

Personal Beliefs and Values

By Vadim Kotelnikov - reformatted from [his article](#)

"What you believe about yourself is what happens to you."

"Man is made by his belief. As he believes, so he is." ~ [Bhagavad Gita](#)

Beliefs

The clearer you are about what you value and believe in, the happier and more effective you will be.

Beliefs are the assumptions we make about ourselves, about others in the world and about how we expect things to be. Beliefs are about how we think things really are, what we think is really true and what therefore expect as likely consequences that will follow from our behavior.

According to Jemie Smart, an NLP guru, you can model beliefs as 'feed-forward' mechanisms that sort and filter data in order to prove themselves to be true. Beliefs are valuable resources, generalizations that people use to give themselves a sense of certainty and a basis for decision-making in an uncertain and ambiguous world.

Values

Values are about how we have learnt to think things ought to be or people ought to behave, especially in terms of qualities such as honesty, integrity and openness.

What Do You Believe About Yourself?

Many of the limitations you face in life are self-imposed. What you believe about yourself can keep you locked behind your fears or thrust you forward into living your dreams.

- "We are what we think," taught Buddha.
- "Change your thinking, change your life," said Ernest Holmes.
- "If you think you can, you can. If you think you can't, you're right," advised Mark Twain.

You become what you believe you are. Think of yourself as a work in progress. Actually, we all are. Identify old limiting beliefs that may be holding you back and get rid of them.

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Two Types of Beliefs

1. **Empowering Beliefs:** related to excellence and how it could be achieved.
2. **Limiting Beliefs:** your behavior is not what you want, but you think you cannot change it. Change, replace or discard completely such beliefs!

Why It Is Difficult To Change Beliefs?

1. You beliefs operate on a subconscious level
2. You may mistake your beliefs for the truth
3. You see what you believe

Define and Prioritize Your Values

The first step is to clarify your values. You ask yourself, "What values and virtues do I most admire and wish to incorporate in to my life?" If you want to discover your strengths in the work world, first you would define your values as they apply to employment. Often, both companies and individuals will choose values such as integrity, quality, respect for others, service, profitability, innovation, entrepreneurship, and market leadership.

The second step is to use those values to define your position with regard to your life and work. The values you choose, and the order of priority you place on your choices, will determine your approach to your life and work.

Six Universal Values

Your emotional intelligence helps you understand how emotions run your life and the lives of those who need what you have. Your ability to master the study of emotions is really no more than understanding the value systems that people have. And there are six values that behavioral psychologists agree are fundamental to all human beings. These six values are universal to every human being living today...and in the past...and in the future.

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1. The quest for more knowledge
2. The desire to make or save or spend money
3. The desire to set yourself free and express your unique abilities, talents and expertise
4. The need for love
5. The desire for power to feel secure and safe
6. An organized setting – people like to have rules, policies, regulations, systems and detailed plans to help them organize their lives.

Basic Assumptions

Basic assumptions are our long-learned, automatic responses and established opinions. We are, ourselves, almost always unaware of the nature of our own basic assumptions, but they are enacted through our behavior - what we say and do. Basic assumptions are usually rooted in our infancy, early family life and social context. More widely, assumptions shaping our behavior relate to cultural context (See [East versus West: Philosophy and Cultural Values](#))

Attitudes

Attitudes are the established ways of responding to people and situations that we have learned, based on the beliefs, values and assumptions we hold. Attitude become manifest through our behavior.

The Power of Positive Beliefs

You see what you believe. You attract to yourself those experiences that match your existing belief system. Change your thoughts to improve your life and expand your mind. Replace beliefs that are hindering your development with positive ones that will help you.

What you create through your thoughts is a belief system, and that belief system is ultimately what determines whether you live a successful life. The key to changing your belief system is changing your thoughts.

Orison Swett Marden wrote in *How to Get What You Want*, "Stop thinking trouble if you want to attract its opposite; stop thinking poverty if you wish to attract plenty. Refuse to have anything to do with the things you fear, the things you do not want." Instead you must think rightly about those things you want to attract. Mark Shearon

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once posed a very enlightening question to a telephone audience, "Are you thinking about what you're thinking about?" Read that sentence again and read it carefully. It's not a play on words.

Marden goes on to write this passage about how much our thoughts influence the outcome of our life: "How often do we hear it said of some man, "Everything he undertakes succeeds," or "Everything he touches turns to gold?" Why? Because the man is constantly picturing to himself the success of his undertakings and he is backing up his vision by his efforts. By clinging to his vision, by vigorous resolution and persistent, determined endeavor he is continually making himself a powerful magnet to draw his own to him. Consciously or unconsciously, he is using the divine intelligence or force by the use of which every human being may mold himself and his environment according to the pattern in his mind."

Corey Rudl

Corey Rudl (1970-2005), the author of "The Insider Secrets to Marketing Your Business of the Internet", was an Internet marketing genius and an inspirational leader:.

Excerpts from "A Letter of Remembrance to Corey Rudl..." By: Derek Gehl, Internet Marketing Center

Define your own success and live with passion. Corey's biggest frustration was that so many of his clients and subscribers just let life "happen" to them. I can't tell you how many times I heard him rant over the years, "They have dreams... but they don't set GOALS! Why don't they set goals and take action???"

One of the most inspirational things about being around Corey was his belief that absolutely anyone can be successful.

You just had to meet Corey once to know he wasn't just spouting the "anybody can start a profitable internet business" line because it sounded good. His enthusiasm... his actions... every word he spoke demonstrated his core belief that absolutely anyone can be successful.

You can → learn anything... → be anything... → do anything.

If you decide that your age, background, and education limit your potential, they will. But if you decide that you can do anything, you will...

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Corey really believed that you just need to set goals that you're excited about, and then take persistent action.

The presuppositions are the central principles central of NLP; they are its guiding philosophy, its 'beliefs'. These principles are called presuppositions because you presuppose them to be true and then act as if they were. You then discover what happens. If you like the results then continue to act as if they are true. They form a set of ethical principles for life.

Your Beliefs Have a Direct Impact on Your Health

Researchers of two American Universities found that your beliefs have a direct impact on your body and health – because your beliefs actually alter your body's chemical balance.⁴ It really means that what you regularly think has a direct impact on your health and your body. Because what you regularly think is what you end up believing.

Change the way you think, you change your beliefs and you change your life. Yes you can actually improve your life and your body by having a positive attitude and a positive belief system. With that in place you'll live a healthier, longer life.