

The “it hurts to be wrong” effect

From common parenting, you and I have a strong subconscious need to be right, to do things correctly, not look stupid or screw up, etc. Every day kids are exposed to what they are doing wrong and attached to “*will you please push in your chair when you leave the table*” type of statements are the emotions of parental disapproval. It doesn’t take long for the impressionable little brains of kids to develop this strong association

Doing things wrong = really, really hurts!



Now let’s not waste energy blaming our parents and feeling bad about our own past parenting. Even very good parents who do their best still program this belief into their children’s subconscious belief system.

The thing most parents fail to do and we fail to learn on a deep subconscious level is this belief:

It’s OK to screw up and be wrong because it shows you where you can improve.

Most parents don’t yell at their child to stop hitting another sibling and then later tell that child, it’s OK to make mistakes because it shows you where you can improve yourself.

So the picture I am trying to paint for you is really simple. I want you to clearly see that your brain really, really dislikes being wrong!

So what does this have to do with permanent weight loss?

EVERYTHING!!!

If your brain hates being wrong then it will do everything it can to NOT be wrong! Your brain wants everything you are currently doing to be right, correct and the best way—and it will do everything it can to prove it—including lie to you and make you blind to yourself.

Let’s look even closer at this. Let’s say I wanted to show you the best way to cast a fishing pole and you have never fished before or had limited experience. You probably would have no problem learning my method of casting. However, let’s say you already knew how to cast a fishing pole and along comes me with a better method. You might think (on a conscious level)

“great...lets learn a new better method”, but your brain at the subconscious level is getting very nervous because the old “It hurts to be wrong” belief is boiling up like hot lava out of a volcano!! You will start to hear voices in your head say things like *“that method is great for him, but I like my method”* or *“I could never do that”* etc. Or you might just feel uneasy, anxious or critical and even judgmental of my new method.

Another glaring example is found in marital counseling. Ask any counselor who has tried with all their heart to help couples save their relationships. THE biggest issue is getting each person to admit to their own fault in the matter—the other person is always MORE at fault. Both the husband and wife can emotionally describe how their marriage is being ruined because of what the OTHER PERSON is doing to THEM. They are totally blinded to their own faults by this powerful subconscious protective mechanism. This inability to even acknowledge what they are doing wrong enrages the other and results in increased resentment causing most marital counseling to fail!

This powerful subconscious protective mechanism that I call the **“It hurts to be wrong effect”** usually goes unnoticed because the emotions your subconscious creates feel totally true to you on a conscious level. ONLY until you are able to become aware of and see your brain’s thinking can you address this force that keeps people locked in their circumstances.

As I discuss things with you and show you new ways to cast your fishing pole, be aware of this POWERFUL “invisible” force that will KILL your ability to make positive changes in YOUR life!

ASSIGNMENT:

Think about common parenting and how the belief: “It hurts to be wrong” can become deeply programmed in your brain. Does this make sense to you? Please write your thoughts about this.

To override this powerful force keeping you the same by installing the New Belief right here now!

“It’s OK to be wrong, because it shows me where I can get better!”

Say this statement out loud 5 times right NOW!

Did this seem “silly” or did you hear a voice come back with a negative comment? Say it again and sense your feelings. Because your subconscious brain does not believe this statement, you will sense uneasy or negative feelings. **Understand that the more you say this, the more it becomes programmed in your subconscious.** Your subconscious cannot reject it, because it is true! Keep saying it and soon you find making changes in your life much, much easier! Don’t believe me? There’s your subconscious talking to you! 😊

Nearly ALL of your conflicts with other human beings come from this deep subconscious “It hurts to be wrong” belief. ***If you say the opposite statement before going into work and during the day, I 100% guarantee you will have far less negative feelings in your life and far greater results at work and in all your relationships.***

This is hard to tell yourself with your spouse and those closest to you, so try it starting with others that you are less emotionally attached to. Say to yourself BEFORE meetings and other contact with other people: **“It’s OK to be wrong; it helps me to get better”**.

NOTE: Saying this to yourself AFTER you feel bad about something doesn’t work as well because once you are experiencing negative emotions, it’s hard to get out of them—time is needed. When it comes to emotions, an ounce of prevention is more effective than a pound of cure!

Your assignment this week is to say this statement before work and before meetings and other important human contact in your life. Write about your results here or in your journal.

Did you find your interaction with others was more positive, productive or enjoyable?

Did you feel more calm and in control when dealing with bad news or criticism?