



9 7 2 . 6 0 8 . 0 4 0 0

Welcome to the August issue of [Think.Act.Talk.](#)

Stay Stuck....

Change, Not Easy,
Fearful, **Not** necessary,
Will not make a difference
Can't, Difficult, Can't
teach an old dog new tricks,
Status Quo, Not happening
Fly under the radar,

Pass the
Align4Profit
Newsletter on to
a friend.
[Click here](#)

Book **Helanie**
as a Speaker

"It takes a lot of courage to release the familiar and seemingly secure, to embrace the new.

I know, I know! Most of you do NOT like change, yet you recognize that it is the only constant. As many of us prepare for the fresh start of a new school year, moving children into a new grade or sending them off to college - change is all around us. And, as always, it is our choice how we go about handling the change. So in today's newsletter, you'll find information about the dreaded C word..."CHANGE"!

It is my hope that you will embrace the change in your life, whatever it is, and not so vehemently push back that you fail to see your opportunity for growth within it.

Helanie Scott

The Double-Edged Sword



Of ourselves, we are often very proud of the things we do well, as we should be. Behaviorally, those things might include:

- caring for and being considerate of, fellow team members or family
- aggressively and assertively driving for results
- providing a shoulder for someone to lean on
- being careful not to ruffle feathers

...And the list can go on and on.

While these behaviors can certainly be good to have, one has to be careful about having 'too much of a good thing'. That being said, I would like you to consider the flip side of those behaviors for just a moment; or as I like to call it - 'the double-edged sword'.

Being too caring can lead to other's taking advantage of your kind

But there is no real security in what is no longer meaningful. There is more security in the adventurous and exciting, for in movement there is life, and in change there is power."

Alan Cohen

Helanie's Radical Moment

What is the
Fastest, Tallest,
Longest?

Connect to us

LinkedIn

Twitter

facebook

BLOG

nature

Net Barrier for your advancement – Loss of respect

Net Barrier for the team you play on – Not hearing your suggestions

Being too Aggressive in driving for results can lead to not considering the people or cultural impact

Net Barrier for your advancement – you may advance, but only to a certain level

Net Barrier for the team you play on – trying to sabotage you or shutting down

Always being the shoulder to cry on

Net Barrier for your advancement – You are so busy attending to the needs of others, that you have no time to attend to what matters most to you

Net Barrier for the team you play on – Pity party happens around you and you become the breeding ground for water cooler conversation

So even your best behaviors need balance, a change . . . or at minimum, a modification.

Is behavior change possible?

The scientifically studied odds are stacked against you 9 to 1

Scientists used to believe that the brain became "hardwired" early in life and couldn't change later on. Now researchers such as Dr. Michael Merzenich, a professor at the University of California at San Francisco, say that the brain's ability to change -- its "plasticity" -- is lifelong. Behavior change is possible provided that it is delivered in bite-sized pieces, incorporated through tactical application, with purposeful attention, and practiced over an extended period of time. There are many different paths to helping people make the right moves in order to change the behaviors that get in their way. Our experience, supported by research, points to the following five human factors, that when used correctly, will act as levers to motivate movement and sponsor behavior change – resulting in Change 4 REAL.

Intention & Inspiration

The first step to behavior change is finding your reason or your inspiration, your 'WHY' for wanting change. Clear intentions and an inspirational goal fuels internal motivation and keeps you going even when the going gets tough.

Get Radical

Research into behavior change point out that radical, sweeping, comprehensive changes are often easier for people than small, incremental ones. In business I find that teams are too tentative and they favor modest adjustments that will maintain the status quo, therefore not achieving the results needed or wanted. Doing just a little better is not going to cut it in today's demanding environment.



Crises may, Facts might, Emotion does

Emotional persuasion contains factors such as; cognitive science, neuroscience, psychology, and linguistics. How does the lay-person apply these to helping them make the move to behavior change?

Use fear to your advantage, add a few facts, but mainly focus on those emotions like joy, love, surprise, even anger and sadness.

It takes a Village

Through a health improvement change research study, it was discovered that 90% of heart patients in group 'A' could not change their lifestyles to better their health, while 77% of patients in group 'B' could. Why? Because group 'B' had the benefit of weekly support groups with other patients, as well as attention from dieticians, psychologists, nurses, and yoga and meditation instructors. Support is imperative!

A major factor in successfully achieving change and sustaining it, is peer pressure. When you have a team supporting or sponsoring your change, encouraging you and holding you accountable to the 'right' actions, you have a better chance at the success you desire. You can't do it alone, you need a village. [Join ours!](#)

Who can you lean on to become your support?

When the Student is Ready, the Teacher Will Appear

The teacher is not a person; it's a reaction, a resource or a combination of opportunities. When you open yourself to change you will be presented with "teachers" or resources to show you the path!

Are you Ready for Change?

If you are ready for change and you are looking for your resource, [Align4Profit](#) can help! Review our program details on the [web](#) or [contact us](#) for more information.

We are passionate about helping people profit and we want to see you [Profit!](#)