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www.2beee.com 0845 838 5955 info@2beee.com

Beliefs: Do they Affect Business Success?

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Personal Effectiveness:

Dear «First_Name»

I read recently in the 'New Scientist' that our beliefs can damage our health and so want to broaden the debate; what effect do our beliefs have on business outcomes? [Read on](#)

Two Case Studies:

No. 1: A study established that '...women who believed they are particularly prone to heart attack, are nearly four times as likely to die from coronary conditions than other women with the same risk factors.'

No. 2: A gentleman overdosed on what he thought were antidepressants. When he arrived at hospital, amongst other things his blood pressure had dropped and he was drowsy. It turned out that he had in fact taken a placebo and upon hearing this became fully alert and his blood pressure returned to normal.

Do Beliefs Contribute to Poor Performance?

Reflect for a moment on your poor performers. I was drafted in to help improve *Sarah's sales figures. Upon investigation I discovered there had been a trend throughout her career of her performance nose-diving once she got established in a new role. The underlying belief which had caused Sarah's drop in performance was that she was 'destined to fail'. After several sessions utilising Coaching and NLP (Neuro Linguistic Programming) techniques, Sarah began to believe that she was capable of success and guess what; as her beliefs about herself improved, so did her sales.

The long and short of it is: whatever we believe to be true about ourselves, affects our actions, behaviour, the way in which we appear to the world physically and ultimately the results we are getting.

*The Coachee's name has been changed to protect their identity

Free Prize Draw: 1/2 Day NLP Course At Your Premises For Up To 6 People. [Click here to enter.](#)

The winner will be notified by email and will be entitled to a 1/2 day NLP course delivered free of charge by 31st July 2009. Included in this prize: delivery at your premises, course materials and travel costs within 15 miles of Derby. Closing date for entries: 19th June 2009. What's in it for us? We get to show off our talents and when a training or coaching need arises [and you like what we do], Beee will spring to mind!

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Coaching

- [Executive Coaching](#)

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Tips to Conquer Negative Beliefs

So, can beliefs be changed? Do you still believe in Father Christmas? This is an example of how through experience a belief changes in the brain, which gives it a feeling that it is no longer true. What NLP does is uncover your personal 'code' to change any limiting beliefs and replace them with beliefs that get you better outcomes. You could do this for yourself and other people by becoming a NLP Practitioner. Our Coaching and NLP Practitioner course: [The Enabling Excellence Programme](#) starts on 6th September 2009.

You can try this course out / learn more at our [free discovery session](#).

[Book Now](#)

There is also another way, which can be just as effective, but just takes longer, guts, grit and determination!

1. Identify a belief which you think is holding you back / not getting you the results you desire, e.g. 'I'm not good enough to...'
2. Make a list of the ways in which this belief makes you behave; look in particular at the negative results this belief is getting you
3. Ascertain what the opposite belief would be, e.g. you are good enough! Whatever your new desired belief is, ensure it's positively stated.
4. If you were to act as if the new belief were true, what kinds of things would you do? Make a list.
5. Finally, pick one thing from that list that you can do within the next 24 hours, and do it. Then continue to work your way through the list as your confidence grows.

I would love to hear about your progress or if you just want a sounding board to kick around a few ideas, please do [drop me a line](#). Alternatively, feel free to give me a call on Tel: 0845 838 5955.

Leadership Development Programme

Our **Leading for Excellence Programme** is split over 3 stages, all of which can be bought as individual modules or as a total package **saving £1,730 + VAT**. You could also be eligible for £750 funding towards the cost. [Find out more...](#)

Module 1: Understanding	Personal Profile Analysis and Emotional Intelligence Report and Feedback	1 Hour Meeting + 2	£220 + VAT
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Yourself	Meeting	Reports	
Module 2: Understanding Leadership	<ul style="list-style-type: none"> • Exploration of theories and models of leadership • The purpose of leadership / role of leader • Understanding self and purpose <ul style="list-style-type: none"> ▪ Building on the insights gained in Module 1 • Exploring personal values • Becoming a visionary leader: <ul style="list-style-type: none"> ▪ Developing a Vision • Establishing appropriate business values to deliver the Vision • Leading change: <ul style="list-style-type: none"> ▪ Overcoming obstacles ▪ Living to values • Introduction to a model for delivering high levels of organisational performance 	3 Days	£750 + VAT
Module 3: Acting As Leader To Deliver Excellence	<ul style="list-style-type: none"> • Analysis of key statistics (whatever you are driving to improve, e.g. turnover, profit etc.) • Developing a strategy to deliver the vision • Your leadership role in this context • Driving the strategy • Reviewing key statistics and outcomes 	3 Hour Monthly Coaching Sessions (up to 12 months)	£160 + VAT per hour
Total package price saving £1,730 + VAT (all 3 modules):			£5,000 + VAT

For further details [Contact Us](#) or speak to Mike Read on Tel: 07710 165 058.

Have a great month.

Estelle & Mike Read

FREE

Do you want to experience or understand more about Coaching and NLP? Why not book a free discovery session? **This offer expires: 19th June 2009. Book Now.**

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