

# THE MIND-BODY COACH

Simon Maryan

HOW TO SET EFFECTIVE,  
REALISTIC AND ACHIEVABLE  
GOALS THAT SET YOU UP FOR  
SUCCESS

<b>INTRODUCTION</b>	<b>2</b>
<b>A COMMUNICATION MODEL</b>	<b>3</b>
<b>OUR FILTERS</b>	<b>4</b>
DELETION	4
DISTORTION	4
GENERALISATION	4
VALUES	4
BELIEFS	5
LANGUAGE	5
META PROGRAMMES	5
<b>CAUSE &amp; EFFECT</b>	<b>6</b>
<b>EXERCISE 1:</b>	<b>8</b>
<b>THE MIND-BODY CONNECTION</b>	<b>9</b>
<b>NEUROLOGICAL CONNECTIONS</b>	<b>10</b>
<b>OUTCOMES</b>	<b>11</b>
<b>WHY SET WELL-FORMED GOALS/OUTCOMES:</b>	<b>12</b>
<b>EXERCISE 2:</b>	<b>13</b>
<b>OUTCOMES &amp; ECOLOGY</b>	<b>18</b>
<b>USING GOAL SETTING ECOLOGICALLY</b>	<b>20</b>
<b>PRE-INTERVENTION QUESTIONS</b>	<b>20</b>
<b>EXERCISE 3:</b>	<b>21</b>
<b>THE PRINCIPLES FOR SUCCESS</b>	<b>25</b>
<b>STATE -VS- GOAL</b>	<b>26</b>
<b>EXERCISE 4:</b>	<b>26</b>
<b>SETTING GOALS/OUTCOMES</b>	<b>28</b>
<b>EXERCISE 5: KEYS TO AN ACHIEVABLE OUTCOME</b>	<b>29</b>
<b>WELL FORMEDNESS CONDITIONS FOR OUTCOMES AND GOALS</b>	<b>33</b>
<b>S.M.A.R.T. OUTCOMES</b>	<b>34</b>
<b>EXAMPLES OF WELL-FORMED OR SMART GOALS</b>	<b>35</b>
<b>EXERCISE 6:</b>	<b>36</b>
<b>SUMMARY</b>	<b>39</b>

## INTRODUCTION

To be truly successful, goal setting is a crucial part of life when you're working towards achieving anything that you truly want. You really want to be able to clearly visualise and get a real sense of what it is that you want to achieve and create some form of roadmap to get there. That means you want to be able to see, in your minds eye, what it is you want and to get a real sense of already having reached that goal and be able to tell yourself how you did that by looking back through the journey you have just taken to imagine it.

This may sound a little bizarre and it works. Partly because you will have got a sense of satisfaction through imagining having already achieved it, and, you will be able to recognise what it is you need to do by imagining looking back from the future and seeing the steps you took to get there. By asking yourself some searching and key questions you can build on this by finding out how you will know you have reached your goal, what has changed and how is it different.

I really hope you find this workbook useful for you and if you have any questions regarding anything in here, please feel free to email me on [simon@simonmaryan.com](mailto:simon@simonmaryan.com)

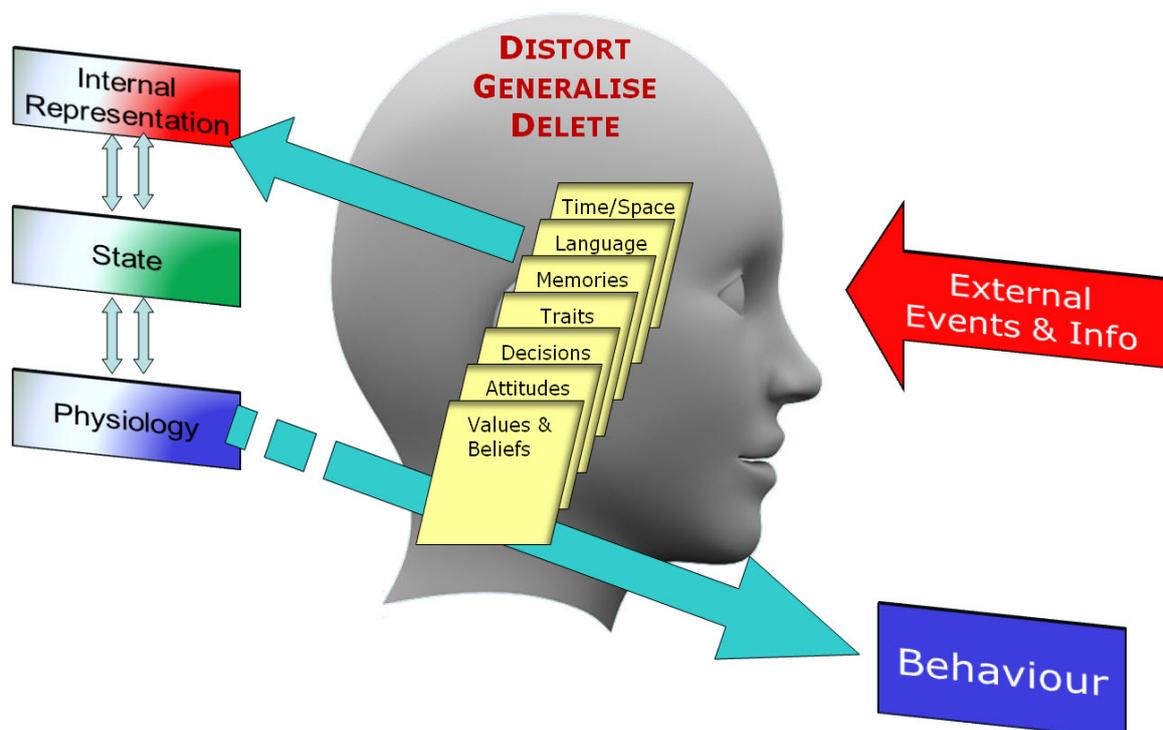
I wish you all the best in helping yourself achieve your dreams.

Simon Maryan MM, Ph.D.

## A COMMUNICATION MODEL

Firstly there are a few things you must take into account for yourself to set your own goals, which I strongly recommend you do. All this is linked into understanding how we communicate and that includes how we process the information we receive and then how we communicate it back out into the world. Communication is the key element because you need to be able to ask the right questions of yourself to get the right information and you need to be able to understand clearly what you mean and what you really want. This involves setting aside your current beliefs about what is right for you and really listen and pay attention to what you say and write as you work through this process. When you do this you will be able to help yourself at a much deeper level than you ever have before and you will reap the benefits.

The next few pages are about taking responsibility for your choices, your behaviour, your goals and your life and remember that you must maintain balance across your own internal system and look at how that affects the people and the world around you.



## OUR FILTERS

We filter information in order to make sense of the vast amount of information we could pay attention to. Here are some of the main filter mechanisms and determinants of our experience.

### Deletion

Deletion occurs when we selectively pay attention to certain aspects of our experience and not others. We then overlook or omit others. Without deletion, we would be faced with much too much information to handle with our conscious mind. In fact, you may have even heard that psychologists say that if we were simultaneously aware of all of the sensory information that was coming in, we'd go crazy.

### Distortion

Distortion occurs when we make shifts in our experience of sensory data by making misrepresentations of reality. This can involve anything from thinking that we recognise someone when we in fact don't, to 'imagining' how a room would look if it were decorated differently.

### Generalisation

Generalisation is where we draw global conclusions based on one or two experiences. At its best, generalisation is one of the ways that we learn, by taking the information we have and drawing broad conclusions about the meaning of the effect of those conclusions. At its worst, we can generalise a small number of events and form dis-empowering beliefs about ourselves and our capabilities and life in general.

### Values

Values are aspects that are important to us. They are essentially a deep, unconscious belief system about what's important and what's good or bad to us. Values change with context too. That is, you probably have certain values about what you want in a relationship and what you want in business. Your values about what you want in one and in the other may be quite different.

Also values are an evaluation filter. They are how we decide whether our actions are good or bad, or right or wrong. And they are how we decide about how we feel about our actions. Values are arranged in a hierarchy with the most important one typically being at the top and lesser ones below that.

## **Beliefs**

Beliefs are generalisations about how the world is. Beliefs are the presuppositions that we have about the way the world is, and either empower or dis-empower us. So, beliefs are essentially our on/off switch for our ability to do anything in the world. In the process of working with beliefs, it's important to elicit or find out what beliefs you have that cause you to do what you do. You also want to find out dis-empowering beliefs, the ones that do not allow you to do what you want to do.

## **Language**

Language describes experiences, they are not the experience itself. Often, your language will influence your view of the world, for example bi-lingual people frequently say that they feel and/or behave differently when speaking one language compared to another.

## **Meta Programmes**

These are filters that determine what we do and don't pay attention to. Meta Programmes are like a series of windows through which we operate in life.

## CAUSE & EFFECT

### CAUSE

**“I Influence & Take Responsibility for Everything That Happens in my Life”**

I run my business the way I want – what recession?

I am responsible for maintaining the relationships in my life

I accept that I have had an influence over **everything** that has happened in my life and business

### EFFECT

**“My Life is Random, I Can’t Affect or Control What Others Say or Do”**

There is a recession on which I can’t control

There is no way I can control what others say or do

Crap has happened to me that was not my fault.

How do you live your life? Are you at cause or at effect? It is important to be aware of this distinction. You are a rare individual if you always live your life at cause, however far too many of us live a large chunk of our lives at effect - responding to the whims, desires or emotional states of others.

Being at cause means that you are decisive in creating what you want in life and take responsibility for what you have achieved or will achieve. You see the world as a place of opportunity and you move toward achieving what you desire. If things are not unfolding as you would like, you take action and explore other possibilities. Above all, you know you have choice in what you do and how you react to people and events.

If you are at effect you may blame others or circumstances for your bad moods or for what you have not achieved or for your life in general. You may feel powerless or depend on others in order for you to feel good about yourself or about life - If only my spouse, my boss, my co-workers, my parents, my children, ... understood me and helped me achieve my dreams or did what I wanted or what is best for me, then life would be great. If you wait and hope for things to be different or for others to provide,

then you are at effect or a victim of circumstances. And when you think about it, how much fun is that? And how much fun do you think it is for others to be around you? Believing that someone else is responsible or making them responsible for your happiness or your different moods is very limiting and gives this person some mystical power over you, which can cause you a great deal of anguish.

Being at cause means you have choices in your life - you can choose what is best for you while ensuring the choice is ecological for those around you, those in your community and your society. That is, you consider the consequences of your actions on others, while not taking responsibility for their emotional well-being - believing you are responsible for the emotional well-being of someone else places a heavy burden on you and can cause a great deal of stress.

Those who live their lives at effect often see themselves or live their lives as victims with no choices whatsoever. The irony is that they do have choice and they have chosen not to choose but to be responsive to whatever is given to them.

Do I always live my life at cause? No, not a chance. The vast majority of the time I live at cause. And thanks to the skills that I learned that I am sharing with you, I am able to quickly identify those times when I am living my life at effect. To get back on track, I realise that I always have choices in my life and NLP has a set of wonderful Presupposition which states: 'There is no failure only feedback' or 'There are no un-resourceful people, only un-resourceful states'. NLP has provided me with the opportunity to identify the mental resources I require and I am able to explore other ways to achieve my outcomes or ask others for help, without being a victim to their answers.

## **EXERCISE 1:**

Take a few moments to think about how, when and where you are at Cause and how, when and where you are at effect in your life currently. Write down your observations and thoughts and then on the other half of the page, write down how you can do things differently in the future that will move you more into Cause more frequently and consistently.

**Remember that you are not always responsible for what happens, you are 100% responsible for how you respond to it.**

### **CURRENT SITUATION**

### **DESIRED SITUATION**

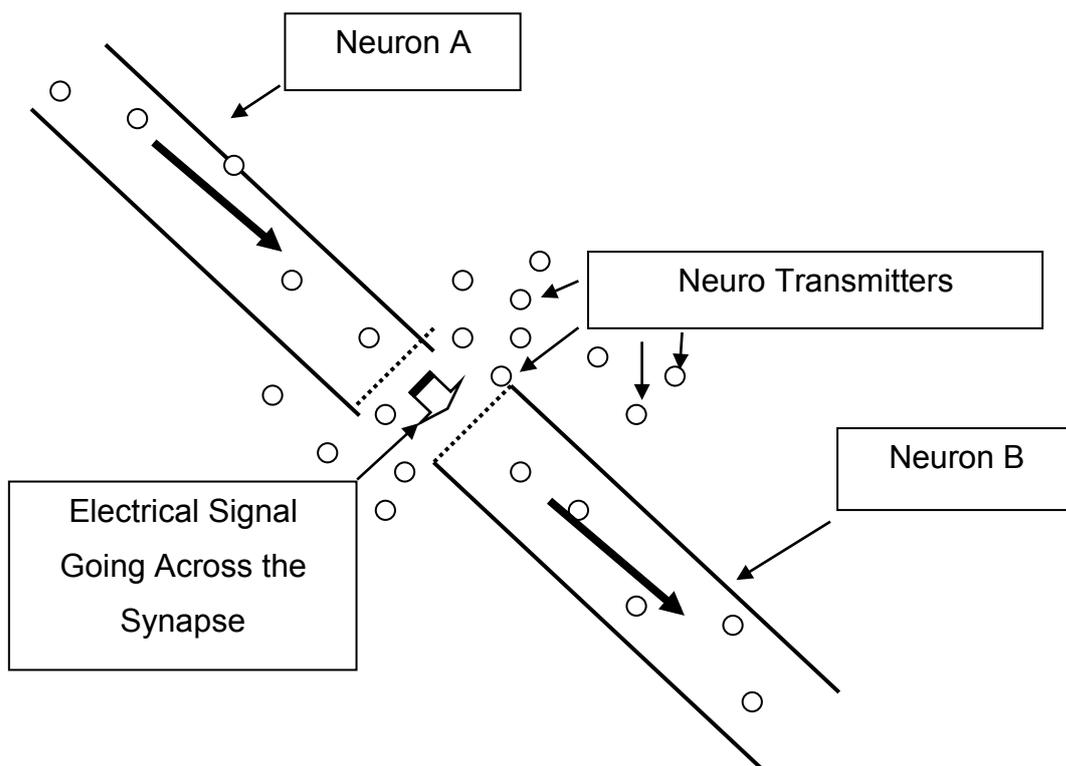
#### **Cause**

#### **Effect**

## THE MIND-BODY CONNECTION

The Mind and Body are the Same System. Every Cell is Eavesdropping on Your Internal Dialogue.

'Deepak Chopra'



# NEUROLOGICAL CONNECTIONS

There are:  $(10^{10})^{11}$  Neurological connections in your body. That's the number 1 with 10 zeros after it, written **eleven** times!

100,000,000,000,000,000,000,  
000,000,000,000,000,000,000,000,  
000,000,000,000,000,000,000,000,000,  
000,000,000,000,000,000,000,000,000,000!

So now go back a page to put this into context in terms of how much influence your mind can have over your body when you think and talk negatively about and to yourself.

That many neurological connections sending and receiving negative energy in the form of thoughts, beliefs and emotions, all day every day can be disastrous for your physical and mental health. It can also lead to self sabotage in your personal and work life too.

## OUTCOMES

The term 'outcome' is often used to denote our desired goal or objective. It is a fundamental aspect of coaching and training, coaching is about helping clients achieve more of what they want and less of what they don't want. Being able to set 'well-formed' goals or outcomes is essential to the work we do as coaches and trainers, and also to our own ability to achieve.

By setting an outcome, we become aware of the difference between what we have currently and what we want instead. By filtering one's thinking toward what we want to achieve, we pay attention to the opportunities that will assist us in achieving our desired outcome.

You know those people who seem to succeed in everything that they turn their hand to? No matter what they do and no matter what happens around them they always come up smelling of roses and being extremely successful in what they do and you've always wondered how the hell they did it so consistently?

Well in Richard Bandler and John Grinder's earliest days of modelling the eminent therapists Virginia Satir and Milton Erickson, they discovered the basic premise of modelling excellence. One of the key differences that made Satir and Erickson excellent therapists was that they were **Outcome Oriented** in their client work, always striving towards the outcomes that the client wanted.

By setting an outcome, we become aware of the difference between what we currently have and what we want instead and by filtering your thinking toward what you **want** to achieve, you pay attention to the opportunities that can assist you in achieving your desired outcome.

In setting outcomes and having an **Outcome Orientation**, you create a direction and purpose in life by which you can "programme" yourself to consistently achieve what you want. By achieving your outcomes and continually reviewing and setting new outcomes, both short and long term, you create the success you desire and deserve in all aspects of your life.

This philosophy fits beautifully with one of my favourite quotes from James Refield;

**"Where attention goes, energy flows; Where intention goes energy flows."**

### **Why Set Well-formed Goals/Outcomes:**

In setting outcomes and having an **Outcome Orientation**, we create a direction and purpose in life by which we can "programme" ourselves to consistently achieve what we want. By achieving our outcomes and continually reviewing and setting new outcomes, short and long term, we create the success we desire and deserve in all aspects of our life.

- If we know what we want, we are more likely to be able to achieve it!
- If we know what we want, we can assess whether we are on track, and take necessary action if we are not. This is the way The Principles for Success' operate.
- By setting well-formed goals/outcomes, we will be more likely to achieve them.
- Successful people tend to set well-formed goals.

## Exercise 2:

Now it's time to think about what you want outside of this course. What outcomes do you want to achieve as a result of completing this course and utilising everything you will learn? Take as long as you need to complete this, there is no rush, in fact it is in your best interest to think these questions through thoroughly in order for you to gain the most value from this exercise.

1. What exactly do I want? (State your goal / outcome in positive terms.)

2. Where am I now and what do I have?

3. What is the difference between 1&2?

4. How will I know I'm achieving it? What will I see, hear, and feel when I have it?

5. Am I doing this for myself or someone else? Does my goal depend solely on me?

6. Where, when, how, and with whom do I want this outcome?

7. Does it keep the good things about my current situation?

8. What is the real purpose behind why I want this goal?

9. What will I lose or gain if I have it?

10. What will and won't happen if I get it?

11. What resources do I have now?

12. What resources do I need?

13. What next steps do I need to take?

14. The milestones along the way will be?

15. I celebrate when I get the outcome I want by...

## OUTCOMES & ECOLOGY

No doubt you have heard or read many so called experts thoughts on goal setting, but how often have you heard these people talk about the outcomes of this goals? It is all well and good setting yourself a goal to achieve, however, there are consequences for everything, every action has an equal and opposite reaction, which I'm sure you will remember from chemistry at school.

In setting outcomes, we need to consider very carefully the consequences of achieving that outcome. **Ecology** is the study of consequences; of considering how any change you make impacts on the wider system of which you are a part. Ecology is having an awareness of the overall system and an **Ecology Check** is identifying and tracking the consequences of the change made in all aspects of that system.

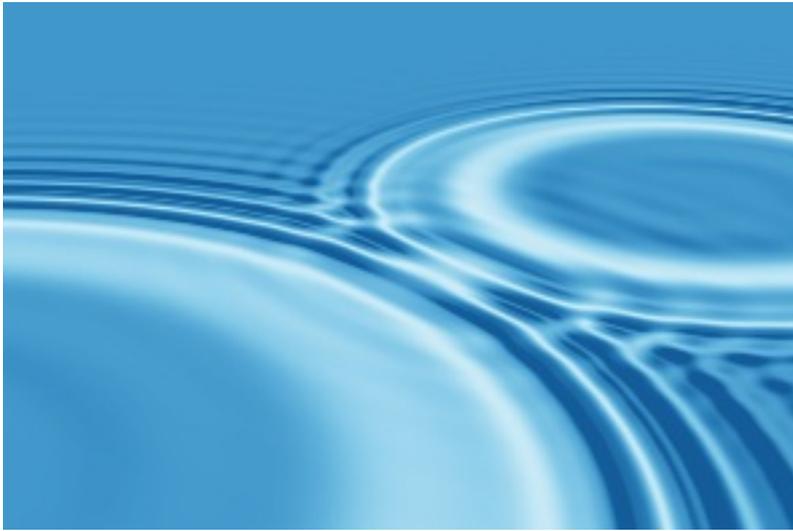
An ecology check on any outcome that we set assists us to recognise the impact of that change in all systems of which we are a part, ranging from people very close to us all the way to society and the planet generally.

This first image represents what happens when we make a decision about something we want, the ripples from any decision we make regarding a desired outcome spread outwards from ourselves, then they reach our immediate family and affect them positively or negatively, these ripples then continue outwards to our friends and wider family, work colleagues, employer or customers and on through society in general.



Conflict can arise when we make a decision, and the ripples from that choice collide with the ripples of our partner, children, parents etc. and we must take these factors into account when we make life choices. Choices that are congruent and in which we

have identified the impact that choice/s have on others, the potential sacrifices we may have to make in order to succeed in achieving that outcome and whether we are prepared to accept those sacrifices in order to achieve that desired outcome.



Utilising the art and science of Neuro Linguistics, Psychology and Neuroscience to create positive lasting change, we can work with ourselves and others to help create those changes that are congruently desirable in all aspect of life.

## USING GOAL SETTING ECOLOGICALLY

There are several ways to facilitate you to work in an ecological way, a way that is appropriate for you in your life as well as other people in their life. Here are some of the ways to do this:

- Asking the ecology/secondary gain questions from Question 9 from 'Keys to Achievable Outcomes' on page 18.
- Test and future pace your interventions (imagine having already made the change and sense how it feels and if anything is missing or needs to be changed)
- Considering the situation from three perspectives: your own, other peoples and a third neutral observer
- How does the change fit with your own personal ecology?
- Notice any physical signals suggesting that the you're not 100% congruent about making the changes

## PRE-INTERVENTION QUESTIONS

In addition, there are some useful questions to ask before doing any intervention:

Score each answer 1 – 10 (1 uncertain/unready – 10 100% ready)

1. Where are you now (x/10)?
2. Where would you like to be (y/10)?
3. How would you know when you were there (in 10-20 minutes at the end of the intervention)?
4. What are the consequences:
  - negative (if any)? (if so, address them before doing the interventions)
  - positive?Or, you could ask the four questions from point 9 of the 'Keys to an Achievable Outcome' (Chapter 5)
5. On a scale of zero to 100, how OK is it for you to make this change now?

NB. If you're not 100%, find out what is missing. Interventions work best when you're 100% certain and willing to do it. It is strongly recommended never to proceed unless you're 100% certain and willing.

### **EXERCISE 3:**

In this exercise I'd like you to think about a big decision/s or a change that you need to make and use it as your example to work through this exercise. As always, take your time and remember that sometimes it is worth taking a break from it and go and do something else for a while then come back to it several times if you need to. Developing this level of awareness and understanding is an important part of the process of making smart decisions

### **Pre-Coaching Questions**

Here are some useful questions to ask before starting any coaching intervention:

2. Where are you now in relation to your goal/outcome (x/10)?

2. Where would you like to be right now in relation to your goal/outcome (x/10)?

3. How would you know when you had achieved your outcome (in 10-20 minutes after the end of the coaching intervention)?

4. What are the consequences:

- negative (if any)? (if so, address them before starting)
- positive?



- What won't happen if you get it?

- What won't happen if you don't get it?

6. On a scale of zero to 100, how OK is it for you to do this (exercise)/ make this change now?

**NOTE.** If it is not 100%, find out what is missing. Coaching interventions, even when we coach ourselves, work best when we are 100% willing to commit to doing it. It is strongly recommended never to proceed unless a person is 100% willing.

## THE PRINCIPLES FOR SUCCESS

The following model is useful in a wide variety of contexts. It is hard to imagine a situation when it would not be a useful model for enhancing the chances of success.

1. **Know Your Outcome.** If you can define your outcome appropriately, then the outcome will be more achievable. Don't start anything without knowing your outcome in advance.
2. **Use Your Sensory Acuity.** See and sense what is going on in you and your life as you proceed to your goal. What new things are you noticing in yourself? What new things are you noticing in others? Seek and take feedback.
3. **Have Behavioural Flexibility.** Be willing to do whatever it takes (ecology!) to achieve success. With enough rapport and enough behavioural flexibility, you can greatly increase your chances of achieve your goals.
4. **Build and Maintain Rapport.** Create a climate of trust and co-operation.
5. **Operate From a Physiology and Psychology of Excellence.** Operate from a totally resourceful state. Do things that will empower you.
6. **Take Action.** Without action there are no results

## STATE -VS- GOAL

It is useful to distinguish between goals/outcomes on one hand, and 'values' or states' on the other. This is because some people have what they think are goals, yet they are really states (e.g. confidence) or values (e.g. fulfilment). It is fine to include values or states in the goals/outcomes, and it important to ensure that they actually are goals/outcomes.

Here are some **indications** of the differences between the two.

<b>VALUE OR STATE</b> (Confidence)	<b>GOAL OR OUTCOME</b> (£1m/be married/weigh 70 kg)
Stated Ambiguously	Stated Specifically
Write Affirmations	Write Goals/Outcomes
You Can Have It Now	Time Is Involved
No Steps	Steps Needed To Get There
Infinite	Measurable
Often Stated For Self and/or Others	Often Stated For Self Only

### EXERCISE 4:

The aim of this exercise is to review what your goal currently is and how it is stated. How does it match the criteria for Value/State and Goal/Outcome.

- Which set of criteria does it fit more accurately at the moment?
- If it fits the Value/State, what do you need to change in order to accurately create a Goal/Outcome?

Take some time to complete this as fully and accurately as possible, because when you set this first step up correctly, it points you in the right direction from the very beginning and makes your life much easier throughout the rest of this module.



## SETTING GOALS/OUTCOMES

Nowhere is goal setting more embraced than in sport. The field of sport psychology offers some useful distinctions around goals setting. There are three main types of goals in sport psychology.

- **Outcome goals:** These are the big picture goals such as ‘winning the county 400m hurdles’, or in the workplace ‘getting my company to become a FTSE 100 company’.
- **Performance goals:** These are the performance we would need to achieve to give us the best chance of achieving the outcome goal, for example ‘running 400m hurdles in less than one minute’, or ‘generating pre-tax profits of £200 million’. It is useful to set performance goals because sometimes there are factors outside our control, such as the performance of other runners or other companies, which can impact on the achievement of the outcome goal
- **Process goals:** These are the specific tasks that would need to be done to achieve the performance goals. Examples could be ‘running 400 metres in less than one minute, ten times per week’, or ‘winning three new customers a month and creating one new product each quarter’.

Depending on the goal, the distinctions between performance and process goals can be blurred. Generally outcome goals are more compelling than performance and process goals, which can be seen as milestones along the way. When setting goals, and helping others to do the same, it is useful to be aware of what type of goal is being set.

The following three pages provide three different yet complementary methods to set goals/outcomes. In practice, choose the one that is most convenient.

### Top Tip

When setting goals, it is often useful to set a goal that pre-supposes the achievement of the initially-stated goal. For example, some people have a goal to set up their own business. Whilst this may be desirable for some people, an even more effective goal would be to have run a business for a period of time (perhaps one year) and for the business to have made a stated amount of money etc.

## EXERCISE 5: KEYS TO AN ACHIEVABLE OUTCOME

These are a series of questions to ask yourself or someone else when setting goals to help formulate the goal/s. Sometimes just asking these questions can help clarify the goal and increase motivation or lead you to re-assess the goal, so take a few minutes to answer these questions and then review your answers before moving on.

### **1. Stated in the positive.**

What specifically do you want?

### **2. Specify present situation.**

Where are you now? (Associated)

### **3. Specify outcome.**

What will you see, hear, feel, etc., when you have it?

- As if you have already achieved it
- Make it compelling

**4. Specify evidence procedure.**

How will you know when you have it?

What's the last thing you will have to do for you to know that you have it?

**5. Is it congruently desirable?**

What will this outcome get for you or allow you to do?

**6. Is it self-initiated and self-maintained?**

Is it only for you? Can you initiate/maintain the achievement/progress yourself?

**7. Is it appropriately contextualised?**

Where, when, how, and with whom do you want it?

## **8. What resources are needed?**

What do you have now, and what do you need to get your outcome

- Have you ever had or done this before?
- Do you know anyone who has?
- Can you act as if you have it?

## **9. Is it ecological?**

- For what purpose do you want this?
- What will you gain or lose if you have it?
- What will happen if you get it?
- What will happen if you don't get it?
- What won't happen if you get it?
- What won't happen if you don't get it?

Now although this set of questions does nothing more than clarify what it is you want and how it is possible that you don't have it now, it may have changed how you feel about your goal. Does it make you excited and light that fire in your belly to get started on working towards it? Or are there things that don't ring true? If you feel motivated and energised by this process then you have identified an achievable goal that is well within your reach.

## WELL FORMEDNESS CONDITIONS FOR OUTCOMES AND GOALS

These are a series of conditions to be met for a goal to be 'well-formed'. They link to the 'Keys to Achievable Outcome' questions.

1. Stated in positive terms.
2. Initiated and maintained by client.
3. Specific, sensory-based description of the outcome/goal **including the date/time** (and possibly the steps necessary to get there).
4. Ecological
5. More than one way to get the outcome or achieve the goal.
6. First step to be taken is specified and achievable.
7. Does the outcome/goal increase choice?
8. Keeps the positive by-products of the present situation
9. Achievable & realistic

## S.M.A.R.T. OUTCOMES

SMART goals/outcomes are another way of setting a 'well-formed goal'. Some people are used to the SMART principles, and feel happier using this mnemonic. Please note that there are many more distinctions shown below than in most work-place SMART goals.

**S**

**Short  
Specific  
Simple**

**M**

**Measurable  
Meaningful to you  
More than one way to achieve it**

**A**

**As if now, in present tense  
Achievable  
All areas of your life**

**R**

**Realistic  
Responsible / Ecological  
Right for you**

**T**

**Timed  
Toward What You Want, Positive  
(no negations & no comparatives)**

## EXAMPLES OF WELL-FORMED OR SMART GOALS

- ◆ 'It is 31 December 20XX and I have £1 million of my own money in my bank account. I drive a car worth more than £20,000 that I am happy with, and I am happily married to a partner I adore and who adores me'
- ◆ 'It is 31 December 20XX and I own a 4 bedroomed house with a ½ acre garden and a garage, within 20 minute drive of my office in Wembley'
- ◆ 'It is 30 September 20XX and I weigh 70 kg. I feel fit, strong and healthy, and have exercised for more than 1 hour at a time, more than 3 times per week for the past 6 months'
- ◆ 'It is 31 August 20XX and I am a qualified nurse'

## Say It the Way You Want It

The way you state a goal does make a difference. Researchers in the mid to late 70's discovered that a goal that is positively stated is much more likely to be accomplished than one that is negatively stated.

In addition, the numerous books on the subject of 'The Law of Attraction' (for example 'The Secret' by Rhonda Byrne, 'Ask and It Is Given' by Esther and Jerry Hicks) emphasize the importance of thinking about what we do want

So . . .

**SAY IT  
THE WAY  
YOU WANT IT!**

## **EXERCISE 6: IDENTIFYING LIMITING BELIEFS**

Every single one of your beliefs is important to you because what you believe determines who and how you are and they have a huge influence on how you think about, decide on, describe and set out your goals.

I would like you to use this exercise and take some time to think about the times in your life where you have doubted yourself and created a limiting belief/s that have held you back from achieving something you really wanted. Perhaps not permanently but something that slowed you down and got in your way. I recommend writing a description of each belief in as much detail as possible so that you really understand what it is made of, this makes it much easier to identify what you can, want and need to change in order to reframe it and change it into a positive, empowering belief.

**Answer the following questions and write your answers down:**

1. How does it make you feel when you think about that limiting belief?
2. Can you identify what changed and when, if it did?
3. What limiting belief/s do you have right now? How does that make you feel?
4. What do you want to believe about that situation, person, people etc that would change the outcome to one that is positive for you?

How does changing the belief about that situation make you feel?

### **Part 1**

#### **What are My Limiting Beliefs**

1.

2.

3.

4.

5.

## **Part 2**

### **Now I Know My Limiting Beliefs, How Can I Reframe Them Into Empowering Beliefs**

Use this section to reframe and rewrite your old limiting beliefs into new Empowering beliefs that bring a whole new spin, a new energy to them as they transform you and lead your life in a direction that you may have been striving for and now it will happen all by itself as you change your thinking, behaviour and results.

1.

2.

**3.**

**4.**

**5.**

## SUMMARY

Now that you have read this all the way through, I recommend that you go through all the goal setting exercises for yourself so that you know exactly how it works when you use it with your clients. You want to be confident and lead them through experience which is all part of being congruent and having and showing belief that this will work for them, because it's already worked for you.

## **'Walk the Talk'**

as the saying goes

I really wish you all the best for you in your personal and professional life and I really believe that you will find that this can and will make a huge difference to how you make decisions and act on them and will bring you more personal success as well.

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