

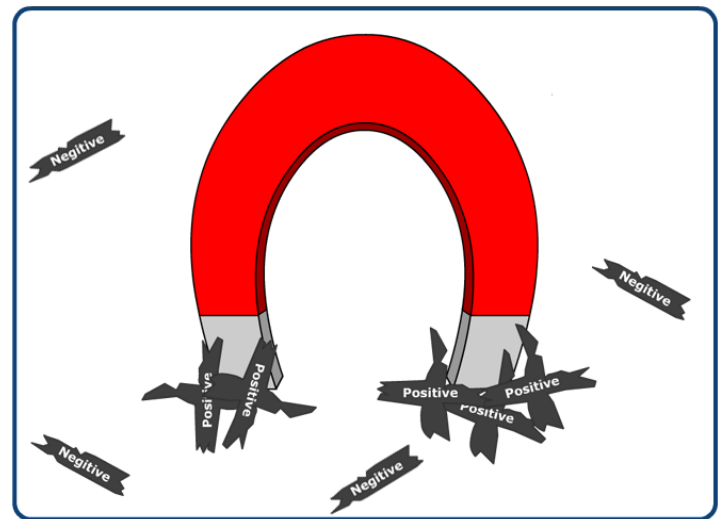


### SUMMARY UNIT 3 : Chapter 4 : Self-Talk, Part 2

Why would people be so susceptible to the negativity around them? Quite simply, when you have low self-esteem, you don't respect your own opinion enough, and so you think everybody else's opinion is better than your own. To overcome this problem, you need to stop giving sanction to the opinions and the negativity that is constantly coming your way.

We build our own self-image with our own thoughts, based upon how others have described us for us. Every attitude that you hold, every self-concept you have, has been formed in the same way — with your own thought in your own mind, with either positive or negative emotion.

To overcome ingrained negative thoughts and self-image, you must learn to control your self-talk or else your self-talk controls you. And what you must learn to do is to put a whole quantity of positive weights on your attitudinal balance scale, which is not easy for some of you. You were taught to be humble, and so therefore you don't want to be braggadocios. You don't want to tell people that you're good, but you must tell yourself you're good. You must catch yourself in the act of doing things well, and you need to affirm inside your mind, "Yes, I'm good at that." But you teach people to be humble. If you look up the definition of "humility," it probably has something to do with truth. So you give credit to God, you give credit to your family, you give credit to your coaches, you give credit to the people around you, and that's being humble; but also being humble is being truthful, and if you had something to do with it, then you must say "yes" inside.



It is documented with research and studies that most of you pass too quickly and too lightly through your successes to have them assimilated into your image of reality. "Oh, it was nothing. I had nothing to do with that." And your subconscious says, "Okay."



## Self-Talk, Part 2 Continued

You must assimilate the good that you've done. Why? Because it escalates your image. Why is that important? Because then you behave like the person you know yourself to be, and to the degree that you run yourself down with negative self-talk, destructive self-talk, telling yourself what's wrong with you, you lower your self-image and your performance follows.

There is a direct relationship to the release of your potential and your belief, and your beliefs are formed by the way that you think.

If you could get inside the mind of people who are high-performance people, you probably would hear them speak the way I'm talking to you. When you're around high-performance people, very seldom will you hear sarcasm. Sarcasm is hostility safely delivered. Devaluing is making somebody littler than yourself, taking the value away. Belittling is making somebody be littler than you. And you will hear that in an environment where people don't know better. Then, watch what kind of earning power they have, watch what kind of efficacy they have, watch whether the locus of control is outside of them or inside of them.

Now many people were raised with tremendous fear and we groove people with fear. Many of you were brought up with patterns of fear, and if you deviated from them, you were made to feel guilty or punished or spanked. So many of the patterns that are still in your mind, or beliefs about yourself are so constructed with fear, that you become so rigid and so stuck you have no flexibility to change. You resist change, you resist growth, not because you don't have the potential, but because you've been grooved by being made to feel stupid when you were a kid, or embarrassed, or out of place. And not only were you told that by somebody who set themselves up as an authority, then you told you over and over and over. You get these restrictive patterns and then every time you deviate from this restrictive pattern, you get a tremendous fear hidden inside yourself that causes you to go back to your old behavior, that causes you to stay stuck where you are.

What we're going to do, then, is to learn a new discipline — the discipline of speaking about what's right with you and right with your children, right with your spouse, right with the people around you. You're going to catch them in the act of what they're doing and you're going to tell them, "I'm proud of you." You're going to talk them into greatness. And you're going to talk yourself into greatness as well.