

March 2009: The Emotions That Can Lead to Change

Emotions are the most powerful forces inside us. Under the power of emotions, human beings can perform the most heroic (as well as barbaric) acts.

Many timid and shy people have become heroes, when the emotion to protect a love one is greater than the fear of their own safety.

Or, when they can't take it anymore, their emotions guide them to alter their situation. Many people resign from a job they hate, only to look back and think why was I so scared? Why didn't I act before?

Which emotions cause people to act? There are four basic ones; each, or a combination of several, can trigger the most incredible activity. The day that you allow these emotions to fuel your desire is the day you'll change for the better.

1) DISGUST

One does not usually equate the word "disgust" with positive action. And yet properly channelled, disgust can change a person's life. The person who feels disgusted has reached a point of no return. The embarrassment of lack of money or skills or disgust with yourself for being lazy can be the catalyst for change.

Productive feelings of disgust come when a person says, "Enough is enough."

You have had it with mediocrity. You've had it with those awful feelings of fear, pain and humiliation. You then decide I'm not going to live like this anymore." Look out! This could be the day that turns a life around. Call it what you will, the "I've had it" day, the "never again" day, the "enough's enough" day. Whatever you call it, it's powerful! There is nothing as life-changing as gut-wrenching disgust!

2) DECISION

Most of us need to be pushed to the wall to make decisions. And once we reach this point, we have to deal with the conflicting emotions that come with making them. We have reached a fork in the road. No wonder that decision-making can create knots in stomachs, keep us awake in the middle of the night, do I do this or that? Do I do nothing and hope it goes away or act now?

Whatever you do, don't camp at the fork in the road. Decide. It's far better to make a wrong decision than to not make one at all. Each of us must confront our emotional turmoil and sort out our feelings.

All management look at staff and decide, "That person can make a decision, right or wrong". Who do you think gets the promotions? The people who can make decisions that's who!

3) DESIRE

Desire comes from within, but it is normally triggered by external forces.

Almost anything can trigger desire. It's a matter of timing as much as preparation. It might be a song that tugs at the heart. It might be envy. It might be a book, a conversation with a friend, a confrontation with the enemy, or a bitter experience. Something that triggers the inner emotion that will make some people say, "I want it now!"



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Testimonials

"What you had to say is spot on and regardless of experience, or whatever, in the sales environment it is always great to get a refresher" - Ian Jones, Aussie Home loans

"Rewarding for me and reinforced what I've been doing over the last 8 months" - J. Triffet

"Excellent seeds of wisdom" - Jennifer Mcnamara, Smallacombe Real Estate

Continued

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Life is 100% full, to get something new, you have to give up something else. If your desire is to lose weight, you have to give up watching too much TV and exercise instead. If you desire more customers, you have to reorganise your time to have more marketing/ phoning/contact time with potential clients. If you desire more money you have to give up spending more than you earn.

4) RESOLVE

Resolve says, "I will." Benjamin Disraeli, once said, "Nothing can resist a human will that will stake even its existence on the extent of its purpose." In other words, when someone resolves to "do or die," nothing can stop him.

Many sports people resolve, "I will win or die trying". When confronted with such iron-will determination, neither Time, Fate nor Circumstance can stop him having his dream come true,

The best definition for "resolve" is: PROMISE YOURSELF YOU'LL NEVER GIVE UP.

Think about it! How long should a baby try to learn how to walk? How long would you give the average baby before you say, "That's it, you've had your chance"? Any mother would say, "My baby is going to keep trying until he learns how to walk!" No wonder everyone walks.

There is a vital lesson in this. Ask yourself, "How long am I going to work to make my dreams come true?" Your answer should be, "As long as it takes."



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"Very Worthwhile and relevant marketing ideas" - P. Ratcliffe, Retireinvest

"Very Well presented, I enjoyed the topic and I felt I learnt a lot from your talk, Interesting" - Leith Friebe, Smallacombe Real Estate

"Wonderful content, terrific information" - Normajeane Gasking, Quamby Falls