

Channeling Emotions For Desired Outcomes

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From a conference call with Phil Kaplan as recorded by Brennan Forsyth

Think of the Creative Tension as a line between two islands and the vehicle between the two is a ship.

If the seas are calm you can chart your course with ease but with rough seas you will have to make adjustments and re-charting your course.

With the wind at your back you will get there faster

It's now that you have to find a way to make the rough seas the wind at your back

The rough seas are unexpected storms of emotion

If you can 'control the weather' you can use these storms to your advantage
Think of a time where a client failed to achieve a clearly defined goal because of an emotional shift but also consider a time where an emotional shift made them more driven

It may not be the circumstances that cause these emotions but rather it is the emotions associated with the circumstances that can lead to either impedance or propulsion towards one's goals.

Every emotional shift has a trigger, something that occurs that will cause emotional shifts to occur

An emotional trigger is a biochemical interaction being brought about by a vision, sound or touch (i.e. you hear someone say something that causes you to react emotionally.)

The trigger leads to a reaction, the reaction leads to a feeling, the feeling leads to further reaction, eventually culminating in an outcome.

Your satisfaction with the outcome depends on whether or not your reaction to the emotions brings you closer to or further from your desired goal.

Your reactions will have ultimate consequences for yourself, your clients and your employees. One way or another, for better or for worse, your emotions and the way you react to them will affect the way you interact with those around you.

Whether or not the lessons in lifestyle change that you impart on your clients will hold depends largely on your ability to control your own emotions and those of your clients

Triggers will lead to feelings and you will react to them both physically and psychologically and they will have an impact on your actions and how others will react to them.

When you learn how to steer the emotions of your clients you will it will help dictate how quickly they will get to the island that lays on the other side of their Creative Tension.

Since emotions create feelings you must learn how to trigger the emotions in your clients to steer them towards their goal, even if it's something as simple as having them change their posture.

If you can change their emotions you can change their outcome. There is no set formula for steering the emotions of your clients, the only way is to get to know them and to know their desired outcome and most importantly, what compelled them to come to you.

Armed with that information you can adjust your approach accordingly and use those same triggers to obtain the desired results.

By learning to master emotions and finding your clients individual emotional triggers you can the balance the activation of their EEMs and PFCs, being careful not to use one over the other but in harmony.

Every decision one makes is based on emotion. Logic, guidance, it can all be there but it must 'feel right' before you proceed with your course of options. They key is making it feel right.

Emotional Arousal: An emotion that is driven by a trigger

Emotional Arousal is always connected to a goal being achieved (Island 2). It may not always be positive, it may even entail fear.

Ultimately you must be able to align emotions with goals and stir up the emotions that that will motivate your clients. As our industry moves more towards merging with the medical field this will give you a greater edge over your competition. If you are able to steer the emotions of your clients to get them to reach their second island then you have mastered what it takes to get clients to adhere to the regimens that will help to keep them healthy and cure their 'dis-ease'

As we move into the next phase of Beyond Better where we'll discuss building wealth, keep the following in mind:

The Seven Deadly Sins when examined are nothing more than emotions, the same could also be said for the Seven Virtues.

Can Pride, for example, allow you to make the world a better place or even Anger, if channeled properly, lead to change?

Would getting angry at the pharmaceutical industry for pumping pills to people who don't need them serve as your fuel to make you work even harder to get people healthy with methods techniques that you know work and have no side-effects other than a better quality of life?

Don't be ashamed to want money for your services. If you truly believe in your unique product and service and conduct yourself in a moral fashion then the desires you will feel for yourself personally can only serve as fuel for you to make your business and clients better. You get the two week vacation in Hawaii, your client adds years to their life. In short, everyone wins!

EXERCISE:

Answer in a single paragraph: what is the Vision and what is the Plan
Consult the chart of emotions below and decide which TWO emotions sum up the paragraph.

Which TWO would best serve you?

This exercise is to strengthen the wind at your back by creating the emotions and triggers that will best serve you.

ASSIGNMENT:

Practice a complete emotional assessment on someone other a client (friend, family) by trying to identify their facial expression and cue-words, trying to walk away with triggers that can summon up their Driving Emotions.

Review your vision and plan and modify them to strengthens the emotions you want summoned as you execute them.

Primary	Secondary	Tertiary emotions
Love	Affection	Adoration, affection, love, fondness, liking, attraction, caring, tenderness, compassion, sentimentality
	Lust	Arousal, desire, lust, passion, infatuation
	Longing	Longing
Joy	Cheerfulness	Amusement, bliss, cheerfulness, gaiety, glee, jolliness, joviality, delight, enjoyment, gladness, happiness, jubilation, elation, satisfaction, ecstasy, euphoria joy,
	Zest	Enthusiasm, zeal, zest, excitement, thrill, exhilaration
	Contentment	Contentment, pleasure
	Pride	Pride, triumph
	Optimism	Eagerness, hope, optimism

	Enthrallment	Enthrallment, rapture
	Relief	Relief
Surprise	Surprise	Amazement, surprise, astonishment
Anger	Irritation	Aggravation, irritation, agitation, annoyance, grouchiness, grumpiness
	Exasperation	Exasperation, frustration
	Rage	Anger, rage, outrage, fury, wrath, hostility, ferocity, bitterness, hate, loathing, scorn, spite, vengefulness, dislike, resentment
	Disgust	Disgust, revulsion, contempt
	Envy	Envy, jealousy
	Torment	Torment
Sadness	Suffering	Agony, suffering, hurt, anguish
	Sadness	Depression, despair, hopelessness, gloom, glumness, sadness, unhappiness, grief, sorrow, woe, misery, melancholy
	Disappointment	Dismay, disappointment, displeasure
	Shame	Guilt, shame, regret, remorse
	Neglect	Alienation, isolation, neglect, loneliness, rejection, homesickness, defeat, dejection, insecurity, embarrassment, humiliation, insult
	Sympathy	Pity, sympathy
Fear	Horror	Alarm, shock, fear, fright, horror, terror, panic, hysteria, mortification
	Nervousness	Anxiety, nervousness, tenseness, uneasiness, apprehension, worry, distress, dread