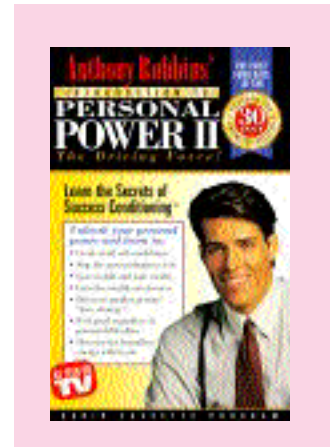


Personal Power

by **Anthony Robbins**
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Overview

Personal Power is a month-long training program that covers many areas of personal development. You see this program advertised on late night television and many successful people offer testimonials supporting it. In this set of 30 tapes, Tony Robbins describes a variety of self-help techniques and provides exercises to help internalize the experience.

Key ideas

On the first tape, Robbins talks about the keys to personal power as the ability to make effective decisions and take consistent action. His ultimate success formula- 1. Know your outcome (what you want). 2. Get yourself to take action by deciding to do so. 3. Notice what you are getting from your actions and change your approach if necessary.

Use role modeling to accelerate the pace of success. Seek out people who are already successful and find out what the person is doing to be successful. Model what they are doing and you will get the same results.

Robbins includes practice exercises with each lesson. On this tape he asks listeners to write down two important decisions that they have been putting off and decide to take action on these decisions immediately.

Tape two of this volume is about the controlling forces of pain and pleasure. Robbins says that we will do far more to avoid pain than to gain pleasure. To change ourselves, we must focus our attention on how not changing our behavior will be more painful than actually changing it. Also determine how changing will bring you more pleasure. Change what you link pain and pleasure to in order to help change your behavior. Use pain and pleasure instead of letting them use you.

The exercise for this lesson is to write down four actions that you know you should take and evaluate the pain that has kept you from taking these actions, along with the pleasure from not following through. The strategy then is to reverse the process by determining what it will cost you if you don't follow through along with the pleasure that you will get from taking action.

Here are the main concepts from the remaining tapes. They follow the same format with a discussion by Robbins along with a set of exercises to follow:

Neuro-Associative conditioning (NAC)- is a technique, developed by Tony Robbins, for conditioning yourself where you are aware of how your thoughts, feelings and actions directly affect your life.

Everything that you think or do is a cause set in motion, and will have an effect or result in your life. These events begin to stack up and take your life in a particular direction. It's important to decide what is your ultimate destiny- what you want your life to be. Write down previous positive and negative NAC's that have shaped your life.

The emotional state that you're in determines your behavior and performance. You are always responsible for your own states. Some of the ways to change your state include: Using physiology- move your body differently (as if you are already successful). Use your voice to help put yourself into a peak state by projecting more enthusiasm. Also, practice changing your breathing patterns and facial expres-

sions so that you have more control over your emotional state. Exercises- practice going from dispassionate to passionate, determine the difference in how you moved and breathed, your facial expressions, voice, etc. Robbins has participants practice speaking in a flat, dull tone, to projecting more excitement. Get leverage on yourself- list 10 reasons why you must change your behavior now and the reasons that you know that you can. Interrupt your present pattern of association- design four to five ways to get yourself out of the limiting beliefs or associations. Condition a new empowering association until it is consistent by feeling and thinking about it over and over until you have internalized it.

Change your state by controlling and directing your focus- since most of what is going on around us is being deleted or ignored, we must control what we are picturing in our minds, and how we are seeing it (dimension, brightness, etc). Control the questions you ask yourself- eliminate endless loop questions (such as: 'why can't I get thin?') and replace them with empowering questions ('What is the healthiest food I could enjoy right now?').

Values- we want certain things or conditions in our life because of the pleasurable states we think they will give us (means values). Changing a value changes what the brain is paying attention to and how we respond to different situations.

Belief- a feeling of certainty about the meaning of something. Your beliefs determine whether or not you feel like you're meeting your values and they can either limit or liberate you. Types of beliefs- global beliefs (generalizations such as: life is.., people are...) Rules (for me to feel successful, I must have___). By being aware of your beliefs and changing some of your rules and global beliefs, you have much more control over your emotional state.

Exercises- look at what is most important in your life, along with your rules and values. List the negative emotions you would do almost anything to avoid. Find out what your rules are by writing

down what has to happen for you to experience all of these emotional states. Begin to question your rules and determine which ones are limiting you so you can change them.

To change a belief, you must identify it, and link enough pain to it so your brain wants to move away from it. Link massive pleasure to the new belief, condition the new belief by rehearsing over and over how your life will be better with this new belief. Some sample core beliefs- The past does not equal the future. There is always a way- if you're committed.

Exercises- identify a belief that you want to change and think about the consequences in 5, 10 or 20 years if you don't change. Step back and realize that none of this has happened yet. Determine what new beliefs that you need to reverse the process. List areas of your life that are not what you want them to be and write down what additional beliefs you would need to live by in order to set goals and achieve them.

Power of Why. We must have a big enough 'why' to succeed, enough compelling reasons to drive us forward to do whatever it takes to achieve our goals. Who you become in the process of achieving your goals is the real purpose.

Goal setting- list your goals and write down the time within you are committed to accomplishing them. Focus on specific goals that you can achieve in the next 1, 3, 5 or 10 years. Select the top 3 goals in each category and list the most compelling reasons to accomplish them. Be aware of the various types of goals, such as financial goals, personal development goals, family goals, career goals, etc. For each one, write down what action you could take right away to make initial progress. Do the rocking chair test to help you commit- see yourself as an old person who had or had not accomplished these goals.

Power of rituals- many positive or negative emotions we feel on a regular basis are the result of an internal ritual. Rituals are the

habitual ways of looking at the world, talking to yourself, performing daily activities and moving your body.

Exercise- list your negative and positive emotions and what rituals (recipes) you have for creating these emotional states. Develop a pattern interrupt for the negative rituals and think of new rituals that you could develop that would be more empowering.

Anchoring- is setting up a trigger to help put yourself into a desired state. This could be something you say to yourself or the way you clap your hands together. This technique is an important part of Neuro Linguistic Programming (NLP) and is also used by many athletes to keep themselves in a peak state. Whenever you are in an intense emotional state, anything that happens around you consistently while you are in that state gets associated to it. **Positive anchor-** when you are at the peak of a desired state, do something over and over again until it is conditioned, such as touching your thumb and middle fingers together. Later you can use this anchor to help put you back into the peak emotional state.

Swish patterns- get rid of negative emotions by picturing the negative scene, along with the ideal scene. See a slingshot firing the ideal scene and it gets bigger and bigger until it bursts through and destroys the negative scene. Another swish technique is to see the negative scene as getting smaller and smaller and turning black & white. The desired scene becomes more vivid and colorful.

Condition yourself for wealth- money is a means to measure the value between people. One way to encourage more financial abundance is to change the negative associations that you have about money and see all of the positive things that you could do with it. Make abundance an absolute must- set a specific amount of money that represents financial abundance, and commit to a financial plan. Figure out what you don't understand about money and investing, and get help. Develop a belief that who you are is much bigger than anything that could ever happen to you financially. Robbins believes

that financial abundance comes from doing what you love most, doing it massively, and making sure it creates tremendous value for other people.

References- people have many positive and negative references based on their life experiences. Take control of your references by defining what must happen for you to feel successful or a failure. Create new definitions that makes it easier to succeed and more difficult to fail. Eventually you will create enough positive references to develop more confidence in your daily activities.

Exercise- list five of your greatest successes and write a paragraph describing each one. Use these examples to remind yourself that you can always find a way.

Increasing health and energy- Use daily aerobic exercise and deep breathing exercises. Breathing controls the flow of lymph, stimulates the immune system and carries out the body's wastes. Eat at least 70% water rich foods (fruits & vegetables). Otherwise your body is not able to process the wastes and becomes clogged up.

Exercise- write down everything that has passed through your lips in the last 24 hours and the percentage of water rich foods. Decide on a diet that will help you achieve greater vitality.

Relationships- think of a relationship as a place to give rather than receive. Don't let arguments get out of control by using pattern interrupts. Look for ways (triggers) that show our love- some people need to be shown, others need to hear it or to be touched in a certain way. Write down exactly what you want and don't want in a relationship. Robbins emphasizes that you should never threaten to end a relationship as a way to coerce your partner to conform to some expectation.

Problems- see them as challenges that are opportunities for you to grow. Spend 20% of the time defining the problem and 80% focusing

on the solution.

Mentoring group- develop a team of people you deeply care for, to whom you are inspired with and want to contribute more and more to. This team of people can be your 'mastermind' group that you share ideas and inspiration with. Re-evaluate your life on a regular basis.

Rejection- people are rejecting the impression of you in that moment. This is often based on their own set of prejudices and expectations. You are the only one who can set off rejection in yourself. Develop new rules to help you overcome rejection. For example: rejections may not be pleasant but they are necessary on the path to success.

Decide how you can add a new component to a boring job or task to create enjoyment out of it. Robbins uses the example of when he had to make a large number of phone calls and was frustrated. He made the task more enjoyable by making calls while in the jacuzzi.

Strive for Constant and Never ending improvement (CANI) in the important areas of your life- physical vitality, relationships, finances, etc. Continually evaluate and improve your standards and make small daily improvements.