



## Food For Thought: Week of April 5, 2014

### The Power of the Brain and the Questions We Ask It

About a week before the Affiliate Conference in March, I was having a conversation with Rob about analyzing the effectiveness of different marketing strategies & problem-solving, in general. He shared a quote from Anthony Robbins that went something like...

*"The brain is an amazing thing. As such, respect it and be careful of the questions you ask it, as it will always find the answers for you."*

When I asked what he meant by that, in simple terms, it means if you're having difficulty accomplishing a particular task or goal, don't ask yourself why it's **not** working or why you keep **failing**. If you do, your brain will flood your thoughts with all the reasons (warranted or not) you can't succeed. Instead, you need to ask yourself how it **can** be done. That's when the solutions present themselves. So here's a few examples:

Don't ask "Why won't my staff follow even the most simple of directions?"

Ask "What can I do to promote my staff's success with implementing directions & instructions?"

Don't ask "Why is lesson volume down this much?"

Ask "How can we boost lesson enrollment?"

Don't ask "Why won't this band director give me the time of day?"

Ask "What can I do to earn this band director's consideration?"

The Bottom Line: It's a simple & effective rewiring procedure. We're all guilty of asking ourselves the wrong questions (how many of the above sounded familiar to you?). I know I am. However, since that discussion with Rob, I've been making a conscious effort to stop myself mid-thought, rethink the question, and ask myself again in a more positive light. I can say it has made a difference in several situations over the last month. Give it a try. You'll be surprised with what happens.

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