



## SUMMARY : UNIT 1 : Chapter 3 : Beliefs

### Beliefs

The key to releasing all of the wonderful potential inside of you lies in your beliefs– the beliefs you hold about yourself, your business, and the people around you. If you are to move forward, then it is your beliefs that probably need to be changed. If you change the way you think, you change the way you act. We know that human beings behave and act not in accordance with “the truth,” but with “the truth” as we believe it to be. Remember, our scotomas are formed because we see what we expect we will see, or what we believe we will see. If we are to see more and be more, then we need to take a good look at our beliefs. Are they valid? Do they still work for you? Are they true? It is the quality of your beliefs that keep you from releasing your potential.

### “The Truth”

Remember the Cliff Young story? A 60-year old rancher from the Australian outback, who had never run in a race before, dressed in overalls and galoshes - and he beat the world’s best. Why? Because he didn’t know “the truth.” And when they tried to tell him, he was too far out in front to hear them!

Sometimes, the absence of “the truth” will set you free. Sometimes you need to forget that you “should run 18 and sleep six” in order to win. While everybody else was sleeping, Cliff kept running and he won. If you change the way you think, will you change the way you run? Yes, you will. What you need to look for is the beliefs you hold about yourself as a person, your teams, and your organization. Are these beliefs holding you back?



### You Are In Charge

How many people do you know who stand around, waiting to win the lottery? How about the ones who say, “It’s in the stars,” or they think, “It’s out of my control.” What I want you to understand is, for the most part, that control resides inside you. This is good news, because you don’t have to stand around waiting for the world to change! Remember, it is the quality and quantity of the beliefs you hold that determine the quality of life around you.



Are there really limits to human potential? There may be physical limitations, but I don't think there are any mental ones. Look how far we've come, and how far we have to go. What you need to watch out for are the beliefs within your organization, those people who've been around a long time, who proceed to tell the new folks that, "This is how it is here." If those beliefs don't change, and the new folks start believing them too, then today looks just like yesterday, and tomorrow will look just like today.

We behave and act in accordance with the truth as we believe it to be, which causes us to be selective perceivers. We only allow ourselves to see what we expect to see, and what verifies our beliefs. In this next unit, I will show you how you regulate yourself at your belief level. You will learn more about this check and balance system operating in your subconscious, and what can be done to take it to the next level.