

The Key to Goal Setting That Works

You can't have a Noillim until you know what it is, what it looks like, how to utilize it, what it can do for you, the challenges you will have when you have it, the work you will have to do to acquire it, the steps it will require, the time that should be reasonably expected.

A Noillim is something everyone says they wish they had. But only 1/100 will ever have that much. Oh wait! Yeah, yeah. I'm pretty clever when it comes to codes... Noillim...Backwards that spells...Million! A million dollars. Sorry about that! I had it backwards. How silly can I be?

That's the first reason the goal setting system you were taught will fail. If a person can't get "inside" of a million dollars and see just what that is, what that provides, how to experience it...it simply won't manifest. The affirmations and positive attitude simply won't work. They can't. But then, there is more. For many years they told you that if you just can imagine your goal, in rich detail, in every respect, everything about it, you can have it. Doesn't work.

I had a richly painted picture of a safe, clean, habitable and back to normal New Orleans in my mind today... along with thousands of other good-hearted people. Result? You guessed it. BUT...Here is a FACT: If you can develop enough pain to be associated to the present mess, you can probably jump out of the mess. BUT...Here is another FACT: People still won't do it because they don't understand where they are going.

Doesn't work.

What does? Does ANYTHING work in goal setting? Is it all just a bunch of hogwash??

The Science of Split Screen Thinking

The research is showing that successful goal setting requires a richly and easily imagined target AND a stark contrast to the present...almost contemporaneously. In other words, you think of the goal, and then you think present. Then you think goal. You

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set the two side by side. This creates cognitive dissonance. (You get annoyed and must solve!) That's where your brain begins to go to work on constructing a bridge from here to there.

KEYPOINT: The achievement factor is born in the contrast between the status quo moving into the future and standing it next to your preferred and desired life.

When two diverse realities exist, the person is compelled to solve and make one real. Given two sets of information very different from each other, you feel compelled to get from point to point and make ONE picture. One reality. One experience. Two is not how the brain is comfortable and content.

But even split screen thinking, which gives birth to dissatisfaction and dissonance, is only SQUARE ONE. Picturing "a better life" (if you will) and contrasting it with today, creates the dissatisfaction, but there is still inertia. Nothing has happened to lead me to believe that this "better life" can be MY reality. Just because I see it means nothing. Seeing it contrasted to the present is a very good thing indeed. But you and I need to be CONVINCED that it is attainable and that **the fear of failing to achieve it is not greater than overcoming the inertia to begin moving toward it.**

Why Don't People Change and/or "Do What's Right"?

What is it that causes people to stop moving toward the split screen picture that has been shown to be effective?

The present environment is so utterly normal and familiar that it is very hard for the brain to adapt to new realities no matter how appealing and how good they make you feel.

I took family and friends for a trip to Las Vegas. We stayed at The Mirage. Penthouse Suite. Best service money can buy. Everything. But it was our first time there. On our third night in

town, we decided to see KA, a Cirque de Soleil show at the MGM Grand, which is where we typically stay when we go with the six of us. As we walked into the front door of one of the world's largest hotels, two of the girls spontaneously said, "Now I feel like I'm home." And frankly, so did I.

Where Will Your Brain Naturally Guide You?

To leave that which is utterly familiar is EXTREMELY DIFFICULT for the human brain to make happen.

The inertia is everything at the emotional and instinctual level of reaction.

KEYPOINT: The brain will guide you to the MOST FAMILIAR actions and results.

In New Orleans, residents had to be COAXED to leave their destroyed homes a week AFTER the storm had hit, destroyed everything, started the process of disease and though people knew it "made sense" to leave, many just "couldn't."

Of course! To leave that which is familiar and go to the unfamiliar is very, very, very hard to get the brain to do and you DO have to get the brain to DO IT, because it will not guide you to the most logical actions.

Only through great will can someone break free of the familiar.

The good news, is, that you have that will, within you! It's just rarely activated, as you already know.

Living YOUR LIFE is now easier because there is finally a process that works. Ready?!