



# BeliefBusters

Special Report

## **Personal Development: The bottom-line for all success and achievement is your BELIEFS**

*If you don't have the richly rewarding relationships you desire... the intimate, empowering partnerships you deserve... and the satisfying, successful career that provides the money, freedom, fulfillment and fun you dream of... it's because of your beliefs.*

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Do you agree with what Napoleon Hill (author of *Think & Grow Rich*) said, "Whatever the mind can conceive and believe it will achieve"?

I've learned—often the hard ways—that what your mind believes you will ALWAYS achieve: Good, bad or indifferent. Unless and until something comes along to "change your mind."

Your beliefs create your paradigm of life—the way it is, whatever the "it" is we're talking about. There are paradigms for every domain of life and work.

**A paradigm is your belief about the way it is. It's your "worldview" of the matter no matter what's the matter.**

A classic example of a marketplace paradigm (worldview, belief) is the wristwatch: Until the 1970s, geared timepieces—the "Swiss watch"—were the dominant paradigm; jeweled movements, mainsprings, winding mechanisms (think Rolex). With the development of cheap semi-conductors and wafer thin batteries, the quartz watch (think Seiko)—with its greater accuracy and low price—became the new paradigm of wristwatches.

In a more a human arena, a paradigm is the underlying belief we are operating from.

Our beliefs are habits of thought—those things we think about a given subject most consistently and frequently and for the longest time—and the associated feelings that come with those thoughts. Beliefs and memories are the same thing. A memory becomes a belief the more often it's recalled and the more powerfully we instill it with our emotional energy.

One important thing to know about our beliefs and memories is they are NOT the truth. They are always our interpretations of past events. Just like six eye-witnesses to the same street crime will describe six different sets of details... or at various stages and ages in our lives we remember the exact same incident very differently.

## **Our memories and beliefs—our paradigms— are NOT real. They're made up.**

And they change in an instant when new, more compelling information becomes available.

The following true story by Frank Koch, which appeared in an issue of *Proceedings*, the magazine of the United States Naval Institute, illustrates how one simple, yet profound new bit of information dramatically changed a very big paradigm 180 degrees in an instant.



As background, let me explain that at the time of this story, a battleship was THE most formidable navel war vessel in the world. It was three football fields long (longer than most skyscrapers are tall), weighed 50,000 tons and carried a crew of 1500 sailors. It also had nine 16" guns that could fire a one-ton explosive "bullet" and blow up a target as small as a tank 23 miles away.

Two battleships assigned to the training squadron had been at sea on maneuvers in heavy weather for several days. Koch was serving on the lead battleship and was standing watch on the bridge as night fell. He recounts his experience.

"The visibility was extremely poor with patchy fog, so the captain remained on the bridge, keeping an eye on our navigation activities."

"Shortly after dark, the lookout on the wing of the bridge reported, 'Light, bearing on the starboard bow!'

"The captain called out, 'Is it steady or moving astern?'

"The lookout replied, 'Steady, captain,' which meant that we were on a collision course with that source of light.

"The captain then called to the signalman, 'Signal that ship: We are on a collision course... advise you change course 20 degrees.'

"Back came the signal from the other ship. 'Advisable for you to change course 20 degrees!'

"The captain barked, 'Send, I'm a captain... change course 20 degrees immediately.'

"'I'm a seaman second-class,' came the reply. 'You had better change course 20 degrees!'"

"By this time, the captain was furious. He spat out, 'Send, I am a battleship! Change course 20 degrees.'

"Back came the signal from the flashing light...'

"I am a lighthouse..."

All it takes to change a paradigm—or a belief—even the most firmly entrenched and universally agreed upon, is one new piece of "compelling" information.

Admittedly, with a belief that you and I have held on to as our dominant paradigm for 20, 30, 40 years or more, that may require some focused and consistent effort over time. But if the experts are correct and you can

establish a new habit in 21 to 28 days... we're always less than one month away from changing our lives for the better forever.

So, how do you know what your beliefs are?

**Look at your life right now. . .  
That's what you have believed up until now.**

**Don't like what you've got?  
Change your beliefs.**

**It's the only way.**

Think of it like this:

Your beliefs are your operating system, and exactly like the OS Whatever (DOS, Mac, Linux, Unix) on your computer, your beliefs organize and control all your *human* hardware and software, so everything works the way it's supposed to.

Now, you'd be crazy to run your computer with software developed back in the 1960s or '70s. (The computer in your cell phone is more powerful than any desktop was just 20 years ago.) And you'd be totally nuts to depend on an operating system designed by a five or six-year old "programmer" wouldn't you?

**But that's exactly the kind of software you're  
using right this minute to run your life. . .**

YOU OS 1.0: Fundamental beliefs made up in the mind of a child—and most probably a disappointed, dissatisfied, discouraged, disheartened little "programmer" trying desperately to safely navigate the stormy seas of life and protect him or herself from pain.

**If you're anxious about what other people  
think of you. . .**

**If you're afraid of failure and rejection. . .**

**If you have any of the FADWAS (Fear, Anger, Doubt, Worry, Anxiety, Sadness) or more importantly, if they have you. . .**

**If no matter what you do it's never good enough or never enough. . .**

**Then it's time to install a new operating system.**

As soon as possible would be good. And this time, preferably make it a system designed by an authentic, intelligent, sincere and serious adult who knows, likes and trusts you. Who cares very deeply about you and is passionately committed to your life and success.

Know anybody that fits that description—perfectly?

You're "The One": The best one... and really you're the only one qualified for the job.

Problem is: This one is NOT one of those "Do it yourself" deals. Self-help won't work too well here, because the "self" itself is part of the problem. As Professor Einstein was quoted as saying:

**"We can't solve problems by using the same kind of thinking we used when we created them."**

Remember, our beliefs are habits of thought, so can understand how those very same thoughts that formed our beliefs are neither willing nor able to un-make them.

When you're working on developing and installing a new and improved Operating System—your fundamental beliefs about who and how you are, and the way life *really* is—self-help doesn't work, because you and I are blind to the beliefs that limit us and stop us from living in 3D—as we Desire, Dream and Deserve.

We are battleships heading straight for a lighthouse.

*Help*—which has gotten a "bad rap" for most of us since childhood where it was mistakenly viewed as a sign of *weakness* (and has been negatively promoted as such by too many of the popular human potential gurus and their personal development workshops)—is *absolutely* what we need.

Help, in the form of new and more compelling information. (Think: "I am a lighthouse.")

Help in the form of a new way of working directly with our beliefs that will shift unwanted, self-sabotaging beliefs to empowering beliefs that assure your success... fast, in a proven way that lasts.

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