



The Premier Association of
Financial Professionals®

MDRT Minute

Beliefs of a Leader

Your beliefs are a powerful driving force that work for you or against you. Some empower you, while others limit you. By becoming aware of your beliefs, you can keep the ones that serve you, weed out the ones that don't and choose the ones that support who you want to be. Developing empowering beliefs is a three-step process: Become aware of your beliefs, write down your beliefs and turn limiting beliefs into empowering beliefs.

Become aware

Ask yourself, "What do I believe?" For example, what do you believe about your own success and ability to achieve it? What do you believe about whether you can be relaxed and happy while accomplishing your goals? You can also reverse the process by noticing your behavior and asking yourself, "What would I have to believe to behave this way?"

Write them down

Once you become aware of your beliefs, write them down. The simple act of seeing your beliefs in writing makes them real and gives you the opportunity to assess them. Take a look at them on paper with some objectivity. For each one, ask yourself, "Is this belief limiting or empowering?" Start uncovering money in motion and your connection to it.

Transform them

Turn limiting beliefs into empowering beliefs. Just change the words, looking for the exact opposite of your limiting belief to find one that's more empowering. *Limiting belief:* I believe I'm not as strong a leader as I could be, and I need more experience to get to the next level. *Empowering belief:* I believe I am as strong a leader as I can be, and I am getting the experience I need to get to the next level.

A success story

Andy, the owner of a financial services firm, was raised to believe that if you compliment people too much, they become lazy. He wrote, "I believe that people can become complacent if they are overly praised." This belief limited his ability to praise the people who worked for him, and he saw that his team was becoming bitter and resentful. To turn his limiting belief into an empowering belief, he phrased it the opposite way. He wrote, "I believe that people can become inspired if they are genuinely praised." Then, every time he hesitated to praise someone, he repeated his empowering belief to himself and gave them a sincere compliment. Before long, the results — a more agreeable, cooperative staff — convinced him to retain the new belief.

Reinventing your beliefs

The process of distilling your beliefs takes time. Allow yourself time to try on different beliefs to see what fits and what doesn't. Notice when you feel limited and deflated, and when you feel expansive and energized. Keep working with the wording of your beliefs until you've created the ones you can claim with conviction — the beliefs that will help you be the leader you really want to be.

Beliefs are fundamental to the way your life plays out. The difference between a limiting and an empowering belief is quite literally the difference between a limited and a powerful life. Choose your beliefs carefully — they make you who you are.

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