



Principle 6:

Raising the Bar / Setting Standards

How to Know How Hard to Push Someone:

Follow the assessment about the strength of their ego. A healthy or strong ego can take it more than a weak one can.

Why People Stay in the Comfort Zone:

- They don't want to do the work.
- They don't think they can do something (have an "I can't" belief).
- They're in denial about where things are headed.
- They're afraid of success and failure.

Why Will They Get Out of the Comfort Zone?

- They stand to lose.
- They stand to gain.
- They are afraid.
- They want their freedom more than anything.
- They have a purpose and a big reason why.

How To Help Them Out of the Comfort Zone:

- Bring their attention to their pain.
- Hold their hand.
- Help them release all of the thoughts, beliefs, feelings and programs that stand in the way of where they would rather be.
- Help them vision and hold what they want in mind.
- Help them set good goals.
- Challenge their desire to take no risk.
- Help them manage risk.
- Help them make decisions.
- Help them take action steps that support their goals.

To Help Someone Do Anything:

- Helping them means helping them let go of their thoughts, beliefs, feelings and programs that tell them they can't.
- That way they reclaim the energy they were using to suppress those thoughts, beliefs, feelings, and programs.
- Hold their hand while they do the hard things.

What Does Holding Their Hand Mean?

- Listening to them in their exact words and the meaning that they give them.
- Don't analyze someone, listen to them in their own language.
- For whatever comes up, be it in your client or yourself, be a loving presence.

Lead by Example:

- If you want your clients to take risks, you take risks.
- If you want your clients to work through their emotional hurdles, you work through your emotional hurdles.
- If you want your clients to make big accomplishments, always be working on yours.