



## Affirmations!

Our September TEC speaker, Boaz Rauchwerger introduced us to the power of writing affirmations. Basically taking SMART goals a few steps further. Based on the current understanding of how our brain works, it advocates that if the **WHY** is big enough, the **HOW** takes care of itself. Boaz suggested, as part of his **Tiberias Success Formula** (Visit [www.boazpower.com](http://www.boazpower.com) for details) that we should take the following steps:

**Step 1:** Write affirmations using the following structure: A date, a specific goal, a reward for having achieved the goal and an emotion that describes how we will feel at achieving the goal and receiving our reward. The key is to write as if it already happened, since our brain can not differentiate between a thought of something in the future from reality and it will propel us to choose the actions required to achieve the stated goal.

### Example:

It is now January 5th, 2005 (**A date**), I have exceeded my profit target by over 20% (**Quantified goal**), I bought my dream car (**The reward**) and I feel successful (**An emotion**). Try it, focus on a future outcome, write it as if it already happened using this format.

**Step 2:** Whenever possible, have pictures of the reward visible at all times, so that your brain is regularly triggered to the reward attached to your goal. Even more powerful, have a picture of you in the dream car you want as if you already own it.

**Step 3:** Read your affirmations first thing in the morning and last thing at night, at a time when your subconscious mind is most open to suggestion.

One of my personal affirmations written the day of Boaz's presentation was: "It is now December 21st, 2005, I am now weighing less than 210 pounds, going on a shopping spree at my favourite store and I feel very energetic." It is now November 1st and I have just reached 213 down from 228 since September 27th. On my way to the shopping reward!

Try it, you will love