

TONY ROBBINS

PERSONAL POWER II

30 day program for
unlimited success



FLASH CARDS

THE KEY TO PERSONAL POWER: HARNESSING THE POWER OF DECISION

PERSONAL POWER:

The ability to take action and produce results.
It's a power you already have inside of you.
This potential is harnessed through
the power of decision.

“At some point, you’ve got to stop evaluating and start doing. Decide what’s most important to you, and use your personal power to follow through and begin to change the quality of your life.”

KEY PRINCIPLES

1. Most people in life “major in minor things.” They are focused on how to make a living instead of how to design their lives. They get caught up in the day-to-day experiences which they make very important, when actually, in the long term they are not important at all.
2. Each moment is a fresh opportunity to change your life for the better. The past does not equal the future.
3. Success in life is the result of good judgment. Good judgment is usually the result of experience. Experience is usually the result of bad judgment. The most important key to achieving results is to act. It's impossible to fail as long as you learn something from what you do.
4. What changes your life is not learning more. What changes your life is making decisions, using your personal power, and taking action. It's in your moments of decision that your destiny is shaped.
5. Success leaves clues. Use role models to accelerate the pace of your success.

THE CONTROLLING FORCES THAT DIRECT YOUR LIFE

PAIN AND PLEASURE:

All human beings are driven by two forces: the need to avoid pain, or the desire to gain pleasure. If you are not taking action, it's because you think that taking action will be more painful than doing nothing or not taking action. To get yourself to turn this around and take positive action, you need to take control of what you are focusing on.

“Use pain and pleasure instead of having pain and pleasure use you.”

KEY PRINCIPLES

1. Procrastination is the opposite of personal power. We procrastinate because we think that whatever action we are putting off is more painful than what would come from completing the job.
2. Trying to create more pain in your life rarely works. To create permanent change, you must change what you link pain and pleasure to.
3. People will do more to avoid pain than they will to gain pleasure. Ask yourself: What is it costing you to not follow through? What pleasure will you get if you do follow through? What do you gain by taking this action now?
4. When you reach your threshold, you experience so much pain you say, "I've had it. No more." Then you begin to find a way to change it. You can do this with anything at any time.
5. At any moment, whatever you focus on is what is real to you. If you're not following through, all you have to do is focus on, "what's the pain I'm going to have if I don't do this?"

TAKING CONTROL: THE FIRST STEP

NEURO-ASSOCIATIONS:

Whatever pain or pleasure we associate or “link” to a situation in our nervous system is going to determine our behavior. You can learn to feel good or bad about anything in a moment. Directing this force is directing your life simply by changing your neuro-associations (pain, pleasure) to it.

“Human beings are always learning, i.e. making new neuro-associations as to what will lead to pain and what will lead to pleasure. We cannot not learn.”

KEY PRINCIPLES

1. The meaning we associate to any given situation is what controls our lives. By making some simple changes in what meanings we link to things, we can change our behavior.
2. Neuro-associations are 'anchors.' They are conditioned associations within the nervous system that link certain feelings or sensations to a given context.
3. We must be careful about the associations we are creating. Sometimes they totally empower us and other times they totally disempower us.
4. Change is merely the interruption of an old pattern of association and the creation of a new pattern of association. What past associations have created anchors that you allow to control you right now?
5. We have to change our conditioned responses to our environments. If you want to feel a certain way about something, make yourself feel it strongly, and while you are feeling this way, link it to something else by spaced repetition.

THE SCIENCE OF SUCCESS CONDITIONING:NEURO-ASSOCIATIVE CONDITIONING (NAC)

THE SCIENCE OF NEURO-ASSOCIATIVE CONDITIONING (NAC):

How to condition ourselves so we associate things in a way that makes us feel and behave the way we want to instead of the way that we do not want to act or behave.

“We can condition ourselves to feel and behave in ways that lead us in the direction of our goals and away from behaviors that create limitations or pain. Through NAC, we can condition ourselves for success.”

KEY PRINCIPLES

1. When therapies work, they all have in common the process of transforming meaning and changing our associations.
2. The key to neuro-associative conditioning is: get leverage, interrupt your current pattern of association, and condition a new empowering association.
3. In order to make lasting change, you've got to get to that point where it must change, you must change it, and you can change it.
4. The key to interrupting somebody's pattern is doing something they don't expect, something that will jolt them. If you continuously interrupt someone's pattern, eventually they can never get back to it.
5. We can learn to condition ourselves to make changes that last.

WHAT EVERYONE WANTS AND HOW YOU CAN GET IT!

STATE MANAGEMENT:

To produce peak performance, you must put yourself in a peak state. The single most powerful way to instantaneously shift your state, and therefore your performance, is a radical change in your physiology.

“The number one factor that controls how much of our ability is utilized in a moment is not competency or experience, but more importantly, your mental, emotional, and physiological state.”

KEY PRINCIPLES

1. What we do at any moment in time is based on the state that our mind and body is in at that moment.
2. One of the most important things—probably the most important thing—that we can do in our lives to create the power and joy and passion that we really want, is to learn to manage our own states of mind.
3. How you feel at any moment in time is purely the result of how you are directing your own mind and body at that moment.
4. There are two primary ways to control your state; controlling the way you use your physical body, and controlling your mental focus (what you pay attention to, what you think about, what you picture, what you say to yourself, etc).
5. Emotion is created by motion. The way you move your physical body is the fastest way of changing your emotion.

THE POWER OF FOCUS

FOCUS:

What you focus on, you move toward.
The secret to changing your focus is questions.

“Focus = Reality for the individual, even though it’s not reality in actuality.”

KEY PRINCIPLES

1. While physiology is the first way we can control our states, controlling and directing the focus of our minds is the second.
2. There is tremendous power in controlling the focus of your mind. We can control what we're focusing on—what we're picturing in our mind, what we're saying to ourselves, or what we're paying attention to in our physical body. We can also control how we're focusing—the dimension of the pictures in our mind, the brightness of the colors in our head, or the volume of our sounds. If we change how we're paying attention to things, and not just what we are paying attention to, it radically changes our state as well.
3. Questions immediately change what we're focusing on and therefore how we feel.
4. Questions change what we delete. Because the mind can only focus on a limited number of things simultaneously, questions determine what we pay attention to and what to delete.
5. Questions change the resources available to us.

VALUES AND BELIEFS: THE SOURCE OF SUCCESS OR FAILURE

VALUES:

Values are emotional states that, based on our life experience, we believe are most important for us to experience or avoid. The only way we can ever feel happy and fulfilled in the long term is to live in accordance with our true values.

BELIEFS:

A belief is a feeling of certainty about the meaning of something. Your beliefs determine whether or not you feel like you're meeting your values—they can either limit or liberate you.

“If you know a person’s values, you can pretty well predict overall the basic direction of their life.”

KEY PRINCIPLES

1. Values are the states that we move towards (in order to gain pleasure) or that we move away from (in order to avoid pain) in a given context. They are the result of our interpretation of our life's reference experiences. Values also have rules that we create (consciously or sub-consciously) to experience those values.
2. Any time you have difficulty making an important decision, you can be sure that it's the result of being unclear about your values.
3. Rules are the determining factors about what has to happen in order to meet our values. We may even have the same values, but have different rules about what has to happen for those things to be met.
4. Global beliefs are giant generalizations we have about the important aspects of our lives. The language is "IS," "AM," and "ARE."
5. You must understand the power of your beliefs to impact the quality of your life. Your beliefs and values work together to determine how you're going to feel.

HOW TO TAKE COMPLETE CONTROL OF YOUR LIFE

POWER OF BELIEFS:

To gain full control of your life, you must discover your core beliefs, change those that are limiting you, and resolve any conflicting beliefs. All personal breakthroughs begin with a change in beliefs.

“It’s not the events of our lives that shape us, but our beliefs as to what those events mean.”

KEY PRINCIPLES

1. Any belief you make is a statement and it's a generalization. So when you make a generalization, you might as well make ones that will empower you instead of disempower you.
2. Changing your beliefs is as easy as going on a computer and changing files.
3. If you develop the absolute sense of certainty that powerful beliefs provide, then you can get yourself to accomplish virtually anything, including those things that other people are certain are impossible.
4. People that produce results understand the past is the past. The past can give learning and distinctions, but it does not control the present or the future.
5. The Dickens Pattern is a technique that associates a person to the consequences of their limiting beliefs or inaction in the past, present, and future, by asking pain-associating questions.

THE POWER OF WHY

POWER OF WHY:

Reasons come first; answers come second.

If you get a big enough reason to do something, to accomplish something, you can figure out how to do it.

“Passion is found in the field of the unreasonable. Anything is possible if you are clear about what you want and you have strong enough reasons and a real action plan—if you have unreasonable expectations for what will be required of you and you are willing to meet them.”

KEY PRINCIPLES

1. You can know all the techniques of how to condition yourself to succeed, but if you don't know why you're doing it, or what it is you're moving towards, then it's rare that you're going to get the most out of yourself.
2. Setting a goal is acknowledging to your conscious and subconscious mind that where you are is not where you want to be. Having a goal creates a positive pressure, which is necessary to move you forward.
3. There's something beyond just what we understand in writing something down; something happens. You become a creator when you write down goals and you get clear as to absolutely why you'll make them happen.
4. Ask yourself: What would I have to believe in order to not only set my goals, but really achieve them?
5. Who you become in the process of achieving your goals is the real purpose. At the end of your life, all you're going to have is who you've become as a person—the moments you create in your life that you'll never forget.

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CREATING YOUR FUTURE:THE GOAL-SETTING WORKSHOP

GOAL-SETTING:

This process helps you design the life you envision to live, and helps you create energy and momentum.

“Everything around you in your life right now started out at one time as a thought. You’re in that same moment now of creation.”

KEY PRINCIPLES

1. Setting goals is the first step in turning the invisible into the visible.
2. **Three Types of Goals:**
 - A.** Personal Development Goals: emotional goals, mental goals, social goals, relationship goals, work/career/mission goals, spiritual goals, physical body goals, and goals about giving. These goals help you decide who you're committed to becoming.
 - b.** Thing Goals: material desires (things you want to have and do in your life).
 - c.** Economic Goals: what you want economically.
3. Just as important as the process of writing goals, you must immediately follow through with the development of a plan and take action toward its fulfillment to keep the momentum going.
4. How would you feel if, within one year, all nine of those goals were absolutely mastered and obtained? If you develop those aspects of your life, if you had these things in your life, and you were at this level economically, how would you feel about yourself? How would you feel about living and life and fun, and your ability to set and achieve goals successfully?
5. It's not just achieving a goal that matters, it's the quality of life you experience along the way and who you become in the process that counts.

SUCCESS CONDITIONING: THE POWER OF RITUALS

RITUALS:

Habitual ways of looking at the world, talking to yourself, and moving your body. If you are feeling any emotion, positive or negative, on a regular basis, it's the result of an internal ritual.

“Most of us in life are controlled by one thing: our own personal rituals.”

KEY PRINCIPLES

1. It is easy to get caught up in some specific habits (rituals), and those habits now are literally controlling and directing our lives whether we are consciously aware of it or not.
2. Every time you identify a disempowering ritual, create a pattern interrupt to break up that disempowering ritual, and then create a new more empowering ritual.
3. You don't get any result in your body or your mind without some action preceding it. You are the creator, you're the one that's sourcing this emotion in your body and you're doing it with some very specific actions.
4. Procrastination itself is nothing but a ritual. We need to condition ourselves to feel that if we don't follow through, if we procrastinate, it will be 10 times more painful than if we just do it right now.
5. Ask yourself: What are some empowering and disempowering daily rituals that are controlling my life? What are some empowering rituals that would add more value to my life?

ANCHORING YOURSELF TO SUCCESS

ANCHORING:

A created association between a specific trigger and a specific state. Whenever you are in an intense emotional state, anything that consistently happens around you while you are in the peak of that state gets associated to it.

“The secret is to understand anchoring so we can take conscious control of the process and use it to condition ourselves to feel the way we want and need to in given situations.”

KEY PRINCIPLES

1. **Anchors:** Conditioned associations within the nervous system that link certain feelings or sensations to a given context.
Collapsing Anchors: A way of changing unwanted states or unwanted controlling anchors (neuro-associations).
2. You're always anchoring. In other words, your brain is making neuro-associations—you're learning to associate things and create meaning out of things constantly. It's happening all the time, even when you least suspect it.
3. Four Keys to Anchoring: At the peak, do something unique, and then repeat.
 - a. Intensity of the state (be fully associated)
 - b. Timing (peak of the state or experience)
 - c. Uniqueness of stimulus
 - d. Effective replication of stimulus
4. Swish pattern: visualizing an old behavior you want to change, creating a new picture of yourself as if you made the desired change, and then "swishing" the two pictures so that the unresourceful state automatically triggers the resourceful one.
5. The Swish pattern utilizes an increasingly rapid change in physiology to break an existing undesired pattern. It's like scratching a record until it cannot be played again.

HOW TO CONDITION YOURSELF FOR WEALTH

WEALTH:

All wealth begins and ends in the mind. If you do not have enough money in your life there is one—and only one—primary reason: you have not conditioned yourself for wealth.

“To condition yourself for wealth you’ve got to: attract money into your life, manage your money, and share your money.”

KEY PRINCIPLES

1. Wealth is determined by your focus and your beliefs, in other words, your psychology. Eighty percent of success is psychology and twenty percent is mechanics.
2. To master the strategies for accumulating more wealth: find people who are getting results, study what they do, and do the same things consistently.
3. Those who do well with what they've got will be given more (remember the parable of the talents). Financial wealth comes from a consistent focus on how to continually create, maintain, and build your financial foundation.
4. If you've had financial set-backs, you've got to be like a rubber ball and bounce back up, learn from what happened, and reinvest...the past does not equal the future.
5. One of the greatest ways to become wealthy instantaneously is to understand the essence of true wealth: gratitude. When you are grateful, you are rich.

ENDING FINANCIAL SELF-SABOTAGE

FINANCIAL SELF-SABOTAGE:

Most people sabotage themselves financially because they have either not gotten themselves ready for wealth, have not conditioned themselves for wealth, or do not have the beliefs that will allow them to create or expand their wealth. If you are sabotaging yourself financially, it's because you believe on some level that the accumulation of money is going to lead to more pain than pleasure.

“Whatever you hold on a consistent basis in your mind is exactly what you will experience in your life. So the first key to becoming wealthy is to understand that you already are.”

KEY PRINCIPLES

1. Most people fail to achieve what they want financially or sabotage themselves financially simply because they haven't gotten themselves ready for financial wealth.
2. To eliminate financial self-sabotage, we must change our neuro-associations about money. We've got to make sure that earning money is purely a positive and pleasurable experience for us and not one in our mind that's going to lead to pain.
3. By living with empowering beliefs, you will attract the kind of wealth you deserve. For example, "I must live in an attitude of gratitude, and I must give much more to others than I expect back."
4. Financial abundance comes from doing what we love doing and making sure it creates tremendous value for other people.
5. Remember, if you have financial abundance, it's because you deserve it. If you've lived by your values and you've truly given of yourself each day, trying to add major value to other people's lives, and you've had a decent vehicle, you will develop financial abundance.

OVERCOMING FEARS OF FAILURE AND SUCCESS AND OVERCOMING FEAR OF REJECTION

FEAR:

An intense emotional state where our brains are activated to avoid pain. Fear can be a very powerful state and is a useful emotion in the appropriate context—we can use it to become fully awake, pay attention, and take quick action.

REJECTION:

This is a feeling that most people will do anything to avoid having to feel. The only way that you can feel rejected is if you make yourself feel rejected.

*“Don’t just face your fear, embrace your fear!
Life is found in the dance between your
deepest desire and your greatest fear.”*

KEY PRINCIPLES

1. Nothing and no one outside of you can determine whether you're a failure or success. Only you can give yourself permission to label yourself like this.
2. One definition of F-E-A-R is "False Evidence that Appears Real." How often have you gotten afraid, concerned, or really worried about something, had all this pain and concern, and then it didn't even happen?
3. How do we change and break out of this fear? Changing our rules or our ways of defining an experience is what determines whether we call it a success or a failure.
4. If you're experiencing fear of failure and success on a daily basis, it's highly likely that you've got some rules that are disempowering you. Define what your rules should be for failure and success, and design them so that they empower you to move forward.
5. Decide you are going to be free of this fear and are no longer going to let it stop you. This doesn't mean that fear will never come up, but that you will use this fear instead of letting it use you.

ELIMINATING SELF-SABOTAGE AND CREATING UNSTOPPABLE SELF-CONFIDENCE

SELF-CONFIDENCE:

This is not something you have; it's something you create. A sense of confidence is nothing but a sense of power within yourself and you can create that feeling in a moment.

“To have more confidence, stop analyzing yourself and focus on how you can contribute to others.”

KEY PRINCIPLES

1. If you're sabotaging yourself, it means you're stopping yourself from following through, which means that you associate more pain to following through. Self-sabotage is a way of stopping yourself from doing something that you think is going to create a lot of pain in your life.
2. To eliminate self-sabotage we must take control and change our associations to the thing that we are sabotaging.
3. Any pattern of self-sabotage comes out of positive intent.
4. You can create self-confidence at any moment. Being confident is nothing but a state of mind, and you can change and create any state you want at any moment in time, no matter what's going on around you.
5. Help yourself feel more confident, not just by putting yourself in state, but by feeling like you have reasons to be confident. Manage your memories better—you can feel confident if all you do is remember some of your life's significant accomplishments.

HOW TO INCREASE YOUR ENERGY

HEALTH AND ENERGY:

The quality of your life is dependent upon the quality of the life of your cells. Maximizing your overall health and energy requires that your body receives the optimum ingredients for ensuring health on a cellular level.

“For every disciplined effort you make in life, there’s a multiple reward.”

KEY PRINCIPLES

1. Breathing is one of the most vital practices you can begin to do daily—inhale for one count; hold for four counts; exhale for two counts.
2. Another essential component of healthy breathing is daily aerobic exercise.
3. Make certain that at least seventy percent of your diet is made up of foods that are rich in water.
4. Drink plenty of water: you should drink half your body weight in ounces.
5. Most people in life fail not because they don't have the ability or the intelligence or the skill, but because they run out of emotional gas while they're climbing the mountain of success.

THE POWER OF SUCCESSFUL RELATIONSHIPS

RELATIONSHIPS:

The quality of your relationships comes down to the quality of your commitment to making it work.

“Nothing of lasting and measurable value in life can be created without absolute commitment.”

KEY PRINCIPLES

1. You must think of a relationship as place to give rather than to get.
2. Ask yourself: How can I give to this person I love, how can I create more joy, more pleasure, more happiness, and more love for this person?
3. Avoid the “law of familiarity”: make sure you are not focusing on the other person when in a negative state, and don’t let arguments get out of control. Use pattern interrupts; be playful.
4. Understand your partner’s strategies for love and attraction and make sure you find ways to meet those strategies.
5. Attraction Strategies for Making a Relationship Extraordinary:
 - a. The law of use: whatever you fail to use, you will lose (i.e. show no passion, your relationship will not be passionate)
 - b. Ask effective questions
 - c. Work at creating moments
 - d. Give what you most want to receive
 - e. Make a total commitment

HOW TO SOLVE PROBLEMS QUICKLY AND EFFECTIVELY

THE GOAL OF PROBLEMS:

Our goal is not to ignore the problems of life, but to put ourselves in better emotional states that allow us to not only come up with solutions, but to really meet the challenge and take action.

*“Problems are not permanent.
Only your soul is permanent.”*

KEY PRINCIPLES

1. In order to really succeed, you must have the ability to handle the inevitable problems that will come up when you start making major progress toward any goal.
2. Learn to spend eighty percent of your time on the solutions and only twenty percent of your time on the problem.
3. A problem is a question you haven't yet answered to a level that has fulfilled you. Your brain can answer any challenge, any problem, if you just ask an effective question of yourself.
4. Use problem solving questions: What is great about this problem? What is not perfect yet? What am I willing to do to make it the way I want it? What am I willing to no longer do in order to make it the way I want it? How can I enjoy the process while I do what is necessary to make it the way I want it?
5. Often times, your biggest challenges will be the ones that have caused you to grow the most.

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MY PERSONAL CHALLENGE TO YOU

MASTERY:

The way to long-term success is a path known as mastery. The master is someone who understands the way to ultimate lifelong success is to practice fundamentals every single day.

“Will you create a masterpiece or interpret life through the paintings of others?”

KEY PRINCIPLES

1. Rather than deciding to be a master, some choose the less empowering path of a dabbler: they take action in the beginning, but eventually hit a plateau and consequently give up. Others may choose the path of a stresser: they make it happen, push hard, and eventually burn out. Remember, mastery is the path to ultimate lifelong success.
2. Decide what you really want, develop a plan, take action immediately, and be flexible.
3. Constantly stretch yourself—in order to contribute to other people, you have to become more. You have to grow personally or you'll have nothing to give.
4. The secret to lifelong wealth and happiness is becoming a team player. We will do more for the people we care about than we will ever do for ourselves.
5. Life is a process, so enjoy it. You're bigger than anything that could ever happen to you, so challenge yourself.