...

1. Our life happens to us.
2. We have history.
3. We make sense of our history - what does it mean?
4. By using the "meaning" we achieve some predictability.
5. Because we "accept" reality today, because it matches this predictive process, (*or ... we discard/ diminish it if it does not - even when it is better than predictive*)

R = history, meaning, and predictions

Make sense?

And in MY world, we call this:

R = f) software (*the "operating system" for predictions and meanings...*)

Through the ICM or amnesia tools -- or others....

OLD YOU

NEW YOU

- I can... I can't....
- I will... I won't...
- To this point... After this point....
- It is... It is not for me....

Thus, if we "load new software" CHANGING the predictions and meanings... What happens?

For some, rocket ships! *You mean, this is all that is holding me back?*

For others, little forward, little backwards... more or less....

Oh, I'll try it...

It didn't work...

Wow, this is cool!

Oh no, now the adrenaline is flowing - I can't predict this world!

One step back...

What do you choose?

Summary:

Life is happening to us: good days, bad days, victories, losses. We're cataloging our experiences. We create the history, we know the history, we ponder the history, "What did we learn? What do we think? Was this fair?" What we're really trying to do, is make sense of the history, "What is the meaning? What does it mean? How did I do this? Why did I do this? How did this happen?" Good, bad, indifferent, important, not important. You may not spend a whole lot of time on what's not important. Critical important, devastating importance.

In essence, what you're really trying to do is create an ability to predict "the future". "If I do this, then I know it's highly probable what's going to happen. If I turn my reports in on time, I can keep my job. If I follow patient protocol, it will do this. If I hit my sales quotas or I do the right things, I'm going to be okay. And if I have these kind of conflicts, I can take it to this point, but then I have to do that." We look for predictability, and particularly in the storm and the chaos of where life is really, really difficult.

We accept reality as it is today, because even when reality doesn't match, we discard or diminish it. And even when it's better than the prediction model that we have, we discard or diminish that too. We got a promotion when we didn't expect it; we got a pat on the back. Good happens to us. We're like, "No, no, no, no, no. I'm not ready for that much good yet." You will discredit, diminish anything that does not match this prediction model.

This is just another way to look at this. Reality is a function of our history, what it means, and then we begin our prediction process and it's making sense. Now, you also say that reality is a function of software.

When you look at these polar opposites' positions, what we're doing at a different level if we want to look at this through a system of meanings and predictions. If you look at polar opposites..."I can", "I can't". "I will", "I won't". We go down through these equations because the predictions of what will happen to make a tipping point real is very well documented in our mind, well documented in our belief systems, and we make them real. Even when they're not real, we make them real. That's why the evidence that you collect never changes the belief system. Emotions change the belief system, evidence never does. But emotions allow you to believe something that you don't. Such that when I keep driving you back over and over, "Our old you, new you. Old software, new software," it's changing and there's a positive-negative and it's a new tipping point. But the real difficulty with this, and so again I'm just coming back to how this flows.

You will hear software in a sentence. How many of you heard the Christmas story of the optimist and the pessimist? And the pessimist boy, the parents got everything. All the greatest toys, all of this, all of that. He tore through all his Christmas presents and said, "Is this all there is?," and he's sad and disappointed. The optimist? His parents put a wheelbarrow full of horse shit at the end of his bed. And the optimist woke up and said? "I'm getting a pony! Where's my pony? There's a pony in here somewhere." He's digging through the horse shit looking for a pony.

People hear this story and still say, "I can't embrace chaos," or, "Yeah, I can't celebrate phoenix screwing up my order." It's software, you can. You've got to build it, you've got to believe in it, you've got to want it, you've got to practice it, you've got to preach it. The first-time phoenix really blows up in your world when you go back. You got to swallow big and go, "I've got to get excited about this; and I don't want to be excited because it's kicking off an unpredictability cycle that...Yeah, no. This isn't fun." Yeah, it is fun, if you wire it that way. Does that make sense?

Individual Programs... Goal setting software vs. Goal Keeping software

Picture most people's goal setting *drivers*:

How important is it?

- For me?
- For my family?
- For necessity?
- For nice to have?
- Why?
- What if I don't do it?
- What if I DO do it.. and it fails? What have I lost?
- What if I DO do it.. and it succeeds? What are the implications?

Thus, in this environment.. You sit down and begin *"your planning program."*

Goal KEEPING is a completely different animal! It is simply:

- Adrenaline rises
- ACTION
- Failure is rising
- "Get up"
- Don't stop getting up.
- Collect your GOAL!

You MUST have a completed "psychological program" *for each point!*

Another "flow" tool

This is one of my many "flow" tools. Based on "puzzle pieces" that you received in The Inevitable® Leadership course, this is one of the new "box tops" that you can use. I really want you to ponder this... don't just quickly agree or disagree... there are incredible implications for you and your outcomes.

On a scale of 1 – 10, rate the following "flow:"

- Do you believe that reality is software? (1 – 10) ____
- Do you believe that FoO (Family of Origin) loads the software, and with a mix of karmic influences, one then begins to live their lives? (1 – 10) ____
- Do you believe that one then functions (plus's and minus's) doing the best they can, and they explain their life based on this interpretive software system and processes that flow from it? (1 – 10) ____
- Do you believe that if we look at the software, it explains the system. You can see which equations have what power in what context? (1 – 10) ____
- Therefore, you can take this time frame, as a "pivot point" and redesign as much or as little about you as you wish? (1 – 10) ____
- Do you believe that your history, while the "data" is accurate, takes on a completely new meaning based on the interpretations of the new software? (1 – 10) ____
- Therefore your actions, beliefs, emotions, thoughts, everything... change NOW... IAW the new O.S? (1 – 10) ____
- Do you believe it is believable, it is real, and incredibly energizing, scary and adrenalizing, and creates substantial, unpredictable reactions from others and outcomes to everything big and small in your life? (1 – 10) ____

There are only two primary drivers for the equation and software: we seek pleasure (less than 10%) or we avoid pain (over 90%).

Looking at the reality of the above flow... this is a direct quote you will see in my analysis of your MOW (it occurs in your BIO during your first awareness of your parents fighting, their alcoholic use, infidelities, etc:

This is always a big moment in this work when one must process the deepest truths of this: there was software already installed on your parents that not only dictated their behaviors, it dictated that they married a person with "counterpart" behaviors.

Can you see that? Can you understand that?

Now the even deeper and bigger moment for you: where is that software now in you? AND... how does it express itself?

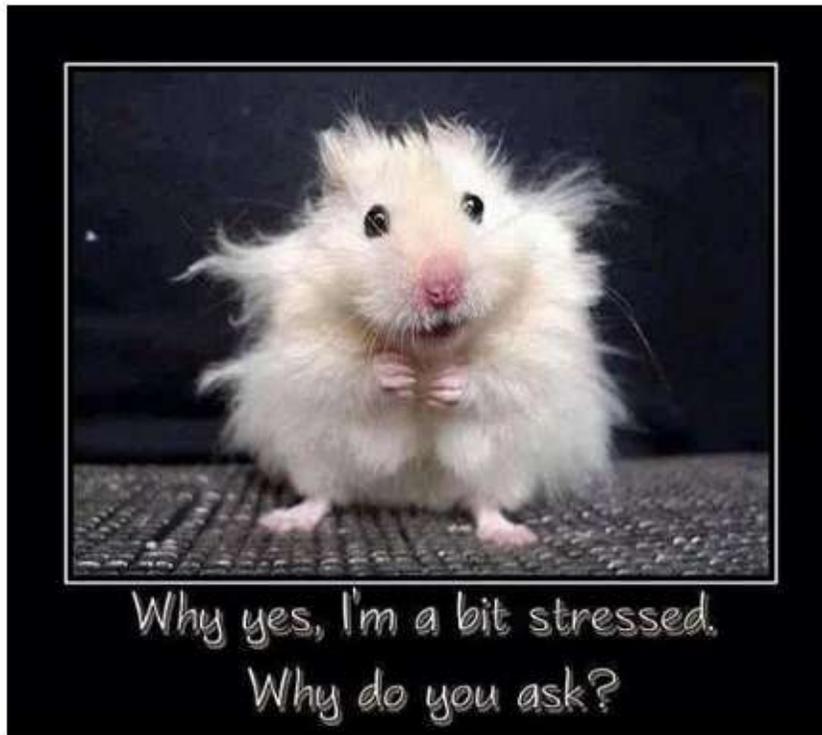
It is far more subtle than you imitating or rejecting the behavior...

And in your specific case, it ties to the “pain management” software.

Infidelity and alcoholism are not “towards” patterns. They are “away” / “moving-away-from” patterns... the question becomes, “moving away from what?” This is a very deep moment.

Stress

Why are you here tonight? (it ALWAYS begins with the destination you have in mind - THAT is the driver that emphasizes what part of the map you travel on...)



Introduction: stress is part/ parcel of today's lexicon



This is the last time, *in a programming moment*

that you EVER want to use the word "stress" ...

It is ALWAYS one of two forms:

- Eustress
- Dis-stress

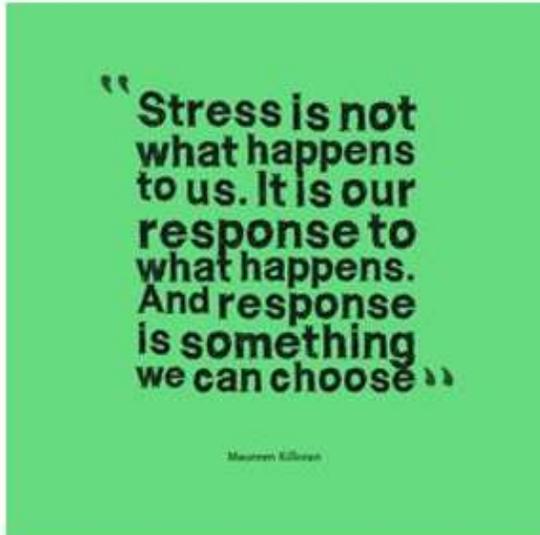
So... for you... which one is it?

Therefore, for tonight, let's turn "Stress" to "Eustress" ... OK?

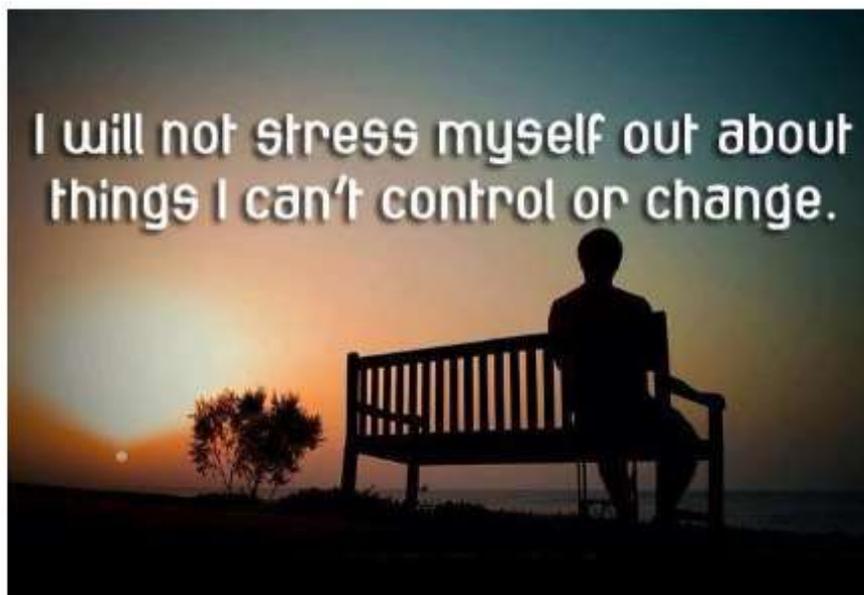
What stress is NOT! (the Myths - even in the professional community!)

Anger Management vs. _____ Management

(which would YOU prefer?)



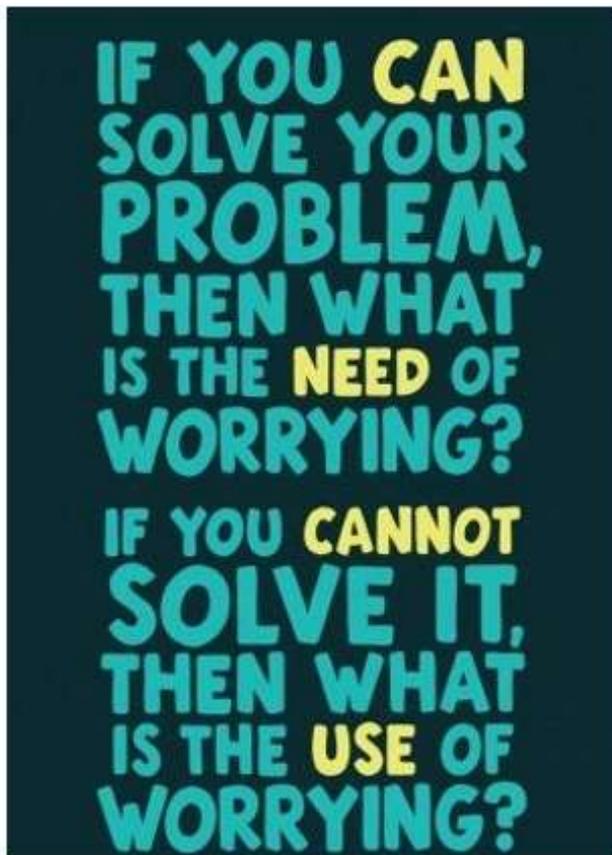
Do you believe this?



- Yes... "ish..."
- Well, would be nice... But...
- "stress actually sharpens me - it helps me avoid the pitfalls that trap others"
- *And so on...*

(think about what YOU say to yourself and others about stress... Even while you are trying to get your children to not stress...)

AND... At a deeper level is this:



Ok, you say, you are trapping me in my words...

Stress = a state of mental or emotional strain or tension resulting from adverse or very demanding circumstances.

"he's obviously **under** a lot of **stress**"

Synonyms:

strain, pressure, (nervous)
tension, worry, anxiety, trouble, difficulty;

Informal hassle "he's under a lot of stress"

Thesaurus!

- [anxiety](#)
- [apprehension](#)
- [cold feet](#)
- [consternation](#)
- [dismay](#)
- [distress](#)
- [dread](#)
- [fright](#)
- [horror](#)
- [nervousness](#)
- [panic](#)
- [scare](#)
- [strain](#)
- [stress](#)
- [tension](#)
- [terror](#)
- [trepidation](#)
- [unease](#)
- [uneasiness](#)

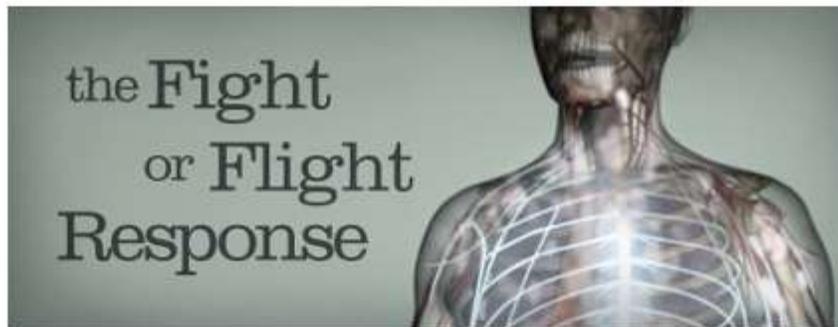
From <<http://www.thesaurus.com/browse/stress>>

Are ANY of these good? Positive? Glass half full?

Yet think how loosely we use "stress"

Do words mean what they mean, or do they mean what we say they mean?

The value of stress in our past



We are built for fight/ flight... The challenge is what do we record as this today?

- Traffic?
 - Vexing people?
 - Little stuff?
 - Big stuff?
-
- That we MUST make about: potential/ Greatness / joy...
Why not?

Most of my client work centers on viewing Phoenix as stress vs. excitement? It is in your DNA...

The wildebeest of the Serengeti



Do they stress/ worry about their life, do you think?

The rivers and indeed the few isolated lakes in the south of the Serengeti, are costly to the wildebeest firstly because of the animals' fear of the water itself and the creatures it may hide, and secondly because water generally means vegetation, and thickets that may conceal predators. Yet the wildebeest have an inherent instinct to trek in a certain direction at any cost - despite their fear as they cross. The lakes in the south - [Nduzi](#), [Masak](#) and [Lagarja](#) - for example, are little more than a few kilometres long, and could easily be walked around. But natural selection steps in once more: the wildebeest that crossed the lakes in previous generations survived to breed, so the waters pose no fear to their progeny, those that did not make it gave no further input to the gene pool.

In his definitive documentary on the migration, *The Year of the Wildebeest*, filmmaker Alan Root describes how he watched a crossing at Lake [Lagarja](#), where, once the main body of the herd had crossed cows that had become separated from their calves turned back to look for them re-entering the water and swimming back. On reaching the other side, still not reunited with their offspring, they turned back once again. This toing and froing went on for seven days, until eventually the numbers of arriving wildebeest built up again and the stragglers were forced to move on with the main body of the herd. Thousands of wildebeest died in the lake that year. While such tragedies may appear to be a disaster for the wildebeest, the deaths only represent a mere handful of the hundreds of thousands of calves born each year. Without a degree of natural mortality, the wildebeest population could spiral out of control.

What are your RULES?

Old Bill:

Sunshine...

Traffic...

AND... ONLY a signed deal... Nothing else.

How much control did I have?

What could I do to change this?

Mind - body control of stress

Is the mind and body hard wired?

What does that even mean?

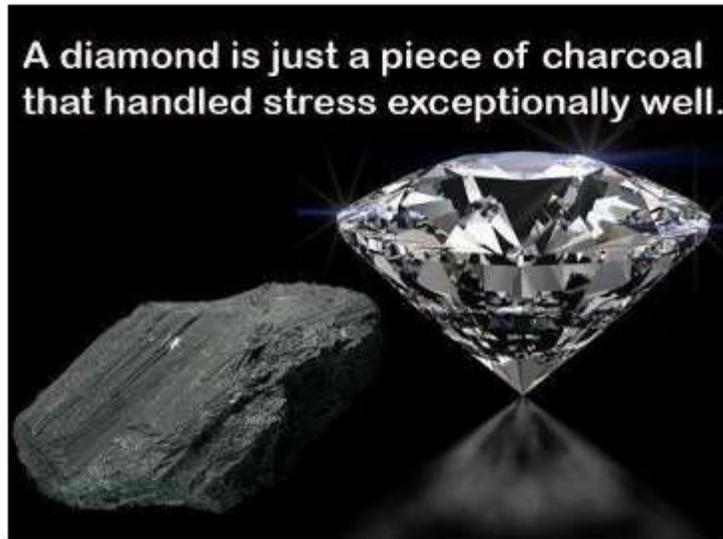


By forcing physiology, can we override the mind?

It is a resounding YES!

The +! Stress = growth or not

“Can we choose one over another?”



Whether it is this... Or...

The hottest fire forges the strongest steel

The beautiful bush and the scrub

The butterfly and the cocoon

You are replete with examples and metaphors as to why you should not be "stressed"

The bigger questions tonight is...

Why do I pay more attention to this vs. that?

Does stress/ adversity build character... Or reveal character?



"eustress" vs. "distress"



At the cellular level...

Only on the 10th rep... (not before)

_____ cellular _____ = EUSTRESS

If you go too far... DIS-STRESS (distress)

= torn bicep



What does this mean for an EQ Leader?

So many people use "stress" all the time. "I am so stressed out." "I am stressed about this." "This stress is killing me!"

However, conscious leaders must force both themselves and those they lead and do a conscious awareness that stress ALWAYS comes in two forms: eustress & dis-stress.

"eu" from the Greek word meaning "good"

"dis" from the Greek word meaning "bad"

In our metaphor, we talk about going to the gym and rep'ping out ten reps of biceps curls. On the 10th rep, and it is only on the 10th rep, where growth is triggered, literally, what is happening is violent cellular death! Cells are literally bursting under the stress of the lift. The body in her infinite wisdom knows those cells were not strong enough, and allocates resources and commands the rebuilt daughter cells to be a little bit stronger. This is great stress! You want this kind of stress!

Dis-stress, on the other hand, is toxic and destructive. For whatever reason: lack of sleep, poor nutrition, your immune system being off, poor form on your reps, lifting more weight than you should, etc.... It doesn't matter. You tear your bicep muscle. This is not good. You don't want this to happen.

Now what is even more amazing in this tool is the fact this is a hard example. There are weight limits, pushing beyond those limits are destructive. What limits you think you have in the mind? That's where your recording your stress. Something even yesterday that your software recorded as distress, today you can choose to recorded as eustress! That is the power of the mind.

Get very conscious when you talk about focus on stress. Don't focus on how hard the rep was. Focus on how big and strong and gorgeous your bicep its! That your power!

When you can lead people through this paradigm shift, not only will it dramatically shift their stress/stress load without changing anything, it also increases their growth because the positive viewpoint they put to stress changes all of their body chemistry!

Huge consciousness here!

Turning 'stress' to EUSTRESS!



Are puzzles fun or frustrating?

The well digger, one shoveled away.... then the whole well fills...

The sculptor 300 whacks, nothing. Then the whole marble shatters on his line...

How do YOU view life? Every whack should have value??

Why??

Sample coping tools

50 Stress Relievers That Take 5 Minutes Or Less

OCTOBER 1ST, 2010, AUTHOR: STEVEN HANDEL

Pin it



Finding ways to relieve stress is absolutely crucial in today's chaotic world. We *need* daily buffers to remind us that we are living, thinking, and feeling human beings, not just work-a-holic machines.

If we don't attend to our stress, we can very quickly build up unhealthy levels, sometimes leading to serious conditions like depression, anxiety disorders, heart disease, diabetes, gastrointestinal disorders, eating problems, insomnia, and substance abuse, as well as headaches, muscle pains, and fatigue.

Because everyone experiences stress, and it is an unavoidable facet of life, we all need to find our own methods to cope with it.

Stress can be alleviated in a variety of ways, but what works for some may not work for others. A lot of it depends on our personality, what habits we find enjoyable, and what kind of work we're taking a break from.

I took it upon myself to try and come up with 50 potential stress relievers. You may find some useful and some not so useful. That's OK. Some might also spark new ideas that I may have forgotten. Leave a comment if you discover something that I missed!

50 Stress-Relievers That Take 5 Minutes Or Less

1. Take ten deep breaths.
2. Do push-ups, crunches, or pull-ups
3. Play with a pet
4. Take a short walk
5. Read an article in the newspaper
6. Call a friend
7. Listen to a song
8. Watch a video on YouTube
9. Play an instrument
10. Meditate
11. Eat a healthy snack
12. Spark a conversation
13. Make yourself a cup of coffee
14. Sit in the sun and get some fresh air
15. Doodle
16. Sing a favorite song
17. Dance
18. Drum on your desk
19. Count your blessings
20. Make plans to go out to dinner
21. Go outside and feed the birds
22. Do a small favor for someone
23. Write a note to a loved one
24. Water the plants
25. Look through a photo album
26. Take a shot of liquor or take a hit of cannabis – unwind a bit
27. Do a search on Google for “funny jokes”
28. Gaze at the stars
29. Get a back massage
30. Stretch or do yoga
31. Take a quick shower
32. Write a poem
33. Check your email or Facebook
34. Make a list of old things around the house to donate
35. Clean your desk
36. Try a word puzzle or Sudoku
37. Spend a moment with your children
38. Do jumping jacks
39. Scream at the top of your lungs (or into a pillow if you don't want to disturb anyone)
40. Go to the bathroom
41. Play a game of billiards or ping pong
42. Check the local weather report
43. Sit somewhere with good scenery
44. Make a list of things to do on the weekend
45. Recite a prayer
46. Daydream
47. Wash your face with cold water
48. Take a power nap (make sure to set an alarm!)
49. Read a couple positive affirmations
50. Drive around town briefly

- **myths about current stress management techniques** that are widely taught and used
- **NLP tools and exercises** for dealing with stress
- **how to use physiology to change your emotional and psychological state**

**"If you don't
like something
change it; if
you can't
change it,
change the
way you think
about it."**

Tough times
don't last;
Tough
people
do.

And for me... It is TOUGH Software!

I always like to begin any activity with, why are you here? The destination and where you're mapping your travels is always so important. Stress is such a fun little topic because it plays such a big role for so many people. "I'm stressed out. Oh, there's a lot of stress. Stress, stress, stress." Stress is software, stress is a neural pattern, it's not a reality, it's not mandatory. So, when I look at why are you here tonight: to lessen stress, to manage stress. I love this little slide we're starting out with. "Why yes, I'm a bit stressed. Why do you ask?" It's just always worthwhile and fun to know why you're here and what's really beginning the journey tonight for you. Now, when you look at stress, and boy, the longer you look at this slide...I got a headache while I loaded this slide earlier today.

Stress, it's such a big part of our dictionary today, how people talk, it's part of our fabric. There's some that are even kind of proud of how stressed they are. There's other people that live in toxic stress and hate it and can't stand it. But we have this part and parcel. So, the first thing if you take nothing from this call, and I know we still got some people signing on, but I'm really working on training my webinar behaviors. I start on time, I don't wait till I get everybody here. I really respect the people that come on time. So, you might have to watch the video if you come on late, but you want to catch this. This is one of the most important things I'm going to tell you tonight.

When you think about The Inevitable You®, and we're not going back into the system, and we're doing Windows 61, and software, and operating systems, and some of the other things. I'm not even doing that level set tonight, I'm going right into the topic. These are programming moments, and when you're in programming, remember, that's this mythical "in the 10" place. "In the 10" is that place where we have stress, we have intensity, we have crisis. Now, we love that place because it's also where we have growth, that's the only way we get to our greatness, that's where we have potentiality, and where we're expanding that as well, so it's really important that we stay focused in this place.

And in a programming moment, not in the 90, not when you're just chitchatting, not when you're having a cup of coffee, not when you're talking over the water cooler, not when you're having lunch, but in programming moments, when you are very conscious about the reality that you are creating. This should be the very last time, in programming, that you want to ever use the word stress. It has no value to you, and, for most people, it's half-empty because they are busy focusing on "I'm stressed out." Most people don't go, "Well, woohoo, I'm in my potential," or, "Woohoo, I'm stressed out, I got a lot of growth."

You have to understand that stress always comes in two forms, eustress, and that's the Greek letter eu- for positive or good, it's good stress. And dis-stress, which I spelled it with its prefix, "I'm in dis-stress." When you're stressed out, which one are you in? If you're at work and you're stressed out, or the project is pushing or you're stressed out, you know, are you in eu-stress or you are in dis-stress?

And so, the theme for tonight is really to figure out, we want all stress to turn into eustress. And when you think about it, and when you calculate because we are dealing in the power of the mind, and the mind is controlling reality, you can do great things where some people are stressed out in distress. In the metaphor, I'm always talking about for eustress is when you're in the gym, and you're on your 10th rep, and you're growing your bicep, but it's really violent cellular death that's taking place in the middle of your bicep on the 10th rep, that's

where you create your growth. Distress is when you're on the 10th rep or maybe even the 4th rep, and your form is poor, or you've had bad nutrition or your body, you're in the gym and you've been battling the flu, your body's not up to stuff, when you're in distress, now you're going to tear the muscle, now you're injured. That's not the kind of form of stress, but that's the physical metaphor.

When we look at the power of the mind, and the mind could do anything that we want it to do, and that's in spades. We're going to figure that out at the month of the fire-walk. When you command, from the mind, your body, when you command from the mind, the reality when you command the mind, and you do it well, it does anything for you. So, after tonight, in your programming moments, get very, very conscious. Don't say, "I'm stressed out," or "are you stressed out?" Ask, think, reflect, be conscious. Is this eustress, which is, "Yay, I'm growing, I'm getting stronger, I'm getting better," or is this distress? Because if it's distress, we need to do something else. But generally, and you'll see tonight, most people record stress, and it can be a very long run of toxic stress because you might be at your job, and it's a long project, and your relationship is suffering a little bit, and you don't have the finances coming in on top of it, right? Some may feel dis-stressful, but it's not, it's these times for epic growth and greatness.

Where stress begins always comes in this away pattern, negative-initiated command pattern. If the command is don't spill the milk, and when you begin because you're just a dumb terminal, and you're going to do exactly as you're commanded. If you're told, "Don't spill," you have to process that cognitively, you have to think of ways to spill so you don't do that.

So, literally, "Oh, I could spill milk that way, don't do that. I could spill milk that way, don't do that. Woo, this is a big spill, I really, I can't do that." And if you're an overachiever, you don't think of 50 ways, you think of 200 ways. And so, as I joke in the longer metaphor, you walk over to the counter and kind of look up at the ceiling, and you're delicately holding the pitcher. And you go, "You know, a meteor could come through the ceiling and rip this out in my hands." Now, if that becomes the software and that becomes the pattern, and it's not, "Don't spill the milk," it's, "Don't screw up, don't make a mistake, don't disappoint, don't, don't." There's other commands in there, but we're looking at the tipping point, we're looking at the, you know, the significant high percentage of driving energy for how you create success. The older you get, and you've never been hit by a meteor, do you think that you stop worrying and you say, "Oh, why bother, I'm 35, I've never been hit by a meteor, should I stop that?" Or because it's never happened, you go, "Well, it's never happened because I worry, and I have never been hit, so the probability of my turn next is really high." And you drive a lot of anxiety, and stress, and worry, into the pattern, and it becomes a self-reinforcing pattern.

Because the more you create stress, and the more stress prepares you and it doesn't happen, you're going to say, "This is a good pattern even though it doesn't feel good." And there's times when you're tired, and you're out of energy, and you don't want to be stressed, and you're going to say, "Oh, yeah, Bill, Phoenix screwed up my order in the formula tool." And I'm supposed to be like, "Oh, yay, how exciting is that." Yeah, no, I'm not that person, I don't buy that, that's not how it works. You know, when you live in a very toxic, stressful environment, and it's all created by your software and how you're driving your reality and meanings, you know, that's where stress begins.

Now, let's talk about what stress is not. We mentioned this, and this is even in the professional community,

and the mental health community. This is another tool that you've heard me talk about: anger management. And on your very, very, very best day of anger management, the best you can come out with is well-managed anger, and that's the structure, that's the context, that's the form of how you are working. I like to tease and say, "Well, why wouldn't you go to serenity management?" Because which one would you prefer, serenity or well-managed anger? On your worst day, here in serenity management, when we're looking at the structure, the content, the form, you have poorly managed serenity, that's always going to be better.

When we're looking at what stress is not, it is helpful to us to understand what is the opposite of stress. Stress is not what is happening to us, it's our response, and response is something that we can choose. Because a lot of peoples will say, "Oh, no, stress? Oh, I have to have stress. I must stress. If I don't worry, what will happen? Can I win? Will I succeed at it?" And again, you go back into this in the 10 mythical moments, so maybe in the 90, you're going to go practice some of our stress management techniques, and you're going to say, "Oh, well, that works, or that feels better, or I'm lowering my stress," but that's not even what you want because what is the opposite?

Now, for some of you, it's going to be growth, for some of you it's going to be greatness, it's going to have a form, but one of the things you want to do out of this, as a tool, is figure out what is it? And this maps back to the beginning, what do you want? what do you want stress management to be? And in this world of "what it's not," do you believe that I will not stress myself out about things I cannot control or change?

Now, when we study people, and clients come in for stress management problems, they'll say to me like, "Oh, I get that, I know I should do that." We know what happens when you use the word "should", you're not really ready to commit to it yet; it's not a must; it's not a, "By gosh, I'm going to be this person or die trying." When you say, "I will not stress myself out," and you go, "Oh, yeah, Bill, I should," and you "believe it, but" - and there's the "but". It sits there you know. "Uh, yeah, ish. I kinda do ish, you know, well, there's these times that I can't control it." Anytime you say, "I can't," you know, you're in upside-down language patterns and software. Oh, well, it would be nice to control it, but... There's the "but". You sit there and have a conversation with yourself or others, you're coming for a coaching session, "Yeah, but, stress actually sharpens me, Bill, it helps me avoid pitfalls." You'll even create a positive meaning, and, by the way, that's in an away pattern. That is not about growth, that is not about greatness - not in that sentence.

Think about what you say to yourself and others, you know, even while you're trying to get children not to stress. So, your kid comes home and says, "Oh, my state education tests are tomorrow and I'm all stressed out." You go, "Oh, son, daughter, oh, no, you're prepared," You know, you're giving them all the advice you didn't follow when you prepare for this. At a deeper level, here's something you really, really have to ponder: if you can solve your problem, then why would you need to worry about it? You're going to solve it. There's no need to worry, there's no need for stress and anxiety in this process. And if you can't, it's beyond you, it's bigger than you, what's the use of worrying?

You're going to tell me, and you're going to go into these places that says, "Yeah, I get it but..." and you're going to record that stress is of value to you. We're into programming; you cannot, after you ponder this content, as you think about who you're going to be in the new software, you've got to really, really sit down and get deep and get conscious. What do you want this to be? And then, you're going to say, "Well, you're

trapping me with my words." You know, I'm not saying that. Yeah, the energy, the drive, or the reality, you're recording something about stress that it's not, so let's look at the words. This is straight out of the dictionary. *Stress: a state of mental, or emotional strain, or tension from adversity or of demanding.* Here's the sentence in the dictionary: *He's obviously under a lot of stress.*

In the synonyms: strain, pressure, worry. There's nothing half-full about any of those words. And then, when you actually go into the thesaurus, look at all those words, is there any word that's positive? You know, none of those words have anything good about them, they're all on the negative side, they're all on the half-empty side, they're all on the "what you don't want" side. We know at the word level, when we use the word stress, it's got so much negativity attached to it. Even when we're kind of using the term lightly. "Oh, I'm kinda stressed out today. Oh, it's a stressful time in my job." Well, that's where your kids learn stress, and because they don't have your nuances, they get stressed out when they take tests because you've taught them how to get stress.

Someone taught you how to get stressed. Four-year-olds aren't stressed. There's not a four-year-old going like, "Oh, no, I'm really stressed out about riding my bike tomorrow. That's stressful to me." No, you get on the bike and you ride. It's in your DNA to do and to not worry. You have to learn these patterns. And in this, do words mean what they mean, or do they mean what we say they mean? Most people will try and tell me that it means what I say. The value of understanding neuro-linguistic programming is that we know that is not true, and we know that words have meaning. You'll say, "But I didn't mean that." Not only is that not 100% not true, you meant part of that just like every gest, every teasing moment has a kernel of truth to it. Every loose form of the word stress carries with it a negative value. When you put it in the 10% of life, when life has got you by the throat, and you can hardly breathe, and you're struggling mightily, yeah, that's when you create stress, then it becomes distress. It is all under a reality control mechanism that lies in the software.

There's a lot of value to stress in our past. It comes from the fight or flight response. We yawned, we stretched, we got out of our cave, we kind of cautiously looked around. We weren't stressed, "Oh, what if there's a tiger out there, well, what am I going to do?" We didn't do that. We were cautious, we kept our eyes and ears open, we moved slowly, we moved carefully, but you did not get stressed until the tiger appeared. When the tiger appeared and start chasing you, then you turned and fought. That's when the adrenaline system kicks in, that's when you have these inter-chronological systems that massively burn in great energy. That's why you want sugar in your bloodstream because it's lighter fluid. And if you're going to run from a tiger, you got about 200 meters to outrun the slowest person in your pack of other humans. Because then, the tiger's going to eat them, and so, you were rewarded.

If you're faster, you stayed in the gene pool. If you were slow, you got eaten, your genes got removed from the gene pool. But that's back when things were simpler. If you're built for fight or flight, you've got to ask yourself the question, "What challenges are facing me today? Is it traffic? Oh, I hate traffic, I'm late in traffic, and traffic, traffic, traffic." Or, "Oh, this person, I just see their email, I see them on caller ID, they're in a meeting, they drive me crazy." Sometimes, its people we actually love: my sibling is driving me crazy, my child, my teenager.

When you assign a meaning that traffic is stress, stop and think about how many times did cavemen get chased by a tiger? Twice a day, for 45 minutes in the morning, and 45 at night? No, your system wasn't built chemically or neurologically to handle stress. You've got to really look at the value of stress in the past,

whether you're attaching it to little stuff or big stuff. Maybe this is a deal that you've got to close, this is business that you've must win in order to get the money to pay for your mortgage. That's the tiger chasing me; and still...the tigers don't chase you for hours on end. So when you're not being chased, you've got to do the work; you've got to create this software - this moment that this is a positive meaning, and it's must be real.

How does that become real? Because it's about potentiality, it's about your greatness, it's about joy. Why wouldn't you do this? Most of my client work, when I do that Phoenix example, and I say, line five in the Phoenix tool where we flip the negative one to a one because we get really excited. It's in our DNA to be excited about growth, about greatness, about potentiality, "Woo woo, we're going to ride that bike today!" We get excited. We have to get taught, we have to get told, "No, don't spill the milk, don't screw this up. Work hard, worry about meteors." When you create above-average success in those patterns, you have a very, very difficult time letting go of it.

Now, I told you that I'd have this slide, the wildebeest of the Serengeti. I don't know why this is in my consciousness, I just have always loved it. I saw a special years ago. One of the largest remaining, if not the largest remaining, like 2 million of these beests. I love the word beests, you know, it's not spelled correctly, it's B-E-E-S-T, beest. 2 million of these animals migrate twice a year. Now, because they move, and predators are territorial, or they cross rivers and the crocodiles are gathered there, waiting. They have a gauntlet to run, and on either side, there's these plains with 2 million of these things grazing, and the high plains and the low plains of the summertime. I always make the joke, "Do you think they're stressed out, you know, as they go underneath the tree, looking up, going, "Gosh, is a lion going to drop on my head."

Do you think that nature teaches us to stress and worry? And if the answer is, "Of course, not," we're taught caution. You can be cautious, but cautious isn't bad. So we have to learn. I pulled this off of a special talking about how these wildebeests have the instinct to go despite their fear as they cross. Because, for example, they're a little more than a few kilometers, and could easily be walked around, but natural selection steps in once more. Wildebeest that cross have survived to breed, so the waters pose no fear to their progeny, thus they do not give it further input to the gene pool if they don't do that. And in his definitive documentary, the cows that had crossed can't find their young, and they go back and they go back to the other side.

And what he talks about, and I wrote over, let me let you see this here because it's very, very important you understand this. The to and fro can go on for seven days because they cross back and forth looking for their young, until, eventually, the numbers of wildebeest build up again, and the stragglers are forced to move on. Thousands die, it's an amazing ecosystem. But nowhere, in what you and I would read when you see the crocodiles and you see the lions, it's terrifying. They're adrenalized, yes, and at the moment that is happening, that that lion is upon you, there is adrenaline. That's the 200 meters that you're built to run, but the rest of the time, you've got to get really intelligent around what does this mean? What are your rules?

We have rules that drive our reality. Old Bill, when I first came on NLP, what would it take to have a happy day? I really thought about it, and here's what's happy to me in Colorado: I moved here for the sunshine; I want a big great sun rising; I hate traffic. I hate getting stuck in traffic, so I leave early, and I want nice easy traffic; and because I was in sales and I'd seen deals go south even when I was told I got it, even when it was a signed deal, it had to be signed and it had to be through legal. That is what made it exciting for me, that's

what worked for me.

Well, the problem with that is how much control over my happiness did I have? Because I don't control the weather, I don't control traffic, I don't control when attorneys will get deals done. I had nothing to be happy about. So, how would you change this? Well, I put pictures on my PC that were taken from my deck of great morning sunrises. So, if there wasn't any sun, I would say to myself, "Man, I love the great sunshine, and if there's not any sunshine, I remember one of the most glorious sunrises I've ever seen, and there's the picture." Then I leave early, and I manage my time, and I master traffic. I created. As you go down, how do you create stress-free? And how do you call this excitement and joy, that I have these lions chasing me? It happens in the mind, it happens in the software that says, "This is what anxiety, and this is what stress mean to me."

Now, in this mind-body world that we occupy, do you believe that the mind and the body are hired hard-wired? What does that even mean? What that means is, if your body is happy, the mind must follow. If the mind is unhappy, the body must follow. The other two quadrants exist as well. When we look at a body that is happy, when someone comes in to see me and they say, "I'm sad, I'm stressed," I'll tell them, "Well, here's what I need you to do. Sit up, pop your chest up, put your head up, put a big smile on your face," because that's the opposite of how they're sitting when they tell me that they're in a negative state. Like, "Well, just sit this way."

I know they'll kind of chuckle, "Really, are you forcing me?" "Yes, please, you're paying me a lot of money. Sit up, put your chest up, smile." That's why I always model great posture in my chair because when you have great posture, by forcing the physiology, it overrides the mind. What happens is, if you get back into your sad story, your body slumps back over. So, if you force yourself to have great physiology, you can control a lot of this stress, a lot of these negative feelings by controlling your body. When you sit up, when you smile, when you stand tall, when your head is up, when your chest is up, when your breathing is deep, you must, must, must, must, feel better; you cannot stay in a negative state. You can't be stressed out when your body is stress-free. You can have a tiger literally running at you and you can force deep calm, loving, breathing if you want. You can always force your body to be in the state you wish to create, and the mind must follow. Very, very important piece of this.

Now, what's the positive about stress? Can we record it at growth or not? Do we believe this? Can we believe this is in the 10? The diamond is just a piece of charcoal that handled stress exceptionally well. You can have stress crushing you: boss, life circumstances, real pain. I understand the pain is real. This is always your choice; you can still choose the growth, and choose to focus. And by the way, when the pain is really getting greater than, that's when I would really, really focus on doing this.

Whether these are all expressions you know, "The hottest fire forges the strongest steel." Or I do a great metaphor sitting in my office, we look up at this little ridgeline that's above my office, and I said, "You know, here in town there's this gorgeous flowering bush, gets watered, gets tended, gets loved; and up there on the mountain, there's this little scrubby bush, never flowers, it's barely alive, it can barely hang on, which has deeper roots?" Most people counter-intuitively go, "Well, the beautiful bush must." Yeah, no, it doesn't because water all the time, it has a very shallow root system. So this has roots that go 40 feet in the ground, it's the only way it's hanging on because there's no water up there on that ridgeline.

So, if we know this is our mind, and we say, "Well, how will I water it?" Well, part of watering your mind is turning stress to gold, turning stress to eustress, to the diamond. The diamond of my life is being created right now. You are replete with examples and metaphors on how to do this. The big question for you tonight is, "Why do I pay more attention to stress and less attention to growth? Why am I stressed about Phoenix?" Because, if you can't change it, there's no need to worry. You're going to have to deal with the mistakes of your day, but you can get excited and you can be happy about it. Why be stressed? Why be sad? You have to write the software, you have to create this, and it has to happen in a way that you can believe it.

That's why I argue and have these stories to say, "Who are you going to be? Who are you going to be? If you were stressed out today, can you go like, "Well, you know, I'm even closer to being a diamond today." And you put a wry smile on your face and a chuckle, and you go, "I'm one step closer to this." Now, can we choose one over another, can we choose the greatest weapon against stress is our ability to choose one thought over another? Do you believe that? Can you do that? Can I choose this thought over that thought? Does it work?

In the 90%, you may say, "Oh, yeah. Well, yeah, I thought about that, and I was late for this, and it didn't really matter, so I turned it into a positive. But, oh, no, you know, my boss is mad, and my client is this, and these are all real to me." In those moments - those are the exact, exact, exact moments you must not only learn this, you've got to teach this, you got to live this. When you do that, I promise you it works. It works, it works, it works.

Now, distress, in this place, is it building character? Is it revealing character? Is this my stressful day? Am I taking on these moments, and am I the king of beasts? Or, is this who I am? Is this life chasing me? These moments are real, these moments mean exactly what you commit, and force, and believe, and make them mean. Are you that? Are you this? Are you a king? Are you a queen? Are you living? Are you bigger than managing stress because you're focused on growth? Or is stress bigger than you?

Now, turning stress to eustress, as an example, are puzzles fun for you, or are they frustrating? Do you look at this and go, "Oh, I'm stuck," and maybe at work because you must solve them, you'll work till you solve. Maybe at home, you're thinking, "Gosh, I do nothing but solve all day, so, yeah, I don't like this." The point is, in this matter of mind over matter software-driven, the mind controls your life and reality. What if, just on this other side, is the treasure that you seek, you know, and sometimes you just have to go that way? Or sometimes can you just gnaw, and chew, and fight, and kick, and can you make a hole in reality where none exists, can you do that? Well, you have to have a drive.

Now, if you have to do it at work, you know, that's an away pattern because if I don't, I'm fired. And if that's the pattern, then that's going to be stress. And it's not, "How can I have fun?" Because the well digger, one shovel away, he can dig 30 feet, and every one of them is hard. And in one shovel-full, he hits water, the whole water fills. You know, the sculptor hits this block of granite, this marble block, 300 whacks with the chisel, nothing happens. And then, with one whack, the marble shatters on the line. Do you believe that life is incremental and that you have to manage stress and do what you want one at a time? Or do you believe that by being, doing, that man, that woman who you wish to be, that you can whack away and then it just happens, and you're content and happy and excited? Do you worry about how fast you learned to ride your bike? "Oh, I've ridden it

30 times, I should know this better now," or every whack has to have value, an equal value or relative value; or I'm upset about that. How do you view life? How do you view this, and why? Because it was taught to you. Are you going to change this? Walk off this call and go, "By gosh, I'm going to get excited about Phoenix, I'm going to get excited about things that used to stress me out yesterday, they don't stress me out anymore."

I did a little Google thing, OMG, there was page after page, 15 ways to do stress, 7 ways to do stress. I've pulled 50 in a minute or less. Can you stop in the middle of stress and sing a song, or drum at your desk, or listen to a song, or do something, or get up and move your body? It's all in the software about what you believe. If you don't have a list, and you go, "Oh, Bill, I don't." Yeah, you do, this is always the flip. Remember in the I Have a Dream Tool, "Do you like the I Have a Dream, have you used it?" "No, I haven't, that's a great tool." No, you use the I have a nightmare version, that's the unconscious tool. You have an unconscious list for how you handle stress.

Generally, it's not healthy. Generally, it's more stress less. It's not serenity, it's not happy, it's not growth because you go, "Well, how can I get excited about Phoenix?" These are going to be changed moments for you. These are going to be the times that you have to become this person. I'm going to share with you one of the very earliest. This is mine, and it goes back to the very first vision board I ever did. It's all part of this, flipping of "What does this mean?" For some reason, when I saw this National Geographic picture, and I'm a diver, and I love to dive, and I've been on the Great Barrier Reef, I've been in Cozumel, I've been in schools of fish like this. That's just magical, they just move as one.

I actually talked about it. It's not like that fish sees the shark and then bumps in and bumps in, they're all connected. We're all connected, which is one of the reasons why I like this slide. When I saw that shark sitting there, the question that occurred into my mind and it's, you saw it on the title of this slide, is that shark up there because it's a predator waiting to eat something or is that shark up there because it's a protector? And so, in the metaphor of the people who follow The Inevitable You, they're shepherds; they have sheep; they know who their flock is. We know the wolves are out there, they create stress. But when you're a sheepdog, you handle these because it's your purpose, it's your passion, it's your drive, it's your life, it's your software, it's what this planet means to you; that allows these to be real moments and to be incredibly great moments.

The myths about current stress management, we talked about that. We said that we would give you NLP tools and exercises, we've done that. How do you use your body to change this, if you don't like something, change it. If you can't, change the way you think about it, that will create a different view of stress, which allows this to become growth, which allows this to become something positive. And always remember this, tough times that creating stress don't last; tough people, do. For me, what makes someone tough is they've got the tough software. That's the point of this system.

PTSG

As a veteran of the United States Army, I found after serving my term I was still eager to serve people on the highest level possible. Experiences taught me that no matter what we experience, the mind is our greatest tool to success.

As I was developing this program, I realized my fellow comrades responded well to the tools I offered when they came to me for assistance as they battled with PTSD. In fact, I found that people who had faced traumatic experiences from rape, sexual abuse, death, illness, divorce, natural disaster, you name it, they gained a better or new walk in life once they realized they are the ones who always made that possible.

When you have a large vision of making a difference in the world and your ideals and execution of bringing it to past are not quite of the norm or orthodox, it is a kind of a lonely but very acceptable journey. Fortunate for me that one day someone I hold in high esteem revealed his take on PTSD to PTSD. It was a moment of humbleness and excitement for me especially because I did not know this amazing article existed. It was an article in the Military 1 online magazine featuring a man I hold in great esteem, Retired Marine General Jim Mattis, one of the most beloved and feared military leader in modern history. He was sharing his true views on Posttraumatic Stress Disorder before a group of veterans and how it is handled by professionals.

I grew more and more ecstatic as I read the entire article because he and I were on the same page in how we view the PTSD labelling our soldiers receive when they return home from war.

General Mattis admits the approach with assisting our veterans with PTSD had to change if we wanted our soldiers to beat the diagnoses. The best solution for healing that he came up with was PTSD, Posttraumatic Stress Grow. He fully understood how labels bound people to a limited state of being. Like me, he insist the label of Posttraumatic Stress Disorder is too limiting and damaging for our veterans. And, it is important that we let our veterans know they are not damaged goods limited to a victimized life. Instead, our veterans are amazing people who do not need to be identified as victims.

And, our veterans do not have to assume professionals have all the answers to the best way to heal soldiers diagnosed PTSD. However, it is important to note, when we proceed to remove the labeled diagnosis of PTSD to PTSD, anyone diagnosed with Posttraumatic Stress Disorder must realize it is up to them to remove and replace the labels themselves if we want to be healed.

I am confident, I have the tools to assist our soldiers in removing the PTSD label. It is with great honor and respect that I hand you the keys to freedom.

Preparation for Removing the PTSD Label

Being that everything begins within the mind, I want you to take a deep breath and relax while I take you through the journey of the roles the conscious and unconscious minds have on our choices. Once you see our responses and actions in life are influenced on automatic pilot, you will know, you can program that pilot to have the best responses and choices possible for positive and productive life experiences. I want to begin with what is known as the software of our minds whether we acknowledge it or not, Neuro-Linguistic

Programming, or NLP is managing our life's roadmap to power.

NLP provides simple ways in which we can change the way we think, view past events, and how we approach life. It is our automatic recall system where we unknowingly draw from to respond to the life's experiences we encounter on a daily basis. We are going to learn how to take control of our mind. NLP is more about controlling what is happening on the inside of us than trying to control what is happening outside of us. NLP, Neuro-linguistic Programming is a tool we do not hear about daily yet it has so much to offer us. It is very controversial in its ability to bring about healthy changes in thought and behavior. Maybe it is somewhat a secret because it offers people an opportunity to be independent and at times to not need medications to heal their psychological diagnosis. I personally have found NLP to be an excellent choice to freedom.

I realize Neuro-linguistic Programming sounds kind of far out there but it really isn't. It is our way of navigating through life from inside out. NLP is pretty simple, but massively, massively effective, and powerful for shifting how we think, feel, focus, believe, change and create our actions and behavior.

First thing to understand about Neuro-Linguistic Programming is that we have two sources of communication: We repeatedly speak and think our sentences. Both sources are powerful in determining outcome.

Why do you believe one individual sentence, and let's say it's a positive one, meaning you can, you are, or believe another sentence, you cannot, you never will? Why is one sentence true versus another one? The fact of the matter is they're only true because you continue to say them over and over again. Now, the science is what you say, and this is the linguistics of it, and because you're thinking, which is only silent verbal communication to yourself. In Linguistic, what you say and think and the words have meanings and when you emotionalize them it solidifies the words to be true.

This strongly implies to anyone diagnosed and accepting the PTSD label. Because you have raw, real emotions attached to it and no one has explained to you in a comprehensible way that you control the emotions, you accept this as truth that you have Posttraumatic Stress Disorder and you don't expect to be anything different. This is your reality and in some cases your need to survive.

You became instantly tied to the words of the doctor's words because your emotions were stimulated, raised so high and charged with negative energy that PTSD became somewhat a life sentence of torture. If someone tried to tell you no, don't buy into that PTSD label, you don't hear them because you have yet to realize what part you play in keeping it real.

This is a fundamental problem because you don't know how to change your belief. And, you don't realize what you are believing. You just know what you were told is what it is and your feelings during and after diagnosis made it real in subconscious.

It never enters your mind to change or question what is true here. Yet you are constantly exercising your power of deciding what is truth. This is where NLP comes in at, changing your programmed data base. You can wipe out the moment of impact when your emotions tied to the words of the doctor and replace it with something far more powerful and positive.

For instance, I was approached by a veteran during one of my seminars and he said, "Here's my trigger," he said, "I'm in college and it just bugs the crap out of me. I don't know why, I've talked to my therapist, I mean, it is obvious why is it sounds like a gunshot. But when kids come in and they throw their books on their desks and they don't even really care that they're free to be there, that my buddies died, I should've died, I carry guilt.

I realized instantly he's in classic PTSD mode so I said, "Well, wait a second. If the sounds of books hitting, gives you this horrible memory triggering a popping of gunfire, what does a big flag over a cemetery, do on a windy day, isn't it popping in the breeze too?"

What if you said the books were freedom, the books popping sound were a flag? You get to know that you're okay. You get to know that your buddies did not die in vain. They are providing this freedom. Can you reframe it? Can you emotionalize these trigger events? And then after that once you get good at this, we just have to go through all the trigger events and reprogram, program, program neuro-linguistic program to make this a positive, powerful event. So, we're going to reframe. We're going to take the trauma and we're going to turn it into your greatest strength, your greatest positive.

NLP empowered him to see and respond to things differently. Not only that, it allowed him to see his world map blueprint and redirect its programmed directions to a better state of being. He saw his triggers were created from habitual intensity of an event causing his emotions to solidify it as a true response to life. He didn't have to think about it, the feelings and thoughts about it was engraved in subconscious with no judgment. This soldier saw the dynamics of creating truth and changed it to move forward with freedom from the unwanted response bought on by previously unintentional creation. He literally interrupted the autopilot and became the pilot of his truths. Awesome!

Let me share another example of real life change. This woman stood up in one of my seminars once and she said, "You know, I'm from a very, very rich husband. He has a very, very rich family and we have a 13-year-old daughter. I fought, I fought, I fought, I fought in court, they outspent me, they out pushed me, they out punished me. I was lied to. I have lost my daughter. There is no way you can make that a better than we are or a positive moment."

And I said, "Yeah, I get that you're in a lot of pain." You know, so sometimes in this law of, you know, get it, die, quit, or the law of attraction, or the I create my reality laws, some of the new age stuff, I realized that bad things happen, bad things happen sometimes to good people. So, we can't undo that but here's where we can begin to make better than we are real. I said, "First of all, I want you to create something I like to call a memory box. And here's what I'm going to guarantee you, even if it's six years from now, six years. Your daughter's emancipated. She's 19. She wants to come find you. She's mad at you because you gave up. The family lied about you. In this memory box, every day, if not every day, nearly every day, you're at Chipotle's, put a menu in there, write a note on it.

"You know, honey, I was at Chipotle's. I was thinking the last time we had guacamole and chips and how much you love them. I'm thinking of you." Put a date on it. Take a photograph of a favorite place. "I'm thinking of you." You see something come on the TV, snap a picture on your smartphone, print it. You can put daily memories, daily memories into this memory box, daily or near daily. Six years from now it's probably going to be five memory boxes full and when she comes hunting for you, you're going to say to her, "Look honey, I want to show you something. Let me show you something. I have five boxes that I want you to look at and look through, and I want you to know six years ago I spent every dime fighting for you."

What did I actually do? I gave her an opportunity to reprogram her heart-breaking experience of losing her daughter by empowering her to do something that she had the power to do and that is to create memory that no one could take from her.

On autopilot, the emotional tie of experiencing seeing her husband take her daughter wore her down inside

leaving her to not have hope. She didn't even have to think about it. It was solidified in her mind because of intense and habitual emotions responding to her rich husband's determination to win.

Once she saw something beautiful and attainable, the autopilot was reprogrammed ending her state of hopelessness. Boy, I love this!

THE BRAIN IS THE HARDDRIVE FOR THE MIND

I am sure you are beginning to see Neuro-linguistic Programming is a pattern of sentences, a pattern of words, and a pattern of thoughts that can convey reality at a habitual level. So when you think about what is real, it's the neurons and this thing I call software, meaning you have this little two-and-a-half pound hard drive that's between your ears. Instead of being silicon, plastic and electricity, it's fat, water, and electricity. That is the hard drive, and then you have an unseen operating system with a series of equations that's the programming part, because you habitually say the same pattern of words, you unknowingly believe them to be true. Oftentimes it begins when you say, "I am," or "I am not."

In the case of PTSD, instead of habitual engraving the truth, we can also substitute the engraving with intense. So, a one-time intense can be your first responder like an IED in the Middle East, or a woman being traumatized in an attack. Intensity will do the same brain chemistry as habitual. The great news about that is if intense is real programming, guess what? You override it with new habitual sentences, it will change the hard drive's chemistry.

Just think about it, you now have new basis to ponder possibilities. And the memories that you worry about, that trauma... any sentences you put together and this is also includes good memories like becoming captain of the football team, that's when I got a straight A report card, that's when I experienced my trauma, acute or chronic, it doesn't matter, all of it is just a bundle of neurons running a pattern in a way that was either fused habitually or fused with intensity. We can undo what we don't want and intensify what we do want. It all begins the moment we realize we have a choice.

Your thoughts, feelings and emotions are not things that are, or that you have, but things that you do. They are your responses to life. Their causes can often be very complicated, involving, for instance, comments or beliefs from your parents or teachers, or events that you have experienced.

NLP shows you how you can take control of these beliefs and influences. Using mind techniques such as visualization and affirmations, can change the way that you think and feel about past events, fears and even phobias.

One important awareness you must become clear about is what do you actually believe because what you believe is very powerful.

If you believe you are sick and might die, you probably will. On the flip side though if a healer came to town and tell you to drink this and live a long life you probably will live a long and healthy life. It just depends on the emotional execution of receiving the words you hear.

No matter who or when someone told you something, your belief in it determines if you will or will not do or be in a positive or negative state. So, one of the first things you must do is take time out to see and know what controls your choices. In particular, recognize the limiting beliefs. Focus in on each one of them and question their validity and contributions to your life. If you do not like it, change the language. Tell yourself, I am more

than that and from this day forward, I am acting differently because I believe differently.

When you have this type of awareness, stress takes on a different meaning. Responses to daily life moment by moment events are more in balance of what you prefer. Anxiety lessens and peace of mind increases.

We are getting closer to removing the PTSD label. Our next tool is putting stress where it belongs, in a very positive place.

STRESS PERSPECTIVES

I want to begin by defining stress from the positive perspective because daily we constantly hear about the downside of stress which do exist but we are on the road of getting beyond that.

When you think about stress, you think about people living the hustles and bustles of life. We have to pay the bills, take care of children, our aging parents, get that A on a test, be accepted by our friends and peers etc. Yes, this is stress but stress must be conceived on another level for us to get to freedom.

How often have we shared the positive purposes of stress? Almost never, right?

Very seldom do people talk about stress with excitement. But, without stress, we do not heal and grow. The missing link to the positive side of stress is found in eustress which is: positive stress having a beneficial effect on our health, motivation, performance and emotional well-being.

For instance, you're in the gym nearing the home stretch of completing your workout you're doing that last curl in the gym, the 10th rep and you're using good form, what's literally happening in the muscle belly is violent cellular death. Cells are bursting under the stress of that last rep. And the wisdom of your body is, "Hey, I need to make those daughter cells, a little bigger, a little stronger. So that's how you build your bicep, with eustress.

The flipside to eustress comes when we do not already have the foundation to receive the reps to grow the muscles due to poor nutrition, lack of sleep, poor form, you haven't made it to the gym in a while, you're lifting too hard and you have a rupture of the muscle cells, you tear your bicep, which causes distress which takes us from positive stress to toxic stress.

Toxic stress reveals something happened to weaken the base because it was not prepared for eustress. But, listen to me clearly, this does not mean healing will not occur and that growth will not happen. In fact, when we heal toxic stress, it's going to be stronger. The body will make sure that ruptured bicep comes back stronger from the tear. It's just that the rehab is going to take a little bit longer.

Toxic stress does not have the last say so nor does trauma. One thing I have learned without a doubt healing and growth occurs in the most horrific life situations. Be it a veteran, civilian, first responder, cop, fireman, teachers in a distressful school environment after shootings, anybody who has experienced distress, who knows they were broken, ruptured and suffering inside who went through rehab have admitted experiencing some kind of surreal strength through it all.

Though the tools offered may not heal everyone who have suffered with trauma back to perfect, the truth is many are going to be healed back better than they were. Just like the bicep is stronger for having undergone

violent cellular death, it became stronger. If we do the work, most are going to be stronger than they were before Posttraumatic Stress Disorder. So, keep in mind we have eustress which is positive stress and we have eustress which is negative stress that reveals we are not prepared for impact.

Remember, regardless to what we experience in life, we have a choice to how we program our world map.

THE IMPACT OF LABELLING

Studies have proven time and time again that it's the power of labels that's creating the basis for what we believe. The sad thing about labelling is that usually the labeler nor the one being labeled realize it is occurring. The labeler is someone you trust and value their perspective of you. For example, a common one is neither the teacher, nor the students know that they've been mislabeled from bright kids to troublemakers. So, they take a bright class and run a six-week test, they label them as troublemakers and take troublemakers and label them as bright kids. Not only do the kids feel different, the teachers treated them differently and the actual test scores changed significantly on the lower end of scores all based on the power of labels.

Placebo testing is well known and often have anywhere from 20% to 40% success in their experiment. If people don't know they are taking placebos but was just told they were, the outcome is even higher, often, more than 40% because they believe what they were told. Noceboes are just the opposite, you get bad news that's not true, but if you believe it, it could be the beginning of the end.

One of my most powerful examples on the nocebo effect took place in the late '80s when AIDS was scaring the crap out of everybody. Back in the day a movie was made. Ryan White was this little 14-year-old kid that had AIDS from his mother in a blood transfusion. Modern technology was nothing like it is today in the medical field so when blood tests were done, they mad the testing very open because they wanted to catch a lot of samples, which meant they would have a lot of false positives . Whether the patients had AIDS or not, they were told they had it. So, about 10 years later when they went back in and retested the blood they collected, not only did they go, "Oh hey, here's thousands of false positives, let's go tell them so that won't have to worry about it any longer. Not only did they find over 90% of them had passed away, when they looked at the cause of death, they died of AIDS because they were told they had it and they strongly believed it. This power of labels is incredibly, incredibly powerful. It all begins by receiving words into our emotional bodies. Our conscious and unconscious mind takes it as truth and you live it spontaneously. The good news is that because you are now aware of how this process takes place, input and outcome can be changed. Before we complete this class, I am going to cover with you your ability to associate and dissociate word combinations that threatens your emotional control of choices. But first we must say good bye to the PTSD label.

GOODBYE PTSD LABEL

We are a step away from removing the PTSD label. But first we must know exactly what it means to say good-bye to Posttraumatic Stress Disorder and hello to Posttraumatic Stress Growth.

We have already learned eustress creates a field for growth. We learned the physical process to how stress

leads to growth. Now let's learn the psychological process to stress growth.

I want to emphasize that the body and mind's rehab ability to make you stronger after traumatic experiences are real and my tools of success are very real also. How you are spoken to when you are diagnosed with PTSD is crucial to the outcome of your healing process. For instance, if I was skiing in Vail, during winter time and had a horrible break and had to go into the emergency room and the attending doctor said, "Oh, my God. That is one of the worst breaks I've ever seen. But I have good news, I'm a bad ass, I can fix that. The better news is you're going to walk. But I have bad news, 90% of my patients will limp with that kind of break."

When we studied this doctor's patients, 90% of them limp. Now, if it's a parallel universe day and it's the same leg break only this time it's a different doctor that walks in and she says, "Oh, my God." That's one of the worst I've seen. But I have good news, I'm a bad ass, I can fix it. Better news is you can walk, and the great news, and it is great, but I have to tell you, the rehab is very, very arduous, but 90% of my patients walk fine." When we study her patients, they walk fine. Now, the reason why this is massively important to you, and anyone curious about how Post-Traumatic Stress Growth works, it's these two points. How someone tell you how you are doing can make or break you.

When people limp into my office to work with me and I ask them, "What happened to you?" They never say, "Oh, you know what? I got screwed on a parallel universe day. I got the wrong labeling doctor and I believed the wrong label." They tell me about the accident, how awful it was, how they had one of the best surgeons in the Valley work on it and my leg will never be as good as it was before the accident.

They believe the label they've been given.

Now, the more important piece of this is when your body looks at it. This is critical. I asked the question, when your body looks at this and does its thing, immune system activation, healing activation, neural chemistry working in the autonomic nervous system to heal you, do you believe that the body attempts to return you 100% good as new? yeah, it does, but it's not good as new. It's broken." And the answer is better than this. I've already told you, any time something breaks in the body, it makes it better than new because new was not good enough.

You just have to know in rehab to take advantage of the power of labels say, "What happened to me? I did have the stress. It's post-trauma. How am I better than new?" You are better than new because the body uses the trauma to rebuild.

Many of you are suffering going through therapy and taking medications under the care of professionals who really care about you. None of them would be considered evil or stupid. They are just practicing an older science, and this science doesn't see you as post-traumatic stress growth. It sees you as post-traumatic stress disorder. There's something wrong with you now. They do not see you as better than new. But you will see it and live it for the rest of your life because your understanding of knowing why you accepted the label is becoming more clearer.

You are now free to move from PTSD to PTSG because you know you grow through post-traumatic stress response. You do not become less, you become much more. Words have been implanted into your hard drive throughout this course to begin the journey of endless control over your life and freedom. The work has already started and you will continue to become more conscious of your positive responses in daily life experiences and situations.

Before you go, I want to share an exercise with you that you can share with anybody. This is a very active and

great visual that reveals how we can change our response and perspective of events.

"I want you to choose a time where you had a specific one-person conflict. I want the emotion involved during that time to be about 6 or 7 from a scale of 1 thru 10. This makes the memory to be a medium-plus.

The first thing I want you to do is see what you saw then hear what you heard now I want you to feel with the same intensity.

I want your memory to be as vivid as possible so much so you see skin pores in their face. See all the intrinsic signs of anger this person spewed towards you.

Now I want you to see you and this person on the big movie screen. Next, I want you to turn the sound up, vibrating sound with the bass. At this point the anger scale should be nearing 10 because the bass sound intensifies the experience.

Now, I want you to release the memory, exhale and clear the screen. Excellent! This memory is in your subconscious and conscious memory. It is never dead. Triggers are attached to it effecting your life at any time but I want to take that same memory and begin again with the same commands we previously started with the first exercise but we will move through the process a little quicker.

See what you saw then, hear what you heard now feel what you felt. This time I want you to put the person who angered you in a little black and white kitchen TV that is sitting in a corner. This time no base to turn up you can barely hear them talking even though the person is just as mad and angry as they were in the first recall. In fact, you can barely see them because the little black and white TV can reveal only so much intensity.

While that person is in that little box, I want you to take the person and pick your favorite cartoon character, and I always use Bugs Bunny, put Bugs Bunny ears on them and use Bugs Bunny's voice. Now they're over there, they are just as mad except now they're talking in, 'Hey, Doc,' this is Bugs Bunny's voice. See, you now have control of this memory. It is way less intense.

The last thing that I do and you can do it too is I put it on a long extension cord because when I did it in my early days people would say, "Well, the TV can't work without an extension." Talking about, "Put a really long extension cord, take it down your driveway, across the street, and put it in your neighbor's front yard. Now, put a number on it from one through 10.

Two things happen to virtually 90% of people who did this exercise: One – mainly because no one wants a bad memory everybody lowers their memory down to one or two or non-existent, they're chuckling. The second thing you will never go back to that memory and have it be a six or a seven again. You've changed that memory because you like to take bad away and feel good. You have the ability to control your emotions.

You can also put wanted emotions in your body before they are true by putting them on a big movie screen, big sound and big special effects. Remember, you are the editor of your life. You control the special effects of your life. You are the scriptwriter. You get to pick the habitual senses. You don't have to use senses people have programmed you about PTSD. You can choose PTSG. See PTSD as a step to a better you. PTSG, Posttraumatic Stress Growth is apparent because you had the psychological muscles to accelerate growth. The proof is in your survival.

In closing, keep in mind Post-traumatic Growth is not a quick fix to surviving distress from traumatic experiences. It is an opportunity to see things differently.

PTSD is an inner unfolding of seeing and feeling differently as you move forward. It is a removing of the PTSD label as well as any other label limiting your ability to grow out of suffering.

Posttraumatic Stress Growth gives us an opportunity to say "hey wait a minute, I have some say so about what this will mean to me, I will decide my label, not you!"

Conclusion

First of all, I want you to know it was such a joy having you in my class. I hope what you have learned will be shared with others. In the days to come, you will be amazed to how your subconscious is already utilizing the truths you have received.

These tools are not just about living the life of PTSD to PTSD. They are in fact great tools that enhances every area of your life. You will begin to find the best way to do everything especially with your time. Things will become more clearer as far as what is your moment to moment priorities. You are going to love how stress will become less of an issue when it comes to reacting to life's least to greatest experiences. It is almost like being born again. To think, it all began with NLP, Neuro-Linguistic Programming.

Before I go, I would like to share a question and answer period of me and a fellow veteran who has incorporated these tools in his life. Keep in mind this is just a surface example of how I interact with other veterans seeking answers to the best way to live with PTSD to PTSD.

Veteran: Hello?

Bill: Yes.

Veteran: Hey, I'm good, Bill, how are you?

Bill: Good. Did you catch my dream answer for you?

Veteran: I did, and it was great answer. I knew Bill and I were veterans, and we talked a lot and I got to thinking about what he had to say about post-traumatic stress disorder. And me and some of my local Houstonian friends have been talking about post-traumatic growth and how the narrative needs to change and is changing, and convinced Bill to put this webinar together. So I really appreciate that he's doing this for us. And I hope that we can do it again, get even better attendance. But back to the subject, yes...

Bill: Thank you.

Veteran: It's awesome. And so even recently, after 10 years or more removed from combat, I hear friends of mine posting things on social or telling me directly about sleep problems, dreams, recurring memories. And so, I try to, you know, kind of give them some of these tools, but it's always best to hear it from the expert.

Bill: Perfect. Thank you, we work to solve a serious problem. And we have a lot of empathy and hurt for vets and first responders and people that suffered. There is real pain here. I am generally speaking here and would like to go more in-depth in the future. I want you to begin by thanking. So, thank the bad dream, give it a lot of gratitude. "It is trying to tell you something. Keep listening." Ask for positive dreams. This is very important, ask for the message to be made in a good dream. Realize you can talk to your subconscious. So, when you're busy, fighting your dreams and hating your dreams and not wanting to sleep because the bad dreams are going on, know you have the challenge of as opposing the bad dreams by putting positive emotion in your body when you are not dreaming.

Expect to be excited that you are going to have a great dream tonight because you commanded it and it's going to bring you the message in a good dream. I'm just going to tell you, things will begin to flip. For some people, they flip very quickly. Others take a little time.

It's amazing how nobody who, even if they go to bed and have a nightmare go, "Well, it didn't work last night. But it's going to work tonight." And even the fact that they're excited and anticipating sleep for the first time in 10 years, because maybe for 10 years they hated sleep because it's when the dark night of the soul visits them. And so, now that they legitimately get to participate in beginning tonight, they don't have to feel dread. They just have to feel the habitual sentence and say, "I'm excited to go to sleep tonight because the message is going to come. I know it's going to come in a positive, happy dream." And, I may not understand what the message is but I am sure going to try to find out.

People have to understand it not just your mind remembering bad shit to torture you. The mind doesn't do that. The mind is subconsciously tries to communicate with you. These are neural patterns that are firing in your sleep in a way that should heal you. It would have been better if someone would have told you this was a healing process as opposed to someone wanting to drug you so that you would have dreamless sleep. You may feel better in that moment because you didn't have a nightmare last night, but you also didn't have much REM sleep either. So, thank you, great question. Is there anything else I can do for you, sir?

Veteran: Okay, good deal. Yeah, I'm just trying to think of some of the other...a lot of the guys, because it's been a while since they were in a combat zone, some of their PTSD or PTSG issues are related to family, marriage, things like that. Some of the retreats that I've been to, this is a recurring thing in that relationships are falling apart. Can you address that?

Bill: Well, it's generally the reason why life falls apart post-combat. You know, one, they don't feel normal in the world. They feel different and it's worse than normal, they feel less than normal so when you're feeling less than normal, instead you're experiencing this as pain. So, you are not letting them in. It is not t because you don't like or love them, you just do not feel like they understand. Truth is, they don't understand a lot of times, and they're rah, rah, cheerleading, they love you, come on it does not help.

And two, you don't want them to feel the pain. So there is this bottling process that takes place, and it's really...you know, my tool for this, dear friend, and you know how I love my tools, this one is called "the hotel door in a fire." You know, if you're asleep in a hotel room and the fire alarm goes off, the first thing you do when you wake up is you put your hand on the door. By putting your hand on the door, if it's hot, you don't go there. So if you are in this bottling process, and now even if they want to talk, you don't feel like talking because you bottled it, guess what the door is? The door is hot. So you don't go there. So the cutting off process continues, and there is no hope, there's no future world, you know, short of what are they dealing with? Going to the VA, getting therapy, perhaps they're on meds, perhaps they hate what their meds do to them. So they're getting their scrips, they're not taking their meds, you know, blah, blah, blah.

There's no future, that they're taught, that they're going to be free of this. And so this cutting off process, this bottling off process, for very good reasons, turn into breakup and pain as opposed to, in a very short turning, the popping of a book from gunfire to popping of flag meaning freedom.

I have to tell you, there is so much more to processing this, we can help you, call Brian, we can work with you and you're not going to get months and months of laying on somebody's couch. You're going to look at a very specific memory or memory sequence that's tormenting you, and we're going to reframe it, rehab it for what's

the strength, how am I better? We're going to re-emotionalize it. So if you take the bad memory, you're going to reframe it so that you know that you are better than you are, and then you're going to repurpose and re-emotionalize it.

And now in that process, you can give your loved ones all the love, joy, and gratitude gratitude.

"Tell them something like thank you for being with me as I battle through this reprogramming process, because at the end of the day I'm going to be better, which means we are better."

And it's real. It's not bullshit. It's not motivational rah-rah. It's real. So that's very generalized but an ideal of how it goes.

When soldiers return home from war, they are cut off from everybody there's nothing bridging or pulling it back together, and there's no hope that it can be. both sides are experiencing that pain. So be it spouse, child, friends or work, people don't understand.

I've learned through the Law of Attraction that as human beings, it is our nature to plan and request our desires. I have mentioned to you how powerful the subconscious mind is. I have to tell you, I have the deepest gratitude for it. If you don't do anything else, thank your subconscious mind constantly for the work it does for you.

It works 24/7 processing data the conscious cannot contain. Our dreams are a result of our subconscious trying to process and relay information to us. I thank my subconscious even when my dreams are horrible and are nightmares because it dealt with it while I slept instead of while I was awake. Thank you, thank you, thank you!

I have to confess, I also put my subconscious to work knowing how busy it is because I need answers to how to do things the best way possible. Anybody who knows me know I give myself three hours from 11:00 am to 2:00 pm to specifically for commanding my subconscious what I wanted to dream and what I wanted to work on because I'm asking for answers. I'm asking for more awareness. My subconscious is deeper and smarter than I am.

Commanding your dream structure, to believe that you control your dreams is another excellent tool in changing the software of truths and beliefs. Give it a try. Program your future before you fall asleep. In time, you will see it well worth it. Let this be a very powerful and positive time for you. Believe greatness can emerge.

Good sample: I am not wanting bad dreams change to : I want epic dreams.

There's an entire uplifting process that we can take sleep and we can take dreams and make it work to our advantage. Your life will improve. It's not time that heals your life. This is very important. I want you to understand this. It's not time that heals it. It's changing the habitual sentence that you make about your dreams that will brings healing.

Money

This is about money, wealth, abundance. As always, I have these funny little introduction moments that always manifest in my webinars and seminars that I do; that I get a good sign, a good start, something fun that will allow me to kick off the content and kick off what I'm doing; put me in flow, get me excited, get you revved up. It couldn't have been more perfect. What do you want to do? Look at who you are. Get resourceful. Hear the voices from your past telling you what money's all about. What do you feel about money? Write down all your thoughts and feelings. We're going to do that a little bit later.

Talks about wealth. You know, great little newsletter. I mean, there's content here. It's not just a marketing flyer, there's some great content. And low and behold, on my Facebook, here comes a post, "But, I don't want to be wealthy. Money has never been my driving force. Happiness is my objective. To obtain happiness, I must consider myself successful and compete against my goals, personal and professional." So, I thought that was a great comment. I love to hear stuff. That's not a bad comment. That matches a lot of what people are doing in this business model and in their life and how they're doing the best they can.

But here's what I wrote back. I said, "However, ponder this. Once one's relationship with money is maximized, one would never say, 'I don't want to be wealthy.' Who would ever say that? I'd never say that. I want to be wealthy. I want it to be easy. I want it to be fun. I want wealth." So I'm not going to read my comment to you. We're actually going to talk about some of these comments tonight. The only reason why one would not want to have something is because that something is negative or there's something attached to that...when you're deeply connected to abundance... Just gave him a great comment back. I'm not going to read it to you. We're going to cover a lot of these points tonight.

From Brazil, we have another comment came in on mine. "Well, when someone says, 'I don't want to be wealthy,' he or she is not saying, 'I dis-want to be wealthy.' It simply means it's not an objective they're actively pursuing, but they wouldn't push wealth away as it came." Well, that's a beauty in something is not there. But that's why this is a perfect introduction tonight for what we're doing. I said, "It violates all principles of neuropsychology to impute meanings to things that we say. We are far better off saying what we want, what we are, than going, "Oh, that's what was meant."

You know, NLP is very, very specific, and it's one of the reasons why, when you're in client work with me, I'm such a stickler for words that people say, like, "Oh, well, I didn't really mean that." Well, it doesn't matter. Whether you go to the quantum physics of it; whether you go to Dr. Emoto's work about it; when we say things, the system responds, our brains, our minds, our software responds, and I said, "If this were meant, then a far better sense would be, 'I don't want wealthy as a target. I'm already wealthy. I have all the wealthy I need, and when I need more, I merely ask, and I have my transaction.' Something to that effect."

It is one of the biggest reasons why folks struggle. I, for one, would never say I don't want something unless I truly don't want it. Besides, it's far more powerful to say what you want. I just thought, "Wow, what an interesting little exchange today as we got ready for this webinar." Thanks for everybody that's there. We're going to have a lot of fun tonight.

Now, why are we here? We're here for a number of reasons. First of all, because most of my clients don't have as much money as they'd like. Even if you have A and someone says, "Well, I wish I had A," well, there's someone else who has B, and you're sitting there saying, "I want B." We always want more money. We don't have as much as we would like.

I almost wanted to use an F-bomb, but I held myself back tonight. Most people have some of the most messed-up, screwed-up, and you know my word. This is not an NLP, and this is not a TIY seminar. If you don't understand, if you're a new-timer here and you don't understand that there is software running on your little 3-pound hard drive that drives everything in your world, that's another seminar. For software and psychology, when it comes to wealth, we have some of the most goofed-up, screwed-up software as it relates to making money. And, the bad, sad news: it's not as hard as you think to have more money. And not only more money - crazy money, crazy money, crazy money. When you understand how the system works and how you interact with the system to create your world.

And the reality is you must change the questions that you ask today about "Why? How? Can't I? Don't I? Won't I? Will I? To what point?" You've got to change the questions, and you're going to get better answers as a result in this vital arena.

And last, if you really, really understand the content tonight, most of you are going to change your request. You're going to make the ask a whole lot frickin' bigger, because it's not as hard as you think to create the money that you want.

Now, I thought I'd start off with a fun little infographic. You know, when you study wealth, when you look at wealthy people...that's partly what I do. I'm on the cutting edge, on the front edge of success studies and proof psychology, etc. When you study this, what conclusions do we draw about wealthy people and the wealthy process? Do the wealthy have more time and resources? Do they do wealth, and wealth comes? Or, because of who they are, wealth comes, and then they're able to have different habits?

Or, is it the software that's built for principles of wealth and abundance? And, following that software, you essentially have abundance in every area of your life? Yeah, this is pretty interesting. This is a fun little infographic I pulled off, "Habits of the Wealthiest People." You'll see right there, in order to fit on the wealthiest, and there was 300-plus studied and 300 poor people studied, you had to be making at least \$160,000 a year and you had \$3.2 million in assets. And to fit under the poor category, you made less than \$30,000 a year and you had less than \$6,000 in assets.

Here's what we know about wealthy and poor. You can see there's the black and the white infographic, because they've got difference. They have routines. You can see how dramatically different the different routines are. They're healthy. You see how many exercise and how many poor people don't. You can see something fun and interesting, like poor people have a whole lot more junk calories a day than wealthy people. They raise their children different. They watch TV different. They set goals different.

When you go all the way up to what I said, and looking at this infographic, what's the conclusion? Do you do wealth and you get wealth? Do you have some form of something to begin with? Do you have the time? Do

you create...blah, blah, blah. Now, most of you will have a very defined opinion on that, and you'll have an opinion as to where you fit on that scale, and you'll work to improve that scale, etc. But are the rich different? Yeah, they're not different - their software is different. How they look at the world is different, and as a consequence, they do different.

So, what does that mean tonight? I mentioned that, at an early age, we start processing conflicting information and rules about money. Money. Are you focused on money? Is this a big "TIY" message? We talk in here about "rich." Do more people want rich? What does it mean to be rich? We have the millennials looking at the culture of richness differently. Is being rich good or bad? You have software today that says, "Money is... I am... My chase for money is..."

We create things that feel good, we create things that feel bad about this. It's all subconscious. It's all following almost a pre-determined roadmap that goes all the way back to your family of origin that not only taught you about money, they did money, and they existed with money.

So, this family-of-origin money programs, well, along, you can pull out some things like this. It's kind of fun. "Money isn't the most important thing in life, but it's reasonably close to oxygen on the 'gotta have it' scale." That's a pretty fun little saying. It doesn't say, "You're a pig; you're a money-grubber; you're a skinflint." It doesn't have negative connotations, but the energy of it's pretty powerful. It says money may not be the most important thing.

We talk about love, and gratitude, and things like that. And that's fully, fully evolved, embedded, and developed in "The Inevitable You" message. We have to look at what the messages, and dialogue, and self-talk is around money. What is the energy behind this, ascribing to the most who chase money? I mean, think about the guy in the intro that said, "Yeah, being wealthy is not an objective." I can't imagine why that wouldn't be anybody's objective. It's like anything, abundance, it just...it comes easy if you understand it. Why would you ever say, "I don't want something," and then try and impute a meaning?

So, whether it's, "Oh, well, you're a money-grubber," or think back to the movie about Wall Street and Wall Street greed, that's been in our lifetime for most of us that we saw Gordon Gekko and money. "Greed is good." We even have powerful expressions that we all know, like, "Oh, money can't buy you happiness." And then you have all the fun little corollaries.

It goes to the root cause, the root core, and in the course of this seminar, I really want you to think about what you're asking for. I want you to sit down, and really ponder and write. Don't just sit at a table. Get in great state, get in a great energy, get up, put big music on. Write down everything that money means to you. This alone shocks many people when they do it well. For some other more experienced in the TIY system, it's not just what you think about money that's the IQ metric, it's what you feel about money.

And, what you will also discover in this process, this will produce many of our conflicts, that we will say this and feel that, or feel this and think that. This is a fascinating, powerful arena for us to really open up our hearts and minds and get very serious for once on where we sit with abundance, prosperity, wealth, money, who we are in relationship to it.

In another section, we covered epic love and legendary health, but we've not tackled this guarded software, making money and making lots of money, in a long time. What you'll discover is you know you have the ability inside to make choices, to not be restricted, to pay down debt, to build vacation time. You have the ability to provide more, build these funds. And then you'll record, like, "Well, then the economy did this," or you'll record, "My boss did that," or you'll record that, "Houses," you know, "they went south here and knocked out this key leg."

And you will build a story that says, "I may have the ability, but I don't have the time," perhaps, "I don't have the money. Because money always makes money, and when you don't have money, you can't get money, right?" That's something that you always tell yourself about money. So, to really ask yourself the question, "Do I have the software?" Are you asking for large piles of money, just massive money, far beyond the current thermostat that you've set?

And what is this concept of a thermostat? Why is that even important to us? I want you to sit down after this seminar and really look at what's your thermostat for money. Because the thermostat concept says, if it's a heat thermostat and you want to drive it to a high temperature, when it drops below the temperature, the thermostat kicks in and gets it back to that temperature. So, whatever the thermostat is set at, the temperature will do. If it's a cool, so maybe you want it down to 7 degrees, and because you're all green and watching energy; when it's cool and it goes above the thermostat, the air conditioning kicks in and knocks it back. What you're going to discover is that you have a money thermostat, and if it says you need to make \$60,000, if it says you need to make \$120,000, if it says you need to make \$300,000, guess what? You'll make it.

Now, there might be times like 2008 when people struggled. You may even still be building your way back. But when we look at the longer trend line for money, you will find a way to get back. And the funny thing is, the first time you make \$60,000, you couldn't believe you had all that money; can't believe you spent all that money. Then, when you got to \$120,000, it's like, "Crap, I need \$120,000. I can't live on \$60,000." And if you get \$300,000, you can't live on \$120,000, because that's where the thermostat is set

So, this is a very important question, to really ponder, "What's your thermostat on money?" And the question becomes: if you're going to ask for this big piles of money that I'm talking about, big piles of money, big money, what do you think will happen? Do you think that that's just ludicrous and stupid because, "Hey, I'm making \$60,000. I can't ask for \$300,000?" Or, if you're making \$300,000, you say, "Well, it's stupid, I can't ask for \$1 million"? Because, "I don't know how, there's no way possible. My job is this, my promotions are that." You'll go into the reasons why. In my world, that's data. That's not the software of making money. As I like to torture people, if you ponder all of a sudden a child, or a spouse, or someone you care about got really, really sick and they needed money to get well, you could make money beyond your thermostat. Of course, you can. You get committed, you get fierce, you get desperate, you'd do anything.

Well, I'm not asking you to be unethical, and I want this to be fun, but I want you to really, really look at this thermostat and this process by which you ask for money. You're going to find some interesting discoveries when you sit down and do that.

Now, we then have to deeply consider and therefore reconsider our relationship with money. What do we

believe money is? What we believe our relationship with it is, and what's the present truth? Where are we going with this? What do we believe we can do tomorrow or next year? Some people say, "Oh, to get a big pile of money, then I'd have to go get a doctorate, or I'd have to change careers, because in my career..." or, "I can't get promoted to the CEO of my company," or whatever it is. You have to look at and figure out what are these drivers.

Now, as I got prepared for the seminar today and I was doing some research, you know, I have to be honest with you, and I'm in this field. I thought a lot of it was very, kind of, psychobabble, pop bubblegum. It was from some authors and content that I've liked in other arenas when I've studied, and read, and investigated some of their stuff.

It all begins with this really upbeat view that, "You have all the power and all the potentiality structures." And I'm going, "Well, yeah, you know, everything that you need?" I'm like, "Well, I've got that. I kind of believe in power and potentiality." But it was kind of short on the methodology. It was kind of short on how-to. It was just kind of cheerleading and saying, "Oh, yeah, you've got every need."

And then there was things that really talked about the consensus of where people really are today. These are some pretty interesting facts. When we studied rich and poor, here's something interesting. They both wanted more money, and they both feared not having enough. That's pretty interesting. Most people resign themselves to believe that the money and resources they need are out of their reach. They've resigned themselves. They can't ask for more money. They don't even know what that looks like. Their belief system has stopped them cold.

They'll watch the bubblegum, they'll see the pop psychobabble, they'll, "No, oh, yeah, theoretically..." I also call it "the hidden parentheses," Theoretically I have all this power and potentiality, except for me. Man, I don't have all that, because I'm stuck with my circumstances, my mortgage, my marriage, my job, my career, where life has led me, where the opportunities to go are. There's nothing here that says I can go beyond where I'm at."

If you're in the \$60K, \$120K, \$300K, I've got some people on this call that are more than that, you will look at the thermostat and say that, "Yeah, I believe this." But, when we box you in and force you to make an answer, most admit that over time they do create this trend line, what I call the thermostat. "Yeah, 2008 was bad, and I didn't even get back in 2012, and I'm not even back to where I was in 1998. But I'm good. I feel good. I'm above average. I have the other tool. I'm doing 5 miles an hour, and everybody else is doing 3, so I feel good. This is good. I'm getting my trend line."

These are mindsets. These are software. When asked what you are most uncomfortable to talk about, here's a great pair for you: I'm most uncomfortable talking about money and religion. There are people that will talk about money and religion, but not much, not at the core, not at the heart. They'll dance around the periphery of it. This process, it's time to get really, really serious about you and your relationship with money and how to really make great money for yourself.

Now, in regards to your belief about money, we're not asking you to put it on a pedestal and worship it. It's not

the be-all, end-all. It's not something that's great and the people that have it are better people, or people to be envied, or people that don't. But we're not asking you to put it below it and demonize it. It is not evil. It is not the root of evil. It is not...it's not negative.

Money is energy. Energy can neither be created nor destroyed, it can only be transformed. It goes from one form to another. It doesn't have good or bad. More money isn't good, less money isn't bad. More, less, it's energy. Where do you fit on this continuum? Do you worship money? Do you envy money? Do you fear money? On a scale of 1 to 10, what do you think about money? As we go through this webinar tonight, this is an opportunity, this weekend and the next week or two, to sit down and really ask yourself, "Where am I with money? Do I love it? Do I love it too much? Do I love what it brings me? Do I love it? What is my relationship with money?"

And, going back to my introduction, "I don't want to be wealthy," yeah, do you believe that? in this place, that money is flow? Money is a river, a river of energy. It's flowing. Most people view it as dead presidents on a piece of paper, but it represents flow. It represents energy. It's not a thing. It's a piece of paper, but that piece of paper is nothing beyond the energy that it represents. It's not a thing, it is energy.

And, if you really, really want to look at it this way, beyond the thermostat that you've set in order to travel with the amount of money that makes you comfortable, plus or minus, what money really is: a speedometer of how well you're doing on flow and how fast and efficiently you're wired to the system. So, "I'm going \$60,000 a year, that's how fast I'm going, woo-hoo. Wind's blowing back in my hair." Well, not my hair. "I'm up to \$120,000."

It is not a thing, it is not an emotion; it is energy, and it is flow. If you want more money, if you stop saying, "I can't," or "It's not," This is a question for this weekend. How do you put your foot on the gas? Both in your current world, "How would I do this today?" and, "Will I do this differently tomorrow?" And the answer is, "Of course, you will!" Because you're going to believe differently tomorrow about your access to a gas pedal. It is flow. It is energy. You're going to wire this differently.

Now, while it's possible to have money flow and yet not have the best health or not have the best love, and in TIY technology terms this is called the Never, Never Poor Model. I talk about "Away" patterns and "Don't Spill the Milk" patterns, and I specifically use the fact that, there is this young boy, this young girl on the wrong side of the tracks, and they grew up poor, and they're fierce. They're fierce they don't want to be there, and they shake their fists. So, shake your fist at the world with me. Yeah, "I'm never, never, never going to be poor."

Yeah, you can create a lot of money, but the problem is you don't create feelings of wealth. You don't create feelings of wealth, and abundance, and joy, because you're driven by this yawning abyss that sits in the middle of your soul, in your gut. And if you've got \$1 million, it's not enough. If you've got \$10 million, now, other people will say you're rich, and you'll even intellectually know that you're rich, but it won't be software that taps into abundance. So, it's not an ideal way to create money, and it's not an ideal way to create flow. So, it's not an ideal way to create happy either.

As you continue to develop this, the next thing that we run into is, do you believe this energy system that I'm talking about? This system we're in, that it is an infinite system of energy and, really, it's against the laws of this

system, for you to ask for, to focus on, to stay within the guidelines and maintain this ask for money, for love, for anything? And do you believe that the system runs out, goes to zero, or goes to zero for you? Does the system say, "Hold on a second, not enough money in the system for you." You've been diligent, you've been practicing good. Do you believe that?

Now, I've mentioned your tools here again. These are tools in other seminars, but they'll be valuable for you. The reticular activation system tool says that when you buy a new car, what do you see everywhere the next day? Your car. And you've noticed it with excitement. So, this tool, when you're applying to, "What are you looking for in the energy system? What do you believe it's going to deliver you?" if you believe it's not going to deliver you crazy wealth if you ask for it, you're going to notice all the times it doesn't do that, and won't do that, and can't do that, and is blocked to do that, versus if you're asking for it and you're activating the system in your software.

And another way I do this...this is a longer tool to do, "Look for brown." I have people sit in my office. I say, "Close your eyes. In about 10 seconds, I'm going to have you open your eyes and look for everything in my office that's brown. Ready? Go. Look for brown, look for brown, look for brown, look for brown. Above you, behind you, look for brown, look for brown. Close your eyes. Now, tell me everything in my office that you saw that was red."

Oh, this is funny. They'll get a couple of the big ones, but they'll miss a lot of big ones. And we've even had a client who picked two things that weren't even red, because we want to succeed in task. They weren't even close to red, and I'm colorblind. And the other piece of it is, if I ask you to pick brown, because I'll go back and do that, you will pick beige, you will pick cream, you'll pick anything that resembles brown, because we want success for it.

So with these tools, if you say, "Find me crazy money. Crazy money, crazy money, crazy money, crazy money, crazy money," do you think that if you don't stop beating that drum, do you think the system or you are going to fail at this? And even if you fail, where do you think you end up when you're beating a drum for crazy money, crazy love, crazy?

So, we're at the point we're starting to turn the boat here a little bit. You've got to have a really healthy relationship with money. You've got to feel good about money. You've got to feel good about people that have money. You can't be mad at rich people. You can't be mad at a tax bill. You can't be mad at lottery winners. You can't be jealous when someone gets a big bonus and you don't. Those are all requests of the systems that say, "No, I don't really believe in my request." You've got to have healthy software when it comes to money and then the operating system at the abundance level.

And the great thing is: I mentioned, we did health; we've done love. As software, these things are all congruent. They all follow similar principles. If you work on one, you can work on all of them. You have to work on your health. If you work on your health, you have to ignore and, in fact, put a ask into the system that says, "Yeah, while I'm working on health, don't give me big money. Don't want big money. I hate big money. How do I hate big money? I hate paying taxes. I hate paying a big tax bill."

Well, this goes back again to my initial comment. I'd never say that. Instead, I would say, "I love a great tax strategy, and on top of that, I still love a big tax bill, because if I've got great tax strategies and I'm paying a big tax, guess what I got flowing through my wallet, through my bank accounts, through my model of the world?" With that money, I can influence and do a lot of things. So, I'm getting real excited here. I got another month before I've got to write a giant tax bill. I'm a happy guy for that. I'm not bitchin', and moanin', and cursin'. That's how you un-ask the system. Trying to do one without the other is self-defeating.

Now, I've got two clients here that popped into my memory. One has worked with me a long time, but we just had this conversation again. He's worried about retirement. We joke all the time. We were corporate warriors together back in the telecom days. We were making tons and tons of money. 2000, I got out and said, "Okay, I'm going to be this. This is what I want to be." Promptly proceeded to lose all my money, because I lost it in 2001 just like everybody else did. I didn't see that one coming. And he stayed in corporate life, and he's done financially far better than me. He's got a couple million, several million in the bank right now.

He's doing well, but he's constantly worried, worried, worried, worried about retirement, because, first of all, he's my age. At the age of 60, somebody can come take your job from you. He's waiting for his job to be taken. What kind of ask in the system is that when you're worried about getting old? If you're worried about getting old, then you're telling the system, "Kill me now. Kill me early. I don't want to live that long." It's in the subtext. You can't have one without the other.

So, you've got to be excited about getting old, and you've got to be excited about your longevity, you've got to be excited you're going to be fine. And he says to me all the time, "Oh, Bill, you're like Dr. Spock, you're going to be 90 years old, because you built your brand over the last 15 years and people are still going to pay you money. I'm going to be 90 and hope to God I didn't have an emergency when I was 75, because a medical emergency or a kid emergency could wipe out all my money, and I got no money, and I'll be broke, blah, blah, blah." Oh, the stories he dreams about. That is a massive request into the system.

Another quick story, shorter but equally fun. Some of you will chuckle at this. I had a young client. He was 35 years old in 2008. He was upset. He had to call me on an emergency basis in a couple weeks after the crash. "I've lost half of my 401(k)." His 401(k) had \$7 million. He was crushed. He was devastated. I was sitting there thinking, "God, I wish I had \$3.5 million. What I could do with that money today."

Because that was the time, when you're down to three and a half, to reinvest it. But only wealthy people did that, because they had the cojones, the software, the beliefs. They didn't look at the evidence and say, "Ah, I'm not a rock star." And that's why you have to know the difference between data and software. You've got to know the differences on the things that we're talking about, and you have to know the biggest fallacy in this world. It lies in that tool. Talk about it all the time.

There is a study out there of 400 lottery winners, and quadriplegics, and paraplegics, before their accidents and after their accidents. What they discovered, if you were unhappy before, it doesn't matter if you were a lottery winner or in a wheelchair, you were unhappy after. Money did not make you happy, and the wheelchair didn't make you more unhappy. You're just as unhappy. It's just the data change. And if you were happy before, the wheelchair didn't make you unhappy. You found happiness again. And when you were happy and

you were a lottery winner, you were happy.

These things lie in your software. And you've got to look and focus on that. When we want to go deeper into what is this request around asking and un-asking, do you say, believe, talk about, repeat, pile on when people say these things? "Oh, money is the root of all evil," or, "Oh, I hate rich people. I saw that 'Forbes' billionaire list, those bastards." You know, "They are just lucky," or "They're probably mean to their housekeepers." Or, "Oh, they've got boats and..."

Do you hate rich people? Do you worry when your money goes short? Did you get upset? Did you go into crisis mode? Was '98 real, and you thought you were a genius? And then, in 2001, were you the biggest idiot on the planet? And then, 2005, were you cautiously optimistic that some of your brains had returned? And then, in 2008, you're double-kicking yourself? You managed to jump in the air and double-ass-kick yourself, because you lost it again in 2008? Do you let data, and the environment, and the outside-in thinking create who you are? Do you hate paying taxes?

When you're in this problem, do you ask for a fix to the flow, or do you ask for more you? Do you say, "Ah, yeah, the systems are set and the river's raging, but make me a better swimmer. Give me more sail. Make me a better sailor. I'll go into this headwind." It's not the flow that's at fault when money is short.

Know this. If this is nothing else that you keep out of today's call, it is you, you, you, you, you that's blocking the flow. It's not the economy. It's not any other thing. You can go faster, when you understand flow, in a headwind than you can in a tailwind. In a tailwind, your speed is limited to the speed of the tailwind. You can't go faster. If you're sailing down leg and there's a 20-mile-an-hour tailwind, you can only go 20 miles an hour. If you're going into a headwind that's 20 miles an hour, you can go faster. Now, granted, you're going to be tacking back and forth, but the more sail, the more outrageous angle you put, the more you cut into that wind, the faster you go.

And that's when you win. That's why the October 1st, or early 2009, is when big winners were made, because they went back in even though they didn't know if the bottom had hit. Everybody was like, "Oh, if I knew when the bottom would hit, I would go back in." No, you never know. It's your software. It's not the bottoms. It's not the wins.

This is a question that I want you to work on this weekend, tonight, with your spouse, with your buddies, your mentors, your colleagues.

If you're buying into this, do you not have the flow? What are you asking for yourself, and now what are you really asking? What are you asking for, and then what are you really, really asking for? You're going to surprise yourself. Part and parcel to that, "Yeah, I don't know, Sumner. I'm not buying this shit. 2008 was tough. I wasn't even recovered in 2012. I don't know." Really sit down and look, what is blocking this flow for you? To create more money, are you focused on more money, or are you focused on more flow? Or, do you have these in balance? And what's the balance? And is it balanced with the right emotional cues?

These are critical questions for you to begin to ponder about your software. This is more about knowing who

you are than it is about doing or asking for more. I'm not coaching you saying, "No, go get a second job. Go quit your career." I'm asking you to really address your software, and do you know how to ask for more and a whole lot more?

And I'll leave you with my age-old question, you know, "Is this a fake it 'til you make it world?" I still get a lot of people that say, "Yeah, Bill, it's a fake it 'til you make it." And I say all the time, "No." Because if you tell yourself, "I'm rich, I'm rich, I'm rich," and your wallet is sitting there at zero, not only are you still poor, but now you're also a big fat liar, and you know it. Your software knows it. However, if you say, "I am..." And now you have a great story here, "I am the man or the woman that has everything he or she needs. I got all the wisdom, all the experience, all the drive. It's my time. I know how to do this. I can do this. I'm putting the request into the system. I'm going to learn more. I'm going to move faster. I'm going to find ways to put more gas into the system. I'm going to flow faster. It's my time," with all the appropriate emotion. In that world, we know that you're going to fall more. Yay, because that's going to give you your lessons. We know you're going to be afraid more. Yay, because that's going to be the adrenaline that you need to do the drivers. "I am," and you've got this incredible, great story to tell, is what you're really, really going to want to ponder.

Let me give you my conclusion. In my research, and I've talked about bubblegum, and this wasn't bubblegum so much as just incredibly difficult to follow. John Assaraf, I like him. He's got some great stuff, including this great infographic I'm going to show you, "Six Ways To Attract Total Financial Abundance." Now, like I said, bubblegum, pablum? Yeah, but what's your alternatives when you have to try to figure out, "How do I drive more money in?" This is where you're going to generally start, or you're going to go to a real technical manual that's going to be, "Okay, here's how to be a day trader or trade..." You know, there's not a whole lot in between. So, here's John Assaraf's "Six Simple Ways to Attract Total Abundance."

One, "The secret..." So, let me pick up a new pen. "The secret to having it all is believing you already do." Well, if you don't believe that, the only way most of you know is to do a fake it 'til you make it. No, you're going to write the software that I just talked about. "I am, today." That's how you create the belief. And, in the formula on the website in the membership channel, we talk about putting the emotion in your body you would have when the truth is real. Then you're going to get a great, great opportunity to put this in motion.

Two, "Do more of what you love, less of what you tolerate, none of what you hate." That's great advice. I'll buy that. I think that works. But a lot of you are trapped in careers, or locked into careers, or you're even doing what you enjoy, but it's not making the money that you want, and you don't know where to go from there.

"When you're interested, it's convenient. When you're committed..." Okay, that's an example I gave you. If your child is sick, if you have to come up with money, you'll find a way to do that. So, that's what he's telling you. Find a way to commit to this.

"Be careful what you say, because someone is listening." Yeah, I'm big on that one. But it's not in the nature of what you say, it's in the nature of what you ask and un-ask. And, and, and, and, and, and, and, and at the subconscious embedded level. That's why you need a coach. That's why you need an accountability buddy. A lot of people, when I talk about getting excited about paying your tax bill, think I'm an idiot, think I've lost my marbles, sit there and go to themselves, "Yeah, well, hmm, I'm not going to do that. That's stupid." They don't

understand the subconscious un-ask that's sitting in the system.

"We can have whatever it is we choose, we don't care." Yeah, that's true. Ask for crazy big. But most of you won't. And then, when you do, you do it with disbelief, and then when you do it, you put zero emotional content that's real. You put disbelief emotional content to it.

And last, "You become what you think about most, but you also attract what you think about most." Yes, yes, yes, yes, yes.

Specific ideas to create passive income if you are not starting with a bunch of money to invest.

First thing I tell everybody, and this is in my client strategies in part, because people know how expensive I am, and they go, "I don't have enough money to afford you." And the very first thing I teach everybody is really a tax strategy.

I told you earlier, tax strategies are amazing, because you're going to want to lower them. If you form your own LLC and do it as something that you enjoy doing. In my metaphor, I talk about a client who came in. They loved riding Harley-Davidsons to Sturgis once a year. So I said, "Great. Form an LLC, bill yourself as a tour group, put together flyers, sell the fact that you are a tour guide for Sturgis, and charge people a couple hundred bucks, whatever you want to charge them on top of the expenses, and take them to Sturgis." You'll get some riding buddies, and now, when you have an LLC, the write-offs that you get from, cell phone usages, to your internet, to every meal you eat out...

Every meal you eat out, you hand the waiter or waitress, someone sitting next to you, a flyer. There's five criteria to record, who, what, when, where, what was said. And said, "Hey, do you have a Harley?" "No." "Well, great. Give this to anybody you know has a Harley." And even if they throw it away, that's a write-off. You start writing off all your meals according to current tax code.

You have a party at home. If anybody's ever been in my house for a party, people go, like, "Really, Bill? This is who you are?" The only time I didn't do it, just so you know, was for my children's high school graduations. I didn't do that. I paid for those parties. If you put up a little table in the corner with a book on it or a flyer on it, and you bring a couple people over and stand there and have some pictures taken, this is all legal. This isn't even gray. This is encouraged. We like small business.

When you ask for it in the right way, like this client did, what happens is not only did he gain lots of money, money and tax write-offs, within three years, he actually had some...well, thousands of dollars flowing in. Now, he was never profitable, but the IRS doesn't require you to be profitable. They only require you to be a legitimate business, and they have some litmus tests for legitimate. Everything I've given you here so far is an example. If you paid any money last year in taxes, you don't want to do that. Now you can take that money and start to invest in other ideas.

Multi Level Marketing (MLM)? I love MLMs. in an MLM. People make fun of MLMs, they hate MLMs. There's a whole software around MLMs. I do a lot of coaching in MLMs. Great, great time to be a network marketer,

particularly if it's something that you love. You have to realize it's not the "Get rich quick, you're going to sell your," you know, "one hour and then lie on a beach the rest of your life." That's not true. And the embarrassment of, "Oh, I'm going to invite all my friends and family to my own party," that's not true either. Some people do both of those that way. I don't.

I always finish with the Jack Canfield. I think the Jack Canfield story is a great story. It's in "The Secret," and it's part of my anchor and reference as to why you should want to watch "The Secret." He talks about his coach and mentor, W. Clement Stone. Said, "Hey, Jack, if you're going to believe in the law of attraction, the secret, this world, the system of asking, you've got to ask for something so outrageous, that when it happens, you'll know you were the cause of it by just the mere fact of asking and focusing on it."

So, to give you an idea how old the story is, when he first started out, he said, "Okay, by the end of the year, I want \$100,000, \$100,000, \$100,000, \$100,000." He had the brilliant idea, "If I wrote a book and I sold it for 25 cents," again, the year, "if I sold 400,000, is that doable? Is that reasonable?" So now he's thinking, "Book, book, book, 400,000. Book, book, book, 400,000." He's standing in a grocery line. And this follows the RAS system and the, "Look for brown, look for brown." And he notices the "National Enquirer," which we all look at those trash magazines that are on the stand there. He noticed at the top they have 400,000 subscribers. He's at a party that night talking to a very interesting new person. He asks her what does she do. "Oh, I'm a reporter at the 'National Enquirer.'"

You've got to put the ask in place. Start asking. Let the system even furnish the how. Don't look for the money-making ideas. Get fierce on demanding. He finishes the story with, "Oh, you know, the law of attraction, it didn't work. By the end of that year, I only made \$92,000." But then he joked, he said, "Yeah, no, I didn't get my \$100,000, but I've believed in it ever since, and I've followed and practiced that."

We do this to energize you, get you jump-started, get you excited thinking about new ways, different ways. If we can turn one little quarter-screw turn somewhere down there in your psychology, the things that will begin to open up, I cannot tell you. Over and over again, the people that come to me and say, "Oh my God, Bill. I frankly didn't believe it, but I half-ass started it, and then I got excited, and then I really did it, and pop, bam, smack, pow. The system, the universe, hit me upside the head and gave me something I did not see coming." Get in the game, get in the game larger than you ever imagined it to be, and get excited, and watch what's going to happen.

Passion to income

If you understand any work with The Inevitable You, you know that we are very much focused on EQ fluency and mastery; that you can put together this incredible, excited, feeling about your life, about your money, about what makes you passionate. You know, and the question really becomes, "Why is this such a hot topic?" It's one of the largest webinars we've done recently, we put together, we had a couple of questions, we have webinars in other formats and somebody said, "You know, you really should cover this." So, we said, great. We put this webinar together in ten days and look at how big it is and how many awesome people are here.

And the biggest thing that I think about when I think about "Passion Into Income" and why we did it as passion is a question begs the answer, "What do you do in life that you are passionate about?" You know, some people would say maybe it's their love relationship, and then you look at how the fire might still be hot but the coals are kind of gray, it's kind of burned down a little bit. Some might say that it's parenting and their children. You know, some people might have it in their business, the likelihood is you're not on this call. If you already found passion in your career or in business, you probably aren't on the call or the slides I'm going to cover you're going to, "Yeah, I already know that."

But for most of us, you know, we're busy running these equations on what we can and cannot do, what we believe, what's real, what's not real for us. We know other people can or that it's theoretically possible too but what we believe about us and what we're willing to do at a passion level, yeah, it's one of the most challenging areas to get passionate around money.

Now, I want to start off with the fact that wealth and money, they're mindsets, they're not real. Wealth and money and abundance; it doesn't really exist the way most people think. In The Inevitable You toolbox, we talk a lot about: what is the operating system? what's the software and how much of it is data that you're putting into the software? Let me ask you this question. If you had a choice to choose, I could give you tonight a million-dollar winning lottery ticket or I could give you a red paperclip, which one would you choose? Now, it looks fairly ludicrous. I think almost anybody in their rational right mind would say, "Well, of course, I'll take the million dollars because even if the paperclip had value, with a million dollars, I can buy a lot of paperclips." But here's the reason why this is a mindset and this becomes such a fun, difficult, really challenging question for most people to understand.

If you have either one, be it the lottery ticket or the paperclip, you have both. Meaning if you have the lottery ticket which is the way most of you went, you could buy a paperclip. But the reality is if you have a paperclip, you can also create a million dollars, and this is a true story about a gentleman, it's probably six years ago now. He went into this flat, you know, virtual fast unbelievable world and said, "You know what? If I could make one hundred trades, and I'll take 12 months to do it, I'm going to give myself 12 months. If I could trade that paperclip..." he took a red paperclip, "...and I'm going to trade it for something and then I'm going to take that something and trade it for something else and I'm going to take something else and I'm going to continue to trade up; maybe I'll blow a trade here and there but I'm going to keep trading them. Can I take that paperclip in this world, trade a hundred times over twelve months, and I want to create a \$300,000 home for myself? Can it be done?"

And the answer is, no, it didn't happen the way he manifested it because it was 42 trades in nine months and he ended up with a \$330,000 home in Scottsdale, Arizona. In fact, his 41st trade was \$350,000 five-week timeshare in Lake Tahoe and he didn't want that so he traded actually down to get the home in Scottsdale that he wanted. You know, and as I always like to joke to this day I'm waiting. I'm absolutely waiting for the first client to come to me. Maybe, you're on the call today to say, "You know what? I did what you said, Sumner, and I took me two years and a whole bunch of trades and all I got was a \$125,000 condo in Aurora, Colorado." Yeah, a paperclip.

So, the point of, "If I have one, I have both," at an even more tragic level: do you know what happens to 80% of lottery winners that walk out with that lottery ticket because they don't understand this equation of resources versus resourcefulness? They lose that money and they're in worse shape and will tell you it's the worst thing that happened to you. Versus if you know you're resourceful, you're never broke because you can always take a paperclip and you can turn it into anything that you want. Now, in the, "I'm waiting for someone to come do this." I actually did this in the seminar. I didn't get a \$125,000 condo but Melody, gave me permission to use her name, jumped up and down with excitement. She said, "My twins, when they were sweet 16, we had not the traditional scavenger hunt. We gave them a paperclip and we gave them three hours, and we said go out and trade in the neighborhood. Who brings back the most valuable prize trading a paperclip." And actually, her daughters won because obviously, she's a little steeped in my technology. They brought back a brand-new \$300, never been used lawn mower, and they really needed it by the way. How exciting is that?

So, when we get to wealth and abundance, if you just want wealth and abundance tools, we've got them galore. This is about how to turn your passion into income, and I told you there would be things that you would hear tonight; the number one tip for tonight is something that's going to, for most of you, mean thousands of dollars cash in your pocket, beginning tonight. I'm going to tell you how to be resourceful on something that many of you are not doing. I want to talk about passion into income. What does that mean?

Now, first of all, there are standard kind of neural programming tools that you have to understand in order to fully activate this software, to activate this and again, tonight's more on one very specific thread, passion to income. But whether you're using the "towards and away" tool, "the formula", the "I have a dream." I already mentioned to you, software versus data, how you frame and reframe. Any one of these tools. There is one very specific NLP tool that I do want to cover with you tonight so that you can ponder the credibility that I'm going to tell you later that, if this is the number one tool to take your passion and turn it into your income, do you believe it will work for you? You have to understand the power of neural programming, how we program, how we reprogram. This is what I want you to ponder: when I begin teaching neural programming, why do I use this photo? Well, it's very important to understand that habitual sentences we use over and over again, where do they come from? Where does that habitual sentence come from? And why is that sentence true? Why isn't another sentence? Why can't we knock it one word off or make it a better adjective? Why are the habitual sentences we use over and over - about our passion, about our income, about our wealth; why are they true?

So, I picture this little boy, this little girl head down on the chalkboard of life, getting punished, being told, "You were happy, you were breaking the rules, you were skipping around, you were being epic," and somebody in the system said, "Sit down, shut up, color within the lines; we'll give you an A+ and if you don't do that, we're going to make you sit at the blackboard of life and we're going to punish you." And so, the reality is we have habitual sentences that are true that we say over and over and over and over again. And that's what makes them true. They're not true for any other reason than you continue to say them over and over again as truth. Now, the science of it is: what you say is a form of communication. So thinking is also a form of communication, and words have meaning; there is a meaning to the words that you use when you're driving, when you're falling asleep at night, when you're just sitting there, talking to yourself, thinking your thoughts and most importantly, huge most importantly, you emotionalize them.

It is the emotion that is creating the wiring in the brain, that is coming straight out of your hypothalamus. That

is what wires the neural network repetitively or intensely that, that is true and consequent, it is now your reality. So when you say I can, I can't, I will, I won't, you want to make it a longer sentence, "Why would I ever think that? That'll never happen for me. Who do I think that I am? Why do I think passion, my passion to create income? How could it replace the income? Those habitual sentences versus, "Okay, I get it, Bill. I'm going to do new habitual sentences. I'm going to think this. I know that. This will, not yet but it will. I'll find a way. I am the woman, I am the man who's going to figure this out no matter what."

If these become the new habitual sentences, and now you change them, the problem is: so are you going to write me tomorrow, and go, "Oh, thanks, Bill for this amazing webinar. I changed all my sentences"? And the answer is for many of you, no, because you don't believe they're true and you go back to repeating the other sentence so everything becomes self-fulfilling. So, how do you change what you believe? Now, I'm not going to cover this tonight. This is in other webinars whether it's, "I need the evidence," that's "Rockstar album sales tool," whether, "It's fake it, make it" which is not how your mind changes, that never works. Whether it's law of attraction, that is my shorthand, you want to be kind of new age and follow the secret. You're going to ask and believe and in the actual movie says, "No, you have to become and take the inspired act," and then...

But if you don't believe that second command, you're in this "do loop" because you've got to believe to receive. You're right, that doesn't work. There's only one way to consistently, powerfully, over and over again, change your beliefs and I've already told you. It lies in the emotions. And so, if you only remember one sentence from tonight's webinar, this is the sentence. Put the emotion in your body you would have when the belief is true. So, if you want to put passion in your body and you feel that and you can't undermine or diminish it or think it and not feel it, that's called dissociated. We don't want you to dissociate, we want you to associate and feel passion. We want you to put the emotion in your body when the belief is true. And for any of you out there that's saying, "Well, why would I do that?" or, "How can I put the emotions of wealth and abundance and prosperity when I don't have it? Seems like, in order for my feeling to be true, then the data and the facts need to be true." The reality is you are already most likely an expert at doing this because many of us put anxiety in our body and it's true anxiety.

We will feel that fist of doom, that sinking, almost sick to your stomach feeling. We'll put anxiety in our body for crap that almost never comes true and, in fact, we think this is logical because we'll say, "Well, it didn't come true because I'm worried about it." Well, how dumb is that? There's no logic to that. It didn't come true because it didn't come true. And what comes true is data, it's not in the operating system. What comes true is, "I have a paperclip". Do you think you're going to take a paperclip and start trading it and two years from now write me and said, "Oh, I lost my paperclip." What's going to happen to you if you put passion into what you chase? What's going to happen to you? Do you think this is going to be a disaster? We don't do these things. You put the emotion in your body, and it feels true. It's getting into the right brain chemistry. You actually become addicted just as you're addicted to anxiety today, you become addicted to the good neuropeptides, the dopamine, the serotonin levels that accompany the great emotion and the great emotion wires the thought.

The caveat is that now you have to repeat the new habitual sentence, like you currently do with most negative thoughts. So we live in a golden age. Go YouTube and look at a live electron microscope of two neurons, there they are. This is a still shot of the animation so you can see it more clearly, but you got these two little

elephant trunks that are kind of wave together, and then there's this little lightning bolt of electricity that goes between the two of them. That's the thought; that's the memory; that's the good memory; that's winning something; that's being picked captain of something; that's winning a part in a play; that's your first kiss; that's the trauma; that's when your heart was broken; that's when trauma happened; that's when your first disaster befell you; that's all it is. Now you create habitual sentences. So, what is neural programming? A pattern of sentences, words, and thoughts that convey your world at a habitual level. So we're going to change that tonight.

Now, here's the primary way we're going to do this. Most of you out there, here's what I call the "but" tool, and you're less likely to use the "and" tool. What does that mean? Well, that means that I'm going to tell you something tonight and you're going to go, "Yeah, but..." Well, when you "but" something it means the "yeah" is discarded, diminish, destroyed, reduced. You can say "Yeah, and..." and now you're going to add something to the "Yeah, and..." and it could be challenging, it could be, it could be, it could be. But the original affirmation, the original assent that says, "I believe. Yes, and..." everything changes.

Now, when I talk about, "Who am I today?", I always like to use the Bell curve tool. It's a whole lot more clarity to your true habitual sentences when you tend to think of them, there's a small percentage that fit at the top; there's a small percentage that fits at the bottom; and then there's this big percentage in the middle. So, in the top percentage of "and" users versus "but" tools, you know, these people set an intention, they follow a dream. So it might be, I want to be a doctor, I want to be a lawyer, I want to be an engineer, I want to be a firefighter, I want to be a veterinarian. It doesn't matter. They set and follow a dream. Now, ponder this: Did they set that dream and follow that dream because it was about money? Nine times out of nine, not nine out of ten, nine out of nine, it was not about money.

I'm going to go into the people who want to be doctors because they want to be wealthy, the people who want to be something obviously; firefighters and potentially veterinarians or working at the Forest Service. You're not going to become wealthy there. You do in your passion. They took the "yeah-but" seminar, they're taking their passion and it's not money. So, we don't want you to do that. We want you to have your passion and turn it into income. So, if you're a firefighter, if you're a veterinarian, if you're in the Forest Service or you're doctor who has staggering student loan, no matter who you are tonight, passion into income. You know, in the "towards and away" tool, this is a 24-minute video if you want to see it; it is the number one tool in the system.

I actually go into a metaphor. There's a doctor A and he's in this great pattern and he's producing a lot of value. It's not about money, he's healing people, he's got the top practice in the town. And then I go into the motivations of why he is that doctor. And then I talk about Dr. B. So you begin to see that the underlying motivations which why I said, "I'm going to come to the, setting the dream and the intention." If you set it about money, if you are about money, you're going to tend to go into money-related fields. Because again, doctors walk out with staggering debt. You don't go through medical school, well you may start medical school because you think you're going to be wealthy. You don't finish medical school just for money. You finish it, it could be negative, it could be ego, there could be negative underpinnings, beyond healing and the glass half full, glass half empty, there's always the positives.

But again, in this webinar that we're framing your passion into income, when it is about money, you're a

banker, you go get a business degree. Today, and all the Millennials, they're getting into social media, internet marketing. Bricks and mortar, stores and business careers are going away. It's a different business world that our children are beginning to make their way in today. When it is about money, it's not about passion. You find in the top percentage they follow because they've had a dream and they chase it.

Now, the bigger middle, this is the 80% of the curve, you could be very close to the top, you could be the 89th percentile, you could be the 51st percentile. You know what we like about the 51st percentile, those people are above average and they know it. They may be in a lot of pain and they may have compromises and blah, blah, blah but, hey, I'm better off than most people. So when we look at the middle, they're very well-intentioned. They most likely, like the top, started with plans. And then my wife has this sign behind our kitchen's sink. It's a great little thing we've had for years and years. It says, "Life is what happens to you while you're busy making plans." Now, when that life happens to you, and obviously, that's not a positive, that's not a lottery ticket, that's somebody took all your paperclips, something has happened to you. You know, you'll still do the best you can, you're still going to be above average to average. There's nothing wrong or bad about that. You're still trying to figure this out within the parameters of your habitual sentences but you're still trying to figure this out.

Now, at the bottom end, the lowest percentage, now, then no one consciously intended to be there. They didn't wake up and say, "You know what? I want to live a life of pain and misery and poverty." You know, nobody says that. They might have bad luck, it could be individual, it could be a long thread in their family, it could be trauma, it could be what your family of origin dictated that you could and could not do, who you are, who you are not. Now, we do have a very active tool box that explains this bottom percentage person. If nothing else, it's really important because most people who come to The Inevitable You come here to be better leaders. So we want to heal and work and understand and not discard, throw away, diminish people that are in pain. There's no four-year olds that are rotten. They're all awesome, they learn to be rotten. So leaders are what changed this.

So this very active toolbox whether it's an interim, you're at the bottom, you've suffered a setback, you've filed Chapter 7, or lost your job, lost your marriage. Maybe all of that happened at the same time, or sometimes it's permanent, this has all happened a while ago and you're stuck, you're not getting out. We can get you out.

I want to frame for you why some people have an easier time getting passion to income versus not. But while all of this is going on and there's the active toolbox, we want you to ponder your wealth equations and beliefs surrounding passion versus income. Is it an "and" that I can do both or I'm going to figure out both or I'm working to both because the biggest problem, again, even as people are looking at this webinar, they're busy giving me the butts. "But I have this problem. But I have this limitation. All's I got is a paperclip. It'll take me too long."

Well, for every person who says they can't do something, remember the paperclip that turned into a \$500,000 house. You have to grasp the power of these tools. These are powerful, game-changing tools. Now we're going to turn our passion into income.

When we're talking about successful business, it can be where you own it or where you're a leader in a business model. I know for most of the people reading this, there's not a lot of just people buried in an organization with the JOB, it might feel like that but you're supervisor, you're an expert contributor, you're

leading meetings, you guys are on the ball more than not. You have to know your definition because, one, most people will give me the theory of what that looks like and then they will give me "and then there's me." "And here's what I am," and now we go into the habitual sentences, "I can do this. I can't do that. I'm stuck here. Let me tell you all about my limitations," because that's the first thing we want to talk about.

You're going to want to sit down tonight and write you. Write down and if you want to do theory "and then there's me," great. Just make sure that "then there's me" is this new, you know, awakened person from this program that said, "Yeah, you know what? A paperclip is or this is..." because under success, you must have passion in your definition. I want you to ponder this, if you do not have passion in your definition and when do you think you would be? Would it ever be there? Did you put passion?

You know you can go back to the people that wanted to be the doctors and the lawyers and the long schooling and the high student loans and but, yeah, no. They had passion. They may not say it that way but they have a passion to heal, they have a passion to do, argue law in court, they see themselves as the little four-year-old epic hero that they saw themselves that, they begin this journey with. And then even if you're a doctor or lawyer or even if you're in the Forest Service, then life intrudes. Then where does passion go? They may say, "You know, I'm doing my dream job. I'm a Forest Service person or you know, I'm doing what I dreamed of but now, here's all the other pain and agony that I have." We'll still see the software that they're running, be it love, be it health, whatever it is, but we're taking your passion tonight and, by the way, because there's a couple of you out there, I know this goes through you.

Well, I know people that aren't very passionate and they make a lot of money. Well, yeah, you can and in fact that is in my big "towards and away" video because most people, when they really begin to understand the power of this science structure to your thought, the actual core structure to how you think, they automatically begin to assume that moving away from what you don't want (or don't spill the milk) is a negative bad command. They're like, "Oh, that that's bad." Then I always go to the little boy, the little girl. It's very, very fierce, incredibly fierce. And they are never, never, never, they come from the wrong side of the tracks or the wrong part of town. Never, never, never, never will they be poor, they're going to be rich.

Oh, they'll produce a lot of money but the question becomes is, "When do they feel rich?" And most people will say, they'll fill in their model of the world that, when they have a million dollars, they'll be rich. Someone else they've got a higher bell curve, well it's got to be ten million. When they have 10 million, they'll feel rich. Yeah, I know they never feel rich. They think rich, they don't feel rich because this pattern is driven by a huge abyss that sits in the middle of their soul, they're running away from something, they're not running to something.

So you still got to come back to putting passion in your definition of success. You know, and the last point I'll say about this, you know, what's the difference between passion and anxiety then? And it's the same intensity. It's just the glass is half-full and the glass is half-empty. One, you're running away, one you're running towards. And so, this is very, very real. I do a lot of different metaphors. For example, you can go to church every day because you love God or you can go to church every day because you fear God and you fear punishment. You can run marathons, and you can run every day because you love to run, and you run every day because you're terrified if you stop you're going to be fat again. So you're running from being fat. Almost all patterns

that we have fall into this. So again, passion versus anxiety, you know, one is, "I can only see what I love," and one is, "What am I running from?" becomes a very, very important data point for you to ponder. Am I going to put passion in my definition of success?

Now, I want to cover what I think most people consider to be the drivers. I'm going to tell this little bit as a personal story because I'm in my passion. Bryan is in his passion. We do this; we make a lot of money but we do it for passion. I've been told that if I were to sell wealth, so I've got a lot of affiliate marketers out there, whether they're selling real estate training, financial services training, social media, make your money in the internet, whatever it is. Now I'm always doing, "Well, you need the success software." It's the perfect diet tool. All diets are perfect, because if you follow them it'll work. Even a stupid diet, the model's lemon juice and cayenne pepper works. It will work - it's just you stop following it.

So it's more not about the tools to, success or wealth or growing your passion business. It's the software. Do you believe your habitual sentence about passion and you are well-crafted, well-engineered, well-emotionalized? So whether it's selling wealth or health or all these things, I've been told, "Well, of course, it's easy. People will sign up for a 401k." Heck, a lot of you are here tonight because you have done income. I have a lot of seminars on the psychology of success, the psychology of your health. Yeah, always the wealth ones, the income ones, the money ones are the toughest, because money has the most psychological twists and turns for people.

Here's how I know it because I've been doing that damn paperclip. When I first saw that thing six years ago, I was so darn excited and I'm waiting for the first person to come to say, "I took a paperclip, I get it, I'm resourceful." So selling this personal development stuff that I sell, whether it's growth or leadership or, you know, blah, blah, blah, it's hard. You know, people will invest a dollar and they're making money to retire on or making money for their kids' college education, they won't spend a dollar on themselves now. Now, the very sad news is they'll spend money to get out of pain and selling that is easy but, that's almost ambulance kind of feeling at times. I do great work, I love people that are in pain. It's amazing to see people out of pain but to get, you know, personal development growth, and that's my passion. I've been told that's really hard. And who's out buying such a positive upbeat? Again, most people who are in personal growth are trying to grow out of pain, they're not trying to grow into epic, because epic, "Oh that would require passion." And now, what we have is we're going to get to passion.

Now, when I worked in the Tony Robbins world, which is where I got my start in the early 2000s, I was there about seven years. I was the top salesman that he had for his events, and he likes an 8% to 12% negative rating because the bottom isn't going to buy from you anyway so you have to push hard to get into that middle 80% so that you can get the 89th percentile to buy. So that's the business model, but I had less than 1% negative rating because I didn't sell "Buy Tony's stuff." I would say, "Buy your greatness; buy your passion." That's why this is The Inevitable You. That's because it's not branded with me, it's branded with you. I'm selling you, "You." I'm selling you, "There is a way, there is a route to get passion into it." Then if you bought your greatness, I'm going to get my fair share. With Tony Robins, I sold more than anybody else sold during my tenure. I sold things they said could never be sold because it was right into my wheelhouse.

His top product at that time was \$65,000, it was called platinum partners, and I was doing what's called the

digital events and they're like, "You can't sell them, you need Tony Live." I'm like, "Oh, no, because I'm selling people on greatness and passion." They eventually took the commission structure off the product because I was making too much money at it. We got our fair share. So when I'm selling *The Inevitable You*, what's key? I'm selling you on your passion, your greatness, your drivers. This is forever work. It's not just, "Hey, get me out of pain, get me a bump, get me to the next level." This is a toolbox because, unlike the Hollywood movie "There's always tomorrow" where our intrepid hero that we love so much gets up tomorrow and now starts the new chapter in the new place, this toolbox goes on. These processes go on.

So, selling you on your greatness, on your passion is absolutely cool. I want you to walk away from reading this, knowing that. If you don't know what it means, you're absolutely committed to figuring it out. So, either now we're getting closer to what you really, really will need to understand: either your passion (and now you're using the "but" tool, "Yeah, but I have a job," "Yeah, but I have a mortgage." "Yeah, but I've got this education. I can't throw it away because my passion. I know what my passion is but I can't see it as income." I'm going to cover this, I'm going to give you some real-life clients that I've done this coaching work with.), or if you don't know what your passion "is" (and that's an air quotes there) you've forgotten it. Maybe it's not your karma to have it; maybe you don't believe you will ever get it and more. The fact that you're reading this is encouraging. You are committed to solving these equations. So let me tell you what this looks like, and I'm going to do it in the number one tip for the night. I told you this would be one of the biggest things I gave you, this is the number one tip, it's a tax tip.

Do you already own your LLC? And if you do, is your passion driving it? Because sometimes I see people do a multi-level marketing home business, but it's more about the home business versus "it's my passion." This is related to passion. Even if you have a job, I have people say, "Well, I already got withholdings, why would I want an LLC? Is there's something funky?" No, no, no, this is all legit, this isn't even in the gray area. There are five things that you need to do in order to qualify your LLC as a legitimate business. It's got to be a legitimate product. You don't even have to make money for five years as long as you're training in it. How will you make money when it's over your job? Because it's your freakin' passion, so let me give you what this looks like.

I had a client who was sitting in a webinar who said, "Why would I have an LLC? I got a job, I'm working along on my job?" He loved motorcycles and he went to Sturgis every year. So I said, "Look, form an LLC. You're going to market and sell motorcycle tours to Sturgis. You got one product, it culminates once a year. So now you're going to make a little flyer, you're going to put a price on it. You'll say, 'Hey, do you want to take a guided tour to Sturgis and do a motorcycle? I've been there many years, I'll make it safe, I'll make it fun, I'll arrange it for you. Here's the price...' put a price on it, "It's \$2,000." Every meal you eat out, you ask your waiter, "Are you interested in going to Sturgis on a motorcycle? Do you know anybody that is? If you ever change your mind, here's my flyer." You now write off every meal that you eat that you want to do this. You now write off your cell phone, you now write off your car. You write off your internet at your home. You write off your home office.

I have people say, "Yeah, but I don't pay taxes. I got \$3,000 back last year." I'm like, no, no, no, you didn't get...Your government took 15,000 from you and your taxes were 12 they gave you a 3 back and then you're on the interest on it that whole year they held it. Now all of a sudden, you get six or seven back, and here's the thing about understanding passion. The first year this guy did this, he got no takers. The second year that he

did it, he actually got two people that wanted to do it. And by his fifth year, he had so much interest that he set the limit at 20, and there was repeat business. That's a home LLC, it's a passion. You take your passion and you turn it to income and this is just on tax. You can do this today. You can get on whatever state you're listening in, you can get on and open an LLC generally for 50 bucks and that's tax-deductible, by the way. You can open that up for 50 bucks, you can make a flyer, you can start writing stuff off tomorrow. You get on tonight after this call, you can start writing off today. Incredible thousands of dollars that you're paying Uncle Sam.

Another example. I had one client, she wanted to do a successful real estate business but she was doing it because it was the right thing to do. She thought she could make money at it. Her real passion was music. So as we talked about this and we expanded on this, I said, "Well, look," She was getting ready to buy a 30-unit apartment building but it was work for her and she was struggling and she was hitting all of her old, habitual sentences. By the way, she's a very successful pharmacist but she knew that every day was hunting and killing, she was going to be a pharmacist till she was old, and she wanted to get free of it so she could do her passion.

So I said, "Look, if you took four units and you discounted four of the 30 and you gave them to music teachers and told music teachers, 'Hey, your discount is you have to offer lessons in the building to kids here,' and now you marketed the other 26, not even at a premium, you could market them at standard rates," because apartments at that time are running about an 80% fill rate. But because anybody coming in with the kid is going to get discounted music lessons, and in the center lobby, once a month, you're going to do these great concerts with both the teachers and you're going to come up with this really awesome name that's centered on music. Now, she was excited, now that was her passion. So even when you connect passion to other ways. Now let's do give you one more example of how these kinds of technology works. You just have to think your way through it.

I had another client that was working on fixing and flipping houses. Now, her real passion was battered women and abused women. Now, we worked hard, we fixed her software and got her to believe that she could do this because when she first started this work, she was talking about it, thinking about it, taking course after course after course but never pulling the trigger. So when we figured out, how do you believe, pull the trigger blah, blah, blah. And with a lot of passion she said, "I'm going to do five homes next year, and if I do five fix and flips next year, then I'm going to make my nut. I said, "Well, now, let me ask you the question, and it's not you say seven, I say eight, you say ten, I say twelve. If five is the real number, that's your paperclip." I said, "Can you do six?" And I said, "I have a very specific reason because I want to do something with that sixth home." She thought about it and she said, "Yeah, I can do six, I'll sign up for six."

I said, "Great here's what I want you to do because the five is going to make your nut. I want you to take the sixth one and I want you to make it into a home that's going to support battered woman. You can make it a free home for them to stay at, you can work with local social work services that they always look for places. You could do anything. You could, for a woman who's out of a battered challenge, she can have free rent, reduced rent. What would your passion be if this was that sixth you got?" So excited, so we took the passion that she had here to believe she could do five, well, now this is passion squared. It's incredibly epic. I said, "Yeah, I got one more thing though. I've always pinning on one more, I'm going to make this passion huge." I

said, "Here's what I want you to do. I don't want you to take the sixth home and do this. I want you to do with the first home and then do five."

I want you to ponder what went through her heart, what went through her soul, what went through her passion model, who was she going to be. I'm telling you, people, when you begin to attach this little mysterious software of passion to the things that you do, because we have a lot of passion taken out of us. We believe that we have to be responsible and when you're responsible, somehow it contradicts but that's people who do not understand the "and" tool. The "and tool" people know how to be responsible and add in passion. And when you add in passion, you can now turn this into anything you want. I defy anybody to bring me a solution that you find impossible to solve if you apply passion to it. If you don't, you're either going to make the situation worse, you're going to damage the situation, or somehow you just don't buy it. I challenge any of you.

Financial MOW (author credits Jill Blessing for this section)

Why aren't people wealthy? We normally do a "top 10" and we find people psychology on money is so broken, we really need 15!!

Which one or how many of these viewpoints applies to you? Circle them.

1. They have not clearly defined what wealth means to them.
2. Wealth is always something "out there" and not a concrete, defined goal. They define it in ways that make it feel impossible to achieve.
3. Consequently, they don't believe that they can ever really achieve it.
4. They have not determined their "why" and focus more on "how" they will do it.
5. They have not put their wealth goals into a SMART outcome.
6. They fail to follow through on their plan.
7. They will listen to others in their life, or experts and "gurus," and give the responsibility to them to make it work rather than taking their own responsibility.
8. When faced with significant financial challenges or failures, they will give up.
9. They do not run their lives like a business, where they define a revenue and profit they must make by the end of each year.
10. They operate in an "outside-in" pattern, other people's pessimism or optimism affects their intelligent implementation of their plan.
11. They never get good coaching.

12. While they may be asking for abundance and wealth, they are not specifically asking for money and \$'s in their bank account!
13. They have more of a “scarcity driven psychology, focusing on what they don't have or avoiding losing what they have, which actually enhances the probability that they will lose money!
14. They believe they will figure out how to make more money sometime in the future, just NOT NOW.
15. They do not gather the references or resources that you will need to succeed or to assist in the process.

Now, write down your plan to solve them, to overcome them, to accelerate yourself on a life of wealth and abundances. What is the plan?! (be sure to put it in a S.M.A.R.T. format!)

Be sure to include the circled “awareness loci” in the following “Model of the World” work you are about to embark upon...

Answer:

Let's begin in reverse: what is your autobiography on money, on wealth? What is your “story” about you and money?

Dig deep. Be honest. Write a “stream of consciousness.” Our beliefs and stories about money are some of the craziest stories we tell: what we can... what we can't... what we *know*... what we are afraid of... what the limits and boundaries are... and so much more. Most of this begins in your FoO (Family of Origin.) Get resourceful. Write, write, and write some more. This is where your journey begins to change your life and money. Address all your thoughts, address all your feelings, and last – what do you dream and what are you afraid to dream?

Answer:

What disempowering beliefs do you have about money? What disempowering beliefs have you held at one time? Why and what changed? Really dig, go past the story you told above. Some of it may feel the same. It is not. These are the beliefs that drive the story above. What is underneath the story? Get them all out on paper now!

Answer:

What empowering beliefs do you have about money? What strengths do you have to draw on? What do you believe that *can* make happen? And why this? What causes this to be true and you feel power, (and most often, it is something that you have changed from your FoO) yet something else does not?

Answer:

Is there a difference between money, wealth, and abundance? Be detailed. Justify your answer.

Answer:

Write down the new vision that you want to create. Be specific. Include what you will overcome, nay – **must** overcome, for this vision to come to pass.

Answer:

Now, what **new** set of beliefs **must** you create in your life for this vision to become true? What are the words, the sentences, the paragraphs that will become part of your daily self-talk? Be powerful, use EPIC words!

Answer:

Cultivate an attitude of abundance, rather than lack of, or scarcity, otherwise you could be wealthy and neither feel nor enjoy it.

Wealth does not come from having a certain amount of money; it comes from adopting a new set of beliefs. What ever financial success you expect – whatever mental picture you create- will manifest in your life.

Some Other Definitions to Ponder

In order to create wealth, you must decide to be wealthy. Poor people don't decide to be poor. They end up without abundance because they have not charted a course to create it and/or they are operating from an old and disempowering belief system or road map. They have not decided on a destination; much less do they have a specific course **and** plan.

In contrast, wealthy people are decision makers. They have a sense of direction and take action. Furthermore, if things don't go their way initially, they simply chart a different course and move on.

We've done your autobiography about money. You've written down your beliefs. You mustered up a new vision! So now, close this loop. What used to be your old "Wall of Shame" about you and money? What did you tell yourself, your loved ones, your family... about your lack of money?

Examples:

"Money doesn't grow on tree"

"No matter how hard I work, I can never get ahead."

"It's not a matter of "if" the banks will screw you over, it's "when" they will."

Answer:

Write down your “Wall of Fame” too! Is it truly “fame?” Are you better at beating yourself up and less good at complimenting and empowering *you*? It will be in these expressions! Make sure you take the time to find your OWN great quotes that will change you and your family's fortune! Put your quotes down that you use most frequently. Be sure to be fair. If they *are not* epic and legendary, we need to work on that **now**.

Examples:

“I believe that power to make money is a gift of God.” - John D. Rockefeller

“Money is just a speedometer for how fast I am going.”

“Money comes to me easily and often!”

Answer:

This summarizes the work in a quotable fashion, your own “daily pearls” to own/ meditate/ use/ expand on...

Look at them... Feel them... Who are you? Who did you come here to be? What do you most want out of your life? Is this the path to achieve it?

Answer:

If you wish to now begin to rebuild/ redesign your new, EPIC wealth Model of the World, here are two more crucial lists for you to think about and incorporate!

The 5 key lessons to wealth:

- How to earn more.
- How to protect what you have.
- How to make your money grow.
- How to leverage your wealth.
- How to enjoy yourself.

Which one of these five points do you need more help/support with?
What is your plan to find that help? Do your research!

Ten Simple Ways to Create an Abundant Attitude

(No Matter How Much Money You Have in the Bank)

1. **SURROUND YOURSELF WITH THINGS THAT MAKE YOU FEEL GOOD.**
Get rid of old, ratty clothes. Fix squeaky doors around the house. Clean out your garage. Instead of tucking your nice things away for “special occasions,” use them!
2. **FIND A REASONABLE WAY TO SPLURGE.**
Sometimes value isn't always price. Set aside a little money each week for planned treats that you know you will have to look forward to. (i.e., plan a time to buy a new outfit, buy fresh flowers every week...)
3. **DON'T LET YOURSELF LIVE PAYCHECK TO PAYCHECK... EVER.**
Make sure that there is always a little cushion between you and an empty bank account.
4. **BE GRATEFUL FOR WHAT YOU DO HAVE.**
5. **GIVE TO CHARITY.**
Even if it is a small amount, nothing will make you feel better about what you have than the ability to share it with others and to make an impact on something greater than yourself.
6. **SEIZE OPPORTUNITIES... AND EXPECT THEM.**
7. **CREATE A MASTER PLAN & KNOW WHAT YOU REALLY WANT.**
8. **BE EDUCATED ABOUT INVESTING.**
9. **BE AWARE OF HOW YOUR ENVIRONMENT TRULY AFFECTS YOU.**
Friends, living conditions, etc. may be affecting your financial expectations.
10. **IF YOU GET KNOCKED DOWN, “RANGER, GET UP!” (again and again and again!)**

Relationships

$1 + 1 = 3$



there are only 2 times
when i want to
be with you....

Now, and forever.

YOU are my heart's
epic adventure





The problem is most, more than 50%, when you ask them what's the equation of their marriage, one plus one equals 1.5. They're like well that's pretty good, and here's how we do it, I'm a .8 and there are .7 so together we equaled 1.5. Some of you are in a dish relationship, one of the spouses dick in you even more, your given 1.2 when they're given a .3. The reality is if you want a legendary relationship, and it's very simple when you think about it, because you love this person and you find love this way, you get to be more than you are. Because you have a chance to love them and because they are following the rule of doing others the way they want to be treated, you love them and your take away is you get to be more than you are, then they get to be more as well. Now you're a 1.5 and a 1.5, or maybe someone's going to leap and and say you get to be more than you are because you look at it as an opportunity to love and be loved more in return. So how you create one plus one equals three is not nearly as hard as you would believe. It is awesome, it is crazy to be

it's not based on facts or how you got there, it's based on a choice to live, be, do these tools. For most people

who are in a .8 and a .7 being a 1.5 relationship, they're going to be on a bad day and above average couple. And you'll say were mostly happy, were pretty good, were okay. One 2008 hit and jobs are being lost and there's pain, you struggled then, but you stood by each other.

And you want your children to have three relationships and to have their legends. You can ask for more, it's not about being broken and you need to be fixed, it's not about that. It's about wanting more.

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