



Proctor Gallagher
INSTITUTE

THE THINKING THAT CHANGED EVERYTHING

A 5-Day Pattern Reset

Workbook & Pattern Loop Worksheet

Guided by Sandy Gallagher

WORKBOOK



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This workbook belongs to:

Started: ____ / ____ / ____

Welcome

Hello, and welcome. This is Sandy.

If you're holding this workbook, you've decided to do something most people don't. You've decided to look at one specific recurring result in your life and understand the pattern producing it.

Over the next five days, this workbook becomes a single tangible artifact: your personal Pattern Loop. The thinking loop that has been quietly running underneath one of your recurring results. By the end of Day 5, the full loop will be on paper, you'll have designed one specific counter-move, and you'll have written and signed a New Standard — a sentence that captures who you're choosing to be from now on.

Each day has one live session (about an hour), one section of this workbook to fill in, and a few quiet minutes of reflection. That's it. The work happens in the writing, not in the listening.

A handwritten signature in black ink, appearing to read 'Sandy', with a long horizontal flourish extending to the right.

Sandy Gallagher

CEO and Co-founder of Proctor Gallagher Institute

Every pattern reset is an opportunity to pause, reflect, and choose differently. Real change doesn't happen all at once; it begins the moment you decide that old patterns no longer get to define your future.

How to Use This Workbook

Listen to the day's session first. Then come back here and write.

Use a pen, not a pencil. Pencil is provisional. Pen is committed.

Don't skip the limiting-belief callouts. They're where the work actually happens.

Sign and date your worksheet on Day 5. The signature is not symbolic — it's a commitment device with research behind it.

Keep the workbook. The completed Pattern Loop on the inside back becomes a keepsake you'll return to.

I'll see you on Day 1. Go ahead, give it a try. I trust you're going to be amazed at what you find.

Five Days, Five Distinctions

Each day this week makes one distinction visible that has been invisible. A distinction is when you separate two things that looked like the same thing and realize they are different — in a way that changes what you can do.

Day 1: The result vs. the loop that produces it.

Day 2: The trigger vs. the action.

Day 3: Thinking vs. willpower (the paradigm sentence vs. you).

Day 4: Force vs. alignment.

Day 5: A goal vs. a standard.

Once you can see a distinction, you cannot un-see it. The loop runs precisely because these things are blurred together. The moment you draw the line between them, new movement becomes possible.

The Pattern Loop

Every recurring result in your life — the income that won't move, the weight that returns, the conversation that keeps repeating — is the output of a five-step loop running underneath. Most people never see the loop. Once you do, everything we do for the next four days starts to make sense.

The loop has five elements, and they fire in this order:

1	TRIGGER	Whatever happens just before the loop fires — a time, place, person, or internal state.
2	THOUGHT	The script that runs in your head at the trigger moment. Usually short, often something you'd be embarrassed to admit.
3	FEELING	The body's response to the thought. Not stress in general — something more specific.
4	ACTION	What you actually do in response. Not the story you tell yourself afterward — the actual thing.
5	RESULT	The outcome that keeps showing up. The receipt of the previous four steps.

We'll fill in this loop one element at a time, in a specific order, across the five days.

The Order We Fill It In

Day 1: RESULT — pick one recurring result you want to understand.

Day 2: TRIGGER + ACTION — the visible bookends of the loop.

Day 3: THOUGHT + FEELING — the inner part most people never see.

Day 4: COUNTER-MOVE — designing one specific intervention.

Day 5: NEW STANDARD — a sentence that captures who you're choosing to be.

Day 1 - The Cause

Topic: Results as feedback. The cause is internal.

Outcome: "I've been working on the wrong level."

Today's distinction: The result vs. the loop that produces it.

The belief we're dismantling today:
"I just need to work harder."

Key Concepts from Today's Session

Your results are not your starting point. They're feedback.

Every recurring result is the output of a five-step loop running underneath.

The cause is always internal. It's your dominant way of thinking.

Pavlov: the trigger fires and the response runs — automatically, without choice.
Conditioning, not character.

Roughly forty-three percent of daily action is automatic — pattern, not choice.

Viktor Frankl: "Between stimulus and response there is a space. In that space is our power to choose." The work this week is to find that space.

The loop is infrastructure, not fate. You cannot out-effort it. You have to understand it and redesign it.

Your Assignment

Pick ONE recurring result you'd like to understand. Not the most glamorous one. The one that has been quietly there for years. Income that won't move. Weight that returns. A conversation that keeps repeating. A project that won't finish.

Specificity is power. Don't write "I struggle with money." Try "My income has been within five percent of seventy-eight thousand dollars for four years, despite three different roles."

Your RESULT (the one you're bringing to this work). Plain language. Specific. Treat it as data, not identity.

Reflection

What pattern keeps showing up — and what is the single result you most want to understand?

☐ I've named my one Result on paper.

Day 2 - You're Already Creating

Topic: Creation as a law. Trigger and action become visible.

Outcome: Relief plus responsibility

Today's distinction: The trigger vs. the action.

The belief we're dismantling today:
“Something is broken in me.”

Key Concepts from Today's Session

Creation is always happening. The question is whether it's conscious or unconscious.

If your life is producing results you don't love, you're not broken — you've been creating by default. Your creative power has been running through a distorted lens — the paradigm. The power itself is whole. It has always been whole.

John Bargh (Yale): participants primed with words associated with being elderly walked measurably more slowly — without knowing why. Your triggers work the same way.

Bob: the trigger is not a feeling you wake up with — it's the situation you walk into.

The story about the action and the action itself are not the same thing. The story is about character. The action is about behavior. We work with behavior.

Causal awareness: the ability to trace a result back to the specific moment that sets it in motion. What has a source can be addressed at the source.

Your Assignment

Identify the TRIGGER that usually precedes your Result, and the recurring ACTION you take. Be specific. Time. Place. Internal state. Person. Situation.

If you're not sure what the trigger is, remember the last three times your Result fired.

Pay close attention to what was happening just before each one. Patterns will emerge.

Triggers fall into a few families: environmental (the notification, the inbox, the bank statement); social (the person who questions your pricing, the family member who names what you weigh); circumstantial (end of month, the deadline, Sunday evening); internal (the moment you don't hear back, the moment something goes better than expected and familiar anxiety arrives). Your trigger is probably in one of these families.

TRIGGER (what happens just before)	ACTION (what you actually do)

Honesty check: did you write the story or the action? If your action isn't specific enough for a camera to see it, it's still the story. Rewrite it as the specific behavior.

Reflection

Where am I creating by default — and what would I choose if I created on purpose?

☐ My Trigger and Action are mapped on paper.

Day 3 - Why Willpower Fails

Topic: Paradigm and conditioning. The thought and feeling underneath.

Outcome: "I'm not inconsistent — my paradigm is."

Today's distinction: The paradigm sentence vs. you.

The belief we're dismantling today:
"I just need more discipline."

Key Concepts from Today's Session

Willpower fails because it's operating on the wrong layer. The program in your subconscious is what produces behavior.

Bob: a paradigm is a multitude of habits — fixed ideas in the subconscious, formed by repetition or emotional impact.

The thought layer is the surface of the paradigm. The feeling is the body's response to the thought.

Duke University research: when behavior becomes truly habitual, the prefrontal cortex disengages. The behavior is run by the basal ganglia, entirely outside conscious awareness.

A pattern cannot be deleted. Suppressing without replacing creates a void that pulls the old pattern back. The solution is replacement, not suppression.

Norman Doidge: the adult brain remains capable of change throughout life — neuroplasticity. The circuits installed by repetition can be changed by repetition.

Matthew Lieberman (UCLA): the moment you name a feeling precisely, the amygdala quiets and the prefrontal cortex activates. Naming is not describing — it's transforming.

You are not the sentence. You are the person who just wrote the sentence down.
That distinction is the most important one you'll make this week.

Your Assignment

Picture yourself at your trigger moment. What runs in your head, just before the action? Don't try to be sophisticated. The thought is usually short and often something you'd be slightly embarrassed to admit. "Just one." "Why bother." "I deserve this." "I'll start tomorrow."

Then the feeling underneath. Try smaller words than "stress." Quietly hopeless. Mildly resentful. Vaguely numb. Anxious without a target.

Examples of what a paradigm sentence sounds like when it is real and unpolished:

About money — "Wanting too much is selfish" or "People like me don't talk about wealth."

About relationships — "I always end up doing everything myself" or "If I need something I shouldn't have to ask." About work — "I'm not the kind of person who gets those opportunities."

About health — "I always start well but I don't finish." These are not personality traits. They are installed sentences. Write the one that actually runs — not the flattering version.

TRIGGER (the script that runs in your head)	FEELING (the body's response)

Reflection What do you keep 'trying' to do that never becomes natural?

☐ My full loop is on paper. Trigger, Thought, Feeling, Action, Result.

Day 4 - From Force to Flow

Topic: Alignment vs. force. Designing the counter-move.

Outcome: Readiness for guided application.

Today's distinction: Force vs. alignment.

The belief we're dismantling today:
“Force equals success; comfort equals failure.”

Key Concepts from Today's Session

Forcing means pushing the result around at the end of the loop. Aligning means changing the loop upstream.

Wallace Wattles (1903): you don't get rich by doing certain things; you get rich by doing things in a certain way. Alignment draws on something deeper than willpower: the creative, spiritual nature that was there before the conditioning arrived.

Peter Gollwitzer (NYU): people who form specific if-then implementation intentions follow through at roughly double the rate of those who simply intend to change.

Gabriele Oettingen (NYU): WOOP — Wish, Outcome, Obstacle, Plan. Your counter-move is the Plan step.

The intervention should be small enough that the impaired version of you can execute it.

The counter-move is a bridge, not the destination. It creates a gap between the trigger and the automatic action — a moment of real choice. The paradigm change comes through the repetition that follows.

The counter-move is not what changes your paradigm. It buys you time. The New Standard (Day 5) is the replacement. The counter-move gives it a foothold.

In the Buddhist tradition, the grooves of automatic thought are called *samskaras* — tracks worn by repetition, not truth. A groove cannot be erased, but a new groove can be cut beside it.

Your Assignment

Pick ONE point in your loop where you can intervene. The Trigger, the Thought, or the pause between Trigger and Action. Then design ONE counter-move. Use the if-then form: "If [trigger], then I will [response]."

The counter-move should fit the actual loop, not an idealized version of you. Small enough that you'll actually do it on a tired Tuesday.

Examples: If the trigger is checking my phone first thing in the morning, then I will leave it face down and read three pages before I unlock it. If the trigger is the end of a meeting where I felt unseen, then I will write three sentences privately before speaking to anyone else about it. If the trigger is the moment my partner says something I read as criticism, then I will count to four and say back what I heard before I respond. The counter-move is not heroic — it is one specific action, in response to one specific trigger, pre-decided before the pressure arrives.

Pick Your Intervention Point

☐ TRIGGER ☐ THOUGHT ☐ FEELING ☐ ACTION ☐ RESULT

Design your counter-move. If [trigger]... then I will [response]:

Reflection

Where am I forcing? What would it look like to act from alignment instead?

☐ One specific counter-move is designed.

Day 5 - The Decision

Topic: The New Standard. Identity-level shift.

Outcome: "I'm ready to apply — properly."

Today's distinction: A goal vs. a standard.

The belief we're dismantling today:
"Insight is enough — I'll do the work later."

Key Concepts from Today's Session

Insight without decision changes nothing. Decision is a line in the sand.

Joseph Campbell: the hero's journey turns on one moment — threshold crossing. Bob called the same territory the Terror Barrier. Fear at the edge is not proof you should stop. It is often the sign you are at the edge of something larger. What has been crossed cannot be un-crossed.

A goal is a destination. A standard is an identity. Goals live at the result end of the loop — the last link. A standard is upstream of everything.

Identity-based change: researchers found that saying "I don't" (identity) produces nearly double the follow-through of saying "I can't" (constraint). The identity does the work that willpower cannot sustain.

The New Standard is not a goal. It's identity-level. Present tense. Honest plus slightly stretched.

Bob Proctor: your spiritual DNA is perfect. The conditioning did not destroy your creative, whole nature — it suppressed it. The New Standard is the first clear description you have ever written of who was always underneath.

Writing it once is the beginning — not the installation. Repetition is how the New Standard moves from conscious statement to subconscious infrastructure where the loop actually runs.

Saying it aloud and signing it are commitment devices with measurable effect on follow-through.

Your Assignment

Write your New Standard. One sentence. Plain language. Present tense. Honest plus slightly stretched.

Examples by domain —

Money/earning: "I am a person who initiates conversations about value rather than waiting to be recognized."

Relationships: "I am someone who says what is true for me, kindly, without rehearsing it for three days first."

Health: "I am a person who moves my body because it is mine to care for."

Work: "I am the kind of person who finishes what I start, even when the momentum has cooled."

**Your New Standard. Write your one-sentence identity declaration.
Read it out loud, once, slowly.**

Sign It. Date It.

Signature	Date

The Three R's — Your Daily Practice

Recognize: Ask yourself — did the trigger show up? Did the counter-move fire? What happened? Not as self-judgment — as observation. As data. You are the scientist of your own pattern now.

Review: Read your worksheet. The whole loop. Result, trigger, action, thought, feeling, counter-move, New Standard. Read it the way you would read a map of terrain you are about to walk through. Every day.

Replace: Write your New Standard again. By hand. Every day. Say it aloud when you write it. Bob wrote his standard every single day for sixty years. Not because he was unsure of it. Because repetition is the mechanism of installation. Each time you write it, the groove gets deeper.

Read your New Standard every morning and every evening. Write it out by hand once a day. Two minutes. Every day. Without stopping.

Fantasy — Theory — Fact

Fantasy is the moment you first allow yourself to imagine that something could be different. Five days ago, that is where many of you were.

Theory is the moment you have a plan. An if-then sentence. A counter-move designed for the exact moment your trigger fires. That was yesterday.

Fact is today. Not because the result has changed yet — but because you are no longer the person waiting for it to change. You wrote the sentence. You said it out loud. The identity is stated. Declarations do not need permission from the paradigm to be real.

☐ My Pattern Loop, my Counter-Move, and my New Standard are complete and signed.

Your Completed Pattern Loop

This is the artifact you've built across five days. Keep this page. Photograph it.

Put it where you'll see it.

TRIGGER	(transcribe from Day 2)
THOUGHT	(transcribe from Day 3)
FEELING	(transcribe from Day 3)
ACTION	(transcribe from Day 2)
RESULT	(transcribe from Day 1)

Your Counter-Move

If [trigger]... then I will [response]: (transcribe from Day 4)

Your New Standard

(transcribe from Day 5, signed and dated)

What's Next

What you've done this week is mapping. You've seen your loop. You've designed one counter-move. You've named a New Standard. That's the diagnostic third of the work.

For some of you, the worksheet is enough. You'll take this sheet, you'll work the Three R's — Recognize, Review, Replace — and your life will move.

For others — and you'll know if you're one of them — this is the moment you realize you don't want to just see the loop. You want to install something new in its place.

If that's you, the next step is The Thinking Reset Accelerator. Same format as this week. Fourteen days. The full structure: paradigm, decision, environment, image, sentence, emotion, action, integrated practice, drift response, daily floor. Five live calls with Sandy woven through fifteen days. Seven Bob Proctor archival sessions. A private cohort community.

Price: \$97 one-time. 14-day money-back guarantee.

Cohort: New cohort starts each week. The link is in your Day 5 email.

Think of a seed. Inside every seed there is already a complete blueprint for what it will become. The seed does not need to earn the right to become what it is. Everything it needs is already encoded within it. What the seed needs is the right conditions and the removal of whatever is blocking its growth. You are the seed. Your spiritual DNA is the blueprint. The paradigm was the concrete poured on top of it. What you've done this week — naming the pattern, tracing the loop, designing the counter-move, writing the New Standard — you've been breaking the concrete. Not to build something from scratch. To let what was always inside you finally grow into the life it was designed to produce.

Key Concepts — Quick Reference

The Pattern Loop: The 5-step sequence — Trigger, Thought, Feeling, Action, Result — that runs underneath every recurring result in your life.

Cause vs. Effect: Results are effects. The cause is internal — your dominant way of thinking. To change the result, change the cause.

The Paradigm: The collection of subconscious habits and beliefs that govern behavior automatically, often formed before you could consent to them.

Knowing-Doing Gap: The space between what you intellectually know to do and what you actually do. Closed not by more knowledge but by structural change.

Acting in the Certain Way: Wallace Wattles' phrase. Aligned action — clean, low-friction, moving with the current of your life rather than against it.

Counter-Move: A specific, designed intervention at one point in the loop. Framed as if-then. The bridge, not the destination.

New Standard: An identity-level commitment, present tense, honest plus slightly stretched. The ground from which new behavior grows. Not a goal — an identity.

Implementation Intentions (Gollwitzer): Pre-decided if-then plans. Roughly double the rate at which people follow through on stated intentions.

WOOP (Oettingen): Wish, Outcome, Obstacle, Plan. The obstacle and the response are pre-decided.

The Three R's: Recognize, Review, Replace: Your daily practice after this week. Recognize whether the trigger fired and what happened. Review the full worksheet. Replace by writing the New Standard again, by hand, every day.

Five Distinctions: Result vs. loop. Trigger vs. action. Paradigm sentence vs. you. Force vs. alignment. Goal vs. standard. Once seen, cannot be un-seen.

Fantasy → Theory → Fact: The progression of this week. Fantasy: imagining change is possible. Theory: having a mechanism. Fact: the identity is declared.

Threshold Crossing (Campbell / Terror Barrier): The irreversible moment of decision. What has been seen cannot return to being invisible.

Spiritual DNA: Bob's term for the creative, whole nature you were born with. Not damaged by the paradigm — suppressed by it. The New Standard gives it language.



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