

Limiting Beliefs - Who Should Care?

At Aim High Ltd we believe people who have limiting beliefs should care. Limiting beliefs prevent us from leading our best lives by hindering our performance. This fact sheet tells you what limiting beliefs are, where they come from, how they operate and we share with you one way of overcoming a limiting belief.

What is a Limiting Belief?

A limiting Belief is a belief we hold about ourselves and believe which may or may not be true. For example, if an individual says “I can’t speak in public” or “no matter how hard I try, I will never be good at public speaking” or “I can’t give great presentations at work”. There may be no evidence to suggest that this is the case, but we believe this to be the case and we uphold such beliefs for long periods of time. It all starts off with a thought, and for a thought to become a belief, we need to accept it consciously. Beliefs affect feelings and feelings affect behaviour, which subsequently produces action or no action.

Where do Limiting Beliefs come from?

Limiting beliefs come from a number of sources:

- Childhood
- Peer groups
- Work
- Relationships
- Clubs/Associations

How to they work?

Imagine limiting beliefs operating like brakes in a car. You are driving along the road and suddenly something steps out in front of you and you apply the brakes. Well, this is exactly how limiting beliefs work – they stop you in your tracks. You may wish to move two steps forward but in reality, we take three steps back. How? Imagine the subconscious mind operating like a filing cabinet; it takes in information as it is filed. For example if you say “I can’t speak in public”, this is exactly what is filed in the “filing cabinet”. When the conscious mind is facing a public speaking situation, it will look in the subconscious mind and find information that says “I can’t speak in public” and therefore an individual will behave in a way that is congruent with his/her beliefs.

We hold onto our beliefs deeply as a way of protecting ourselves from hurt, but in reality, the longer we hold on to beliefs, the more we hurt ourselves because these limiting beliefs do us a huge disservice. They usually operate on auto pilot and go

unchecked unless we actively and conscientiously look for them. Research has even suggested that 95% of our every day problems are created by limiting beliefs!

So How Do We Overcome Them?

There are a number of ways to overcome limiting beliefs, but the first and fundamental part of overcoming limiting beliefs is to IDENTIFY and ACCEPT the limiting belief. Once that process has been started, we can use SELF TALK to assist us. Do you recognise the constant “chatter” in your head from the moment you wake up to the moment you go to sleep? Well, that is what is called SELF TALK. It is a bit like an unchained monkey darting from one thought to another at a speed of lightening. We can use self talk positively and conscientiously and influence our “filing cabinet” by replacing words such as “I can’t” with “I can”. When we start doing this regularly, we are well on the way of overcoming our limiting belief.

The question, Aim High Ltd wants to leave you with is “If you have a limiting belief, then, who should care?”

Don’t delay and get in touch with Aim High Limited to find out how we can help you overcome any limiting beliefs you may have. If you wish to arrange a complimentary consultation session or have any further questions, then please contact Aim High Limited today by email or calling us contact@aimhighltd.com or +44 (0) 207 241 3646