

The Power of Beliefs

*“Only as far as I can reach can I grow,
Only as far as I can see can I go,
Only as deep as I look can I see,
Only as much as I dream can I be.”*

Karen Ravn

You have created a vision of what you want your business to look like in 3 - 5 years, you have written your mission statement outlining your business' reason for being, you have identified where your passion has come from, and you have identified those values on which you are not willing to compromise on your Journey of Growth.

In other words, you have laid the foundation for success in business and in life
— WOW!

Now you can make it happen. And to make it happen, you have to believe you can make it happen.

Positive Beliefs That Help You Achieve Exercise

For the next exercise, using Worksheet V, write a Belief Narrative of why you will be able to achieve your Vision. Write all the reasons you can think of that will propel you towards success. After you complete it, keep it close so you can refer to it when things get tough.

“Exceptional individuals have a special talent for identifying their own strengths and weaknesses.”

—Howard
Gardner in
*Extraordinary
Minds*

“You must expect great things of yourself before you can do them.”

—Michael Jordan

Negative Beliefs that Hold You Back

Most of us have negative beliefs that keep us from reaching our full potential. Some may be valid, and some, frankly, are not. We simply accepted the belief sometime in the past and never tried to break through that barrier. Examples of negative beliefs that are not valid include:

“I don’t understand the product, therefore I will never sell it.”

“I’m at a disadvantage because I don’t understand technology.”

“I’m not a good networker, therefore I never go to networking events.”

“I’m too young. People won’t buy from me because they would rather buy from someone with more experience.”

“I’m too old to change.”

“Because of my inexperience, I am afraid that if I present in the affluent market, someone will ask me a question that is over my head. So it’s best that I focus on lower income markets.”

Can you add additional limitations to the list that you have heard? Most of us have limiting beliefs such as these.

We also face obstacles that arise in the course of business that result in setbacks. It’s how we deal with these beliefs and obstacles that determine how close we get to reaching our full potential.

“It’s not who you are that holds you back, it’s who you think you are not.”

—Author Unknown

Reducing Limitations and Overcoming Obstacles

The fact is each and everyone of us can reduce those limitations and overcome those obstacles. Until we learn how to do that we will never reach our full potential. Great news! We can learn how to do it.

In her book, *Mindset: The New Psychology of Success*, Carol Dweck, PhD. wrote that there are two mindsets that people have:

Fixed Mindset — The people with this mindset believe your qualities are carved in stone. You have a certain amount of intelligence, a certain level of creativity,



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a certain personality, and a certain moral character. The fixed mindset people believe you cannot improve beyond a certain level and therefore accept where they are.

Growth Mindset — These people on the other hand believe that what you are dealt is only a starting point for development. This mindset is based on the belief that your basic qualities are things you can cultivate through your efforts. They believe that a person's true potential is unknown. It is impossible to foresee what can be accomplished with years of passion, tools and training.

The wonderful part is that the person with the fixed mindset—a mindset normally developed because a parent, a teacher or some other authority figure said something or they had some type experience that occurred some time ago—can change that mindset. By simply recognizing that they have the fixed mindset, people can begin to ask the question, “how can I change this? What effort can I make, what actions can I take to prove my belief system is wrong?”

Limiting Beliefs Exercise

Using Worksheet VI, list your limiting belief (make extra copies to work with more than one belief) and develop a Growth Plan to grow beyond that belief or over that obstacle.

Worksheet VI

My Negative Beliefs

Negative belief:

How this belief keeps me from reaching my full potential:

I will take the following steps to overcome this belief:

- A.

- B.

- C.

- D.

- E.
