

### THE POWER OF IDENTITY

All behavior is belief driven. The most powerful beliefs are those you have about who you are—your identity. The strongest force in human personality is the need to remain consistent with the identity we hold for ourselves.

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### A LIFE-CHANGING DECISION

There are 3 forces that shape all emotions and all behaviors in your life:

- 1. A pattern of physiology—they way you use your body
- 2. A pattern of language-your words and voice quality
- 3. A pattern of beliefs/focus-what you focus on and believe about it

The combinations of these three patterns create the belief systems that compose the way you think, feel, respond, and react to life itself.

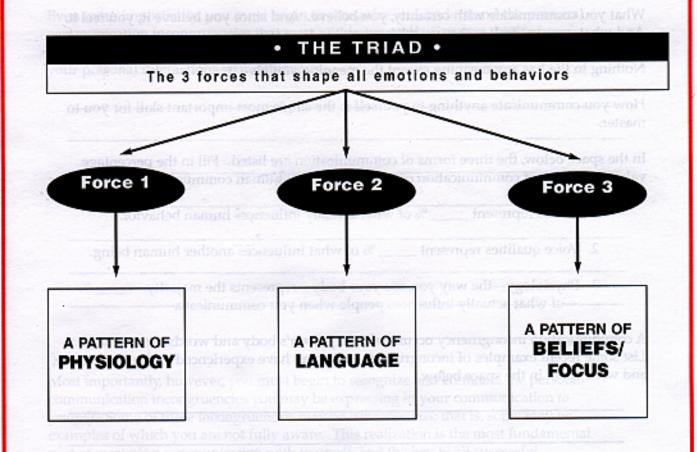
Any aspect of your life in which you feel you want to make a change, will come down to one or more of these three things. It's up to you to break the patterns and condition new responses for lasting results!

Can you recognize how these patterns have contributed to the creation of any limiting beliefs that are holding you back in your life?

The power of a life-changing decision and commitment to being outstanding will be transformative and unlike anything you have experienced before! What is your

never ending journey of growth and explo	ter legal	he process o
taking our lives to the next level must		
Live with passion!		
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Anthony J. Robbins		
Chairman of the Board The Anthony 2 and Common Comm		\$

### THE EMOTIONAL TRIAD



## MASTERING YOUR COMMUNICATION

	unicate with certainty, you believe. And since you believe it, you feel it. ou feel, makes your life what it is.
Nothing in life ha	as any meaning except the meaning you give it.
How you commu master.	unicate anything to yourself is the single most important skill for you to
	w, the three forms of communication are listed. Fill in the percentage of communication composes out of all human communication.
1. Words	represent % of what actually influences human behavior.
2. Voice o	qualities represent % of what influences another human being.
3. Physio —of w	logy—the way you use your body—represents the majority— % hat actually influences people when you communicate.
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## Mastering Your Communication (cont'd)

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### THE ULTIMATE SUCCESS FORMULA

- Know your outcome—the result you are after.
  - 2. Know the reasons why you want this result!
  - Take massive action!
  - 4. Know what you are getting and notice the results.

Most importantly, however, you must begun to recognize and entirities the partial

Change your approach and be flexible.

### **CREATING LASTING CHANGE**

How many times have you heard yourself say, "I want to change something!"?

Maybe you started to create a change, felt really great about it, and then found yourself lapsing right back to where you were in the first place. You may have felt frustrated, defeated, or unable to move yourself beyond whatever was holding you back.

Lasting change is what you are after!

To create lasting change, you must first believe three things:

- 1. Change is a MUST, not a should. The more multiplied of the state of
- 2. I must change it.
- 3. I CAN change it.

The past does not equal the future—unless you live there.

All human behavior is belief-driven. Beliefs carry consequences. References can be anything you have experienced or even made up that reinforces or backs up beliefs you have created.

Do you have any beliefs that you allow to control you emotionally, yet intellectually yoknow better? List them below.			
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### 3 STEPS TO LASTING CHANGE

What would you like to change in your life?

A Behavior? An Emotion? A Feeling?

- Create Leverage!—a greater consequence. Remember, if you can't, you MUST!
- 2. Interrupt your limiting patterns!
- Create an empowering alternative!

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### THE DRIVING FORCE

What is the source of power within you and your organization that can be used immediately to change or improve anything?

### Momentum!

### THE SCIENCE OF MOMENTUM: 5 STEPS

Most people fail to achieve their goals in life for one simple reason: They never take the first steps.

### STEP I

PUT YOURSELF IN A **PEAK STATE** FOR PEAK PERFORMANCE. Physiology/Focus

### STEP V

### BE S.M.A.R.T.

BE HONEST WITH YOURSELF.

#### **2TRATEGY**

· Check it. Change it. Reengineer it. Reinforce it. Strengthen it.

#### MEASURE more often!

ASSESS whether it's giving you the emotional reward you want.

REINFORCE what works and take new action to continue the momentum.

TAKE new action!



### STEP II

#### FIND YOUR PASSION!

VALUES FUEL THE DRIVE

- What do you love?
- · What do you hate?
- · What are you passionate about?
- What do you really want?
- · What really drives you in life?

### STEP II

### DECIDE, COMMIT & RESOLVE!

UNLEASH YOUR POWER!

### STEP IV

Take immediate, intelligent, consistent, and MASSIVE ACTION!

INTELLIGENTLY EMPLOYED MASSIVE ACTION CAN BE A CURE-ALL.

- · Get a proven model (or create one).
- Get a plan.
- Do something immediately, before leaving the sight of setting your goal. Urgency is power!

Many times people are unclear about what they truly have a passion for in life. Surprisingly, far more people seem to know what they passionately do NOT want, rather than what they passionately DO want.

Finding your passion is a critical step in the cycle of gaining momentum in your life and unleashing your power within! Use the questions below to gain clarity on what your passion is, and what really drives your life.

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5.	What are you passionate about? They are day disloyed relieved which should now

### DECIDE, COMMIT, AND RESOLVE!

You can define your life by the decisions you have made. Our lives are filled with daily decisions. Maybe we are deciding what to do for a living, or who we are going to spend time with. Maybe we are deciding who to marry or whether to have children. Or, maybe we are just deciding what to believe. If you look back on your life over the past ten years, what decision would you have made radically different? What are two past decisions you made that have shaped your life most powerfully? What is a new decision to which you are committed, and how will it change or improve your life forever?

### **BUILDING YOUR TEAM**

### The Master Key to Wealth and Happiness

#### ASSIGNMENT #2:

Do you have a relationship in your life that didn't end in a negative way, but you each got caught up in your own lives and you "drifted apart"? Perhaps you became so busy that the longer you did not talk, the weirder you felt about contacting them.

- Call them.
- Acknowledge how the relationship ended.
- Create a connection with them.

### For Example:

- "Hi. Remember me? I certainly remember you, and I miss you."
- "You know, I have been so caught up in my life, and I know you are probably caught up in yours, and we haven't talked in so long it feels strange to even call."
- 3. "You may be really busy right now and that's okay. I just wanted to call you for one minute to let you know how much I really care about you, and that I'm thinking of you. Even though we don't talk all the time, you are always on my mind. I really care about you a lot."

Record Your Results Below: The same and the	o to Head

### **BUILDING YOUR TEAM**

#### ASSIGNMENT #3:

Create a list of all your key teammates—everyone who you would consider to be on your team. You may include close family and friends, business associates, friends from the past, whatever the case may be. Next to each person's name, come up with a creative way that you're going to let them know you really care within the next 12 months.

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### GIVING TO YOURSELF

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What is an area of your life where you are not giving to yourself? Within the next four weeks, commit one evening a week to giving to yourself in some unique way.

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### BECOMING TOTALLY INTEGRATED

You use your five senses to take in all information:

- 1. Visual—Seeing
- 2. Auditory-Hearing
- 3. Kinesthetic-Feeling
- 4. Olfactory—Smelling
- 5. Gustatory—Tasting

Everything you experience that makes you happy, sad, able to learn, or able to experience comes through these five senses.

However, when you communicate, you also use the same five senses. To be honest, most of us do not communicate using our senses of taste or smell. On a day-to-day basis, we primarily communicate through our visual, auditory, or kinesthetic senses.

Some people are visually driven, others are more auditory, and some are partial to kinesthetic communication. When a person is expressing a preference, it is possible to understand a great deal about them and their overall communication style, as well as ways to improve your communication with them.

Knowing these communication preferences about others can help you understand why certain business and personal relationships do not work. Sometimes you may like the person, but your styles are so radically different that a separation occurs, or a communication problem steps in to divide you.

Think about your own communication style. Use the space below to determine whether

are primarily visual, auditory, or kinesthetic. You may want to describe what about communication style indicates so.				
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## BECOMING TOTALLY INTEGRATED (CONT'D)

We all have examples of people with whom we have had communication problems. Maybe a past relationship ended due to lack of communication. Or perhaps, you had a boss you just couldn't seem to get your point across to and you just decided you did not "get along." In the space below, describe at least one example of a communication preakdown you have had in your life where each person might have been operating from different styles and was, therefore, unable to communicate successfully.			
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## **DETERMINING YOUR VALUES**

Values are emotional states that we believe are most important for us to either feel or avoid. There are two motivating factors that affect every move we make in our lives:

- 1. The desire to feel pleasure.
- The need to avoid pain.

These two factors mean that there are basically two types of values—those you are trying to move toward and those you're trying to move away from. Every day you are making decisions on how to get more of what you want, and less of what you don't.

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Te all have different emotions we would categorize on these lists. Detail below the thir ou are trying to move toward in your life.	
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our values determine your direction in life. They are closely related to your beliefs.	
Thether you feel successful or not is based on your beliefs. It is critical that your alues and beliefs are congruent in order for you to feel successful in your life. Do you ave any limiting beliefs that are currently creating internal conflicts?	
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## TAKE YOUR LIFE TO THE NEXT LEVEL!

# EXPERIENCE ANTHONY ROBBINS' UNLEASH THE POWER WITHIN



Have you resolved to truly achieve what others merely dream of: an extraordinary quality of life? Are you committed to making a quantum leap in your daily experience, beyond books and tapes, to unleash the power in every dimension of your life?

Your time has now come to step-up and experience Anthony Robbins in person—in his cornerstone weekend program, UNLEASH THE POWER WITHIN! If you enjoyed what you've heard in this program, you will be blown away when you experience Anthony Robbins' UNLEASH THE POWER WITHIN live.

Availing yourself of information is one thing—but to be inspired, to feel the joy of living at your best, to tap into your inner pride, strength, commitment and courage is something entirely different. These are the emotions that will drive you to apply what you have learned, for real and lasting results. This is what Anthony Robbins delivers when you join him in person at UNLEASH THE POWER WITHIN.

### **Expect These Results:**

- Develop Absolute Certainty
- Extraordinary Relationships
- Outstanding Vitality

- A Plan for Your Dreams
- · Massive Achievement
- Inspired Future

You will find no dabblers at UNLEASH THE POWER WITHIN. If you are prepared to step up and commit with the passion and focus that this program demands, your rewards will be enormous.

Anthony Robbins conducts UNLEASH THE POWER WITHIN only four times a year in the United States. These programs sell out well in advance, and seating is limited.

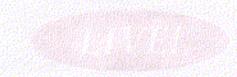
Call (800) 898-8669 today for a complete schedule of events.

## NOTES

WITH EVERY ADVERSITY THERE ALWAYS COMES THE SEED OF AN EQUIVALENT OR GREATER BENEFIT.

-NAPOLEON HILL, THINK AND GROW RICH

## NOTES



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There is a powerful driving force inside every human being that, once unleashed, can make any vision, dream, or desire a reality.

-ANTHONY ROBBINS