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Welcome to the first Changing Perceptions Newsletter. Make sure you take a look at our [new website](#) which also recently went live.

PUTTING VALUES BACK INTO YOUR LIFE

Happy New Year! I wish you all wonderful things for 2007.

It is that time of year again when we make New Year resolutions that often have fallen by the wayside by the beginning of February. Another name for New Year resolutions is goals. Goals are essential to human beings. They create purpose and focus, and are your road maps to success.



"The purpose of life is a life of purpose". - Robert Byrne.

Let's get one thing very clear. Goals are not about getting lots of things; rather goals are about who we become on the way to achieving them. Just think about going to college, university or training for a qualification. It's not about the piece of paper you collect; it's about becoming more than you ever thought you could be. Having goals gives us direction in life; after all, you would not set out in a boat without a rudder - you could end up anywhere or nowhere. When your conscious and unconscious minds are totally aligned and have a target, the mind can focus and direct itself until it reaches its goal.

"Success, like happiness, cannot be pursued; it must ensue, as the unattained side effect to ones personal dedication to a course greater than oneself." - Victor Frankl.

This is all very well, I hear you saying, but what if I don't know what I want? There may be many reasons for feeling this way, and you may require some one on one assistance from someone like me, but here is an exercise for you to try first of all: -

People who tell me that they don't know what they **do** want are usually very good at telling me what they **don't** want. So the first thing you can do is to write a list of all of those things you do not want. Once you have done that, go through each item one by one asking this question:

What would I rather have instead of this?

Bingo! - You now know what you **do** want.

The next step is to identify which context in your life this goal fits into, for example, is it in career, finance, relationships, personal development, education etc. When you see the goal in its proper context the next step is to identify what your values are, because values are what motivate you.

VALUES GIVE US MOTIVATION AND DIRECTION

Values powerfully affect our congruence about a goal. Values embody what is important to us and are supported by our beliefs. We acquire them, like beliefs, from our experiences, from our role models and from our family and friends.

Values are related to our identity; we really care about them; they are fundamental principles that we live by. Values are the things that drive us to get, gain, have and attain.

Yet values are unconscious and we seldom take time to identify them clearly. Identifying your values in the context relating to your goals is one of the most fundamentally important things you can do for yourself. If everything you do on your journey to achieving that goal is fully aligned to your values system, then the real purpose of this goal is being met, and that's what setting goals is really all about.

If you do nothing else but live your values every single day, imagine how fulfilling your life will become.

Perhaps one of your goals right now is to become more fit, but are you really motivated by the moment you will get a gold star from your doctor, or are you really pursuing greater energy and improved self esteem? These intangibles are based on the personal value of **taking care of yourself**.

To elicit your values in the context of your goals ask questions such as:

- **What's important to me about this goal?**
- **What else is important about this goal?**
- **What will getting this goal do for me?**
- **What truly motivates me?**
- **What has to be true for me?**

This will elicit your criteria such as wealth, success, fun, health, ecstasy, love, learning. etc. In NLP criteria equal values.

Criteria and values need to be expressed positively. Avoiding ill health might be a possible value, but it would be better to phrase it as wanting to achieve good health, as it is focussing on what you want rather than on what you don't want.

Lastly, ask yourself these questions: -

- **What will my evidence be that I have achieved this goal?**
- **What will I be seeing?**
- **What will I be hearing?**
- **What will I be feeling when I have achieved this goal?**

Once you get the feeling stay there, luxuriate in it, and enjoy it, because you are acting as if you already have your goal. Remember, you are invoking the law of attraction - the goal is on its way!

The Law of Attraction.

Whatever you dwell upon you will attract into your life. The sounds feelings and images that you hold in your mind will eventually become your reality.

Good luck!

If you are feeling stuck or that you have been here before, sit down and ask yourself this question: "If I continue along the present course I am on, where will I end up?" See yourself in five years time. Is that where you really want to be? NLP training/coaching may be just what you need to support you in making the changes you want. For further details and information contact me on: 0131 220 0037 or sheena@changingperceptions.org.uk

Thank for your interest, we hope you have found this newsletter interesting.

Sincerely,

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