

Are You Overlooking Your Greatest Asset?

by Tom Nicoli, BCH, CI

CEO's use it, pro athletes use it and so do the most successful people in all areas of life. It is without doubt the most beneficial, powerful and result oriented tool available to all of us, yet most people never even know it. Better yet, it costs nothing, is easy to do and can be utilized immediately.

You are now asking yourself, "What is IT and how do I use IT? Where do I get IT?" Where you get IT is here in this article. What IT is and how you use IT will be explained in detail as you continue reading. But before I do that, let me ask you something.

Are you willing to read what's next with an open mind and a willingness to allow yourself to not be critical, analytical or judgmental? If so, then get ready to learn about IT.

IT, is your subconscious mind. That part of you that you ignore, don't understand and lies in waiting. Ready and able to do things for you that are sometimes beyond imagination and comprehension. An internal power that you have yet to develop and will prove to be the greatest asset you have available to you.

The subconscious mind is known to most as our inner voice, intuition, gut feeling or conscience. Our subconscious mind is where all memory, creativity, morality, ethics and guidance lie. Along with all conditioned responses, both physical and emotional, that are also know as habits, or habitual responses.

We all know that if we do something enough times, that action becomes a habit. Practice makes perfect, I can now do it in my sleep, I can do that with my eyes closed. Sound familiar? Well, let me explain how and why this happens and how you are going to use this to make positive changes in any and every aspect of your life, simply and easily.

Whenever we do something, a neural pathway is created in the mind. The information of the event is encoded in the brain so we can access that information again. The more we do something, the deeper that pathway becomes, thus creating a habit. The more we do something repetitively, the deeper the groove becomes and the stronger the habit, conditioned response, subconscious program becomes. And this works whether the act is positive or negative.

The great thing about the subconscious mind is that it does not know the difference between reality or imagination. The more vivid a thought, idea or image is, the stronger the response from the subconscious mind. You may have seen a skier or race car driver, while at an event, sitting with their eyes closed and imagining themselves racing the course. Their subconscious believes that they are doing the race, repetitively, and therefore the neural pathway gets deeper and deeper, so when the athlete actually does the event, it is like second nature, instinctive, *subconscious*.

OK, so how does this apply to you. Well, you can use this process to create behavior modification, goal achievement, stress reduction and more. All of the aforementioned will elevate your existence in ways you never thought possible, personally and professionally.

- Is there a part of your behavior that inhibits you from being better or more than you are now that you would like to change?
- Do you have certain goals that you have yet to achieve or seem to fall just short of? This procedure can change that.
- Is your company running as efficiently as it could with positive interaction between employees? You can show this procedure to your employees for optimum performance.
- Do you find yourself stressed out or wishing you had enough energy to accomplish more? You will be able to do more, in less time and with only what will seem like half the effort.

This simple step-by-step procedure will help you in all aspects of your life. It is self-hypnosis. Once the word hypnosis is mentioned, people become unsure, however, you are hypnotized every day. Have you ever been so involved in a television program or a book that someone had to yell to get your attention? You were in trance, hypnotized. Or have you ever driven for a while and realized at the last second that your exit was right there? That is highway hypnosis. Your conscious mind was in trance but your subconscious mind stayed aware so you didn't miss your exit. Daydreaming is also a form of trance or self-hypnosis.

First, understand that hypnosis is like meditation. The difference being in hypnosis there are suggestions given to the subconscious mind, once you are relaxed. These suggestions are presented to the subconscious mind in images. Napoleon Hill is known for a phrase that is actually taken from the Bible; "What the mind believes and perceives, the body achieves."

Once you present a vivid image to the subconscious mind, consistently, with belief and conviction, the subconscious mind then begins to change your behavior patterns in ways so you will become, accomplish or realize

that image the subconscious mind has received and accepted. Here's how to do it:

1. Decide what it is you want to change or achieve. It can be a change in your personality or a habit change. Or maybe you have a goal you want to achieve.
2. Find a place where you will not be disturbed for about 30 minutes.
3. Lie or sit comfortably. If you are sitting, have your feet flat on the floor and your hands flat on your lap. If you prefer to lie down, have your feet spread apart about 18 inches and your hands flat to your side.
4. Take 3 deep breaths. When you breathe, breathe in through your nose, filling your diaphragm/belly (as opposed to your chest) and breath out through your mouth. Hold each breath for 5 seconds. Imagine a deep relaxation filling you with each inhale and all stress, anxiety and tension escaping with each exhale. On the third exhale, close your eyes.
5. Now imagine each and every muscle group and body part relaxing, letting go.
6. See a set of stairs, or an escalator or an elevator. See and feel yourself going down from 10 to 1. With each number, imagine you are relaxing deeper and deeper.
7. Using all your senses (we have the same senses subconsciously that we have consciously. Can you imagine smelling or tasting a lemon?) vividly see yourself as you want to be. You must create the most vivid image of yourself as how you will be. See where you are, what you are wearing, your surroundings. Hear what's in the background, smell the air, feel the emotions that you will have in this image. Truly experience this image as if you are there.
8. When you feel like you are ready to end this session, simply imagine yourself going back up from 1 to 10. With each number imagine yourself refreshed, more powerful and reenergized. Better mentally, physically and emotionally.

Do this daily, at least once but preferably twice per day. Do this at least 21 days in a row and you will create permanent changes for yourself. Eventually, you will find you are able to go into that very deep, relaxed, hypnotic state quicker and easier.

You can begin immediately to make positive changes while you become more adept at self-hypnosis... let me guide you. www.TomNicoli.com

Life is a continual choice of decisions. Which one will you make today to become...

A Better You