



Ray Edwards Show, Episode 350

The Power Of Belief

Female Voice Over: Coming up on the *Ray Edwards Show*.

Ray Edwards: Clearly what you believe is extraordinarily important to the quality of your life. The question is, where do our beliefs come from? What do we do about them if we find out they're inaccurate? *Ray Edward Show* episode 350, The Power of Belief.

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Male Voice Over: The *Ray Edward Show*, this is the podcast for prosperity with purpose.

Ray Edwards: What causes you to do the things you do? What causes you to not do the things that you don't do. Specifically I'm talking about modifying your behavior. You want to achieve certain things, maybe you want to hit a goal weight or you want to eat in a certain way, or you want to pack a certain health habits, but you find yourself not doing the things you want to do and you find yourself doing the things you don't want to do instead. This is an age-old dilemma, it's at least a couple of thousand years old, probably more.

Why is it we have this struggle. Also, why is it some people are able to achieve almost miraculous results in those same areas? What makes them different? I think the difference is the belief that each individual has about that particular task or subject to accomplishment. The power of belief is extraordinary. To illustrate this, think about the placebo effect. You've know heard of this that in blind controlled studies, people are given either a real medication or a sugar pill. A placebo, it has no real effect in the body but many people who receive this sugar pill, the placebo, because they believe they're receiving the medicine actually get better from whatever condition the medicine is supposed to treat.

There have been studies that have shown that people who are given the sugar pill can have even better results, for instance, in experiencing relief from depression and anxiety, and those who are actually given anti-depressants or anti-anxiety drugs. There's also the nocebo effect where a person is told that the medication that they're being given has the exact opposite effect of what it actually does. A person who is given a medication that makes them sleepy, for instance, a barbiturate, maybe told they're being given amphetamines that they'll be energized by it. Interestingly, many people are actually energized by the downer.

How does this happen? It's the power of belief to shape your reality. We're going to dive in to how the power belief can change your quality of life for good or for ill, and what you can do about it. Coming up.



Male Voice Over: Does anyone want to live a life that is long and prosperous? Spiritual foundations.

Ray: As entrepreneurs we have plenty of reasons to worry about stuff. We have plenty of reasons to be anxious. As believing entrepreneurs, people who follow Jesus and his teachings, we have to wrestle with the fact that he told us, he commanded us, "Don't be anxious about anything." For me, one of the key verses that helps me put that in perspective and actually try to practice it is Matthew 6:34 where Jesus says, "Therefore, do not worry about tomorrow for tomorrow will worry about itself. Each day has enough trouble of its own."

What does he say? We have plenty of opportunities to find stuff to worry about us entrepreneurs, no doubt, but God is telling us in this passage of Scripture that we should focus on what's in front of us right now. Tomorrow will take care of itself, but today is in our power to affect. In fact, only today, only the present is in our power to change. The future and the past are both outside the domain of our ability to change them.

Now, of course, you can influence things like we can save money to prepare for the future, but worrying about it will not make any difference. If there's something you can do, then do it. If there's not, don't worry about tomorrow because tomorrow will worry about itself.

Male Voice Over: Now, simple hacks that make life cheaper, easier and faster; Ray's tip of the week.

Ray: This week's tip of the week is another app. It's CutStory for Instagram. I've been experimenting with Instagram stories and having some really encouraging results. One of the challenges with Instagram stories is you're limited to a certain number of seconds with each segment of your story; 15 seconds, in fact. What if you have a longer story? What if you have a longer piece that you've made? Sometimes I want to take my YouTube videos or a video I made specifically for Facebook maybe two minutes long, and I want to cut it up into 15-second segments so I can tell the whole story through a series of clips.

Well, now, there is an app that will take your longer video, your two-minute video, and automatically dissect it into 15-second clips for you. It's called CutStory for Instagram. I found it to be quite helpful and allowed me to achieve some remarkable results to my Instagram stories. Check it out, CutStory, I think you'll like it.

Male Voice Over: Now, our feature presentation.

Ray: Belief is a powerful force in human life. The things we believe help form our values, the things that we have value for like honesty and justice or self-preservation, or security, or safety, or variety, or danger, or excitement. Beliefs help us form how valuable those kinds of things are to us, those are our values. Our values help make up the rules we have in order for our values to be met. In other words, for me to feel loved, I have certain rules that I, either consciously or

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unconsciously, have decided help me figure out if I'm being loved or not; if I'm feeling love or not.

I think it stands to reason that if we have beliefs that are inaccurate or that don't serve us that are, in fact, detrimental, it can result in us setting up rules and values that are also detrimental and don't serve us. That affects our behavior in ways that is self-destructive. That ultimately affects our quality of life for the better or for the worse. Clearly, what you believe is extraordinarily important to the quality of your life.

The question is, where do our beliefs come from and what do we do about them if we find out they're inaccurate or they're detrimental to our lives, to our quality of life? Well, let's start with where beliefs come from. Beliefs in large part, almost entirely, are not chosen by us consciously. I'm often reminded when I'm thinking of this subject of something Ayn Rand wrote about philosophy. Philosophy, one way of defining philosophy would be to say it is a system of belief about the nature of reality and our relationship to it.

Ayn Rand wrote, "You have no choice about the fact that you need a philosophy. Your only choice is whether you define your philosophy by a conscious, rational, disciplined process of thought and scrupulously logical deliberation, or let your subconscious accumulate a junk heap of unwarranted conclusions, false generalizations, undefined contradictions, undigested slogans, unidentified wishes, doubts and fears, thrown together by chance but integrated by your subconscious into a kind of mongrel philosophy and fuse into a single solid weight, self-doubt, like a ball and chain in the place where your mind's wings should have grown."

If that isn't a sobering thought, you should probably hit rewind and go back and listen to it again. Where do these beliefs come from if not from a conscious deliberate process of thought? They come to us from teachers, parents, grandparents, relatives, siblings, television, movies, school, friends, enemies. By the time we figure out that these messages are forming our experience of reality, many of us have already become firmly attached to beliefs and rules that may or may not serve us.

How do we form beliefs on our own if they're not just handed to us? Well, it begins with sensory data. We see or hear, or taste, or touch, or feel something and the first question our brain asks is, "What is this?" The next question our brain asks is, "What does this mean?" and the third question we ask is, "What should I do about it?" If you're out in the wilderness hiking and you see a large brown mass moving toward you at high speed, your first thought is, "What is this?" You realize, "This is a bear. What does it mean? What's charging at me? It's probably going to attack me. What should I do?"

We have a number of choices: panic, run, stand and fight, make noise, play dead and based on what you have come to believe about bears and encounters with humans, this will determine what you do and obviously in this situation, it could determine whether you live or die. That is often the case. Our beliefs are incredibly important. I think it's a good idea to occasionally take inventory of your beliefs and



see if they're serving you. I like to keep track of things that I believe by jotting down notes as I go through my daily life, and if I encounter a belief I didn't realize I held I especially want to note that down and think about whether it serves me or not.

You might say, "Well, how can you hold a belief you don't even know you're holding?" If you begin to engage in this practice of watching for beliefs that you didn't realize you had held, you'll discover you have lots of beliefs you weren't aware of. As they come up and you write them down and you begin to evaluate them and ask, "Does this serve me, is this accurate? Is this true?" You have an opportunity to decide whether to keep, delete or change that belief. I'll give you an exercise at the end of today's episode that will help you start identifying the beliefs that you hold and deciding whether you want to keep them or not.

For right now, I want to just walk you through seven disempowering beliefs that did not serve me well earlier in my life and the alternative belief I have replaced the old belief with. These are thoughts I will suggest you might want to consider believing. If you hold the disempowering version of the belief I'm about to share, perhaps you might want to consider picking up my new versions of belief or maybe coming up with your own answer to this belief. Maybe you'll decide that the original belief I'm sharing with you was perfectly okay, and you're going to either adopt or keep that belief. It's totally up to you. I just want to encourage you to be conscious of what you believe and think about why and whether it serves you.

Belief number one, disempowering belief was that my value is in my ability to produce. For the longest time, I thought this was a virtuous belief because I was productive. Of course, all productive people believe their value is in their ability to produce. The problem occurs when and if you're no longer able to produce. Perhaps you have an accident, become disabled, develop a medical condition that causes you to be more dependent on other people and unable to produce in the way that you used to produce, where does your value come from then?

In the world of business, this is more well defined. Let me just say at the onset that as a human being, we have inherent value because we exist. I don't debate that, every human being has inherent value. In the world of business in the marketplace, I used to believe that my value is in my ability to produce. Now, here's my new more empowering version of that belief; my value is in my ability to initiate production.

This means that I may not be able to produce directly, I may not be able to go out and make sales, or make presentations, or make a widget, or craft an item, but if I can initiate that process by other people I actually have more value available to me because I can now leverage the work of other people which means it's scalable. If it just depends on me and my ability to produce, there is a finite limit to my ability to do that even if I'm at the peak of my ability. I believe a much more empowering belief to hold is my values and my ability to initiate production.

Disempowering belief number two that I once upon a time held was I have to be the best if I want to lead. I actually believed, at this point in my life, that I was not better



than somebody at the thing in which I was leading them I could not lead them. Which is ridiculous, it means that every coach in the NFL should quit their job because those guys are old compared to the players in the field. Those coaches have moved past their athletic prime, they can't compete with the athletes they're coaching, they're leading, and yet without their astute wise guidance and leadership that football team will not succeed.

Clearly-- and there's many other examples in the military, in business, in other sports, in other sectors of the marketplace where it's obvious to anyone who can observe the facts that many of the finest leaders are not the best practitioner at the thing in which they're leading. My new empowering version of disbelief is that leadership is bringing out the best in others. Think about the difference between those two beliefs. The old disempowering version was I have to be the best if I want to lead, the new empowering version of the belief is leadership is bringing out the best in others. Not only is it more accurate, it is also infinitely more potentially productive for me as an individual and helps other people as well.

Disempowering belief number three, I can't help people who have more success than me. This belief takes other forms as well. If the people under my leadership exceed me, I have failed. It's a corollary to the belief I've just was talking about, about how to be the best if I want to lead, but this belief is more insidious because I believe that this belief causes many leaders, mentors, coaches to actually hold people down so that they can maintain their position of superiority, their apparent position of superiority. I believe this actually gets to the issue of fatherhood.

Even outside of the family, I'm talking about the relationship of a father to a child. If you're a healthy loving good father, you raise your children with the hopes they will exceed your level of success that as the thing is I hope that my ceiling is the floor for my son, it's where he starts and I want him to exceed me in every way. That's my highest level of satisfaction in my relationship with my son. It's also my highest level of satisfaction in my relationship with people who are under my care if I'm coaching, mentoring, teaching, training or leading them. I want all the people that I help to have more success than me. That's what I want for them.

It doesn't always happen that way because it doesn't matter if I want something more than they wanted themselves, that's an issue that I can't necessarily fix, but I can certainly fix the issue of thinking I have to be better than people I lead if I want to feel successful. My new belief, my empowering version of this belief, is I want all the people I help to have more success than me.

Disempowering belief number four, I don't want any employees because employees equal problems. It's true that when you have a lot of other people working with you, or even a few other people working with you, you will deal with more problems because people have problems; it's part of our existence on planet earth. And problems are bothersome, but my idea that I wanted no employees-- when I came out of the radio business, I had worked with a company where we had hundreds of employees and I dealt directly with dozens of them, most of my day was spent



dealing with problems, interpersonal relationship problems, management problems, accountability problems, psychological problems, physical problems, it was just problems, problems, problems all the way down, so I thought, so I believed.

Now, I have to step back and ask myself is that true? The truth is no, that was not true, that's not all I was doing, because another way to look at that very same set of facts I just gave you is all I did all day was come up with solutions. It was solutions, solutions, solutions all the way down. That feels totally different but it's the same situation. What changes my belief about that situation? I left the radio business saying to myself, "I don't want any employees anymore, employees are problems," but ultimately in my own business when I worked myself nearly into the ground, because I didn't want anybody working for me, I realized I needed help.

That's when I had to reanalyze this belief and change it to a new more empowering belief. And my new belief is employees help me multiply wealth for me, for themselves, and for our clients. Everybody wins. Is that a more useful belief? I think for sure, it is. Let me repeat that belief, this is a very important one, employees help me multiply wealth for me, themselves, and our clients. Everybody wins. That belief, my friend, will take you far.

Disempowering belief number five was some people have special gifts no one else can have. While technically that's true, it's extraordinarily rare. What's closer to the actual day-to-day-truth is something I heard Anthony Hopkins say in the movie *The Edge*, I don't know if you ever saw this film. It began to show its age but it's one of my favorite films. Anthony Hopkins and Alec Baldwin play some arch-rival roles in this movie, I won't tell you any more than that just see the film.

There's a point at which Anthony Hopkins is saying to Alec Baldwin, "What one man can do, another man could do." That belief, the acceptance of that belief is crucial to their survival at this point in the story. What one man can do, another man can do and that includes women, by the way, of course.

Disempowering belief number six was the purpose of wealth is to help others. You might say, "Ray, that doesn't sound disempowering. That sounds noble and moral and true." It is a partial truth and it contains a premise within it that I believe is extraordinarily damaging to us as individuals and as a society. One of the purposes of wealth is to help others. I would say, for me, and this may not work for you but this works beautifully for me, the purpose of wealth is to show God's glory and the glory of God, as Saint Irenaeus said, "Is a man fully alive or a woman fully alive."

What does that mean? John Piper famously wrote, "God is most glorified in us when we are most satisfied in Him." He made us in his image to be a creator. He told us to be fruitful and multiply. He included wealth in that mandate. It says in the bible that God gives you the power to create wealth, to be fruitful and multiply. Multiplying wealth and taking satisfaction in the fruit of your labors glorifies God. The purpose of wealth is to show God's glory. Another way of saying that is to show God's goodness, and the goodness of God is seen in a human fully alive to your purpose.



Finally, disempowering belief number seven. I'm embarrassed to admit that I held this belief but I did for a long time, life is hard and then you die. That, my friends, is a very cynical belief. It's partially accurate like all lies that are effective at destroying and undermining our system of evaluating the world, it contains a kernel of truth. Life is hard and we do die. As believers, I think it's important for us to remember that Jesus said, "In this world, you will have trouble." He didn't negate that, he promised it's going to happen.

He went on to say, "But take courage because I've overcome the world." My new empowering belief is in this world we will have trouble, but Jesus has overcome the world so we should be encouraged; filled with courage, we should take heart. I believe that God will never require more of us than He's willing to supply us to fulfill. In other words, whatever we encounter, whatever difficulty we encounter, I believe God is faithful to give us what we need in terms of resources, whether external or internal, to handle that assignment. That is a hard saying, but I believe it is true and encourages me, and I hope it encourages you. Our beliefs inform our experience of life, our quality of life. The beliefs we hold determine the quality of life we experience.

Start noticing your beliefs. As you notice a new belief, jot it down in your journal and start questioning your beliefs. As in, "Is that really true? Does it serve me? Does this serve others? Does it serve the greater good?" I believe in order to be a most useful level of belief, it needs to do all three: it needs to serve first you, then it needs to serve others, then it needs to serve the greater good. If it does all three, it is a powerful empowering belief.

If it doesn't, if it serves none of those three things: you, others, or the greater good, it's obviously a disempowering belief that results in you having false values, false rules, and detrimental behavior. It's time to change those beliefs. How do you change a belief? Well, a belief is a little more, as Tony Robbins says, than a feeling of certainty about something. Think about it, if you say you believe something, what are you saying? You're just saying I feel certain about this. Why do you feel certain? Because you have certain evidence to support that feeling.

Now, you need to start asking yourself, is that evidence good, true, or reliable? Is it a firm foundation for disbelief or have I attributed more stability to the supports for disbelief than they actually deserve? If you determine a belief does not serve you and you want to start changing it, the first thing you need to do is undermine the supports, go take a hard look at the evidence. If you think of a belief as a tabletop, the evidence is the legs under the table. Maybe it's time to cut the legs off from under some tables in your life.

Then once you've decided on the new tabletop or the new belief you want to hold that serves you, that serves others, and serves the greater good, then it's time to build supports for the new belief, to build a case, to make a pile of evidence to support your new belief. That's not enough because a belief is a feeling of certainty



about something, and feelings begin with thoughts, yes, and end with emotion, yes, but are influenced over time by conditioning.

They are triggered by patterns in the external world or by patterns of our thought. They become automatic and we feel like we just have these feelings overcome us for no reason. The truth is we have fired off a pattern, we've initiated a sequence in our brain and our body that we have the power to change if we want. We just have to link up a new association with the thoughts, the external triggers, the music, the smells, the sounds, the look on somebody's face, things somebody says. The feelings we have can be reconditioned, can be changed.

Think about it. Are there people who can take something that is bad for them and make it into something they feel good doing? I think you and I both know the answer to that is yes. Is it possible to take something that's painful and twist that around to the point where you begin to experience pleasure from it? Well, again, we know the answer to that is yes. Is it possible to take something that's pleasurable and somehow twist it around to turn it into something that feels painful to you? Again, the answer is yes.

The question is, why would you do that? We, as a general rule, will do more to avoid pain than we will to move toward pleasure. Although that's not universally true, it's mostly true most of the time, I believe. We have to use the pain-pleasure balance if we want to change beliefs at the automatic conditioned level. We have to build up evidence that holding the old belief is extraordinarily painful, and that failing to hold the new belief is also extraordinarily painful, and then holding the new belief is extraordinarily pleasurable. Then we condition the new belief, we may do that by-- If you want to condition yourself to believe that exercise is fun and enjoyable, then you need to find ways to make it fun and enjoyable.

A lot of people listen to powerful, driving, happy music while they're exercising, and when they reach that point where the endorphins are flowing and the music is playing in their headset, they are at an emotional peak and they are at a physical peak and they have this unique stimulus, the music playing at the same time, so that they can now trigger the joy of exercise by listening to that music.

It becomes a conditioned belief/emotional pattern. To change a belief, you undermine the supports the old belief, you build new support with the new belief, you use the pain-pleasure balance to push yourself away from the old belief and toward the new belief, and you condition the new belief so that it becomes automatic. If you want more information about how to deal with this stuff, I really suggest you pick up *Awaken The Giant Within*, a book by Tony Robbins and you can start your journey there. He has materials, resources and events available that could help you with those things, but this should get you started.

Your beliefs control the quality of your life. If you want a higher quality of life, you've got to develop a higher quality of beliefs or so it seems to me. If you found today's show helpful, then I hope you will subscribe to the podcast and give us a rating or



review, or both, in the iTunes podcast directory. And until next week, I pray that God does more for you than you can ask or even possibly imagine that you would prosper, that you would experience long life and good health and peace to you and peace to your house.

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