

Welcome everybody, I'm Bill Sumner. Welcome to The Inevitable You. This is a system designed around current neural sciences, traditional psychology. It's got some military DNA, some corporate business DNA in it. It's a system that I've put together best in class, best of the best through a number of years. I've been in this private practice now going on almost 20 years. So this is your introductory video. However you came here, whether you came here a general because you're a self-help personal growth junkie, whether you've been directed to come here maybe a boss, a spouse, somebody has asked you to be here, thank you very much. I appreciate it. I know your time is one of your greatest gifts and resources to give, so I value it. I'm going to work very hard in this next time chunk to give you some great value because what you've been taught about psychology in the mind, and success, and sabotage, and fear, and failure, and all those things that we use to achieve and create our lives.

There's a lot of stuff out there that not only some of you don't know, a lot of you don't know at all. There's almost, I'm not a conspiracy theorist per se, but there's almost a chunk of energy out there that doesn't want you to know how powerful and how capable and how easy it is to...there's nothing broken about people. We're gonna explain this morning what's broken. It's not you. It's not your mind. It's not your heart. It's not your soul. You're not broken. You have broken information. So we're gonna address that. It's challenging. It's unique. There's gonna be a number of things I tell you today that's not gonna sit well with you, so thank you. Welcome and let's get started and kick some butt.

Wakeup Call

Now, I've titled this "A Wakeup Call." Now, to me what's interesting about a wakeup call when you think about it, you're snoozing, you're slumbering, you're napping, you're out of it, you're not conscious and along comes something to wake you up. So this is just going to be a wakeup call both for you guys and for anybody that's catching this video down the road. This information, this...the precipice that we stand on, the point of views that we maintain, there's an underlying set of assumptions that says, "This is who you are. This is how you arrived here. This is why you are who you are." You get the fact that there's other people, other circumstances that can be more, do more, other people have your problem and fixed it. You know, other people have had your challenges and not done as well as you, or other people have potentiality and gifts, and have tapped into things.

If they're gifted and talented we say, "Oh, well, they're gifted and talented." And if they're an underdog we generally root for the underdogs because, hey, we're the underdog, right, in our life. We're battling this hill that we want to climb and believe, you know, hope that we can get to the top of this hill that we

can climb. So to wake up today to ponder, you know, a year from now, you know, what do you wish you started today a year ago? What do you wish that you could have, you know, started a year ago? These are all these precipices, these points of views, these...we stand on the edge of these abysses that we believe contain our hopes, our dreams, our greatness, they contain the things that challenge us, that haunt us and hold us back. Today is a great opportunity to start.

And for a very long time now, I always want to do something. I always ask, you know, in my way to get a message that's going to give me an intro, and lo and behold over the weekend I was reading across and came across this article and it's even on the [inaudible 00:04:30] we'll say this is Ellen. You know, Ellen is a social psychologist. She is a very, very well thought of in the field. She is, you know, prolific, tenured at Harvard University and she's writing this article on mindfulness. And look what she says here, her unconventional experiments often involve mind tricks, mind tricks. Do you think this is a trick? Do you think that what we're covering in growth and exploration and potentiality, are we tricking or are we learning and experiencing and fleshing out and really getting the full texture? Even though you've lived the good life to this point. I mean anybody in here, anybody watching this video on their worst day is above average on their very worst day with all your pain and problems, trust me, you are above average on this planet.

So, is this a trick that we could say her unconventional experience, taking elders, subjective thoughts back 20 years, you know, fostering weight loss in a group of hotel maids. Changing blood sugar in diabetics by just perceived pace of a game. Wait a second, change blood sugar? Think about that. It's pancreatic. It's food. It's an equation. You got food, not food, in your system your pancreas just by tricking the mind can...yeah, you see things like this all the time. You read about things like all this all the time. The question is, gotta believe this applies to me. And more importantly this is not a trick. What we're gonna cover today is the very basis of the mind.

So in this wakeup call, you know, am I implying you're not awake? Yeah, I am. However, we all are victims of slaves, of...and slave in the sense of like a master computer terminal and a slave terminal. It follows what it's programmed to follow. We follow things that we believe in. We follow things that have historically proven to be true. We know there are other things out there. They're just not out there for us. But what if today, you know, in this one year from now, what if today you found out there is more that you have to give the planet, the people that you care about, your life. What if there's more to receive, you know? And what if you had the ability? So first, we got to convince you there's an ability here, because a lot of you would argue that in this high-potential

trajectory life that I'm gonna present to you, this epic, magical, extraordinary transformative psychology, well, I get it exists, it doesn't exist at that level for me, or I know my level because I...we've got to work on inability and today would be a great day to do the tapping, and figure out what's this potentiality is.

Why write so much/Journaling

Now, one of the comments, if you read between the lines, we call this complaints of people who work on my system. They, like, do we have to write down so much? Why do we write so much? Well, number one, you write, which I called journaling, you're required in the system to do a lot of journaling. Now, in the military we had what we called mission logs. You know, so that's my original DNA, keeping extensive records on everything from the time the mission is assigned, to your preparation, to contingency planning at extraordinary levels because if A goes wrong we got to have B. If B goes wrong we got C. If C...we're constantly, you know, digging deeper into layers of preparation, really focused on creating success.

So, you know, these mission logs we journal, we all do, we all log information all the time. It's just that you don't write it down. So think about how you're journaling, A, you're driving over here today going like, "Well, what am gonna do today? And what does this mean? And what is this that, "Oh, I've got to remember to call that person," and, "Oh..." and, "I had this argument last week," and you're journaling all the time. So to take it and collapse it in what we called the quantum reality, it's a quantum physics term, we're gonna collapse the reality by writing it down. When you see it in black and white, and when you actually have to write it down one of the phenomenon we see it a lot of times, is people almost don't want to write the sentence down because it's like, well they think the thought, they think the fear, they will emotionalize it while they're driving, they get all mad again about the argument last week, or they get all excited about a conversation they might have today. They're doing these journaling processes, but when you actually have to write it down and it's like, "Oh, my gosh, you know, this is...I don't know that this is what I really want to do."

Power Questions

And when you consider the fact, now, this is a tool in my system. You're not going to get this in today's video. I just want to lay the foundation that there are a series of power questions. And I call them power questions because in essence they follow a pattern. Is it primary, secondary, tertiary question layers patterns that we ask. Bless you. That question gets asked, and when we ask the right question, when it's the right question, there's not a question you cannot solve.

And again, when you think about that, that's gonna be your virtual scratch like upturn corner you just stumbled on coming into the room, what do we mean? I have a lot of questions I can't solve?

Yeah, what I'm gonna challenge you on, they're not the right questions. If they're not the right questions, you can't solve them because they either don't apply to you, they don't apply to you contextually, they don't apply to your situation, they don't apply to the process even though you think, "Oh, that's my question," and, "Well, I've had that question a long time, and I have wrestled with that." Yeah, no, we're gonna discover today that those questions many times are fictitious. They feel, seem, look, act, are real in your life. When you're journaling, when you put them down into the real questions, they're not really.

The First Map

This is called the first map. You know, as you watch these videos you think about, you know, what you should know about this exercise, this experience we're about to have. You know, there's three videos that you're gonna want to watch. This is Video 10. Video one and two sit on the same client-video links on the website. One and two are approximately a TED talk. This is gonna be a much longer video today because we're laying out 18 awesome tools. And if you ever wish another format I have transcripts of this. You can get this as a podcast. Just let me know, but for today this is a primary video capture. You're gonna want to take...this is a couple of three pages. You're gonna want to print this out. It's gonna come in your package. Make notes on it. Make notes on the side of it so you can follow along and understand exactly what we're doing.

We are off on a treasure hunt. We are on the first map, and we're really looking for something exciting and awesome and something that we are capable of getting, not hoping for, not daydreaming about, not wistful, not reaching for and then not really reaching for because it gets snatched the way before we have it. This is really something that's well within your grasp, well within your reach. It's just not currently within your knowledge base and tool base how to achieve it. So I'm just gonna flash this real quick. Here's all the 18 tools that we're gonna cover, so. And then we're gonna finish today with conclusions and we're gonna go through this.

Follow me/Calibrate

So the first thing that I want you to do, this is called the "Follow me" slide. What I want you to do with me is calibrate with me. Calibration is also an important tool in this system. The reason why we calibrate, and I calibrate on a

1 to 10 because when you say, "I agree with something or I believe in something," I always like to say at a scale of 1 to 10 how much do you believe in that? You know, if it's five, six, seven you might say I believe in it, but that's only an average, above average, and there's gonna be some limitations and those imitations, even if you believe in this at a nine, that says at a one, you're not gonna believe this, and by the way the one isn't gonna be when it's easy. It's gonna be when it's hard. It's gonna be at a crisis point. It's gonna be at an intensity point when you're really, really almost ready to grab that brass ring and you're a nine.

So calibrating what you believe in something is another important part of this system. And understanding that everyone does the best they can with the tools they have. Now, this is another tool, and we're gonna cover why I say tool so often. Because again, that's another little tiny, fun, Bill Sumner moment like, "You say tools a lot. You answer your questions with, 'Let me teach you tool.'" I'm gonna explain all of that in this video as well. But this is a tool. This is called the "Model of the World." And if you think of the fact that there's a blueprint that built your house, or there's a blueprint that got that skyscraper downtown. There was a blueprint designed for the Taj Mahal, and then it was built according to spec, and it was modified by a builder. There is a neural blueprint. There is a set of instructions, visions, views. There was an architect that installed the very first version of you that said, "Here's who you are. This is what the world is. This is what you can hope for. This is what you need to be afraid of."

And a lot of times they didn't even say that to you. If you come from a good family, a lot of times that's just what your family of origin carried. If they had a fear about the world they're busy telling you, "Oh, you're powerful. You can do this." However, if they didn't carry that belief themselves, all they transmitted to you is when you grow up and you have kids here's your fears, here's what you're limitations and beliefs and hopes and dreams are. And here's what you tell your kids, "You're powerful. You can do this. You can overcome anything." It's just that I can't. And that's another tool. It's called the hidden parenthesis. A lot of times it sits at the end of what I called programming sentences. When we're really speaking about our deepest truth and we say, "Blah, blah, blah, blah. Yeah, except for me."

So I'm gonna tell you, I'm gonna tell my sales team. I'm gonna tell my team of paramedics this is the truth. Yeah, but I wrestle with it. It's really hard for me, or I really can't, but you can. Yeah, there's a huge problem with that. So the "Model of the World" is an all capitalized term because it's a very specific tool. We'll capture what blueprint you carry up here about what you believe. So what we want to calibrate is this a typical, is this your what I call arc of normalcy

meaning, you know who you are. You got a history. You know it. You think about it. You're getting mad at parts. You love parts. You're happy. You ignore, push that over there. Put that in the closet. You know what you're good at. You know what you're working on. You haven't given up. You're sitting there watching this video. You're sitting here today going, "Yeah, no, I'm working on things. I'm gonna get better over time and, you know, if the planet's easier I'll get better faster. If the planet's mean, I'll hold on or, you know, not lose as much as other people."

Yeah. That's what this is all about. You know what you're worried about. You know what you're not good at. You have boundaries. I like to call them bumper lanes. So think about the gutter balls that kids roll in bowling and you put up the bumper, so they get to roll their ball, and they don't land on the gutter. They always get some pins because the ball rolls down there, And again, we have bumper lanes. We like to fill in the gutters of our lives. We like to not fall into a hole, and we might do that by limiting the thought, limiting a feeling, limiting a belief, a hope, a dream, you know, enhancing our fears, avoiding our fears. Don't go near the bumper lane. Don't go to the edge. There's something waiting for us. So we'll travel, you know, in the money we believe we should have. We'll travel in the love we believe we should have. We'll travel in the happiness and joy. And we'll travel not close to the edge where pain exists and fear exists and things that we've learned when we thought earlier life we could have more and then life said, "Oh, hold it. Sorry, you can't have that."

Yeah. We travel within the boundaries. We'll try. We'll try really hard up to a point, you know. We know danger. We know fear. We know risk. We know when to be cautious. You know, cautious is contextual. You know, my strength versus a villain that's on the other side of the table from me and is it my boss? Is it a family member? Is it a friend? You know, is it a client I'm trying to sell? We know how much risk we'll take. We know how much caution, you know. We believe a certain amount about our future and not only do we believe that amount, we worry about the future a lot, because we've learned in our past that sometimes we're trucking along and everything is good and then all of a sudden it's not good.

So we have to worry about those even when things are good. You know, we worry a lot about the not good coming. You know, we try to do what we can, again, within the boundaries, and again, this is a very important sentence, if you don't understand this, you don't think about this. You're trying to do what you can within the boundaries of what you can't. Who says can and can't? That's listed as a capability on this slide. Who says I can or I can't? And not only do we know that changes over time. We can impact. Maybe we go get some more education. Maybe we go get some more training. Maybe we go get a good

mentor to help us expand our boundaries a bit, and then a lot of times it's the planet really, you know, messing us up. They'll hurt a loved one. They'll hurt a moment. They'll take something from us, and when that happens then we will react to it and, you know, we've learned we can't go past this. So within the boundaries of what we can't, we will believe what we can.

Now, let me ask you guys this, is this your life? Do you believe that this is everyone's life that you know and work with and attempt to create reality about? You know, 1 to 10. Now, what if I told you that you're absolutely right. You're absolutely correct. That is normal. That is the truth. That is a belief, and what if that this is absolutely false and not true and not real? What if it was false? You know, how many of you when you think, because I got some business people here, the best predictor of a future job performance what is that? Most people believe it's a past job performance. That's why we look at resumes and say, "What did you do in your last job?"

I'm gonna tell you it's only if you continue to act, believe, think, feel, and focus the way you did in your last job and because people don't know how to change that or change that very much, you know, again, think, feel, focus, believe, act, you know, you're traveling in this lane. You know, what if none of this is true? What if there's a complete other basis for this? And what if as much as or as little as you want can change. You can change a little bit about this. You can change a lot about this. You can radically change this. You can do this relatively quickly, you know? You have this. You know, again, when you have to change, you know, something bad happens, your child is threatened, your spouse is threatened, you know, your possessions are threatened because a planet hits us with 2001 or 2008 like, "Okay, everything I believed about real estate, yeah, I'm gonna change that now." You know, because I knew that in 2007. I just never thought that would happen to me.

And so the planet will interact with you and force a radical change. But what if you had to do this? What if you choose to do this? And what if it was easy? What if I told you that? Yeah, now, you got something fun to contemplate and ponder.

What is TIY

Now, TIY, that's "The Inevitable You." What is the inevitable you? Well, first of all, it's a system, based on you. It's centered on you, it's about you. None of my staff is labeled Bill Sumner because I think there's some great authors, there's some great speakers out there, there's some brilliant women, brilliant men out there. It's just that when you put your name on it? Yeah. When you're dead and gone and your information is gonna slowly die out because it's not, you know,

world wisdom. It's not that the experience of the people that you're serving. It's now your name.

So I was very conscious. It's not about me. I'm already inevitable. I've already got my hopes, my fears, my dreams. I got my villains, my demons. Some of them are bigger than yours. Some of them we're smaller than yours. There's some things I do better. There's some things I do worse than you. There's some things you do better than others, that you do better than me. You know, the big thing about, "Oh, well, I could never be Michael Jordan so why would I believe in this?" Well, guess what? Michael Jordan would suck at being you. He would not be a good you. So the question becomes if I want to be me, if I want to be the inevitable me, centered on me, that's what this is about. It's cutting edge. It's cutting edge theory.

Here's the science behind this. It's blended with traditional because much of traditional is real, still works, however, much of traditional doesn't work. The problem is, most of the professionals that you work with don't know that. And again, I'm not a conspiracy theorist. It's just how the nature of humanity works. If I went to school and got my masters, you know, 30 years ago and I've been very successful at it, it's very hard for me to throw everything out the window and say, "That doesn't work." It's a rare individual that can constantly go back, look at their sacred cows, look at what they believe to be true and not true and go, "Oh, my gosh. Something's changed. There's a new science theory out. When am I gonna begin to explore that? When am I gonna begin to adopt it? When am I gonna begin to teach and believe it and look at what I've been doing for the last 10, 20, 30 years? That's not really true.

Now, in physical science, think about this. You can have a stroke and lose your speech. Now, 20 years ago, when you're stroked out and lost speech what do they tell you? You're kind of screwed because that's only one part of your brain that's now gone. You can't speak and then the occasional person that somehow, "Oh, that's a miracle. We don't know how that happens because it can't, but it did." But, you know, we're moving along because you can't. There had to be a set of professionals that said, "Oh, wait, you know what, the brain is very plastic. That's called neural plasticity or neural elasticity, and we can transfer the speech, you just have to know how to do that.

And so now because it's a hard fact people believe that, but when we're in the mind, when we're in this intangible, can't see TBI, can't see, you know, what they call PTSD, can't see potentiality in genius. You know, it is real? Well, I don't know, because I know it's real because I've calibrated my, the arc of my life. I know what I can do, blah, blah, blah, blah, blah. And so to know what's not, to know it as a tool, to blend the best of new and old, and now to say, "You

know, I want to redesign, you know, who I want to be, what I'm going to do, what thoughts I'm gonna have, that I can do anything. And realize that it's as easy as if you took a very old computer, and let's say this old computer had a good, still-working, hard drive. The problem and the metaphor is that when you look at a PC from 1998 then it's like, you know, speed and RAM and hertz and hard drive of a gnat. You know, a smartphone is like, you need like a 100 old computers in '98 networked, and it doesn't even hit one of your apps in your smartphone, you're carrying, so much genius around in your smartphone.

But if the hard drive was unlimited, and all I had to do was...you know, I've been running Windows 98 for so long why don't I run Windows 10? I finally decided I'm gonna upgrade my computer. It wouldn't take you weeks and weeks and weeks laying on the therapist's couch saying, "There's a problem with my computer." It's like no, load the software. It will give you the training. Your screenshots are different. The toolbars are different. There's tools that you don't know, you know? What's that tool? Well, it's in Windows 10, and Windows 98 couldn't do it.

So when we look at how fast this is, you do have...And we have a slide on this, this little three-pound hard drive and an operating system.

Print Button

You know, so to upgrade you, to install this new software there's a tool that's called the print button. And this is like many of my tools. This is a true story. This comes from personal life or it comes from my client. Part of the reason when I use computer metaphors when you think about it, when they started to build computers back in the '40s they were designed to mimic or imitate or assist/replace the human brain. So they mimic the human mind. So these two guys, Grinder and Bandler when NLP was discovered and promulgated in the late '70s, they kind of like decide "Well, why don't we reverse engineer a computer, and get a more ideal perspective of how brain and the mind should work?" And so when you reverse engineer a computer, you actually get an almost exact, if not exact, representation of what is really going on in the mind.

So when I talk about Windows 98 and then XP as this workhorse, there's still people...nobody runs 98 anymore, but there's still people running an XP because from XP you went to Vista 7, 8, 10. Now, Vista was the worst, absolutely worst. So they realized, Microsoft realized a mistake. It came out with Windows 7 relatively quickly when you think about a major software load like that. But Windows 7 wasn't what was on the drawing board for what was going to be for Windows 7. Windows 7 was really a massive fix for Vista.

So I was very quick to...I took a long time to do Vista. I did, it almost at the tail end. If I waited a number of months, I would have got 7, but Vista messed me up. I wanted 7 bad. I knew what was going on. Well, when the tech came out and loaded Windows 7 there's this giant, and it's about this big, it says "Print." Now, you would think if you press on print button that it would print. So next day I have a very important document and I hit print and it didn't print. So it's like elevator so I'll just keep hitting the button so it'll change it's mind, and it's gonna print, and it didn't print. And I'm not the type to call to tech right back after everything, so I did a little Google. I did a little YouTube. I just spent like an hour and a half. I couldn't figure that out, and I really needed this document. I'm running out of time, called the tech. Dialed him on my PC.

He opened up the screen, opened up another screen, opened up a third screen he goes, "Oh, that box needs to be checked. It should be checked, and it's in the third layer. You'll never do this again, and I apologize, I should have done that on the install." And thereafter, my PC always printed. So when you think about if you get a neural software tool or you go do a self-growth, self-help personal transformation, author, seminar, experience, when you go to use it, if it's the next day and there's problem, or it's the next day and you're not familiar. See, Windows 98 while it might be outdated and not as functional with Facebook, with QuickBooks, with match.com, with Instagram, with all these different software's that we use in our life, but we've used 98 for a long time and it really, really works. It's very reliable. I don't have any issues with it.

And I go to print because I took a flyer, and I was gonna do what this new author, this new speaker told me to do. And I went to print, and I really needed this report. If it's the first day after you're gonna say, "This stuff doesn't work for me. I get that other people can use it. It don't work for me." You'll go back to 98, and you'll be even more doubly reluctant to try something new down the road, and you're gonna really, really do it in a non-risk, low-caution environment, and that's how the mind works.

[What is software/data?](#)

So to really make this real today we really need to understand what is software in the context that I'm calling this neural software, you know, what is it? It's tools, tools, tools, tools. Tools, are not just gonna tell you stuff that you can't use or has this 25 cent, you know, multiple-syllabic word behind it that doesn't make any sense. I put it all in common sense archetypes, metaphors, easy to use, easy to understand and explain, and if I tell you something today, if I'm telling you something in this video and it doesn't make sense, that's when you challenge me because I work very hard that anybody can use this system. I want you to go back if you like the system or like parts of the system, that you can

teach it to people that you care about.

You know, I've watched other speakers work onstage. I've been to the many of the same seminars, read the same books that they intervene and they fix and, you know, blah, blah, blah, blah and you're like, "Oh, my gosh, they're geniuses. Look how well they did that and how awesome that was." The problem is, you know, when I work with you, when I work with clients, I want you, you, you, you to know what's going on, how to do it. I am a hypnotherapist. I am a master hypnotherapist. I very rarely use it though because if I hypnotize you and I go into your subconscious and I fix a broken link, a broken...so remember, I said you're not broken, I said there's things around you that's broken but it isn't you, so if it's a sentence in your subconscious and I fix that, as long as that sentence doesn't break again...and by the way, even when I fix it will it never ever, ever and ever, ever break again, or is it likely that it might break given the right context and circumstances?

And so if I don't teach you how to fix it yourself, if you walk out tomorrow and the sentence breaks and you go, "He's terrible. I've spent money. It lasted a day." If it doesn't break for four years you're gonna go, "He's genius. Like I had this problem and it was fixed and it didn't plague me for four days, or excuse me, for four years." And so when you go back and say, "I want you to know how to fix this," then to fix it and to teach it is really, really important. So in this system you're going to get tools, you're gonna get metaphors, you're gonna get archetypes, you're gonna get a handful of these tools from my old daddy telling me, "You know son, this is what they said when I was growing up." And a lot of that stuff is still true. A lot of it isn't, but a lot of it is, and a lot of times it'll be wrapped up in a thing called a tool.

Now, I want to emphasize there's this thing called hard drive. It's two and a half pounds, three pounds, fat, a lot of water, little microelectricity, not much else there, a couple of minerals, a couple of other things, but not much, very, very powerful, very, very unlimited. That hard drive has, you know, whether you're in the argument of we only use 10% of our brains etc., etc., the point is we've got a long, long way to go before the hard drive is tapped out. We're not close to that.

Now, the software, when you think about you've got your computer...and again for my faithful video viewers if you're a big Mac fan and you can't stand all these Windows analogies I apologize. I tried to use a Mac in like '96 and it was torture. So, and plus corporate America was mostly Windows based for many, many years. And I wasn't in the sites of when I say, you know, Windows 10, just substitute your Mac analogy and Mac software into it. But all computers are generally the same, the hard drive and the software. So there it is. It's just

this series of gobbledygook.

Now, most of you could not go into the lines of code in your computer just as many of you cannot go into your mind and diagnose critical linkages or critical things that are broken, but it makes sense that what's going on in the software...I've already told you you've got power questions, and those are at the pattern level, big drivers. But all the questions that sit around, you know, should I? Shouldn't I? What if I did? What if I don't? But then there's this, and I'm not sure about that. You know, and then there's command. Well I should. I'm good, and I have to, and I will, and I must, but, you know, they had...then you go back and take the command away. You're running calculations. I like to call it muttering, you know, and again depending on if it's in the mirror and you're shaving or putting on your makeup or a driving your car and people are listening, you're muttering. You know, even if you're muttering to yourself, it's muttering in your mind. And there's a context to it.

What that set of equations for you equals what do you believe in? You know, what are you afraid of and what do you believe you can dream and what dreams are real? And what that now equals is, you know, what I think, what I feel, what I say, what I do, and again, very, very importantly it was contained, embedded in the limitations of what I can't. You know, what I absolutely don't do, won't do, will never do, will do if I have to, if the planet holds the gun to my head or someone I love. You know, I always like to ironically joke, not how to joke, you know, somebody says, "Well, you need \$30,000 for this." "Well, I can't do \$30,000." And then tomorrow someone you love their life is threatened and you got 2 months to get \$30,000 and even not rob a bank. You can go out and make \$30,000 if you wanted to, or even if you didn't you're gonna make \$22,000 or \$23,000 and most likely if you really care about this person and their life is really on the line, not only when you make a \$30,000, you're gonna make \$40,000 and it will take 2 months, it'll make...it'll take 6 weeks.

We tap into these capacities and potentialities when we have to. The question is can we tap into at request and on design. And now when we have the what I think feel, feel, say, believe, do, blah, blah, blah, blah, and now what we have is we tell stories to what we can and can't do, what we believe in and what's not...

What is NLP

So there's a huge foundational tool going on, and it is NLP, it's embedded in 50% to 60% of the tools, if not outright, and it says that there's this neural programming sentences running that tell you what the truth is, and they're not really a result of what you would consider the truth when you walked in or when you watched this video. It's the history, and there's me and there's my

abilities, and the broken me, and the damaged me, and no, no, none of that stuff is real because, again, we always know, given the right contextual circumstances, we can overcome it.

It comes out that the family of origin because they've set the most basic foundations for what we believe, and then it's modified by life's experiences. It's modified by what our intention is. You know, what can we overcome? What can we transform? Now if we're going to do this differently, quickly, deeply, we're gonna need a different toolbox. The reason why most can't or don't lie in these faulty outdated beliefs and again, as I've told you your professionals hold this beliefs too because you're gonna go see a professional, be them a mental health, be that a coach, be it a life coach, be at a, you know, just straight technical professional about what I believe could be a medical professional. And they're gonna say, "Yeah, this is the truth." "Yeah, no, I'm just gonna tell you those are outdated."

Deep programs that cause the most danger, again, I intimated this earlier when I said you got to ask the real question because the deep programs that are hiding rarely reveal themselves. You know what's behind that door. You know how hot and difficult and dangerous and you won't go behind that door. You'll do everything around that door to improve incrementally to the best that you can. You know, but when you change the program of what's really behind the door, when you change out the software from Windows 98 to a higher level Windows software, everything changes.

You have to understand the system because you're using the system, and we'll explain that in a number of the tools. One of the things that I love about NLP is, you know, in another setting it's how many people are, you know, raise your hand out there if for you're an NLP person? And, you know, 20 years ago nobody raise theirs, or a smattering raised their hands, there's more people out there now that understand the science or who have heard about it. I said, "No, the command was raise your hand. Everybody raised their hand because you're programming yourself." You're using your mind linguistically which is, you know, words, symbols, sentences, thoughts, imagery, to program and believe what you can. You know, so we just have to flip a lot of these tools.

Challenge for most growth theories/systems

So everything that's one the first map today, there was 18 tools that I talked about in the introduction. If you don't understand the flip that you're gonna have to make sure that you ask me today. So what is the challenge for most of these theories that I'm against? First of all, it's constantly modifying what's in place.

What does that mean? I call this the old house trailer. You know, whether you grew up on a trailer or a double-wide nice little three-bedroom in the suburbs, you know, even a big mansion. Whatever you came from, you have this place you grew up, and that's the basis of who you are, and you can put as much lipstick and as much window dressing and legitimate. I'm not even making fun because sometimes it's disingenuous window dressing we put on because we can't stand it. And sometimes it's real window dressing. We're working hard to want more. It's always modifying what's in place.

And so, we'll say things like, "Change is hard." Why? Because that old house trailer, even if it's all way down in the basement, we built a mansion over. We know that house trailer is down there. We hope that people don't discover that about us. Change is incremental. What that means is, you know, I'm here and then I can incrementally get here, and can I get increment...you know, change is incremental. You know, we want more, and we don't understand why we don't act that way. We say that we, you know, we want to lose weight and we want to be thin, you know, well, all diets work. There's not a diet on the planet...that dumb model's cayenne and pepper, lemon juice diet if you follow it. When do you stop following? When do you give up? When do you say, "I can't," and tell the story about why you are who you are.

You know, we want more, and we don't know why we don't act that way. Well, what's different about this system? First of all, reality's not real. And you'll hear me mention that a number of times. Reality is only connected to the sentence that you call real. If you change the sentence then reality changes. So there's nothing real about your label, your diagnosis, you know, it's not real. And again you professionals, you would argue, again, it's great to sit here and watch a video. It's great here to theorize, "Okay, what does this mean? Interesting. Okay, that thinking lacking and yeah, but..." You know, go back into my life and now I've got this financial challenge. I got this health challenge. I got this relationship challenge, well, now, that's real stuff. There it's certainly none of this not real stuff.

You know, data is real. Software is not real. So data, this happened to me in 1985, this happened to me in '95. The data that goes into the system is real. But every time you upgrade the software new conclusions are drawn. New truth is built into the equations, the fears, the challenges, potentiality. So what it means, what the experience is, how you're going to see, think, feel, act, believe, depends on the software. So the software is not real and then how it's structured. The structure of this and we'll spend some time in this opening video, the structure is everything. Change is never ever incremental. It's not incremental, it's binary. I either start doing something I want to do, or I stop doing something I don't want to do. That's it.

Now, all the other junk that leads into it and all the other junks that leads out of it you can bobble back and forth. You know, quit, don't quit, quit, don't quit, start, you know, stop, start, stop. That's not the change moment. There's an inflection point where you stop doing something that no longer has value to you for whatever reason or you start doing something of new value to you. That's all change is. All this people hate change, no, no, no, none of that's true. People love change. Now, they love the change they love. They don't like to change they don't because if someone stops something for you that you like or someone starts something for you that you don't like, you'll say that you hate change. So businesses think this, and people will say this, and it's simply not true.

It's the context, and if you know how to write software that makes the context different then the change is different. In the 10 is a tool and this talks about 90% of life is easy, and mundane, and passable, and enjoyable, and boring. Ten percent of life is stress, and intensity, and anxiety, but that's also where all our growth is, all our wisdom is, so a lot of times when you're trying to explain change or explain why you can or cannot, you know, why do I go from Windows 7 back to Windows 98 because the print button doesn't work. It's gonna be because I really needed that report. I got embarrassed because I couldn't print it. Everybody thought I was dumb ass because yesterday I could print and, you know, yesterday I was above average. I just was running Windows 98.

So now that I can't, but I do, but I don't, you run into these sentences that say, "Yeah, in the 10, I'll believe and so I said if I calibrate it up to a 9, I believe in the law of attraction at a 9. I believe in the power of the individual at a nine." Yeah, you're really going to run in, and we actually have something we'll cover called the antibiotic tool later that will really sink in that like, "I need to choose what I believe is a 10 and how do I make it to?" You can never de-install Windows 61. Now, again, you won't know what that is yet because I haven't covered that, but in terms of producing this video and coming back and looking at what we're doing, you'll understand that later. Old songs on the radio, new songs on the radio, and again, you won't necessarily understand these, I'm planting seeds. When you're in a quandary you can't print, tomorrow, a month from now, six months from now, come back and look at these slides, and these were the summaries.

This is NOT

This is not motivation. You know, as I, you know, and, again, not ha-ha joke, ironically joke, there's no humans on the planet that are unmotivated. I always have somebody, "Well, you haven't met my teenager yet." Yeah, no. They're

very motivated to please their peers. They're just not motivated to please you. You know, what are you motivated for? This is not a motivational system. You know, it's not about, "Oh, you know, there's the couch potato." They're some of the most motivated individuals you've ever met. You know what their motivation is? "If I get off this couch I'm screwed. My life is already miserable. If I get off this couch...as much as I hate this bag of potato chips, as much as I hate this stupid TV rerun and I'm watching, this Netflix, I'm watching, I can't get off this couch. I'm motivated to stay here." Couch potatoes are some of the most motivated people. You know, it's not therapy. I'm not turning you into therapists, and you're not here to talk about your crap. You're here to understand the sentences that created your crap. The questions that you were asked as to why the crap is real or not real and you change it. So this is kind of a ha-ha if you've ever remember the old GEICO commercial.

As I joke, if I had a nickel for every time someone sent this to me because of my ex-military background. It came to me a lot. I say, if I had a nickel, I could probably do a \$30 dinner with you guys. And, yeah, you know, it's not about that. It's still not cheerleading. How much of leadership management growth technologies are just mere cheerleading. "Come on, you can do it. I believe in you. You know, you use these sales tools. You know, follow the training. You know, do this, and you'll get the outcome. You can do it." Yeah, it's not cheerleading. You know, it's not rooting people on in times of stress. Again, in the 10 when the stuff really breaks down that's when we really want to cheerlead and hold and hug and love and really root for people. It's none of that.

And it goes beyond just Tools 101. I have said a lot already that it's tools. It's beyond Tools 101. It's beyond even fancy tools. It is a science. When you ask me today or you ask me in this program, "Bill, why do I do this? Why do I think this? Why do I feel this? Why can't I? Why don't I, think, feel, do?" There's a science to this. So one of the reasons why, as a masters in social work, because my bachelors is in engineering, and if you're a logical person where most people think that humans are messy and intangible and mysterious. Oh, no. No, no, no, no, no. They're amazingly precise, linear, logical, acting, thinking, feeling, doing, creatures.

This is a science. The study of success is very well known. We know why people do what they do. We know why others don't do it. The question and challenge is, "Yeah, but you don't know me. I am a hot mess, or I am above average, or I have this bumper lane I move in, and I can do this to a point, I won't do that." You know, you have all the puzzle pieces, or most likely you do. It's very rare, and I've been doing this for 20-plus years in this format. It's very rare that somebody doesn't have the answer or when I ask the right question.

The number one thing I hear all the time is "I never thought of it that way." And when I hear that that's when I know I'm in home stretch because when you think of it differently, when we can reframe, put it together, ask a different question, there's a science to this. You have all the puzzle pieces. You just don't have the right box tops to think of a...if I was the puzzle pieces and let's say the pieces could actually kind of move around. They fit together differently. If I'm trying to design this box top and it's my family of origin box top or what Windows 98 said I do or to any of these old bumper lanes that I believed even when you're really, really, really above average and really, really good at being you, to say I'm gonna be different and excited and all of that, yeah, no. You know, so what are you going to do about this? Well, studies show that most can't do anything because the speaker did it, because the author did it, this is how, you know, I...again, bless the people that are out there motivating and cheerleading and inspiring people. But 9 times out of 10, when I go into my corporate clients and like, last year there was, you know, the guy that chewed his arm off to, you know, you could chew your arm off to, you know, save your life and...then there's, you know, the military's coming back so I'm a military guy, so we get the fighter pilot in the Gulf or the ship captain in there or the Navy Seal or Army Ranger that did this or that, and like, "Man, that's awesome like I'm..." I tear up when I hear their story of what they did.

Yeah, but am I gonna tear up tomorrow and go do this sales exercise differently? Am I gonna go do this conversation with my teenage differently? You know, I'm not that hero. I'm not that person. I can't do that, even if I said everything and did their formula, won't work for me. So a lot of times, I love calling this the "Jenga Log," if you've ever played that game, you know, you're looking for the, you know, is it that log? Is it that log? Well, the way the game is played, you lose if you pull out the log. The way life is played, if you pull out the right log, guess what? You win. Because this whole tower of illusions, this babbling BS that people have taught you and treated you and told you this is what...and you believed by the way, yeah, it's not true.