



*Triggers:
A New Approach
to Self-Motivation*

Stanley Mann, C. P. C.



A Solution Coaching and Training



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Foreword

We are in the midst of an exponential explosion in the number of people seeking psychological self-help methods to improve their life. They want to learn ways to achieve freedom from fear, better health, or success in life.

Self-help has many advantages. You can better yourself at your own time and pace, it is inexpensive, and it makes you self-reliant, which is the foundation of self-confidence.

Until recently, powerful psychological methods of improving human personality and increasing personal effectiveness have been the private domain of a handful of professionals. But the great secrets of quick, effective personality enhancement have been carefully gleaned from the esoteric professional literature by Mr. Mann. In this book, he makes these mental programming methods available, in the form of self-help, to all who are willing to invest a little time and energy to use them. Now you can share in these secrets.

The Trigger technique, from which this book's title is drawn, is a special kind of conditioned reflex, sometimes called an anchor. It is a powerful psychological tool for instantly accessing the mental resources lying within you.

By combining Triggers with such mental self-help methods as visualization, relaxation, and mental rehearsal, exceptionally powerful mind programming systems are made. These programming systems are tailor-made to achieve specific results. This enables Triggers' techniques to go much further than just visualization, mental rehearsal, or even self-hypnosis. And this is what makes *Triggers* different from other self-help books.

There is an old folk saying: Talking to a hungry man about food does not satisfy his hunger, giving him food feeds him only once, but if you teach him to raise his own crops, you feed him for the rest of his life. This is the essence of self-help.

This is Mr. Mann's goal: to teach you, the general reader, how to help yourself. He doesn't just talk in vague generalities about improving yourself, nor does he try to do it for you. Instead, he does a masterful job of translating the private language of researchers—a language that only a few can understand—to explain clearly and straightforwardly how mental programming works and how you can use it to enrich your life.

Great thinkers, like Newton and Einstein, explore the rarefied atmosphere of theory. They need practical men, in the tradition of people like Edison, to bring the benefits of the mysteries they have unraveled to the general public.

Mr. Mann uses his talents in the service of such a practical tradition. By translating this new psychological technology into readily learnable, and, therefore, practical terms, Mr. Mann completely fulfills his goal. Along with explicit instructions and simplified outlines, this book is filled with examples taken from his work with hundreds of patients and students. These examples clearly illustrate the methods he discusses, and are valuable for making the methods easy to learn and apply.

I have had the pleasure of a long professional association with Mr. Mann. We have been colleagues at the Veterans Administration, as well as in our private practice, for over eighteen years. Working as co-therapists, we have enjoyed unraveling many knotty problems that confront us in our work. I have also

enjoyed leading professional workshops with him. Therefore, I have had the opportunity to observe him in many settings as a warmly intuitive therapist and remarkably effective teacher, trainer and facilitator.

My own years of experience with the methods he discusses in this book have shown me that they are astonishingly effective. I am sure they will give the reader the means to liberate himself from many common emotional blocks, as well as help him develop and use inner resources that may have been, until now, only dimly realized.

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Acknowledgments

Whatever pride I may take in my accomplishments has to be taken with the full realization that nothing would have come to fruition without careful pruning, generous fertilization, and debugging by my many teachers, mentors, therapists, clients, family and friends.

The most profound investment was by my wife, who sacrificed her own career to cast her lot entirely with mine, so she could devote full time to smoothing the path for me. And sometimes I have asked her to help me along on some pretty rough paths. She has been unstintingly generous in sharing me with her two arch rivals: my work and my fishing. My writing this book has been possible only with her continuing forbearance. Her encouragement has meant, and still does mean, more to me than she may realize. It feels good to be able to state this publicly.

I have the good fortune to have as my professional mentor, Ned Papania, Ph.D., Director of Psychological Training at the Veterans Administration. A man of practical wisdom, he can cut through the nonsense of life and get to the essence of the matter. He has shared his extensive professional knowledge most generously with me. Sometimes I blush at the extent to which, driven by an avid curiosity, I have imposed on him. When reviewing my manuscript before the final editing, he gave many valuable suggestions to make this book more accurate and helpful.

Although I have received considerable professional training from many skillful people, I have benefited greatly from the teachings of William Q. Wolfson, M.D., director of the Metropolitan Transactional Analysis and Gestalt Institute in Livonia, Michigan. He also made some excellent suggestions when I was writing the manuscript.

Victoria Diaz, writer and teacher, has my deep appreciation for encouraging my plans to write this book, making editorial suggestions, and advising me on how to get published.

My thanks to David Wright for realizing the potential of *Triggers* in its early stages, and to Nancy Brandwein for her tireless efforts in helping me whip the book into its present form so that it was sensibly organized, told a logical story, made its concepts clear and conveyed the essential information. Nancy helped me reduce the book to the essential information and put the right emphasis on what the book can do for the reader. Her advice was invaluable.

An abstract graphic consisting of three horizontal lines of varying lengths and two vertical lines of varying heights, creating a grid-like structure. The lines are black and set against a white background.

Introduction: What Triggers Will Do For You

In all areas of science, phenomenal gains in knowledge are creating dramatic breakthroughs. Space flight, computers, human organ transplants, telecommunications and genetic engineering are just some of the modern wonders of science benefiting us today.

Equally dramatic breakthroughs in personal improvement techniques are being made in psychology. This book tells you how to use the most up-to-date self-improvement technology known to science: mental programming, a psychological system for installing new capabilities and talents in yourself. It does this by improving the way you think, act, and react.

Central to these new mental programming methods is the *Trigger*—a spectacular breakthrough technique. Combining Triggers with new, improved imagery techniques has enabled scien-

tists to design strikingly powerful self-improvement methods. These make it surprisingly easy to achieve the improvements needed for success.

HOW I FIRST LEARNED OF THESE NEW TECHNIQUES

When I returned home after my first professional seminar on these new techniques, my mind was in a whirl. I almost hadn't gone because I thought I had seen everything. After all, my previous training had covered Gestalt and Transactional Analysis, psychoanalysis, behavior modification, and sensitivity training. But the seminar turned out to have been an extremely exciting five days for me. Enabling people to realize their greater potential had always been fun for me and now I had a whole new set of powerful tools to help people with.

I became increasingly impressed with the power of these new techniques as I used them with my clients. Usually a client would make an astonishingly quick improvement and make gains that had previously taken months of tedious work using older methods. Now I could help someone improve (like the timid woman mentioned earlier) much easier and quicker.

In just four sessions, for instance, an aspiring executive gained all the action-packed motivation she needed to change her career. After three sessions, a war veteran, suffering recurrent combat nightmares, was able to sleep peacefully again. After two sessions, a salesman dramatically increased his confidence and soon became a star salesman. In just twenty minutes, a timid young woman became able to talk to anyone effectively—from an imposing judge to attractive men she wanted to meet. Such results used to take months or even years.

A REVOLUTIONARY IMPROVEMENT

As pleased as I was with these results, I began to wonder if a further advance could be made. These powerful methods of personal growth had been, virtually, the private property of a select group of professionals. They used them to help their

clients change, but they reached only a small portion of the population. Not everyone has the money, time, or inclination to go to a professional.

How could these mind programming techniques, which could benefit practically everyone, be made available to more people?

I wondered if these new techniques would work if one applied them to oneself. If so, people could learn how to use them themselves. This would make these techniques widely available at a greatly reduced cost. More people could gain greater power over their lives and further their self-reliance and independence.

I decided to start testing out if it could be done. My first client was to be me. I chose to change something easy to measure, so I could tell what results I got. But something not too easy to change, so I could tell how powerful the technique was. I chose stopping smoking. It was something I wanted to do but had never been able to accomplish.

So I sat down and went through the steps I had been taught. I used an ingenious technique (which is explained in detail later in the book) that programs different parts of your personality to help change your bad habit. It took less than twenty minutes to complete, and when I was through, I wondered if it would work.

I soon discovered just how well it did work. When I reached for my cigarettes, a mental signal that I had programmed during my session told me to stop. What a happy surprise! My arm stopped in midair. From then on, the signal worked every time I even thought of getting a cigarette. I was impressed and delighted at how well these techniques worked as self-help. (By the way, I haven't smoked since.)

I knew then, since I was able to use these new methods to program myself, that my patients and others could use these techniques, too.

I was excited by the enormous possibilities this opened up. In my mind, being able to stop smoking wasn't all that earth shattering, even if the method of accomplishing it was delightfully easy and effective. What I was excited about was realizing that others could apply these easy and powerful meth-

ods *themselves* to improve *all* areas of their lives: behavioral, emotional, intellectual, and physical.

HOW YOU CAN USE TRIGGERS

When I began teaching my clients and students how to use these as self-help techniques, many asked for written instructions or books on the subject. I could only refer them to technical books and journals cloaked from the average reader by thick technical jargon. Furthermore, they were written for professionals to use on their clients, not to use on yourself. What was needed were instructions written in a straightforward manner which could be followed by anyone to use on him or herself.

Also, it occurred to me that such a book could reach a wide audience and let a great many people benefit from Triggers' mental programming techniques.

As a result, this book was written to explain these extremely useful methods from a self-help viewpoint.

Triggers does not just give you intellectual understanding or "insight." Exact methods are given to make the specific changes you want. Scientific jargon is stripped off and replaced with clear, everyday language. I include easy to follow, step-by-step instructions, and detailed examples of how others have used these techniques to immeasurably enrich their lives. Here are just a few of these masterful techniques and what they can do for you:

Breakthrough Technique #1—"The Trigger"

A few minutes is all it takes for you to create a "trigger"—the powerful mental reflex that is the foundation for all mental programming techniques in this guide. Your personal triggers will activate your hidden powers of motivation instantly so you can fulfill your every goal and desire. Many people have used this trigger reflex to finally accomplish things they'd only dreamed of doing for years. Whether you want to market your creative talents, make a difficult career move or even go on a diet,

when you use your "trigger" you'll never have to push yourself to do the job-instead, you'll have to remind yourself to stop!

Breakthrough Technique #2—"The Mental Blueprint"

Now you can master new skills and challenges using the same technique Olympic champions have used to insure peak performances. One client of mine used this *mental blueprint* technique to improve his golf game dramatically without arduous hours of practice, while a shy young woman used it to become a more dynamic and assertive conversationalist and rev up her social life (after having been painfully shy for years). In seven easy steps, you can use the mental blueprint technique not only to master new skills speedily, but to take on the winning ways you admire most.

Breakthrough Technique #3—"Multichannel Thinking"

Ever wonder why some people can solve problems in a snap or come up with creative ideas almost instantly? Chances are they've mastered the technique of using all their thinking "channels" and not just the one or two that most people get by with. Now with the easy multichannel thinking exercises in my book you can actually prime your mind to think more creatively, solve problems, learn and apply new information quickly. And, as an added bonus you'll discover how multichannel thinkers use their skill to get along better with different types of people.

Breakthrough Technique #4—"The Mental Pentagon"

By using your "mental pentagon" you can now direct your own personal "war" against illness and, along with your doctor's treatment, help yourself get well more quickly. Based on recent scientific research on the power of positive thinking in healing disease—even cancer—this technique often works where using only conventional medicine fails. For instance, one of my clients conquered a raging ear infection by using her "mental pentagon." Another highly stressed businessman used it to ease the

symptoms of his irritable colon. And, just a few minutes a day spent on the mental pentagon technique can actually help promote health and vitality and *prevent* illness.

*Breakthrough Technique #5- "The **Inner Power Generator**"*

At the root of every habit you've tried to break is a particular kind of inner conflict—not lack of motivation or willpower. Now with the "inner power generator" system you can substitute desirable behavior for unwanted habits; it's the technique I used to stop smoking; it's what a doctor friend used to stop his pattern of destructive drinking at parties and what one young woman used to turn a lifelong habit of overeating into new-found confidence and health promoting lifestyle.

Breakthrough Technique #6- "The New Hypnosis"

If you can read the writing on this page, you have the innate ability to hypnotize yourself. At the end of my book I'll reveal several methods for what I term "the new hypnosis." Through self-hypnosis you can make every technique in my book even more potent. With the safe and easy induction methods I describe, you can hypnotize yourself to erase unreasonable fears, ease minor pains and aches from illness, increase your powers of concentration and reinforce the new skills you've mastered with this guide!

The real beauty of using *Triggers* is that the improvements, which you choose to make, are *programmed* into your personality. That is, once installed, these changes work automatically. You hardly have to think about it. For instance, you might program yourself with high powered motivation to get a better job. Then, whenever the chance presents itself, you will find yourself eagerly hustling for interviews, getting advanced training, or doing whatever needs to be done to get that better offer.

With *Triggers*, you can program every fiber of your nervous system to make the changes you need to achieve success in all aspects of your life.



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How To Motivate Yourself To Do Anything with Triggers

Motivation is an inner idea or emotion that prompts you to take action. It is a vital ingredient of success: To achieve your goals, you must work actively toward achieving them. Many excellent plans have foundered on the rocks called "I'll do it tomorrow." You may have fine goals and a creative plan to achieve them, but unless you actively pursue them, your dreams will die stillborn. You have to work your plan. You have to get out and do it.

People who are not motivated to do what is needed are losers. A loser keeps putting off what needs to be done. As a student, a loser doesn't do his homework and then prays he is not asked questions in class. When called upon to perform, he may try to throw up a smoke screen by talking about irrelevant topics, or he may simply retreat in embarrassment.

As an executive, a loser has reached the limit of what her present company can offer and fails to look for another company with more opportunities. She remains unfulfilled, with many of her skills wasted.

This happened to one of my clients who worked for a small family-owned advertising firm. She designed many successful ad-

vertising campaigns that markedly improved the company's financial position. Furthermore, she made some reorganization suggestions that heightened the firm's efficiency and made the company more competitive. However, as brilliant as she was, she never could become head of the company—that position was reserved for the owner's two sons.

She languished at this dead-end job for years, lacking the motivation to make herself either change companies or start her own business.

A talented artist friend has promised to paint a landscape for an influential woman who could further his career. He has started painting the landscape, but only works on it in bits and pieces. He may never get it done. He dreams of becoming a successful artist, but his talent is wasted for lack of sufficient motivation.

The dreams of dreamers can lead to great achievements. It has been said that the world is divided between dreamers and doers, but this is not true. The world is divided between dreamers who only dream and dreamers who also *do*. All great people are dreamers—and more. They actively pursue their dreams, and most of them enjoy the pursuit. Not only do they put in the time and effort, but in spite of frustration and disappointment, they continue in their pursuit. They know how to motivate themselves.

How many times have you had something you wanted to do but couldn't get yourself to do it? How many times have you started to do only a little piece of a project every once in a while, but never finished it? How many times have you let a good idea go to waste because you lacked the motivation to put it into effect? How many times have you seen somebody else succeed using the same idea that you had?

Simply wanting to do something, even if your desire is strong, is not always enough to cause you to act. Many people wish to do things but never act on their wishes. The world's newsrooms are filled with reporters who would be authors, but they never write a novel. Many workers in unsatisfying jobs never finish the education or training they need to move on to better positions. Many lonely people never get around to meeting with friends. Any many people, dangerously out of condition, never start an exercise program.

Such people often are accused of not wanting what they say they want. Yet I have seen too many people who display an intense desire to pursue their goals and yet fail to do so because they cannot put their will into action.

This chapter shows you how to program your mind to turn on, at your command, the essential requirement for success—motivation. You will learn how to make and use *triggers*, a simple, powerful mental technique. Then, by using a system called *double triggering*, you can convert mere desire into action by tapping into your own natural resources. This will enable you to act on your dreams, to do things you have never done or finish things that, up until now, you have kept starting but never finished. You will be able to do things you never thought possible.

Not only can you make yourself do what you need to do, you can really enjoy doing it. No longer will you need to push yourself with "I really should," or wish it were all over. Instead, you will eagerly welcome the opportunity to do it—whatever "it" is, whatever "it" takes.

Using triggers, you will be able to motivate yourself toward your dreams. Life will become a great joy. And you will be able to inspire others to help you in the pursuit of your goals.

THE SECRET OF MOTIVATING YOURSELF

After a hard game of racquet ball I often will sit with my partner, breathing hard, dripping wet, thoroughly exhausted. Our favorite joke is, "If somebody paid me to work this hard, I'd quit." Yet, there we are, paying for the privilege. Between games, I enjoy recalling exciting plays, such as smashing by partner's return ball so low to the floor that he can't reach it in time. I will eagerly look forward to the next game and enjoy buying a new racket or a pair of shoes occasionally.

I realized that it is how you feel about an activity that counts—whether you label it in your mind as work or play, obligation or privilege, misery or fun.

I wanted to write a book, but I did not feel as eager about writing as I did about racquet ball. I could write in a beautifully paneled study with a large window overlooking a splendidly wooded area. My chair was comfortable and, to add to my pleasure, a stereo surrounded me with appealing music to delight my ears. Yet with all this comfort and all my desire, I had never written an article for publication, much less a book. My problem was getting myself to take the time and effort to do the writing.

How To Motivate Yourself with Triggers

I tried everything I knew to get myself to write. Simple willpower did not work. Behavior modification techniques were a little better, but too boring to keep me writing. I did do some writing, but it soon became a struggle again. I began making excuses and kept putting it off, finding other things to do that I enjoyed more. The underlying problem was still there. I did not enjoy writing enough to be eager about it, so I gave up in four days.

It wasn't until years later, when I learned about trigger techniques and their amazing power to help people change, that I finally was able to motivate myself to do anything I wanted.

HOW TRIGGERS TAP YOUR HIDDEN POWERS

A trigger is anything that brings forth a memory or emotional feeling. There are five kinds of triggers-visual, auditory, sensory, gustatory, and olfactory. Marriage albums, for example, are visual triggers that awaken those special memories of that event. Couples with a special song have an auditory trigger that arouses emotions and evokes all the other senses in that set of memories, causing the lovers to recall the sounds, sights, smells, tastes, and feelings of special times and places.

Another example of an auditory trigger is the old joke about the comedians' convention. Everyone there knew all of the jokes by number. So all the master of ceremonies had to do was call out "number twenty-one," and he got a laugh. If he called out "forty two," he got another laugh. The numbers were triggers for the actual jokes.

Triggers can be established easily. You can use any sound, sight, or even a touch. You could also use an odor or flavor, but these generally are too cumbersome to use for our purposes.

How To Motivate Yourself with Triggers

PSYCHOLOGICAL "MONEY IN THE BANK": YOUR VAST RESERVOIR OF HIDDEN POWERS

You can transform your life by using this system to motivate yourself. Inside you is a vast reservoir of strengths and abilities you can draw on. When I use the term reservoir, I am speaking of those internal human resources such as enjoyment, trust, caring, enthusiasm, and courage. Infants are born with the motivation to get all their needs met—to suckle, to be held, and to be cuddled. You know strong these drives are when you see a baby contentedly nursing or cooing as it is being held, and how strenuously it screams if this is withdrawn. Eric Berne, author of *Games People Play*, talks about our inborn "stimulus hunger," a general desire to have our senses stimulated. Later, nature adds the motivation for sexual pleasure to our drives.

As you continue to grow, you channel these drives into pursuing many gratifications. As a child, you may have played in a sandbox, made roads and tunnels to run your toy cars on, tenderly rocked your doll, flown your kite high in a bright blue sky as you felt the string tug in your hand, walked through the woods while marveling at nature, or read about faraway lands where people have fascinating customs.

Childhood joys are potent. When you were a child at play, you were not only enjoying the moment, but also creating valuable habit patterns and learning how to enjoy life in general—valuable additions to your reservoir.

Further resources come from experiences when you were determined, persistent, courageous, or confident. These experiences are part of you and, just like "money in the bank," are the reservoir you can draw on to transform yourself. Having such qualities in your reservoir is what is meant by such statements as having "character," "grit" or "the right stuff." They are there for you and you can make a trigger for any of these

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qualities. It does not matter how far back you have to go to recall them. What's more, you can even use imaginary experiences as resources for qualities you need.

HOW TRIGGERING HAS HELPED OTHERS

Here are some real life examples, taken from my professional practice, of how this system has been used with different targets being transformed by various inner resources.

At my Clinical Training Seminar at the Veterans Administration Medical Center, I have taught some of the professional staff these techniques to help others change. They were all graduates of accredited schools and trained psychotherapists.

During one session, as part of their training, four students worked with each other to increase their motivation, using the same methods I have been describing to you, except they were applying them to each other instead of to themselves. Having explained the procedure to the class, I asked them to think of something they would like to do more often.

"I'll lead the first one as a model for the class," I said, "and then you will pair up and work on each other. Now, who will begin?" "I have something," said Rachael. "I used to play the piano a lot, but since I had my baby, I haven't been practicing as much as I want to. She's four months old now and I tell myself to practice, but I never seem to get around to it anymore. I used to really enjoy it."

"Okay, Rachael. Make yourself comfortable and we'll take care of that for you."

Turning to the class, I explained, "Her target is to play the piano more frequently. Now, we need something from her reservoir. What do you really enjoy doing, Rachael? Something you look forward to and do almost every chance you get?"

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She thought a moment before her face lit up with a big smile. "Playing with my baby," she said. "She's so much fun." Rachael was easy to work with because she had an expressive face that revealed when she was thinking of her reservoir.

I could tell by her expression what was going on inside her. I instructed her through the TRIGGERS system.

Her eyes fluttered open and she excitedly told us that she had also figured out how to find the time to practice. This was a bonus benefit for Rachael. However, it is not necessary to do this during this procedure because, once you create the desire, you will find the time on your own.

Another student, John, voiced a concern he had: "Might you not switch the two feelings, so that you'll dislike what you used to like and like what you didn't like before?"

"A switch wouldn't occur," I answered. "What you are doing is mixing and combining the two sets of experiences-the target and the reservoir-so that the stronger influences the weaker. However, it is possible to make both experiences unenjoyable. So it is important that the reservoir experience is stronger-the stronger, the better."

"You mean if the reluctance is stronger than the drive that's in the other experience-if the negative is stronger than the positive then you might end up not caring to do either one of them?" John asked.

"Yes, theoretically that is right," I replied, "Although I never heard of it happening."

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The next person to try double triggering during that training session was Russ. He was willing to reveal his target to us, but—for the sake of demonstrating that this method works on any target (unless you have a phobia about it). After checking with him that an irrational fear was not stopping him, Rachael did double triggering with him without any of us knowing his target.

This way of working can be useful to protect privacy in groups where people know each other and a client is embarrassed or shy about letting others know his or her problem. Instead of saying what it is, he can merely state in general terms the change he wants. This avoids the possibility that others might change their opinion of him and treat him differently. He does not have to worry about what others might think of his personal problem.

Since we knew that Russ wanted to do more of something, Rachael went through the same procedures with Russ that I had gone through with her, but she had to talk in generalities instead of being specific.

At the next session, he reported that the double triggering had worked splendidly. He had been feeling "lazy" about going to his karate lessons, but since his double triggering session, he had attended enthusiastically. As his reservoir, he had used reading. "I jump into a book any chance I get," he said.

At a later class, Russ used an advanced trigger technique (described in Chapter 7) to get over his Vietnam combat nightmares, which had been plaguing him almost nightly for years.

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HOW A TARDY WORKER USED TRIGGERS TO CHANGE A THREATENED DEMOTION INTO A PROMOTION

Besides using triggers with students, I use them with my clients. One man, who worked for a major automobile company, was getting in serious trouble because he was always tardy in submitting his reports. His boss had been lenient with him for years because my client was such a skillful engineer that it made up for his late reporting. In the past, both he and his boss had put paperwork low on their "must-do" list.

Later, Washington put tremendous pressure on the automotive industry to reduce pollution in exhaust emissions. The boss needed reports promptly so he could coordinate work with other departments. However, my client still delayed writing the needed reports. He was even threatened with a demotion and a cut in pay. What used to be a fun job was fast becoming a hassle.

We used the double-triggering technique to solve his problem. When he came to see me, he confided, "I just can't get the feeling that writing reports is the real work. It's just a game." When I asked him what he enjoyed doing the most, he told me that he played bridge every chance he got. He had even been in games that lasted all night. This was used as his reservoir, and writing reports was his target. Triggers were made for each one. Then he checked to be sure his positive trigger was stronger. Next, he double-triggered, transforming his distaste for writing reports into the interest and enthusiasm he felt when playing bridge.

Later, he happily told me that his job had become fun again. He churned out a steady stream of reports about his crucial work on reducing auto pollutants. His boss was delighted with the change in his work. Instead of being threatened with a

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demotion, my client was given a promotion and was awarded a nice fat bonus.

HOW TRIGGERS WERE USED TO REVITALIZE A DEAD-END CAREER

An executive in the dead-end advertising job also use double triggering to advance herself. The resource she used from her reservoir was her love for her young son. This woman would go to any lengths to care for her little boy. For instance, she searched for just the right nursery school for him, gladly spending the hours and energy needed to make a thorough research of the available schools.

When it came to her job, her target was to look for a better career opportunity. She used the double-triggering technique and began to feel almost as eager about taking care of herself as she did about taking care of her son. With the use of triggers, she landed a job with good promise, and with her natural talents, she easily won recognition and soon had a position worthy of her talent.

HOW A LONE WOLF USED TRIGGERS TO BECOME A SUCCESSFUL ORGANIZATION MAN

Another interesting example is the case of the owner of a large business. He was a lone wolf who used triggers to make himself a successful organization man.

Having invented a specialized tool that came into great demand, he started his own business. Single handedly, he built it into a large successful company. He spent hours alone at his desk going over figures and making detailed plans about his business. He enjoyed running his business this way, and this enjoyment helped make him such a successful businessman.

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However, his company had gotten so large that he had to hire managers and delegate responsibility. This meant that he had to make a change in his business style. He had to meet frequently with his managers to give them his advice and guidance so they could benefit from his superior business judgment. The trouble was, although he wanted to do it, he did not enjoy meetings and did not attend them as he knew he should.

Nor did he want to reduce the size of his business to the one-man show it had been, because it would cost him an important competitive advantage.

When we talked over the problem, it boiled down to the fact that he wanted to keep his large organization intact and he wanted to enjoy his work as he used to.

"If only I could enjoy meeting with my managers the way I enjoy working alone in my study. I'd be all set," he said.

It was a simple matter to make a positive trigger for working in his study, and then another target trigger for meeting with his managers. His positive trigger was easily stronger, and when he double triggered, his feelings about meetings were transformed. He could easily imagine himself enjoying working with his people.

When he went back to work, he found himself having a good time working in this new efficient way. He always welcomed an opportunity to share ideas and work out solutions. His managers were also delighted that the "boss" became so accessible to them.

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HOW A C.E.O. MOTIVATED HIMSELF WITH TRIGGERS

Another example of how the triggering technique can be used to help you reach your goals: the chief executive officer of a large company was becoming dangerously out of shape because he didn't exercise. He loved to read mystery novels and spent a lot of time reading them. When he used the triggers technique described in this book to infuse the enthusiasm he felt about reading mystery novels into doing his exercise, he began to do his routines eagerly. He soon was in shape again, feeling much better and having more energy. His doctor was pleased also.

There are countless applications for this surprisingly simple but powerful system. So practice the techniques that I will describe in this book to motivate yourself to do something you want to do but feel some reluctance to do, or for which you just can't seem to find the time.

You will find that the double-triggering method is far superior to ordinary willpower.

More sophisticated variations of the double-triggering technique are explained in Chapter 2, and additional applications of it will be described throughout the book. This will enable you to use triggers to improve many other areas of your life.

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<http://www.stanmann.com/triggers.html>.
The book gives detailed step-by-step instructions
so you can use TRIGGERS to change your life.