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Framing and Reframing Your Successes and Failures

By Oz Merchant, C.Ht., NLP Trainer & Coach

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I don't get around to watching too much television. But the other night a movie called Deuce Bigelow, Male Gigolo was on. Now I know that some of you who may have never heard of this movie may have some interesting pictures running through your minds. But it is actually just a comedy film, and a surprisingly good one at that. He is basically a gigolo for the under privileged. His clientele include an 8-foot giant woman, to a woman with narcolepsy, and another woman with turrets. But instead of having sex with any of these women, he teaches them how to appreciate their differences and feel better about themselves.

The one scene that really stands out in my mind is the lady with the Tourette's Syndrome (when someone will shout out obscene expletives). She admits to him that she can't go around churches, or the elderly, or around schools, and she is basically limited to her home. So what does Deuce do? A brilliant context reframe. I'll explain what this is in a minute. He comes up with the idea to take her to a baseball game. And when her turrets kicks in, she begins to get the crowd worked up, and they all start shouting with her. It really was brilliantly simple.

So what is framing and reframing? We constantly put frames around the things we do and the things we believe. Consider how you view your previous successes and failures. What kind of frame did you put around it? Was it a useful one?

I remember talking to my wife about learning to drive, and it was interesting to hear her say that when she was first learning, her frame was "I'll never get this!" Whereas mine was, "Oh this is a cinch!" Two completely different frames and as a result two different behaviors occurred. It took her quite a bit longer to drive a car. As we talked some more, I realized that there were differences in our mistakes as well. When she made a mistake, she would say, "Oh great I did it again!" Whereas I would say, "Oh I need to remember to do that (the right way) next time!" And I usually did.

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Reframing is changing frames that have already been created. Now some of you maybe thinking, well isn't that kind of like lying. Well you have to realize that your initial perception was not really the "truth" to begin with. It was just how you framed it at the time. If it wasn't useful, then change it now. When I first learned about reframing, I utilized it to help her with her original frame she had about her driving ability. Now notice this often happens. She went from framing her experience of driving to her ability of driving. Now she had a less than useful frame of her driving ability. It had gotten to a point where this frame was making her accident prone. She would always avoid the interstate too. So I took her to an empty parking lot one evening and in thirty minutes taught her to drive my manual shift car. And as she began developing new beliefs about her driving abilities and while having a positive driving experience, I looked over at her as she came to a stop and all I said was "How much easier will driving your car feel?" She looked back at me, smiling, and said, "Yeah!" That is all it took. She reframed all her previous perceptions of her skills and abilities about driving and made them more useful.

You can either reframe the context or the content. When you reframe the context, you find a particular

context in which the belief or behavior is more useful. You want to ask yourself "When/Where would this behavior/belief be useful?" When you reframe the content or meaning, you change the meaning of the particular belief or behavior. You may want to ask yourself questions like, "What else could this mean?" "What is the positive value of this behavior?" "How else could I describe this behavior?"

Examples of Context Reframes:

=> Instead of procrastinating getting started cold calling, procrastinate stopping cold calling.

=> Instead of eating to fill emotional needs, eat only when you feel really hungry.

=> Instead of relieving stress by smoking, relieve stress by going for a jog or spend an hour in the Jacuzzi.

=> Don't sell people on the benefits of your products, help them buy the benefits your product offers.

=> Working hard doesn't lead to success, working smart does.

=> Strong leaders tell their troops to advance backwards, never retreat.

Start playing with the frames you have about your successes and failures and begin to make them more useful. Remember to keep the lessons you originally learned, but what else could all your previous frames mean. How much more can you learn now!

As the director of the CORE Changes Institute, Oz Merchant, trains and coaches individuals for personal and professional excellence utilizing cutting-edge transformation technologies such as NLP, Hypnosis, TFT, and EFT to name a few. Get access to the Success Skills E-Letter and remember to get your free copy of his latest e-book "11 Simple Lessons to Manifest Your Destiny," at

www.corechanges.com

Learn How to Fail

By Jude Wright

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II bet you've heard the phrase, "Failure is not an option."
But, let's think about it.

What would happen if no one ever failed – at anything? How would you learn? Learning from past failures, and successes, shows us how we can do it better next time. Without mistakes, we would never appreciate our accomplishments.

There is a lesson to be learned from each mistake. Take that mistake and make it your challenge. Break it into pieces. What was the turning point to change it from success into failure?

Take the first step and analyze it. Did it work like you wanted? Good. Go to the next step. Keep going.

At each step, decide how you can improve the process, wording, product – whatever the problem is. Then, try again.

Even the Wright brothers' first flight failed, but they tried again. What if THEY had given up?

Persevere. Your challenges will lead the way to your successes.

In the middle of difficulty lies Opportunity.
Albert Einstein

Each major success is made up of a series of smaller successes – and of many failures – yours or someone else's. Learn from the mistake. Make it your goal to find out WHY.

One reason for failure is setting goals that are difficult, even impossible, to achieve. Many baby steps add up to a whole success. Success is accomplished by setting one small, achievable, goal at a time.

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We are our own worst critic. When we fail, we make it a reflection of our "self." It seems we usually identify our "self" with our mistakes instead of our achievements. That is one mistake you do NOT want to make. Your mistake is not YOU.

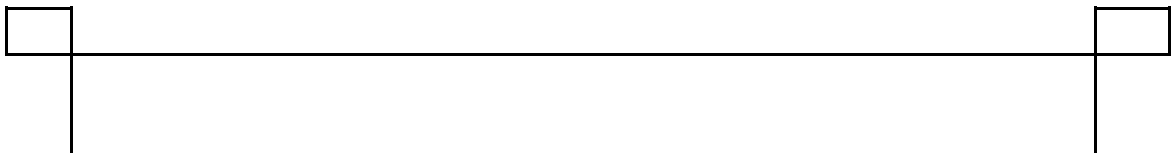
Don't overlook your successes. You need them to look back on when those nasty surprises pop up. Remember them when you think you're a failure.

So, in 2004, don't say, "Failure is not an option." Instead, say, "I can change it to a success by _____ (insert your own solution)!"

Jude Wright is a newly retired Internet Junkie. She has five websites of her own and designs sites for others. She caters to the Internet "Newbie." Visit her three main sites at: <http://aboutaffiliates.com>; <http://i-marketingorganizer.com>; <http://nutritious-cooking.com>.



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