

Break the Shackles

Module One.



Break The Shackles

The steps to understand WHY you are not as effective as you think you are
AND how to create your BEST year...ever

Observation:

When it comes to personal growth we often ignore the truth around us. In fact, personal development can't take place without such consciousness.

You can only improve what you can evaluate and you can only measure what you understand. In other words, if you want to change your circumstances, you need to know why things happen. You need the pathway so you can improve and steps to take next stage.

But what is self-realization, how can you become more aware and develop a sense of oneness? This insight can produce a profound understanding of you. The search can confirm laws which are universal in their truth and procedures.

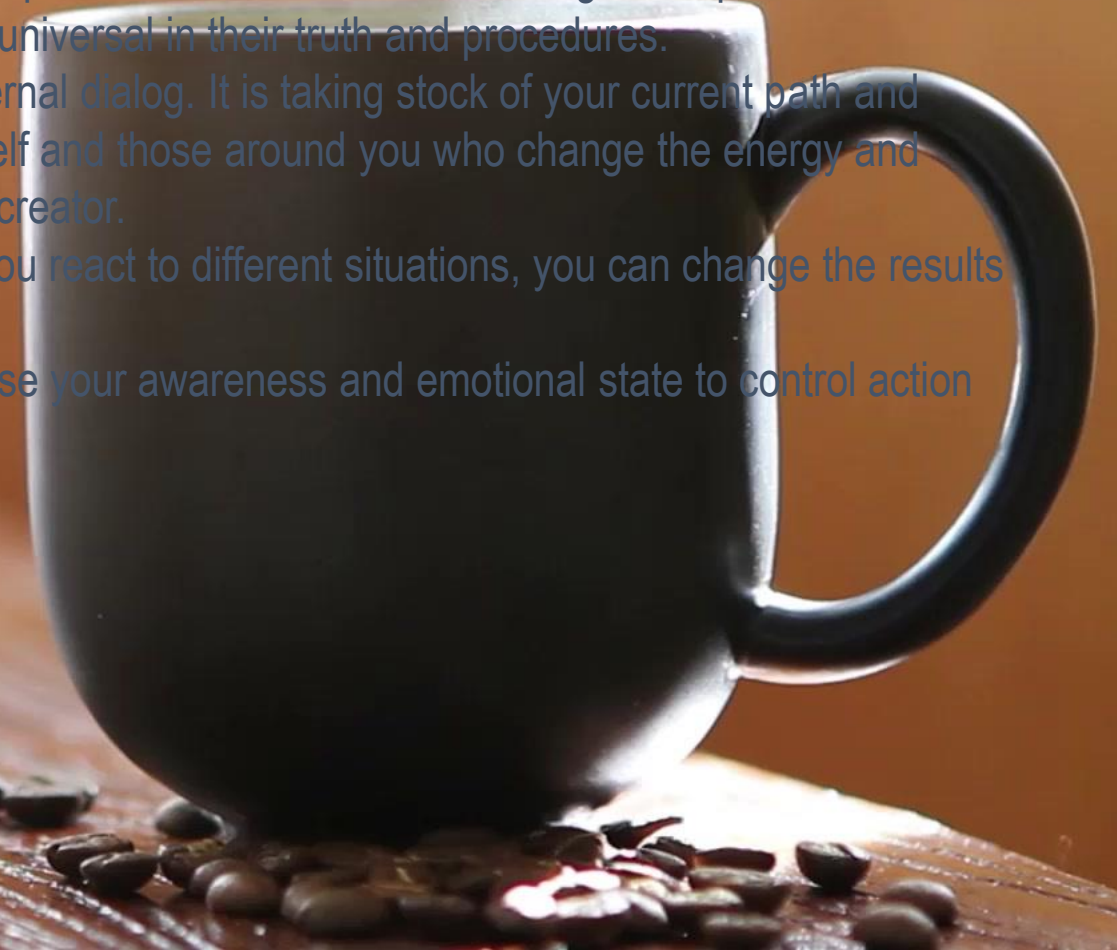
This is the realization of your core beliefs, your true values and your internal dialog. It is taking stock of your current path and adjusting everyday life to correspond with your path. Its awareness of self and those around you who change the energy and vibrations of your existence, it's finding the truth and oneness with your creator.

When you know your strengths and weaknesses and understand how you react to different situations, you can change the results by awareness of natural law.

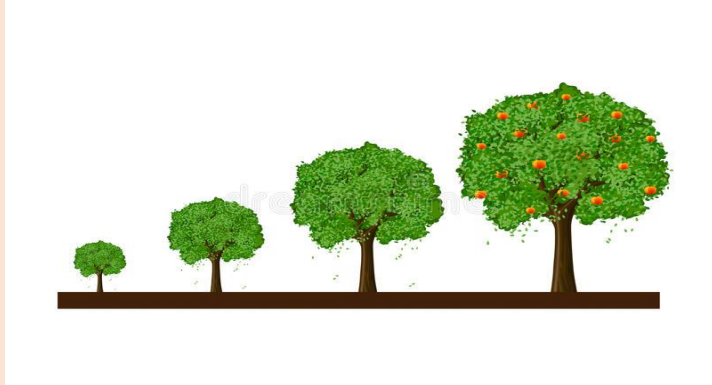
You can find out how disciplined you are and what motivates you, and use your awareness and emotional state to control action and events.

Most of all, you can find out who you are.

This information will change your ability to make observations.



The Business of Leadership Development and Coaching.



- **Leadership Development and Coaching is to assist you to grow and internalize the information. This is where the power lies. Knowledge alone does not change your life. Correct application of knowledge will change your life.**
- **Coaching will change your life...Guaranteed.**
- **My" Break Free" Laser coaching sessions are designed to assist you in internalizing the information.**
- **Info: brucerossonline@gmail.com**



- **For those who wish to do Business with Bruce, these modules form the foundation of our business. We have products that build upon the foundation, and a very rewarding business model. This can be done congruently with the foundational learning. Contact me for details..**
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Society dream: The knowledge we acquire from our birth is information as seen thru the eyes and circumstances of family, of environment and that circle of influence. It's the society of the time.

This process of learning will eventually form our beliefs about many stories. The Society Dream is the of our perceived identity. This identity, then over time the becomes the norm.. then the truth....at least our truth, so then who are we.

As a newborn, we have no option but to learn from our immediate family, siblings and preschool, and school and other family activities. Are they the truth????

Identity has no basis in reality. It's a perception, not only how others see and react to you, but how you think of yourself, and how you react.

Most of us only know one life, with no real idea on what that life is based upon.

The steps to understand WHY you are not as effective as you desire to be AND how to create your BEST year...ever.

What is a Paradigm?

The Power of Paradigm:

The Seven Habits of Highly Effective People embody many of the fundamental principles of human effectiveness. They represent the internalization of correct principles upon which enduring happiness and success are based. But before we can understand these Seven Habits, we need to understand our own “paradigms” and how to make a “paradigm shift.” The word paradigm was originally a scientific term and today is used more commonly to mean a model, theory, perception, assumption or frame of reference. It is the way we “see” the world — not in terms of sight, but in perceiving, understanding, interpreting. To try to change outward attitudes and behaviors does very little good if we fail to examine the basic paradigms from which they flow.

The Society Dream installs our Paradigm.

Inside–Out:

Almost all literature written about success in the first 150 years of this country focused on the Character Ethic — integrity, humility, fidelity, temperance, courage, justice, patience, industry, simplicity, modesty and the Golden Rule. Shortly after World War I the basic view of success shifted to the Personality Ethic. Success became more a function of personality, of public image, attitudes and behaviors, skills and techniques that lubricate the process of human interaction. Elements of the Personality Ethic are beneficial and sometimes essential for success. But they are secondary, not primary traits. Many people with secondary greatness — i.e., social recognition for their talents — lack primary greatness or goodness in their character.

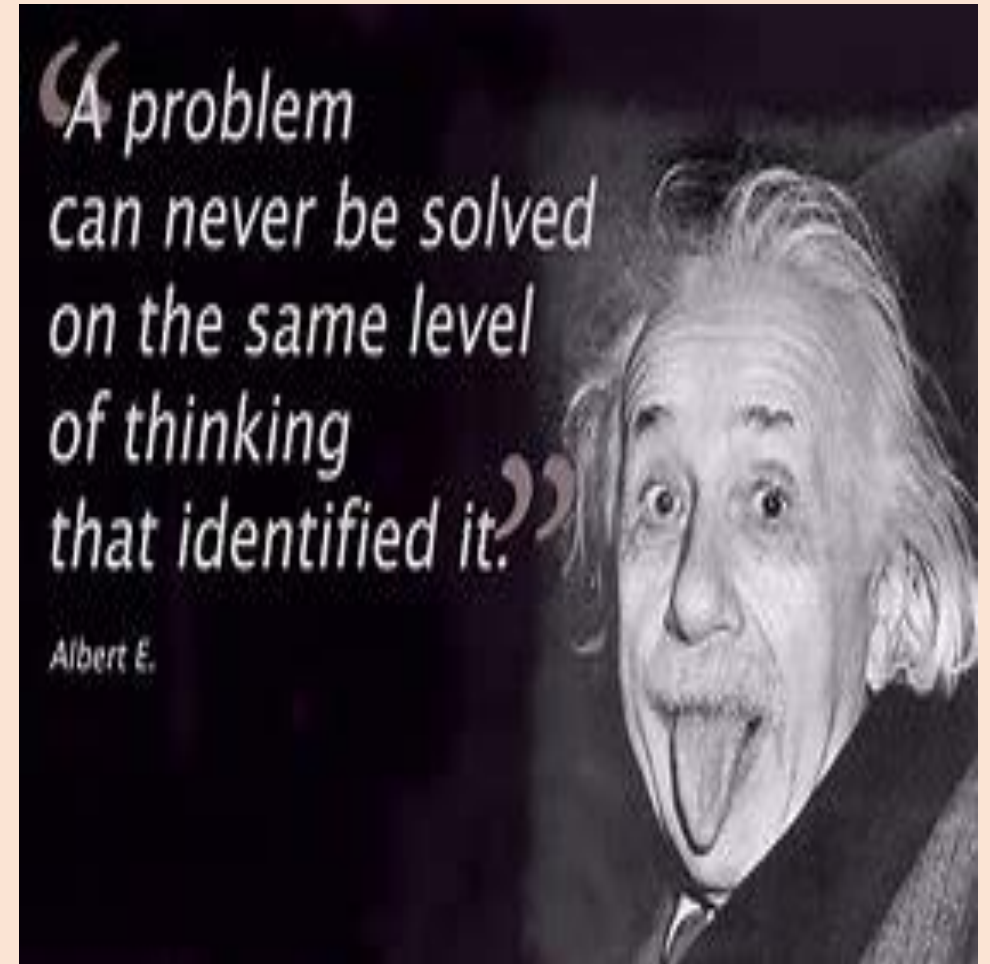


A New Level of Thinking:

Albert Einstein observed, “The significant problems we face cannot be solved at the same level of thinking we were at when we created them.”

As we look at the problems we create as we live and interact with the Personality Ethic, we realize they are deep, fundamental problems. We need a new level of thinking — a paradigm based on the principles that accurately describe the territory of effective human being and interacting — to solve these deep concerns.

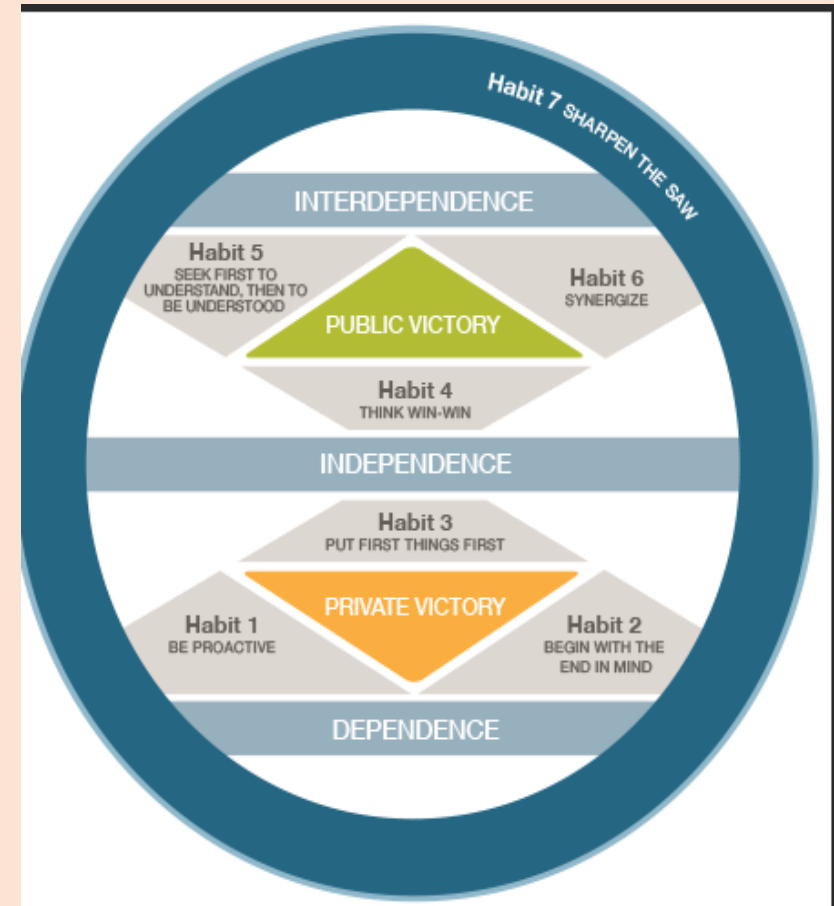
This new, deeper level of thinking is a principle-centered, character-based, “inside-out” approach to personal and interpersonal effectiveness.



When you woke up this morning, what did you do first? Did you hop in the shower, check your email or grab a doughnut from the kitchen counter? Did you brush your teeth before or after you toweled off? Which route did you drive to work? When you got home, did you put on your sneakers and go for a run, or pour yourself a drink and eat dinner in front of the TV?

“All our life, so far as it has definite form, is but a mass of habits,” William James wrote in 1892. Most of the choices we make each day may feel like the products of well-considered decision making, but they’re not. They’re habits. And though each habit means relatively little on its own, over time, the meals we order, whether we save or spend, how often we exercise, and the way we organize our thoughts and work routines have enormous impacts on our health, productivity, financial security and happiness. One paper published by a Duke University researcher in 2006 found that more than 40 percent of the actions people performed each day weren’t actual decisions, but habits. At one point, we all consciously decided how much to eat and what to focus on when we got to the office, how often to have a drink or when to go for a jog. Then we stopped making a choice, and the behavior became automatic. It’s a natural consequence of our neurology.

And by understanding how it happens, you can rebuild those patterns in whichever way you choose.



Why People and Companies struggle to Change:

The Core: Understand how Habit's work.

*"PEOPLE DO NOT DECIDE
THEIR FUTURES, THEY
DECIDE THEIR HABITS AND
THEIR HABITS DECIDE THEIR
FUTURES."*

— F. M. ALEXANDER

It was as if the first few times a rat explored the maze, its brain had to work at full power to make sense of all the new information. But after a few days of running the same route, the rat didn't need to scratch the walls or smell the air anymore, and so the brain activity associated with scratching and smelling ceased. It didn't need to choose which direction to turn, and so decision-making centers of the brain went quiet.

The rat had internalized how to sprint through the maze to such a degree that it hardly needed to think at all.(think driving a car).

But that internalization relied upon the basal ganglia, the brain probes indicated. This tiny, ancient neurological structure seemed to take over as the rat ran faster and faster and its brain worked less and less. The basal ganglia was central to recalling patterns and acting on them.

The basal ganglia, in other words, stored habits even while the rest of the brain went to sleep.

The Automatic Routine of 'Chunking' This process — in which the brain converts a sequence of actions into an automatic routine — is known as "chunking," and it's at the root of how habits form. There are dozens — if not hundreds — of behavioral chunks that we rely on every day. Some are simple: You automatically put toothpaste on your toothbrush before sticking it in your mouth. Some, such as getting dressed or making the kids' lunch, are more complex. Habits, scientists say, emerge because the brain is constantly looking for ways to save effort.

Left to its own devices, the brain will try to make almost any routine into a habit, because habits allow our minds to ramp down more often.

This effort-saving instinct is a huge advantage. An efficient brain allows us to stop thinking constantly about basic behaviors, such as walking and choosing what to eat, so we can devote mental energy to inventing spears, irrigation systems and eventually, planes video games etc.

Cue: Routine: Reward:

It's a three-step process:

Firstly, there is a cue, a trigger that tells your brain to go into automatic mode and which habit to use.

Then there is the routine, which can be physical, mental or emotional.

Finally, there is a reward, which helps your brain figure out if this loop is worth remembering for the future. Over time, this loop — cue, routine, reward; cue, routine, reward — becomes more and more automatic. The cue and reward become intertwined until a powerful sense of anticipation and craving emerges.

Eventually, a habit is born.

The Golden Rule of Habit Change:

Keystone Habits:

Find a Cue, Define the Rewards

The key, Hopkins said, was that he had “learned the right human psychology.” That psychology was grounded in two basic rules:

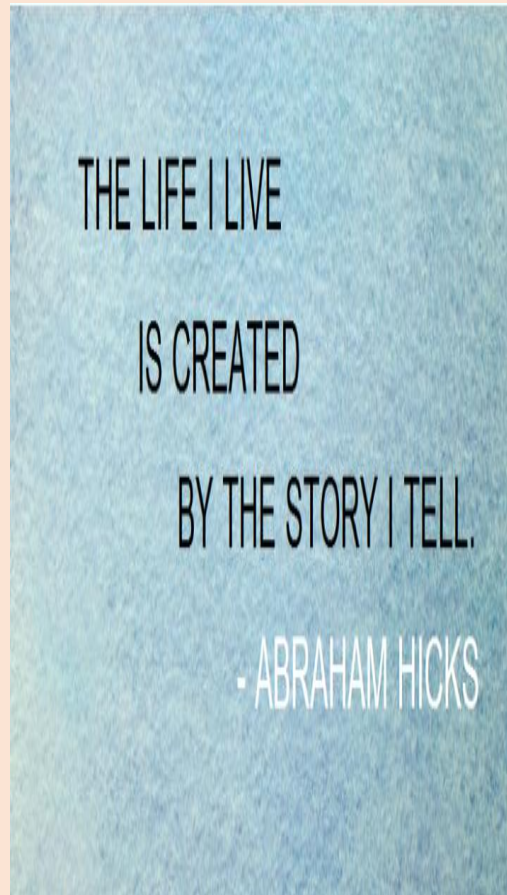
- First, find a simple and obvious cue.
- Second, clearly define the rewards

Keystone Habits:

Which Habits Matter Most:

Keystone Habits: O’Neill believed that some habits have the power to start a chain reaction, changing other habits as they move through an organization. Some habits, in other words, matter more than others in remaking businesses and lives. These are “keystone habits,” and they can influence how people work, play, live, spend and communicate.

Keystone habits start a process that, over time, transforms everything.



The coaching strategy embodied an axiom, a Golden Rule of habit change that study after study has shown is among the most powerful tools for creating change. Dungy recognized that you can never truly extinguish bad habits. Rather, to change a habit, you must keep the old cue and deliver the old reward but insert a new routine.

That’s the rule: If you use the same cue and provide the same reward, you can shift the routine and change the habit. Almost any behavior can be transformed if the cue and reward stay the same.

There is, unfortunately, no specific set of steps guaranteed to work for every person. We know that a habit cannot be eradicated — it must, instead, be replaced. And we know that habits are most malleable when the Golden Rule of habit change is applied. If we keep the same cue and the same reward, a new routing can be inserted. But that’s not enough.

For a habit to stay changed, people must believe change is possible.

And, most often, that belief only emerges with the help of a group.

A support that initially comes with Coaching.

Rescripting your Belief System:

Recognize:

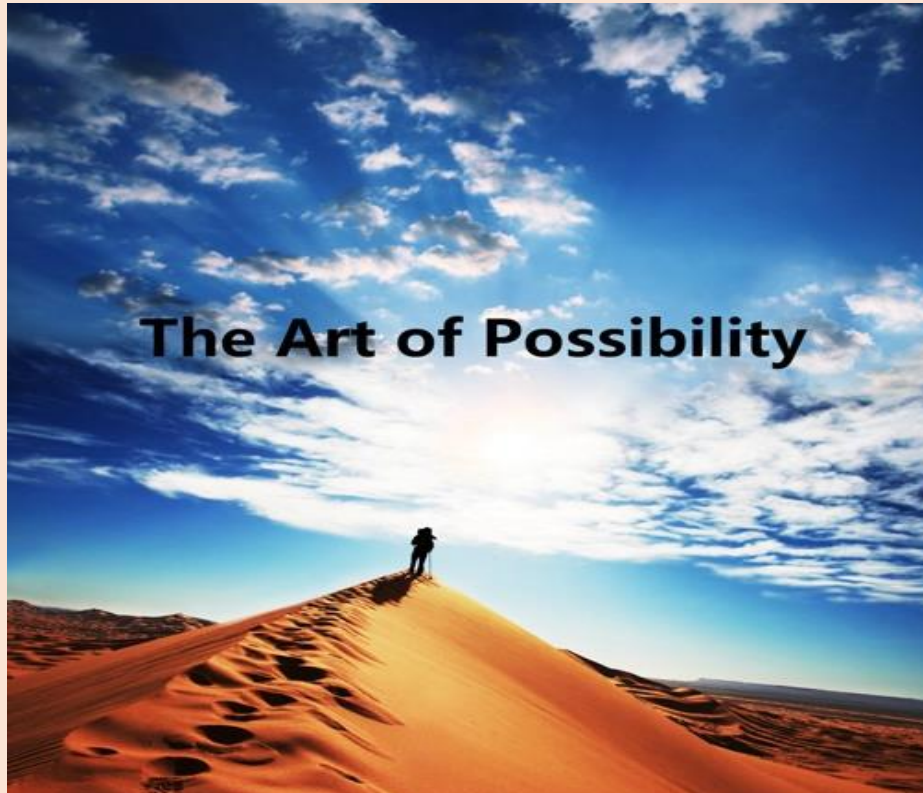
Record:

Review:

Reframe:

Revise:

Reorient:



Believe in the Possibility:

There's an old saying, "History doesn't repeat itself, but it rhymes." That's especially true when we're thinking of our personal histories.

Why? The circumstances of our lives change week by week, year by year. But we're still us. And our habits of thinking tend to produce consistent results no matter what's going on in our work, our relationships or the world around us. If our habits of thinking are beneficial, we tend to experience positive results, such as happiness, personal satisfaction, even material success.

If our habits of thinking are counterproductive, however, we often experience the opposite: unhappiness, dissatisfaction and the nagging feeling that the deck is somehow stacked against us.

The good news is that you can change the rhyme scheme. Even if your habits of thinking are already serving you well, you can experience transformative personal improvement in all areas of your life by upgrading your beliefs. When we focus on belief improvement, often our circumstances follow suit.

Your Beliefs Shape Your Reality:

Our beliefs play a massive part in how we approach life.

We tend to experience what we expect.

Because our expectations shape what we believe is possible, they shape our perceptions and actions. That means they also shape the outcomes.

And that means they shape our reality.

Some Beliefs Hold You Back To accomplish anything, we have to believe we're up to the challenge.

That doesn't mean it will be easy or that we even know how we're going to accomplish it. Usually we don't know.

It just means we believe we're capable; we have what it takes to prevail.

You Can Upgrade Your Beliefs:



You don't have to be hemmed in by limiting beliefs. You can exchange them for liberating truths. Here is a simple six-step process to help you do that.

First, recognize the limiting belief. Whatever the content of the belief, no matter how true it seems, it's important to recognize that it's just an opinion about reality — and there's a good shot it's wrong.

Second, record the belief. It might be something like, "I don't have enough experience," or "I don't have the right experience." It could be anything. By writing it down, you externalize it. Now you're free to evaluate it.

Third, review the belief. Start by evaluating whether the belief is empowering. Try to look at it objectively. Is it enabling you to accomplish the outcomes you want, or is it preventing you from doing so? Be honest.

Fourth, reject or reframe the belief. If a limiting belief is false, you can simply reject it. Reframing is a bit more involved. Many limiting beliefs have a kernel of truth in them. That's what makes them so convincing. But they're not the whole truth. If a limiting belief is true or partly true, you don't have to settle for it. You can always recast the story.

Fifth, revise the belief. This is where it gets interesting. These are not simple affirmations, though those can be helpful and have their place, but reorienting your thinking around a new and liberating truth. If, for instance, you think, "I'm too old to be considered for that job opportunity," you might say, "I have more experience than other candidates."

Sixth and finally, reorient yourself to the new belief. Start living from the perspective of this new, liberating truth. You might not fully buy into it. That's fine. Try it on. It may feel awkward at first, like putting on a coat that's too big. But if you keep telling yourself the truth, it will eventually fit, and you'll get more comfortable with it. Every time the old belief crops up, reject or reframe it and restate the liberating truth.

The trick is to start living as if it's true.

Be the person you wish to BECOME!

Complete The Past.

The past is the past!

Regrets, I've had a few, but then again to few to mention. (Frank Sinatra).

If you're an architect, as a student you present your best plan/design, once your done that you are required to go back and revisit the design.

Yes, hindsight has 20/20 vision, but it is hindsight. Decisions and actions were based on the circumstances at the time, and with incomplete mind management.

Begin with the **End in Mind** and take baby steps.



Complete the Past:

After limiting beliefs, the next most common barrier we encounter is the past. We tow it around like a trailer full of broken furniture. We can't fully consider the future because we're too tied up in what's already happened. If this happens to you, it'll prevent you from experiencing your best year ever. Step 2 explains how to get the resolution you need.

Thinking Backward Is a Must:

Sometimes we live inside unhelpful stories we tell ourselves.(story v data). Other times we nurse grievances to justify our current actions or feel unvalued because we were slighted or disregarded in some way. If we don't get resolution, we'll drag all our unfinished business into the future, and it will sabotage everything we're trying to build going forward. The U.S. Army has a helpful backward-thinking method.

It's called the After-Action Review. America's armed forces have been using it since 1981 to improve performance and get better at what they do. After an event, the goal is to understand what happened, why it happened and how they can improve.

Stage 1: State what you wanted to happen. This could be your list of goals from the prior year. Start by asking yourself how you saw the year going. What were your plans, your dreams, your concrete goals if you had any?

Stage2 : Acknowledge what actually happened. Some of your goals, perhaps many of them, remain unfulfilled. So ask yourself, "What disappointments or regrets did I experience this past year?" Because these memories can be painful, it's tempting to dismiss or ignore them. But as journalist Carina Chocano says,

"The point of regret is not to try to change the past but to shed light on the present." What were two or three specific themes that kept recurring? These could be single words, phrases or even complete sentences.

Stage 3: Learn from the experience. What were the major life lessons you learned this past year? Distil the lessons from your experiences so you don't lose them and so they can serve as tools moving forward.

Stage 4: Adjust your behaviour. If something in your beliefs and behaviours contributed to the gap between what you wanted to happen and what actually happened, something has to change. It's not enough to acknowledge the gap. It's not even enough to learn from the experience. If you don't change your beliefs and how you act on them, you're actually worse than when you started.

The Maturity Continuum:

On the maturity continuum,

Dependence: is the paradigm of you — you take care of me; you come through for me, you didn't come through; I blame you for the results.

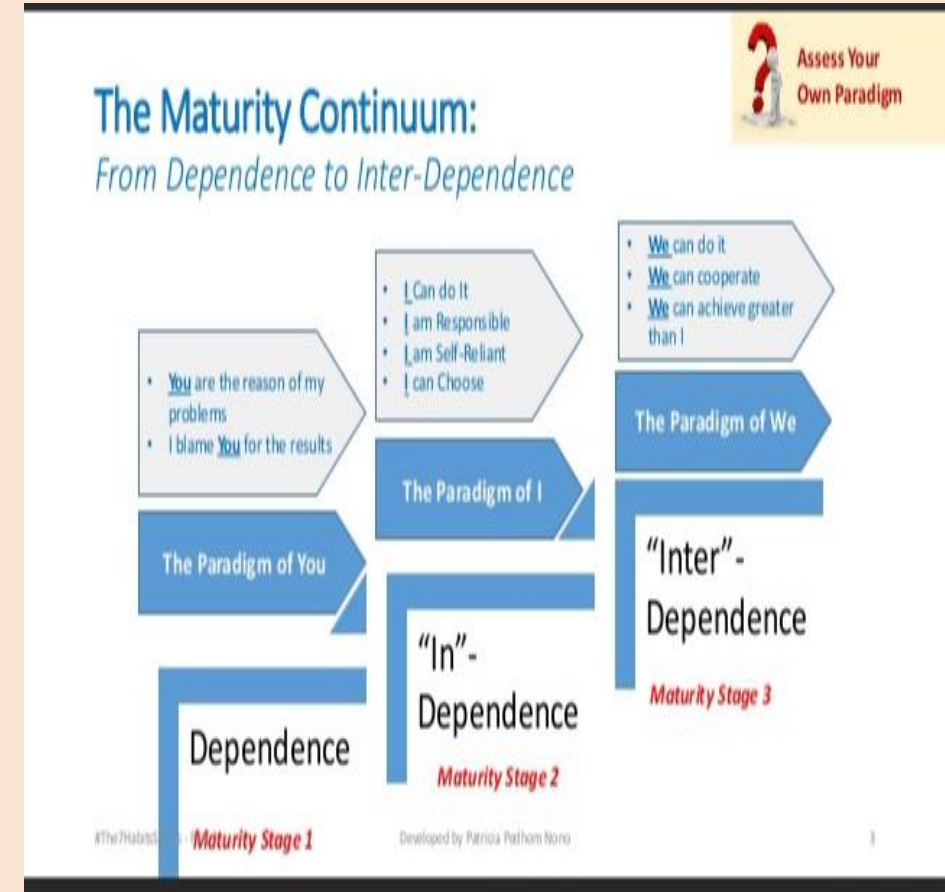
Independence: is the paradigm of I — I can do it; I am responsible; I am self-reliant; I can choose.

Interdependence: is the paradigm of we — we can do it; we can cooperate; we can combine our talents and abilities and create something greater together.

True independence of character allows us to act rather than be acted upon. It frees us from our dependence on circumstances and other people and is a worthy, liberating goal. But it is not the goal in effective living.

Interdependence is a more mature, advanced concept.

As an interdependent person, you can share yourself with others and have access to the vast resources and potential of other human beings. Inter-dependence is a choice only independent people can make. Dependent people cannot choose to become interdependent. They don't own enough of themselves.



Breaking the shackles is a process.

It requires conscious thought and effort.

To have a Coach to keep you from living your life from your past experiences and emotions is a sure-fire way to become unstuck.

Coffee and Chat is a great place to see if this is for you.

Schedule an exploratory call with me.

Yes, I will try to sell you on our level1 program.

No, you don't have to buy it.

Yes I will give you the PDF of the program.

Yes you can do it by yourself(maybe).

Yes I will talk about the benefits of an Encore Career business.

No you don't have to have this one.

Yes, you run the risk of liking what we do.

No, there is no pressure. You have to decide what you want.

[Chat with Bruce](#)

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