



CHANGE
CHANGE

THE POWER OF LEVERAGE

CREATING LASTING CHANGE
SKILL SESSION



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WHY DO PEOPLE FAIL TO FOLLOW THROUGH?

92% of the 17 million people that try to quit smoking each year fail.

95% of people who lose weight fail to keep it off long term.

88% of people who set New Year's resolutions fail at their attempt.

Only 10% of the population has specific, well-defined goals, but even then, seven out of the ten of those people reach their goals only 50% of the time.

Have you ever had the experience of helping someone work really hard to create a change—lose twenty pounds, pay off their debts, or create a passionate love affair with their spouse—only to find they lapsed back into their old behaviors within a short period of time? Why do some people make changes that last long-term whereas others have a hard time getting past the initial hurdles?

This transformation and creation of lasting change begins with a commitment to constantly raise your own internal standards and a continual focus on improving the quality of your life and others in every area: emotions, health, finances, relationships, leadership, spirituality, contribution, and time management.

Leadership Academy provides a setting to offer this commitment to yourself and others while teaching you the strategies and tools necessary to achieve the ultimate success. **One useful tool that can be the single biggest roadblock in creating change is the Power of Leverage!**

THE POWER OF LEVERAGE

MAKING CHANGE A MUST

Discovering the right leverage takes skill. You must understand what someone feels they really need and what you can use to ‘bargain’ with them to move toward more empowering actions.

Leverage is uncovering what’s most important to a person to help them make the commitment to making a change. To ensure that change is lasting, the commitment has to be overwhelming. It has to overcome the forces of inertia that hold our old behaviors and beliefs in place.

One of the most important precepts about human behavior and change is that at the most basic level, there are two forces that motivate people to do what they do: **the desire to avoid pain or the desire to gain pleasure**. This principle is what causes the ‘yo-yo’ pattern in some people: they go back and forth between taking action to create change and losing their drive to take any action at all.

Change is never a matter of ability, it’s a matter of motivation. If change is a “should,” will people change? No. **Change has to be not a should, but a MUST.**

To access leverage, you must help someone associate massive PAIN to not changing NOW, and massive PLEASURE to changing immediately. **The motivation is based on both pain AND pleasure.** Pain is short-term motivation, but you need the pleasure side for long-term motivation.

The truth is everyone in life has developed different strategies or patterns for getting out of pain and into pleasure. Thus, if we want to create permanent and consistent change, what we must do is develop a new set of patterns of how to get out of pain and into pleasure. In other words, in order to create lasting change, we must use pain to get people’s attention and motivate them to want to make the change, but then we must link pleasure to the new pattern to make it last.

THE PROCESS OF GETTING LEVERAGE

3 SIMPLE STEPS TO ACCESS LEVERAGE

Leadership Academy offers a variety of tools to access leverage. Most importantly you want to begin looking for leverage by learning more about the person's motive and meaning in terms of the challenge. Leverage is created by asking questions and watching physiology for cues—look for large and small clues. If one question doesn't work, try something else.

STEP 1: LISTEN AND WATCH

Listen and watch for what's most important to them. What are their beliefs about life? What is something that motivates them toward pleasure and away from pain? Learn how they make decisions and what's most important in their world.

STEP 2: ASK & ASSOCIATE

Ask 3 kinds of questions:

1. Pain-associating questions:

- “What will this cost you?”
- “What has it cost you in the past?”
- “What is it costing the people you love?”
- “What is it costing you in (vehicle—work, family, etc.)?”

2. Questions that demonstrate inconsistency with what's important to them:

- “How does smoking keep you from being close to your family?”
- “Is a leader of people so undisciplined as to need to sneak off to grab a cigarette?”
- “How can smoking make you feel good when you tell me that your company hasn't promoted you because you smoke?”

3. Pleasure-associating questions:

- “If you change this now, how will your life be?”
- “What will you gain?”
- “What will it mean for the people you love?”
- “What will it give you?”

STEP 3: CHECK

Ask questions to make sure they are emotionally associated to the massive, immediate pain of not changing, and the massive, immediate pleasure of changing now.

If the commitment is not clear, go back to steps 1 and 2. Make sure you are using what's more important to them and not you.

LEADERSHIP ACADEMY

BECOME A FORCE FOR GOOD

Once you understand and master these 3 simple steps of accessing leverage to create change you can use it in either your own life or to help someone you know change in an area that matters most.

At *Leadership Academy* you will gain a much more in depth understanding of this 3 Step process and learn additional strategies and follow up questions. You will also practice this tool on others around you after learning and exploring the fundamentals in human needs psychology in a variety of specially designed skill sessions.

OUTCOMES OF LEADERSHIP ACADEMY INCLUDE:

- To understand the philosophy and core tenets of Human Needs Psychology and how it can be applied to immediately improve the quality of people's lives.
- To master the Seven Master Steps for Creating Lasting Change in any context.
- To gain practical experience in applying some of these tools in real life situations to create change.
- To understand not just the individual, monadic psyche, but the super-individual structures arising out of the interactions between individuals.
- To learn how to change through action.
- To understand and learn how to use injunctive language—the language of directives.
- To be able to use a variety of strategies to solve the most common conflicts and challenges in your family life.

WE ARE LEADERS WHO ENGAGE THE FORCE FOR GOOD; WHO ARE UNREASONABLE IN OUR EXPECTATIONS AND DEMANDS OF OURSELVES; AND WHO ARE CONSTANTLY TRAINING OURSELVES TO BE IN THAT MAGICAL STATE WHERE THIS FORCE IS FLOWING THROUGH US. AND, AS A RESULT, WE AWAKEN ALL THOSE AROUND US.

—ANTHONY ROBBINS