

## Why *Quick Change*?

Quick Change works because it is an extremely logical and actionable model for behavior change. Its power comes from the process of self-discovery and

### **COMMON SDB'S**

**Procrastination  
Over Committing  
Anger  
Micro-Managing  
Perfectionist  
Not Make Cold Calls  
Holding Back  
Defensiveness  
Blaming Others  
Not Listening  
Argumentative  
Overly Critical  
Micro-Managing  
Personally  
Attacking  
Dominating  
Show up late**

analysis that individuals go through to identify, analyze and eliminate a self-defeating behavior. This process replaces resistance to change with a tremendous desire for change as individuals realize how hard it is to keep an SDB compared to how easy it is to change behaviors.

Traditional approaches to changing self-defeating behaviors fail because they assume people are “broken”, in need of repair, and resistant to change. This approach stigmatizes the person and fails to address the root cause behind the behavior.

Quick Change believes that people are not resistant to change. As Dr. Hardy says, “They have the right idea; they just have the wrong behavior!” Quick Change realizes the root cause is not the behavior but the fear that is driving the

behavior.

Quick Change recognizes that behaviors are stored in the unconscious mind as conclusions that contain a promise and a fear. Why do we stop at a red light? Because we have concluded if we stop we will be safe (promise) and if we run it we will get hit or get a ticket (fear). When we approach a red light our unconscious mind retrieves this conclusion – without thinking we choose to stop at a red light.

Now imagine you are driving into work and someone tells you to run a red light. You would get a strong emotional response (fear) and refuse to comply. “Are you crazy!” might be a typical response. This is exactly what happens when you approach self-defeating behaviors with traditional training and coaching. What the training and coaching is suggesting just seems crazy to the person doing the SDB. From the perspective of the person doing the SDB this is not resistance to change; this is resistance to getting hurt.

Quick Change works because it reprograms people’s conclusions. It shows people how to bring the conclusions behind their SDB’s to a conscious level where they quickly discover the promise is false and the fear is mythical. Suddenly they clearly see and realize how dumb and crazy their self-defeating behavior is. This creates an immediate and strong desire for change.

Once the desire for change is put in place people quickly reprogram their conclusions with an accurate promise and a real fear. Putting fear “in the right spot” blocks off the SDB; now going back and doing the SDB is like running a red light – not a good idea! And a new conclusion opens them to higher performing behaviors. Now the person is open to traditional training and coaching to develop their new higher performing behaviors.