

# Why most efforts at change are doomed to failure

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Most efforts at change just don't work in the long term because they don't address the true cause of our difficulties. For example, Jessica wanted to lose 30 pounds so she decided to do the following:

1. Keep a chart showing how she was exercising and eating
2. Reward herself for a certain number of minutes of exercise and eating under a certain calorie amount
3. Tell others about her goal to keep her accountable

So let's see what happened to Jessica.

She noticed that during her first few days she was off to a good start. She kept her chart and just keeping records seemed to keep her focused on sticking with her exercise and mindful eating. At the end of the day she'd treat herself to leisure reading or going on Facebook as a reward. She also told a friend about her goal and her friend was very encouraging.

But by the end of the following week she'd started to falter. She kept forgetting to keep her chart. She got frustrated when she couldn't reward herself at the end of the day and she started ducking the calls from the friend she told about her goal.

In three weeks Jessica was back where she started ... except a little worse ... because she felt terrible that once again she had failed.

## What happened to Jessica?

Beliefs are what happened to Jessica. Let me explain:

When Jessica came to us she had no idea why her efforts at change kept failing. She said, "*Maybe I just can't change.*" She'd tried so many times to change. She'd bought books and CD's, and tried several different weight-loss programs. Each time she was motivated for a while but the spark would fade and her life would be right back where it started. Sound familiar?



## Step 1: Clearly define the pattern of behavior and emotion

So we first helped Jessica find out how she was falling off her plan so we could help her discover the beliefs in her way. She realized that she'd start out really motivated to implement a change plan but as soon as something went wrong—like forgetting to keep her chart—instead of problem-solving, she'd start to feel hopeless. Even the prospect of a daily reward couldn't overcome this feeling for her. And she couldn't bear to tell her friend that she was failing so she just avoided her. It's almost like Jessica was trapped by her behavior pattern.

## Step 2: Find ALL of the beliefs causing the behavior pattern

We helped Jessica find what specific beliefs were causing this repeating pattern of behavior. One of her beliefs was "**Nothing I do is good enough**" and another was "**Nothing I do will work out.**" So when she noticed she wasn't keeping to her plans, *she would get self-confirmation* that what she was doing really won't work out and that nothing she does is good enough.....so she'd start to lose motivation!

Another was "**What makes me good enough or important is doing things perfectly.**" This belief made her feel bad when she had just one bad day, because if she wasn't perfect, it would mean that she would fail and that there was something wrong with her.

## Step 3: Eliminate the beliefs

The hardest part is seeing your own beliefs standing in your way—most tend to deny they have the beliefs that are causing them to feel and do what they do causing failure. **On a conscious level, nobody wants to think they have these beliefs.** But at a deep subconscious level they are powerfully guiding one's behavior.

But what make this process easier is the fact that 99% of people who are struggling to lose weight, stop smoking, stop procrastinating, or nearly any personal change, share the same beliefs, so all one has to do is start working on killing these crippling beliefs and you'll be on the fast road to liberating yourself.

These beliefs are:

- **Mistakes and failure are bad**
- **If I make a mistake or fail I'll be rejected**
- **I'm not capable**
- **I'm not competent; I'm stupid; and I'm a failure.**

On the surface, most people look at this list and say, “What? I don’t believe these things, this is BS!” But remember, what guides your behavior are your FEELINGS that come from your programmed beliefs that are at the deepest subconscious level! Lawyers, teachers, managers and even doctors share these inner beliefs. We all have them at different levels. Those that struggle to keep employment, friendships or to stay out of jail have these beliefs more powerfully programmed into their subconscious than perhaps you and I, but the fact is we all have them!

For example, Jessica two weeks into her diet fails to stick with her eating plan one evening and binges on 5 pieces of pizza. This event then confirms her inner belief that she’s not capable and that she’s a failure causing her to want to avoid this very painful feeling. And the best way for a dieter to avoid guilt and feeling like a failure is to STOP TRYING to lose weight!

If you don’t have a weight-loss plan, you won’t feel the pain of failure when you don’t follow a plan.

Before understanding her beliefs, Jessica, like everyone else, had no idea where the feeling came from when she felt like a failure after a slip-up, but just that she was experiencing it. By becoming aware of the above beliefs and asking yourself on a conscious level, “Do I believe these things?” and then rejecting them, you will re-program your subconscious to weaken and over time eliminate these beliefs. Now when Jessica has dietary or exercise slip-up, she’ll no longer feel like a failure and feel like quitting because she no longer strongly holds the inner belief that failures are bad and that she has to be perfect to feel good.

## **Your Assignment:**

Understanding your thinking separates success from frustration in life. Many of us get frustrated when we don’t do what we really want to do—like losing weight, tackling that project at home or whatever. The common perception is that willpower, resolve or our character is what causes us to fail when in reality it’s our beliefs. Your breakthrough will occur when you look at the above beliefs and know they are at the source of your thinking when you procrastinate, fail to stick with a diet or anything else you really want to do, but keep failing at. This internal programming that causes powerful emotions in your nervous system 100% motivates everything you do.

Spend some thinking about this. This week we just want to become aware and fully understand that these beliefs (the ones Jessica had) are more than likely what you also have holding you

back. Simply by understanding this, we can then focus our efforts at eliminating these beliefs and replacing them with beliefs that will motivate you toward what you really want.

Understanding this also takes you out of the cycle of failure, where you keep blaming yourself for your past weight-loss failures and other things you want to do but keep failing to accomplish. It's not about your character. You know you have a great character because you want to improve yourself. For most people, their internal programming is invisible to them and just makes them do what they do. **However, we are going to uncover it, change it and allow you to be the real you, you were created to be!**

Spend some time thinking about the last thing you failed to do and how these 4 core inner "invisible" beliefs could have motivated you to feel a certain way causing you to quit, give up or forget about a certain desire you had to better yourself.

- 1. Mistakes and failure are bad**
- 2. If I make a mistake or fail I'll be rejected, embarrassed, unloved, unworthy**
- 3. I'm not capable**
- 4. I'm not competent; I'm stupid; and I'm a failure.**

(Imagine if these were the opposite! Do you think you would have accomplished the last thing you wanted to do?)