

Positive Thinking Stinks

Here's how to clear the air *By Stanton Royce, MBA*

Positive thinking's been around over 50 years- so why aren't we all rich and famous by now?

Positive thinking's a great thing because it introduced billions of people to the possibility they can control their destinies. But positive thinking failed to provide the means to fulfill individual potential. PAR provides the means.

If positive thinking really worked, why aren't we all rich and famous? We aren't because positive thinking's like a flashlight with dead batteries- it can be used as a club to motivate people to keep moving, but it doesn't take them to their goals.

Still, positive thinking isn't worthless. It's a term someone created about fifty years ago that refers to the process of thinking about what we want to achieve in terms of how to achieve it. Positive thinking refers to the process of setting goals, planning how we can achieve those goals, then performing the behaviors necessary to accomplish the goals.

But positive thinking stinks because it leads us to believe if we simply 'think positive,' what we want to be, will be. If that were true, we all would be achieving a high level of success in living our wildest dreams like someone from the television show *Lifestyles of the Rich and Famous*. Positive thinking doesn't address the critical role subconscious assumptions and their resulting expectations have in determining if we will actually perform the behaviors necessary to achieve our goals. Positive thinking stinks because all the positive thinking and affirmations in the world will not change one's subconscious assumptions and their resulting expectations.

• **Driving with the brakes on.**

For example, many people have subconscious assumptions creating expectations we can characterize as *doubt*. They doubt what they can truly achieve in life. Subconscious doubt is like driving a

car with the emergency brake partly engaged. If that level of subconscious doubt is great enough, if that brake is on far enough, someone with the innate performance capabilities of a Ferrari can even be outperformed by the relative capabilities of a Yugo. Also, just as driving a car with the emergency brake partly engaged will cause excessive wear and eventual breakdown of critical components of the car, working against subconscious doubt causes unnecessary distress and breakdowns of the body.

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• **Your dreams' 'blue screen of death.'**

Positive thinking is a conscious process of planning and exerting willpower to execute the plan. Positive thinking works like entering data into a computer's application software like a word processing or spreadsheet program. The subconscious mind is the human equivalent of the computer's operating system software. It serves as a translator and mediator between the human body (like the computer hardware) and the conscious mind (like the computer's application software). If the subconscious mind 'operating system' does not accurately communicate between the inputs from the outside world and the hardware, our goals and dreams meet the equivalent of the 'blue screen of death' so familiar to users of a certain company's personal computer operating system software.

When this happens, beating on the keyboard, cursing and yelling will not motivate the computer to achieve the desired goals for using that computer any more than positive thinking will to help us achieve ours. When this happens, the operating system software needs to be reprogrammed to fully realize the computer's or the individual's full innate capabilities.

• **Freedom from learned limitations.**

Reprogramming a computer's operating system may be beyond most of our capabilities. But wiping out subconscious doubt is not. Through a process called preconscious assumptive reprogramming (PAR) anyone of average intelligence or above can free his or her subconscious from learned limitations. Once one learns how the process works, investing fifteen to twenty minutes a day over a twelve week period will erase limiting subconscious assumptions. While completing this process takes about as much time as completing one college course, it produces more permanent, positive change than any college degree from any university.

There is, however one problem with the process. The more a person needs to edit subconscious assumptions, the less likely they are to follow through on their own to complete the process. The solution for that is to work through employers who agree to place employees at significant professional and financial risk if they fail to complete the process. We make sure we only work with people who complete it.

• **Termination with extreme prejudice.**

Employees who fail to complete the process must be held accountable. They can be denied bonuses, promotions, raises, or even terminated. I've been asked if terminating an employee who failed to complete this process was a bit extreme. With the fever pitch of competition from international free trade, the first company to get their employees through the process gains a tremendous competitive advantage. It's good strategy to send losers packing to take positions with your competitors. But we don't want anyone to fail. The whole point of placing employees at risk is to make sure everyone in a company is freed of learned limitations. That does more than enrich the company. It makes employees precious resources and frees them to achieve their full potential in all areas of their lives, not just at work. It's one of those rare, real 'win-win' solutions.

• **The final solution.**

Someone should have said it long ago, positive thinking stinks. While it has introduced people to the possibility they can control their destinies, it failed to provide the means to fulfill individual potential. Combined with positive thinking, preconscious assumptive reconditioning (PAR) provides the means to fulfill that potential. Investing the time required for a typical college class is a small price for the individual

to finally begin fulfilling his or her professional potential. Companies and nations whose people complete this process gain a tremendous competitive advantage over those who wait.

About the author.

Stanton Royce, MBA is an expert in sales rejection who specializes in immunizing sales professionals against rejection so they sell without stopping. He is president of



Extreme Achievers® which offers consulting, coaching, keynotes, breakout sessions and workshops to make salespeople more productive and profitable. Stanton knows first-hand about persisting through adversity. He has over 30 years of sales and management expertise in addition to earning three

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