Extracts from Unlimited Power by Anthony Robbins

CHAPTER 1:- Success

- To laugh often and much;
- to win the respect of people and the affection of children;
- to earn appreciation of honest critics;
- to endure the betrayal of false friends;
- to appreciate beauty; to find the best in others;
- to leave the world a bit better, whether by a healthy child, a garden patch, or a redeemed social condition;
- to know even one life breathed easier because you have lived.

  - Ralph Waldo Emerson

- Who you know, where you go and what you own are not the true measure of personal success.
- Ongoing process of striving to become more.
- It is the opportunity to continue to grow emotionally, socially, spiritually, physiologically, intellectually and financially, while contributing in some positive way to others.
- The road to success is always under construction…it is a progressive course, not an end to be reached.

Common thread of successful people.. **power**. Ultimate power is the ability to produce results you desire most, and create value for others in the process.
Eg Bill Gates, Bill Clinton, Kerry Packer, Rupert Murdoch.

Power in the ages used to be a physical thing…kings, armies, strength etc. Nowadays largest sources of power is based on specialised knowledge. We are no longer in an industrial revolution – which was fuelled by money, but in a communication revolution – which is fuelled by knowledge. (John Kenneth Galbraith). With communication as it is today, and advanced weapons boundaries and land of a country becomes irrelevent. The power is based on how a country has developed their communication and knowledge infrastructure.

For example…
Russia – a country which is rich in resources, agricultural land, people – now economically collapsed. Needs to import food, minerals and technology. Why? – people have no common goal, common bond, moving in different direction…no specific goals and targets.
Israel – a country mainly desert, minimal resources, limited people - economocally strong, a net exporter etc etc. Why? – people have a common goal, targeted, and although politically diverse and split, have a common goal. Also focus attention to knowledge and communication and technology.
(Speech by Shimon Peres in IUA in Sydney)

Knowledge is only part of the equation…a major part is ACTION. ACTION produces results. In fact POWER is defined as “The ability to Act”.

Communication

Every communication we make is an action, so communication is power. Those who know how to affect the thoughts feelings and actions of the majority of us are those who know how to use this tool of power. JFK, Thomas Jefferson, Jesus Christ, Gandhi, Winston Churchill etc.

Your level of communication mastery will determine your level of success with others, personally, emotionally , socially and financially.
The level of success you experience internally, is based on how you communicate with yourself. How you feel is not the result of what is happening in your life, but what you perceive is happening in your life. How you interpret the results of what is happening. One can interpret any result in a positive way or a negative way.

I have a friend, a great sportsman who had an accident and lost a leg… he could have given up on life, but ended up becoming a successful surgeon. He interpreted the accident as “the best thing that happened to him”. Took a result and made it into a +ve.
Another friend, inherited millions, gifted sportsman, committed suicide as he believed he had nothing to live for.

The quality of our lives is determined by not what happens to us, but rather by what we do about what happens. How one reacts to events that one comes across is a measure of ones success.

One can control ones state of mind by adopting a point of view that creates that emotion. You alone controls the point of view that you take. It is your power and your prerogative. If we change our mental and physical actions, we can immediately change our emotions and behaviours.

You shape your perceptions or someone shapes them for you.

It is how we perceive events and what we do about these events that make a difference.

ULTIMATE SUCCESS FORMULA

- **TARGET -** Know your outcome.
- **ACTION -** Take action that you believe will produce the results you desire – else your desire will always only be your dreams
- **DETERMINE RESPONSE -** Develop sensory acuity to recognise the responses and results you are getting to determine whether they are moving towards the outcome.
- **ADAPT AND CHANGE UNTIL DESIRED RESULT IS ACHIEVED -** Develop the flexibility to change your action until you get the result you want to achieve your outcome.

Eg. 1. Clnl Sanders KFC – recipe…wanted to sell to restaurants for royalty… looked for someone to back him - got kbd 1000 times, and then someone backed him. Whenever someone said no – changed results until a yes. One needs to be able to cope with no and try again.

Take actions to achieve your dreams. Success is not a random roll of the dice. There are consistent, logical patterns of action, specific pathways to excellence that are within the reach of us all.

7 fundamental character traits to succeed

1 Passion
Consuming obsessive purpose to do what they do, to grow and to be more. Gives them the fuel that powers their success train and causes them to tap their true potential. Causes people to stay late and leave early; passion what people ant in relationships; passion gives life power, juice andd meaning; passion to be the best.

2 Belief
Huge power and effect of faith and belief on mankind. Our belief in what we are and what we can be will determine what we will be.If we believe in magic, we will live a magical life. If we believe our life is defined by limits, they will be defined by limits. What we believe is true and possible will become what is true and possible.
People who succeed know what they want and believe that they can get it.

Passion and belief provides the fuel and propulsion towards excellence!!

3. Strategy

Way of organising resources to achieve goal. What one needs and what one needs to do to achieve the goal. One needs the resources and use it in an effective way. The best talents and ambitions need to find the right avenue.

4 Clarity of Values
Fundamental, ethical and moral judgements we make about what's important. A belief system. Judgements on what makes life worth living. 1, 2 and 4 are interactive. If 1 and 2 do not conform with your values, the goal will not be fulfilled.

5 Energy
Physical vitality to take action. Physical, intellectual and spiritual energy to take action to make the most of what we have. Need to maximise physical vibrancy.

6 Bonding power
Ability to create and develop a rapport with different backgrounds and beliefs. Great successes are not on the world stage but in the recesses of your heart.
Need to form lasting, lovong relationships with others.

7 Mastery of Communication
The way we communicate with others and ourselves will determine the quality of our lives. (eg doing the washing – incidental activity as opposed to a bind).
People who shape our lives have an ability to communicate a vision, quest, joy or mission in a way that creates a passion in you to share that vision. It is what makes a great parent, artist, politician or teacher.

CHAPTER 2:- MODELING

One can achieve the above by “modeling” it has been done before!!

Outstanding people leave clues to how they achieve results. Duplicate actions of others. If succesful marriage for 30 years…what actions – duplicate . Adopt actions and beliefs that produce similar results.
Find models of personal excellence. If overweight, study fit people, emulate thir actions, and you will become fit.

NLP – Neuro Linguistical Programming

Programming the language of your brain. Outstanding results can be achieved by producing specific communication to and through the nervous system. How to produce optimum results. How to duplicate human excellence in a short period of time.

Modeling is the pathway to excellence. If I identify the traits and habits, and pay the price of time and effort of a successful athlete, friend, parent or businessman, I will become a succesful athlete, friend, parent or businessman.

Many succesful businesses make money by determining what is succesful in one city and duplicating it in another. “LAG”. Take a proven system and duplicate it, and maybe improve upon it. People who do this are virtually guarunteed success.

The difference between those who succeed and those who fail isn’t ehat they have – it is what they choose to see and do with their resources and experience of life.

Modelling performance patterns called Optimum Performance Technologies.

NLP is a tool to develop your own insights and strategies.

FIND MODELS OF EXCELLENCE

You can teach a dog patterns that will improve his behavior. You can do the same with people. Seize excellence, and make it your own. Building from the successes of others is one of the fundamental aspects of most learning.

Technology – every advance in technology is based on the foundation of earlier discoveries and breakthroughs.

3 fundamental ingredients that must be duplicated to form any form of human excellence:-

1. Belief System
2. Mental Syntax – organise thoughts, and understand how other people organise their thoughts. “Unlock the code”
3. Physiology – the way you breathe, hold your body, posture, your movements, determines what state you are in.

CHAPTER 3 THE POWER OF STATE

If you feel you are on a roll, you will be on a role. If you feel that you cannot win, you will not win.
Often there are times that you can do nothing wrong. Other times you can do nothing right.
Train yourself to continue to be on a role!!

Neurophysiological state

Enabling States

Confidence, love, inner strength, ecstacy, belief – tap great wllsprings of personal power

Paralysing States

Confusion, depression, fear, sadnessangst and frustration – leaves us powerless

If you can change a state, you can change a behaviour!!

We need to learn how to put us into an empowering state or behavior.

Peoples needs and goals, are almost always to achieve the state that they would ideally be in. Money will assist in achieveing a feeling of freedom, success and respect. This is a state and a feeling.

The key to love, power, joy is the ability to control, direct and manage your states.

Learn to effectively run your brain. Man has been fascinated for centuries how to alter his states:- drugs, music, sex, religion, liquor, chanting. These all have there uses and limitations.

There is an easier way that is easier, quicker and more precise.
What creates the state that we are in?
2 components:-

1 Internal representations (mind)

Eg spouse comes home late:-
If worried about accident,,,unconditional love, and TG he's home. State of concern
If concerned about gambling/affair…different set of behaviours. State of angry and used
Our beliefs, attitudes, values and past experiences with the person all affect the type of representations we will make about the behaviours.

2 Physiology (Body)

Muscle tension, how we breathe, what we eat, posture, overall level of biochemical functioning have a huge impact on our state.

IR and P will work together in a cybernetic loop. What will effect one will effect the other. If youre feeling ill and tired, IR will be –ve. If you feel vibrant and on a roll, IR will be +ve.
Learn how to change 1 & 2 to achieve results.
1 and 2 determine our behaviour…Verbal and Physical – what we do and say.

Since we don't know how things really are , but only how we represent them to ourselves, represent them in a way that empowers us and others. Focus on the positive.
If we represent to ourselves that something is not going to work it will not work.
If we form a representationt that it will work, we create the IR's to produce the state that will support us in producing positive results.

Life is like a river, its moving. You can be at the mercy of the river, or you can steer it in a predetermined course. At the end of the day, all of us will reach the same destination…what will differ is the knowledge, satisfaction, enjoyment and added value created along the way. Always move with the tide…if you move against it, it is like pushing shit uphill. The tide is determined by the set of values and beliefs that you hold.

Your behaviour and actions are a result of your state. If your IR tells you you are going to have an accident…you will have an accident. If your IR tells you that you will be successful, you will be successful.

The ancestor of every action is a thought.

If one changes ones beliefs and IR's to +ve, one can achieve huge results.
There is no power like the power of a resourceful state.

The kind of behaviour people produce is the result of the state they are in. How they respond to the state they are in is based on their models of the world.

Most people take little conscious effort to direct their states. State change is what most people are after. They want to be in a +ve state.

Successful people know how to tap into their resourceful states. You can control the state you are in. You do not have to be at the mercy of whatever comes your way.

"If you refuse to get the best in life, you will always get it"

"Control your thoughts they become your dreams
Control your dreams they become your actions
Control your actions they become your habits
Control your habits they become your destiny"

CHAPTER 4 BELIEF

Belief is any guiding principle, dictum, faith or passion that can provide meaning and direction in life. Beliefs are prearranged filters to our perceptions of the world.
One person with a belief is equal to a force of 99 who have only an interest.Beliefs are the compass and maps that guide us to our goals, and give us surety that we know that we will get there.

To change our behaviour, we need to start with our own beliefs. Belief becomes reality (placebo experiments)
Drugs are not always necessary, belief in recovery always is.

Belief is nothing but a state, an IR that governs behaviour.Change your belief, and change your IR, which will change your behaviour. Belief is a choice.

Sources of Belief
1. Environment – Success breeds success, failure breeds failure. Generally nb part of belief values.
2. Events, small or large can help foster beliefs.
3. Foster belief through knowledge
4. Belief based on our past results. If someone succeeds once or twice, they will succeed in the future.
5. Cretaing in your mind the experience you desire in the future as if it were now. (Goal setting)

You can control your beliefs, you can control the way you model others.You can concsiously direct your life, you can change.

Beliefs that have limited you

Beliefs that can servr to help you achieve your highest goals

If you do not like your beliefs, you can change them. Key is to take your beliefs, and ensure that they are working for you in a way to achieve your goals and objectives.ie that they are effective and empowering.

If you believe, you will keep coming back until you succeed.

CHAPTER 5: 7 beliefs that foster excellence

1. **Everything happens for a reason** and a purpose and it serves us.
2. There is **no such thing as failure, there are only results**.
   Once something doesn't work, change it until it works.
3. **Whatever happens, take responsibility**. If you take responsibility, you can control the agenda. We generate our own experiences of life, and we learn from all of them. You need to feel that you create your world, else you are at the mercy of others.
4. **You do not have to understand everything to use everything**. Don't get bogged down in the details. Understand the outcome, and what you need to get to the outcome, and have good people around you who are competent at each particular post. Exact the essence from the situation. You don't need to know how a motor works to drive.
5. **People are your greatest resource**. Sense of team, purpose and unity.
   Continually remain alert, adjust behaviours, and recalibrate actions to determine where we want to go.
6. **Work is play**. If you are going to succeed you need to enjoy what you are doing. Make your vocation your vacation.
7. **There's no abiding success without commitment**.

CHAPTER 6: HOW TO RUN YOUR BRAIN

Reprogram your jukebox. How you produce a state of depression and ecstacy is how one structures your internal representations. Done through 5 senses. To get a result, you need an ingredient. Remember a pleasant experience, step into that experience, see what you saw through your eyes, events images colour brightness etc, hear what you heard, feel what you felt. Imagine the experience as if in a movie, which experience feels greater? Difference between an associated and a disassociated experience. You can change an effect of any experience by changing an associated experience to a disassociated experience.
SUBMODALITIES
You can implant in your brain the cues you want. A king can direct his kingdom. Your kingdom is your brain.You can direct your brain. Various methods you can use.

CHAPTER 7: THE SYNTAX OF SUCCESS

Syntax – the way we order actions. Same words different meanings. The dog bit Joe; Joe bit the dog. The order that we say and do things causes them to register in the brain in a specific way. **STRATEGY**
A recipe is nothing but a strategy. How we use resources that we have will determine the outcome. If you follow the recipe to the letter...model the recipe, you will achieve the same result.
Find people who have financial success and fulfilling relationships, discover their strategy and apply it to achieve similar results, and save tremendous time and effort. (THE POWER OF MODELLING).In the baking of human experience, our ingredients are the 5 senses. We also need how much of the ingredients are needed. How much visual input, audio, kinesthenetic etc..Same amts, same sequence, same ingredients, you will achieve similar results.

Strategies are like the combination to a vault. Ingredients – the numbers…Quantity – how many of the same numbers…Strategy – the order that the numbers are used. This will find the combination.

Visual (V) Audio (A) Kinesthetic(K) i (internal) e (external) d (digital) t (tonal)
See Hear Feel
Recognise what your strategies are, as well as other peoples, so you can determine what they react to.
Presenting information in another persons syntax is a powerful form of rapport. Your communication becomes irresistable, as it automatically triggers certain responses.
Ther are strategies for Selling, Motivation, Seduction, Learning, Athletics, Depression or Ecstacy.There are strategies for efficient management. You need to determine what your strategy is to access your state on cue.

To achieve a certain state/result, find the specific sequence and the specific syntax, take action, and you will create the world as you desire it. Other than the physical necessaties of life, like food and water, almost everything else you might want is a state. All you have to know is the right syntax and strategy to enable you to get there.

Teach an army to shoot a new rifle:- Find the point of difference of a star, and show others how to model that star. What are their beliefs, their common mental syntax and their strategies. Model their IRs and their Physiology. Once this was done, designed a 1.5 day course. Amazing results.
If you have an excellent model, discover what he does, duplicate it, and produce similar results in a shorter period of time.

Methodology pg 119.

Biggest problem with teachers is that they don't know the strategies of the students. What buttons to push to assist them to learn. Wrong tool in wrong sequence, you will get the wrong result. If you are a salesman, find out what your customers buying strategy. Is he strongly Kinesthetic, hit him with a feeling. If he was visual, show him the colours.

CHAPTER 8: How to Elicit Someone's Strategy

There are methods to elicit anyone's strategy in any situation. Like a locksmith. Become a master communicator. Look for things you were not seeing, hear things you aren't hearing, feel things you werent feeling, and asking questions you were not hearing before. Do this elegantly and attentively.
People will tell you about their strategies in what they say, how they look, how they move. Learn to read a person like a map or a book.You can tell what representational system he is using by watching a person's eyes.