

LESSON NINE

THE MAGIC WORD

The Magic of Attitude



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“Let people know genius is not so much talent as it is ATTITUDE.

*It is a DECISION that you can do well at anything you make up your mind to do
Bring the best of yourself to the surface and give the project all you’ve got. Genius is a matter
of perception; the other person’s perception. Your very best always looks better to others
than it does to you, you see, what you’ve done is form the habit of giving your best.”*

SANDY GALLAGHER

OVERVIEW

Attitude is one of the most commonly used and yet most misunderstood words in the English language. Teachers tell students if they change their attitude their grades will improve. Sales managers tell sales people their attitude controls their sales. Counselors tell couples to change their attitude and their relationship will improve. Doctors tell patients we’ve done all we can, now it’s up to you; it’s your attitude.

You would think anything that packs this much power would be a subject that is taught from our very earliest age. And yet if you asked the next ten people you meet what attitude means, you will probably get ten different answers. When you have a good, clear understanding of what attitude is and how attitudes are formed it will become very apparent that only a small percentage of the population are in control of their attitude. In truth, their attitude is being controlled by the media, by other people, by conditions and circumstances in their life.

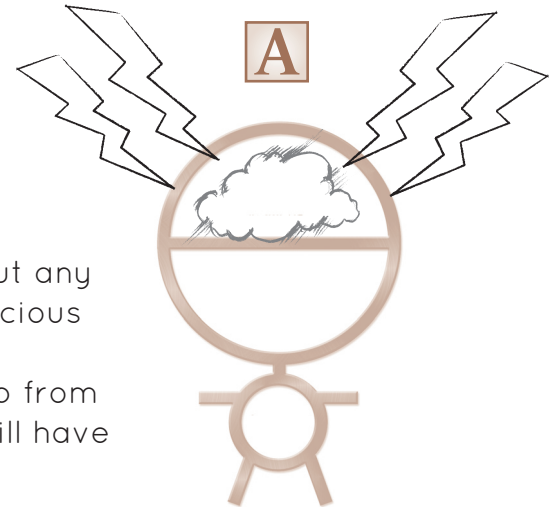
We encourage you to give this session serious attention because it can change your results faster and more dramatically than anything else. In fact, William James said, *“The greatest discovery of my generation was that you could alter your life by altering your attitude of mind.”* The point being that if there is any aspect of your life that you feel could stand a quick positive shift William James just gave the prescription.

Let’s go a little further than that. Attitude is the composite of your thoughts, feelings and actions. It is not just your thoughts, nor is it just your feelings, but it is your thoughts and feelings when combined and expressed in your action. To properly understand this, you have to take another look at the relationship of the mind to the body and even how the conscious and the subconscious mind work, and further, how they work in relationship with one another.

The subject of attitude is so important that we want to take the time to deal with each part on its own and then bring them together. We said it is the composite of **Thoughts, Feelings and Actions**. Let’s take a look at **Thought**.

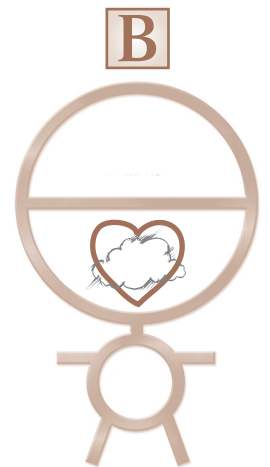
There is a creative power that is flowing into your consciousness. It has no form. It just is. It is neither positive nor negative. As you begin to exercise your higher faculties and give form to this power, the first stage of attitude begins. You are going to build either a positive or a negative image. That image is expressed on a conscious level through vibration, through words, gestures, and writing.

You may or you may not internalize that image. For example, you could be watching a news broadcast or reading something of a very negative nature in a paper or possibly listening to another person who is sharing a very negative concept, without any of this having any emotional affect on you. On a conscious level you have the ability to accept or reject ANY idea whether you have originated it yourself or picked it up from an outside source. If that idea is not internalized, it will have no affect on your emotions or your physical body.



But let's take a look at what happens when that idea is internalized.

The early Greeks referred to the subconscious mind as the heart. Because this subject is treated so lightly in most circles, when you hear people referring to the heart or the suggestion "as a person thinketh in their heart, so are they" the average individual immediately begins to imagine the physical pump that sits lodged in their chest aiding in the circulation of their blood.



That is not what the early Greeks meant. It is the subconscious mind. The subconscious mind is deductive. In other words, it has no ability to reject anything that is impressed upon it. It cannot differentiate between good and bad, and it has no sense of humor. It is totally and completely subjective. Whatever is impressed upon it is accepted and simultaneously expressed in the body.

The subconscious mind is the universal side of your personality. It is the side of the personality that connects one person to the next. It does not recognize time or space and communicates through vibration. When we talk about connecting heart to heart, we are talking about two people being on the same frequency relative to the same concept at the same time. Or you can think of a group of people, a team, who have created a composite, who are all in harmony with the same positive idea. That team will become an extremely powerful force moving toward a predetermined goal.

The nature of the idea that is impressed upon the subconscious mind, or in the heart, will determine the vibration or the emotion that is being expressed, that is,

the **Feeling**. If the idea is negative, the person will be expressing negative vibration or emotions. However, if it is positive, the emotions or vibrations will be positive.

You have the ability with your intuitive factor, one of your higher intellectual faculties, to pick up vibration from another person. If the other individual is in a very negative vibration, you pick up on that energy. If you feel that another person is troubled, the odds are that they are troubled. Begin to utilize and believe your intuitive findings. Keep in mind we invented the word feeling to describe conscious awareness of vibration. Your intuitive factor deals with feelings. You will feel it.

Now let's take a look at the third aspect of attitude, **Action**.

It is the body that moves into action. The body, being the instrument of the mind, is the only medium through which the conscious and the subconscious mind working together are able to express themselves. Whatever idea is impressed upon the subconscious mind must be expressed through the vibration of the molecules in the body. When that vibration becomes strong the body must literally move into action.

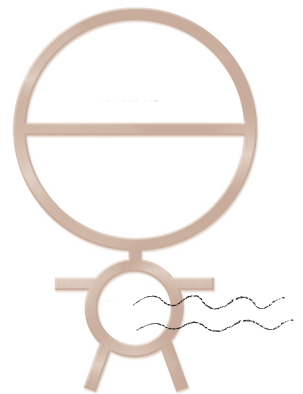
If the mind is in a conflicting or confusing state, that confusion will be evident in a person's action. They will start going here and end up going there. They start a project. Abandon it. Start something else. Their actions are chaotic. Nothing of any consequence is accomplished. Their environment will generally be messy. Their automobile, for example, may appear as if that they are moonlighting in the garbage business.

On the other hand, when their thoughts and feelings, or their conscious and subconscious mind, are in harmony, in an orderly state, that order will be expressed in their actions. It will become obvious the person is what we refer to as focused. They are productive and may accomplish more in a short period of time than their confused counterpart would accomplish in a much longer period of time.

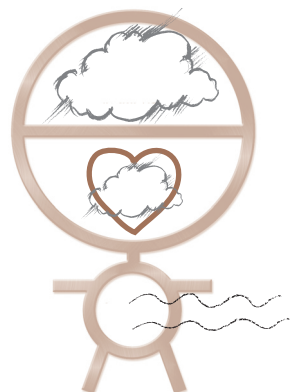
Now let's tie all three parts together.

We pointed out that attitude was the composite of our thoughts, our feelings and our actions. Illustration D shows how the three parts of the personality work together. Attitude is truly the composite of them all. In essence, it is the vibration you are in, and attitude is determined by the nature of the ideas that you choose and permit yourself to get emotionally involved in. The physical expression is automatic. Whether this choice is conscious or unconscious matters little. It is still the way it is. You can say, "I didn't know." That's too bad, you lose. In life, there is absolutely no allowance for ignorance.

C



D



After reviewing this information a number of times, and we recommend you do review it a number of times, the power of attitude will be apparent. When a person's attitude shifts, everything in that person's world shifts too. If it shifts in a negative direction, the person's entire life shifts in that direction. When it shifts in a positive direction, life improves for the person. It becomes evident how and why most people's attitude with respect to the economy or the world in general is being controlled by the media. But clearly understand, the media is not to be blamed. Conditions or circumstances are not to be blamed. If we are having a problem, our conscious choice is where the problem originates. Similarly, conscious choice is where all future success begins.

KEY POINTS

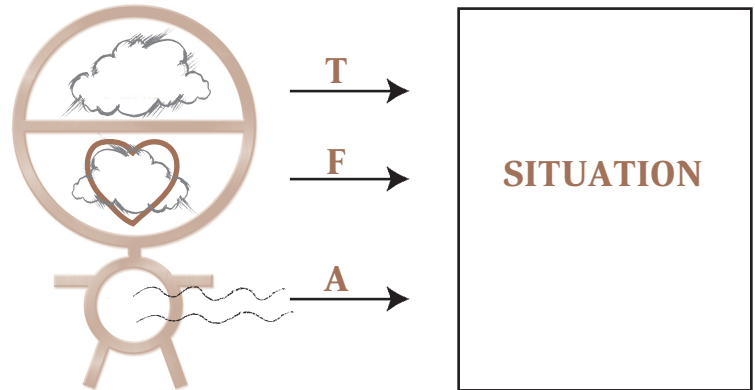
- There is power flowing to and through you. As it flows into your consciousness, you are going to make it either positive or negative by virtue of the thoughts that you choose.
- The law of polarity says everything has an opposite. Up, down. Hot, cold. In, out. Positive or negative. There's a positive and negative pole, and you have to have both to have anything. However, you can only focus on one polarity at a time. You cannot be both positive and negative. You are either one or the other.
- The conscious mind has the ability to accept, reject or ignore. As ideas and information come into our mind, we have the ability to determine whether we want to accept it, whether we want to let that be a part of our life.
- When someone shares information that is negative, reject it. Don't entertain it. Don't internalize it.
- The conscious mind is the thinking mind, the educated mind. This is where our intellectual factors are resident. This is where your sensory factors are hooked up. You can see, smell, taste, feel and touch—these are the highways that hook us up to the outside world.
- The subconscious mind can only accept, it accepts everything that comes to it as real. The subconscious mind will take in what is happening right now and accept it. It has no ability to differentiate between what is real and what is imagined.
- Whatever is impressed upon the subconscious mind, controls the vibration of the body. Your vibration is dictated by the ideas that you impress upon your subconscious mind. Negative idea, you are going to move into a bad vibration. Positive idea, you will instantly move into a positive vibration.
- The body is an instrument of the mind. It does exactly what the mind tells it to do.
- If we understand how the mind functions, we can control the outside world. We do not want the outside world to control us. We want to control the outside world. We do control the outside world when we understand how the mind functions.

- Energy comes into our conscious mind. We have the ability to accept ideas that come in from the outside world, and say “That’s good”! We can turn the image over to our subconscious mind, and our subconscious mind accepts it as real.
- If you are mentally and physically in a bad vibration, that is all you can attract to you. Vibration is going to dictate what you attract. When you move into a positive vibration, you begin to attract like energy to you. It just happens this way. This is where you literally control you.
- No one can cause you to think something you do not want to think. You have the freedom to think anything you want to think.
- Your attitude is going to determine where you go in life. It is the foundation of either failure or success.
- Your attitude is a composite of your thoughts, your feelings, and your actions. Your thoughts, feelings and actions are an energy that you send out into the universe and whatever you send out into the universe is what’s going to come back to you.
- Everything has good in it and everything has bad in it. What do you look for? That is going to dictate your attitude.
- There is no right way to do anything. It can be a good way. It can even be a valid way, but clearly understand there is always a better way. And with the right attitude you will find it.

THE MAGIC WORD INDIVIDUAL WORKSHEET

1. Pick a situation that is not going well, a situation that you would like to improve and describe it in the space provided in as much detail as possible.

2. Take a moment and review the graphic illustration showing what attitude is. You will see it is the composite of your thoughts, feelings and actions.



- i. What are the thoughts you are having? How long have you been having these thoughts?

- ii. What are the feelings you are having about this situation?

iii. What are the actions you are taking about this situation?

3. On a scale of 1 to 10, 10 being an exceptional attitude, where would you rate your attitude towards this situation today?

4. Is the situation controlling your thoughts, feelings and actions? ☐ Yes or ☐ No

5. What would you do if a good friend or associate had a situation controlling them? What would you tell them to do?

6. How is the outside world a reflection of your internal thoughts? What is being reflected in your outside world? What is this telling you about your internal thoughts and feelings?

7. What are you taking in from your external world that you want to stop taking in? Where could you say, “that’s interesting” and move on? How can you control your thoughts? What thoughts would be to your benefit to reject?

8. We can control our thinking about the outside world, and not let the outside world control us.

- i. How could you think differently about this situation? What thoughts could you impress on your subconscious mind that would help to shift this situation to a better state?
- ii. When you think about what you desire to experience in this situation, what do you feel?

- iii. What actions could you take to shift this situation to a more positive experience?

iv. How would you describe your new attitude about this situation?

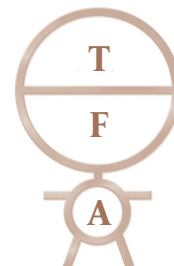
v. How does your new attitude shift your vibration? What do you notice?

9. Imagine this situation differently. Imagine this situation as you desire. Take a moment to envision this situation differently. Impress this vision on your subconscious mind.

10. How important is attitude to your success?

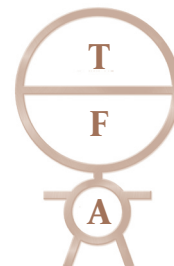
11. Complete the following exercises. In the space provided, describe the thoughts, feelings and actions you experience in these various areas of your life:

PERSONAL RELATIONSHIPS



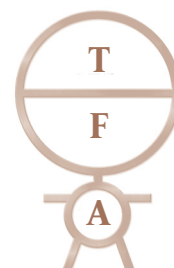
YOUR BUSINESS

YOUR FINANCES



YOUR HEALTH

YOUR SOCIAL LIFE



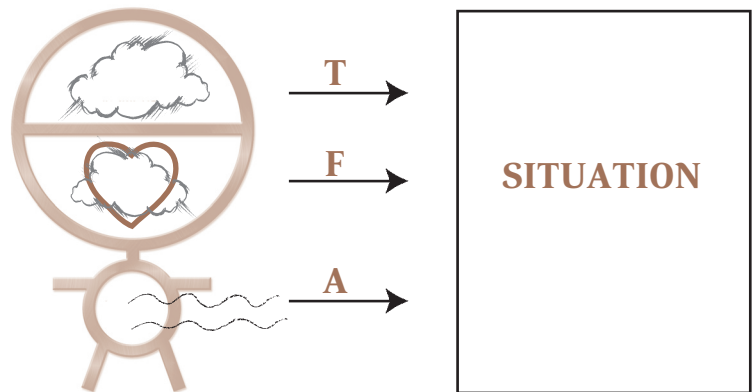
12. A sense of urgency is getting a lot done in a short period of time in a calm, confident manner. Top producers have a sense of urgency. They get a lot done in a short period of time in a calm, confident manner. How does your attitude support that type of behavior.

13. Some people play not to lose, others play to win. At times, winning calls for a person taking risks. What is your attitude toward risk taking?

THE MAGIC WORD TEAM WORKSHEET

1. Have a team discussion. Pick a situation that is not going well, where the team would like to improve its attitude toward the situation and towards each other. Describe the situation in the space provided in as much detail as possible.

2. Take a moment and review the graphic illustration showing what attitude is. You will see it is the composite of your thoughts, feelings and actions.



- i. Collectively, what is the team thinking? How long has the team been having these thoughts?

- ii. What are the feelings the team is having about this situation?

- iii. What are the actions the team is taking about this situation?

3. On a scale of 1 to 10, 10 being an exceptional attitude, where would you rate the team's attitude towards this situation today?

4. Is the situation controlling the team's thoughts, feelings and actions?

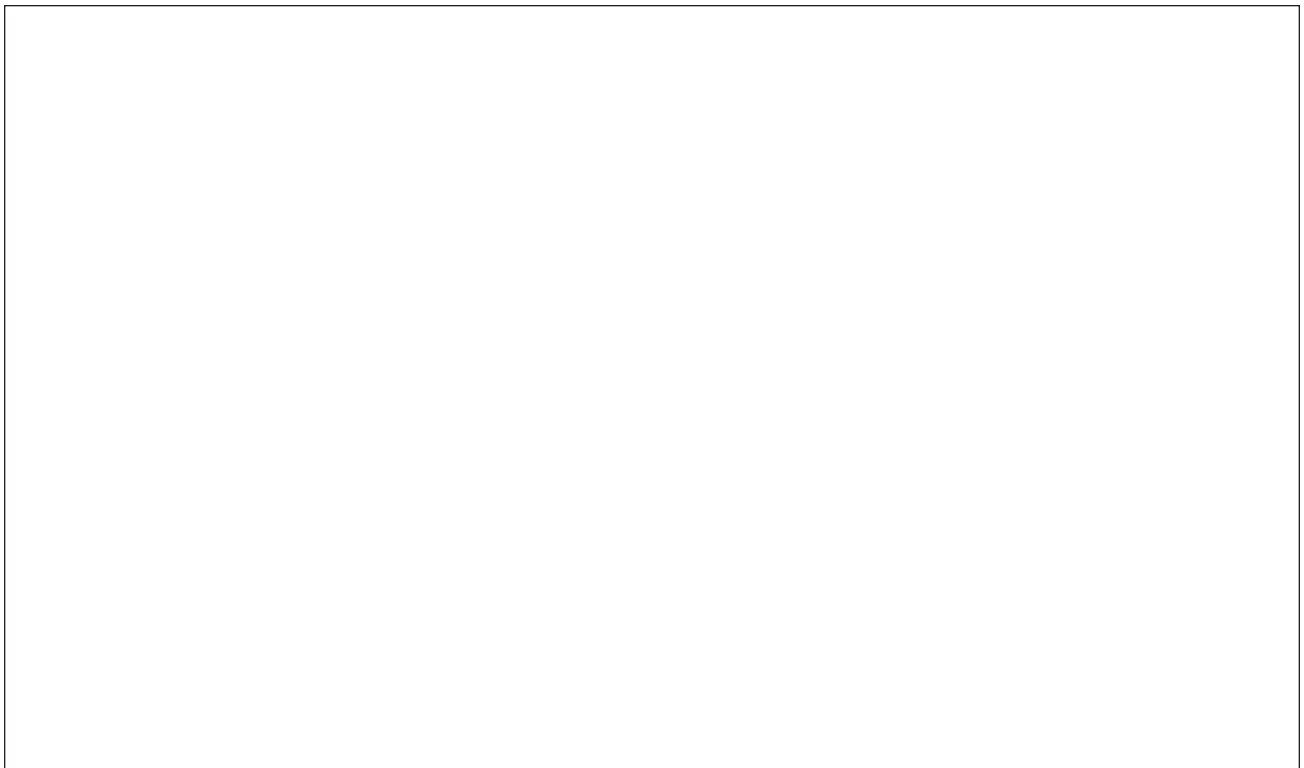
☐ Yes or ☐ No

5. What would the team advise another department/team to do if they had a situation controlling them?

6. How is the outside world a reflection of the team's internal thoughts? What is being reflected in the team's outside world? What is this telling the team about its collective internal thoughts and feelings?



7. What is the team taking in from the external world that the team wants to stop taking in? Where could team members say, "that's interesting", and move on? How can the team control its thoughts? What thoughts would be to the team's benefit to reject?

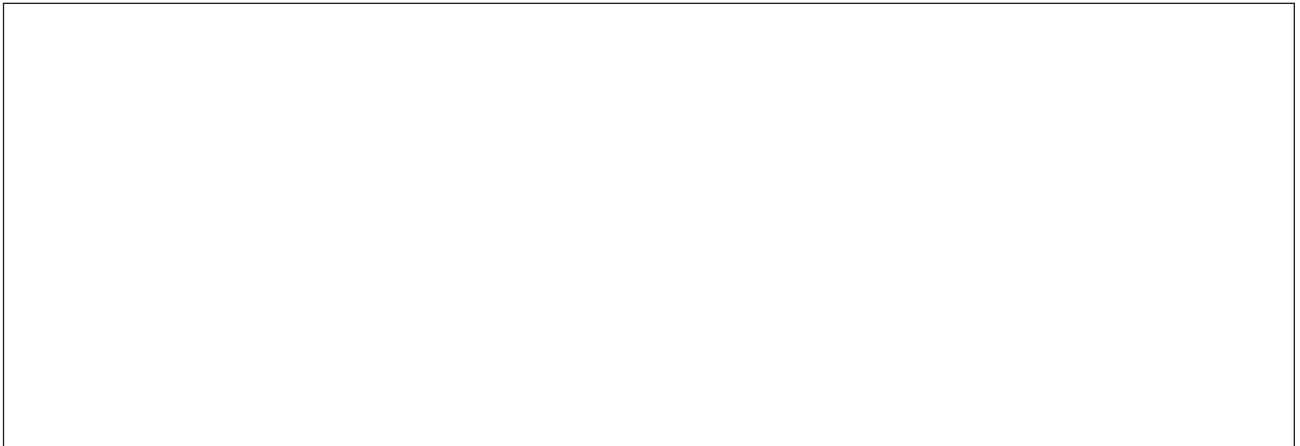


8. We can control our thinking about the outside world, and not let the outside world control us. How could the team think differently about this situation? What ideas or thoughts could each member of the team work on to improve the overall attitude of the team.

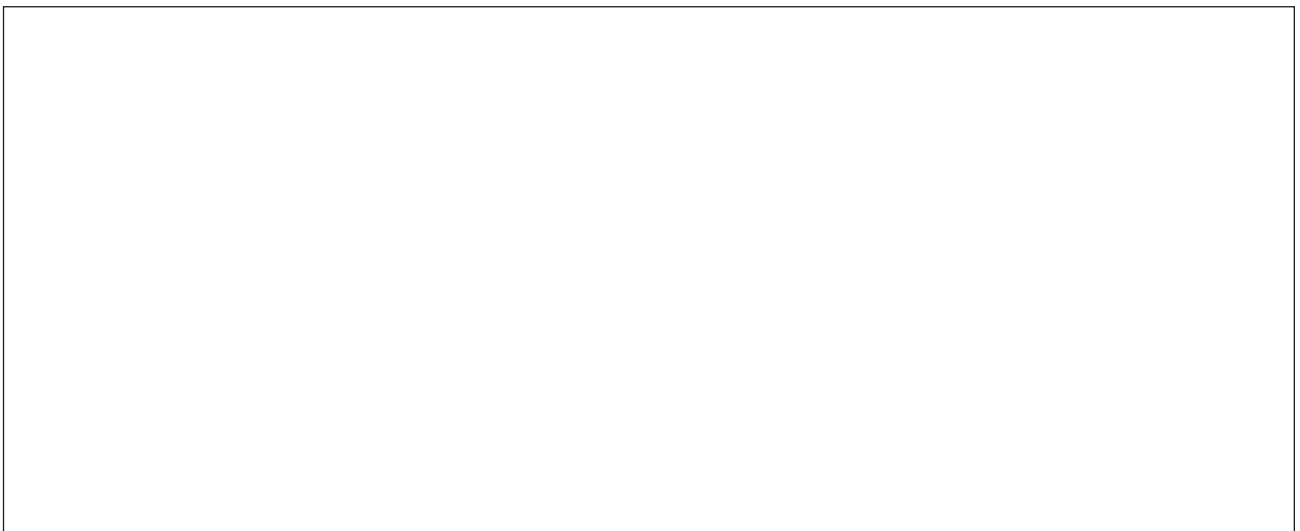
9. As a team, collectively build an image and then paint the picture in words of the team working in perfect harmony and getting extraordinary results. Let this image guide the team's attitude.



10. How important is attitude to the team's success?



11. High producing teams have a sense of urgency; they get a lot done in a short period of time in a calm, confident manner. How does your team's attitude support that concept?



12. The most effective teams work in harmony and are not reluctant to take a risk. The idea that it's better to be safe than sorry is rejected. What is the team's attitude towards that philosophy? Describe an objective that the team is working toward that requires the team to take a risk.

3 THE THREE R'S EXERCISE — REVIEW, RE-THINK, REWRITE

1. **Review** the ideas, exercises and tools you have received in this Lesson Nine of *Thinking Into Results* and outline what you have learned.
2. **Re-think** what action steps you will take based on this Lesson that will move you and your team closer to the goals you identified in Lesson One.
3. **Rewrite** your goal. Does your goal need clarification? Is the image clear? If you gave the written description of the goal to an absolute stranger, would that description create a picture in their mind that is the duplicate of the one you are holding in your mind? If not, bring more clarity to the written goal.

TWO BRUSH STROKES

The Chinese use two brush strokes to write the word “crisis.” One brush stroke stands for danger, the other for opportunity. In a crisis, you need to be aware of the danger, but also recognize the opportunity.

Richard M. Nixon gave us some excellent advice, and we would be wise to heed his advice as we face a potential crisis in our lives.

“Among other things, crisis represent opportunities to grow in wisdom. When you approach each crisis with this attitude, you will pluck the opportunity out of each situation and benefit from it. This attitude also sets the stage mentally for you to continue to grow.”

RICHARD M. NIXON

Everyone has problems and every now and then, everyone experiences a crisis. Former President Richard Nixon certainly had his. He must be an authority on the subject, but he must also be an authority on opportunity. Richard Nixon possessed

both wisdom and mental strength. Not unlike us, he was not born with these qualities. He learned to develop them. All great leaders do. The important element is how you handle crises.

Most public personalities are mental giants. Their lives are examined and openly criticized on a daily basis. For many people this would be an unbearable crisis. However, to the personality who has high goals and a strong desire to reach them, the public criticism is viewed as unpleasant but a necessary part of the experience they require. A diamond in its original state is a rough piece of coal. It is only through abrasion that it becomes a beautiful gem.

“Crises,” two brush strokes. One stands for danger, the other for opportunity. Remember ... be aware of danger yet, equally as important, recognize the opportunity. Excellent advice. Don't shy away from a crisis. Glean from it what you need to learn and move on. If you view crises in this light, it will definitely make you a stronger person.

**Don't shy away from a crisis.
Glean from it what you need
to learn and move on.**

