

# Thinking

INTO CHARACTER

## LESSON NINE



### THE MAGIC WORD

## The Magic of Attitude

**“It’s amazing what doors are opened if you reach out to people with a smile, friendly attitude and desire to make a positive impact.”**

**Richard Branson**

A part of



## 1. OVERVIEW

You cannot underestimate the power of a good attitude. Attitude is more important than any talent or skill. Bad attitude, bad results. Great attitude, great results!

**“The greatest discovery of his generation was that you could alter your life by altering your attitude of mind.”**

**William James**

For example, in a company, an employee may be “the best” on their CV and have top qualifications, but if they don't get along with anyone and have a bad attitude, they will not last very long in that or any job.

Whereas an employee with a good attitude who is a team player and goes the extra mile to help others, may not have the best CV or skills, but will be given some leeway and a helping hand to succeed.

Teachers tell students if they change their attitude their grades will improve. Parents tell their children if they change their attitude, their home life will improve. Doctors tell patients, “We have done all we can, now it is up to you – it's your attitude.”



As we learned in our video session for this lesson, your attitude rubs off on your peers or colleagues, your family, your friends and all those who come into contact with you. A positive attitude is infectious and everyone will pick up on your positive energy.

Attitude alone, of course, will not get you the results that you want. You also must have the ability and talent for sure. But if you don't have a good attitude, your skill and talent won't get you very far.

## NOTES

You would think anything that yields this much power would be a subject that is taught from our earliest age at school. And yet if you asked ten people you meet what 'attitude' means, you will probably get ten different answers. When you have a good, clear understanding of what attitude is and how attitudes are formed, it will become very apparent that only a small percentage of the population are in control of their attitude. In truth, their attitude is being controlled by the media, by other people, by conditions and circumstances in their life.



We recommend you pay serious attention to this session because it can change your results faster and more dramatically than anything else. In fact, William James said, "The greatest discovery of his generation was that you could alter your life by altering your attitude of mind."

Attitude is the composite of your thoughts, feelings and actions. It is not just your thoughts, nor is it just your feelings, but it is your thoughts and feelings **combined** and expressed in your action.

To properly understand this, look at the relationship between the mind and the body; how the conscious and the subconscious mind work, and further, how they work in relationship with one another.

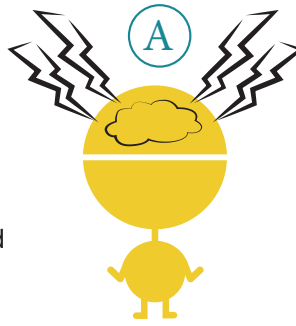
The subject of attitude is so important that we will examine each part individually and then combine all three together. We said it is the composite of **Thoughts, Feelings and Actions**. Let's take a look at **Thought**.

There is a creative power that is flowing into your consciousness. It has no form, it just is. It is neither positive nor negative. As you begin to exercise your higher faculties and give form to this power, the first stage of attitude begins. You are going to build either a positive or a negative image. That image is expressed on a conscious level through vibration, through words, gestures and writing.

**A positive attitude is infectious and everyone will pick up on your positive energy.**



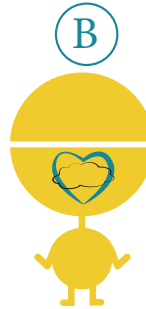
You may or you may not internalise that image. For example, you could be watching a negative news report or reading something negative or possibly listening to someone who is sharing a very negative idea, without any of this having any emotional effect on you. On a conscious level you have the ability to accept or reject **any** idea whether you have originated it yourself or picked it up from an outside source. If that idea is not internalised, it will have no effect on your emotions or your physical body.



## NOTES

But let's take a look at what happens when that idea is internalised.

The early Greeks referred to the subconscious mind as the 'heart'. When you hear people referring to the heart or the suggestion 'As a person thinketh in their heart, so are they', the average individual immediately begins to think of the physical heart.



That is not what the early Greeks meant. It is the subconscious mind. The subconscious mind is deductive. In other words, it has no ability to reject anything that is impressed upon it. It cannot differentiate between good and bad and it has no sense of humour. It is totally and completely subjective. Whatever is impressed upon it is accepted and simultaneously expressed in the body.



The subconscious mind is the universal side of your personality. It is the side of the personality that connects one person to the next. It does not recognise time or space and communicates through vibration. When we talk about connecting 'heart to heart', we are talking about two people being on the same frequency relative to the same concept at the same time. Or it can be a group of people, a team, who are all in harmony with the same positive idea. That team will become an extremely powerful force moving toward a pre-determined goal.

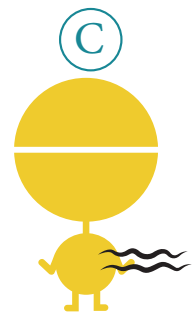
## NOTES

The nature of the idea that is impressed upon the subconscious mind, or in the 'heart', will determine the vibration or the emotion that is being expressed, that is, the **Feeling**. If the idea is negative, the person will be expressing negative vibration or emotions. However, if it is positive, the emotions or vibrations will be positive.

You have the ability with your intuitive factor, one of your higher intellectual faculties, to pick up vibration from another person. If the other individual is in a very negative vibration, you pick up on that energy. If you feel that another person is troubled, the odds are that they are troubled. Begin to utilise and believe your intuitive findings. Keep in mind we invented the word 'feeling' to describe conscious awareness of vibration. Your intuitive factor deals with feelings. You will feel it.

Now let's take a look at the third aspect of attitude, **Action**.

It is the body that moves into action. The body, being the instrument of the mind, is the only medium through which the conscious and the subconscious mind working together are able to express themselves. Whatever idea is impressed upon the subconscious mind must be expressed through the vibration of the molecules in the body. When that vibration becomes strong, the body must literally move into action.



If the mind is in a conflicting or confusing state, that confusion will be evident in a person's action. They will start going here and end up going there. They start a project, abandon it, and start something else. Their actions are chaotic. Nothing of any consequence is accomplished. Their environment will generally be disorganised.

**If you feel that another person is troubled,  
the odds are that they are troubled.**

On the other hand, when their thoughts and feelings, or their conscious and subconscious mind are in harmony, that order will be expressed in their actions. It will become obvious the person is focused. They are productive and may accomplish more in a short space of time than their confused counterpart would accomplish in a much longer time frame.

Now let's bring all three parts together.

We learnt that attitude is the composite of our thoughts, our feelings and our actions. Illustration D shows how the three parts of the personality work together. It is the vibration you are in, and attitude is determined by the nature of the ideas that you choose and permit yourself to get emotionally involved in. The physical expression is automatic. Whether this choice is conscious or unconscious matters little, it is still the way it is.





After reviewing this lesson a few times, the power of attitude will be apparent to you. When your attitude shifts, everything in your world shifts too. If it shifts in a negative direction, your entire life shifts in that direction. When it shifts in a positive direction, life improves. It becomes evident how and why most people's attitude, with respect to the economy or the world in general, is being controlled by the media. But clearly understand, the media is not to be blamed. Conditions or circumstances are not to be blamed. If we are having a problem, our conscious choice is where the problem originates. Similarly, conscious choice is where all future success begins.



## 2. KEY HIGHLIGHTS

- There is power flowing to and through you. As it flows into your consciousness, you are going to make it either positive or negative by virtue of the thoughts that you choose.
- When someone shares information that is negative, reject it. Do not entertain it and do not internalise it.

- The law of polarity says everything has an opposite. Up, down. Hot, cold. In, out. Positive or negative. There is a positive and negative pole, and you must have both to have anything. However, you can only focus on one polarity at a time. You cannot be both positive and negative. You are either one or the other.

- The conscious mind has the ability to accept, reject or ignore. As ideas and information come into our mind, we have the ability to determine whether we want to accept it or whether we want to let that be a part of our life.

**The body is an instrument of the mind. It does exactly what the mind tells it to do.**

- The conscious mind is the thinking mind – the educated mind. This is where our intellectual factors are resident. This is where your sensory factors are hooked up. You can see, smell, taste, hear and touch. These are the highways that hook us up to the outside world.

- The subconscious mind can only accept, it accepts everything that comes to it as real. The subconscious mind will take in what is happening right now and accept it. It has no ability to differentiate between what is real and what is imagined.
- Whatever is impressed upon the subconscious mind controls the vibration of the body. Your vibration is dictated by the ideas that you impress upon your subconscious mind. Negative idea, you are going to move into a bad vibration. Positive idea, you will instantly move into a positive vibration.
- No one can cause you to think something you do not want to think. You have the freedom to think anything you want to think.
- Your attitude is going to determine where you go in life. It is the foundation of either failure or success.
- Your attitude is a composite of your thoughts, your feelings, and your actions. Your thoughts, feelings and actions are an energy that you send out into the universe and whatever you send out into the universe is what is going to come back to you.

**The conscious mind has the ability to accept, reject or ignore. As ideas and information come into our mind, we have the ability to determine whether we want to accept it, whether we want to let that be a part of our life.**

- The body is an instrument of the mind. It does exactly what the mind tells it to do.
- If we understand how the mind functions, we can control the outside world. We do not want the outside world to control us. We want to control the outside world. We do control the outside world when we understand how the mind functions.
- Energy comes into our conscious mind. We have the ability to accept ideas that come in from the outside world, and say 'That's good.' We can turn the image over to our subconscious mind, and our subconscious mind accepts it as real.
- If you are mentally and physically in a bad vibration, that is all you will attract. Vibration is going to dictate what you attract. When you move into a positive vibration, you begin to attract like – minded energy to you. It just happens this way. This is where you literally control yourself.
- Everything has good in it and everything has bad in it. What do you look for? This will dictate your attitude.
- There is no right way to do anything. It can be a good way, and it can even be a valid way, but clearly understand there is always a better way. And with the right attitude you will find it.

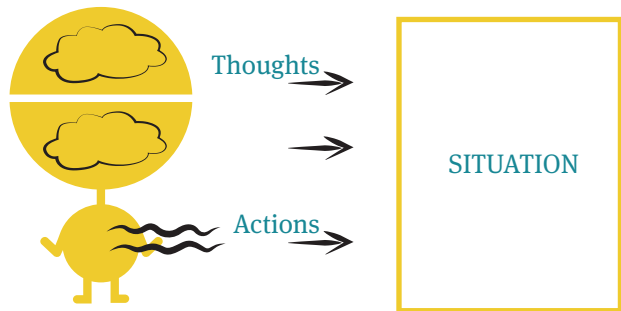




### 3. WORKSHEETS

1. Pick a situation that is not going well, for instance, a situation that you would like to improve and describe it in the space provided below in as much detail as possible.

2. Review the graphic illustration showing what attitude is. You will see it is the composite of your thoughts, feelings and actions.



- i. What are the thoughts you are having? How long have you been having these thoughts?

- ii. What feelings are you having about this situation?



iii. What actions are you taking with regard to this situation?

3. On a scale of one to 10, 10 being an exceptional attitude, how would you rate your attitude towards this situation today?
4. Is the situation controlling your thoughts, feelings and actions?  Yes  No
5. What would you do if a friend had a situation controlling them? What would you tell them to do?

6. How is the outside world a reflection of your internal thoughts? What is being reflected in your outside world? What is this telling you about your internal thoughts and feelings?





7. What are you taking in from your external world that you want to stop taking in? This is where you could say, 'That's interesting', and then move on. How can you control your thoughts? What thoughts would you benefit from rejecting?

8. We can control our thinking about the outside world, and not let the outside world control us.

i. How could you think differently about this situation? What thoughts could you impress on your subconscious mind that would help to change this situation to a better state?

ii. When you think about what you'd like to experience in this situation, how do you feel?





iii. What actions could you take to change this situation to become a more positive experience?

iv. How would you describe your new attitude about this situation?

v. How does your new attitude affect your vibration? What do you notice?

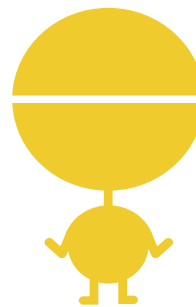
9. Imagine this situation differently. Imagine this situation as you'd like it to be. Take a moment to envisage this situation differently. Impress this vision on your subconscious mind.

10. How important is attitude to your success?

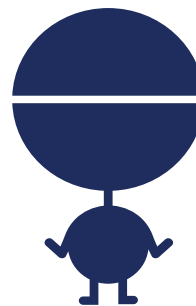


11. Complete the following exercises. In the space provided, describe the thoughts, feelings and actions you experience in these various areas of your life:

Personal relationships



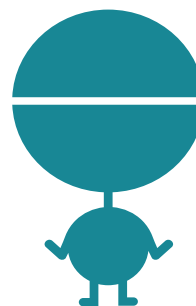
Your academic or professional goals



Your finances

Your health

Your social life





12. 'A sense of urgency' is getting a lot done in a short period of time in a calm, confident manner. Top producers have a sense of urgency. They get a lot done in a short period of time in a calm, confident manner. How does your attitude support that type of behaviour?

13. Some people play not to lose, others play to win. At times, winning calls for a person to take risks. What is your attitude toward risk taking?



## 4. READING ARTICLE

Adapted from Earl Nightingale

'Attitude' is the magic word. You are responsible for how your life turns out, and your attitude shapes that life for better or worse. Develop a winning attitude. Each of us creates his or her own life largely by our attitude. We all want good results. A healthy attitude is our best guarantee. Attitude is defined as the position or bearing as indicating action, feeling or mood. And it is our actions, feelings or moods that determine the actions, feelings and moods of others.

Our attitude tells the world what we expect in return. Make yours expectant and cheerful. You get what you expect. You can control your attitude so set it each morning. The world will reflect back to you the attitude you present to it. It is then, our attitude towards life that determines life's attitude towards us. We get back what we put in. Others treat us as we treat them; they react to us. They only give us back a reflection of our own attitude. Our surroundings reflect us. Our environment is a mirror. Life is an echo chamber of cause and effect. What we sow we will reap. What we give we will get. Change and your surroundings will change. Each of us shapes his or her life largely by habitual attitude. A new habit takes time. Most people begin their day in neutral. They will simply react to whatever confronts them. These are the people of our environment. That is why it's so important for us to control our attitudes.

**Our attitude tells the world what we expect in return. Make yours expectant and cheerful.**

William James said, "Human beings can alter their lives by altering their attitudes." Gratitude and expectancy are the best attitude. It is up to you. You are responsible. Do not take a defensive doubtful attitude toward yourself and others. A poor attitude is a magnet for unpleasant experiences. We get what we expect and our outlook on life is a kind of paint brush and with it we paint our world. It can be bright and filled with hope and satisfaction or it can be dark and gloomy. The world we experience is a reflection of our attitude.

**Develop and project an attitude that says 'yes' to life. Life is dull only to dull people. Life is successful for successful people. You must radiate success before it will come to you.**

Do not adopt the attitude of waiting for people to be nice to you, be nice to them. Do not sit in front of a cold stove waiting for the heat, and then put in the fuel. Act first. It has to start somewhere. Let it begin with you. Attitude is a reflection of the person inside.

People doing an outstanding job and getting outstanding results are outstanding people and that is because of an outstanding attitude. They think they can achieve. They believe that achievement is the natural order of things – and it is. They believe they can be as successful and competent as anyone else. They are usually no smarter nor talented than anyone else but they have the right attitude. Attitude makes the difference. Accomplishment is easy because so few others really try.

Luck is what happens when preparedness meets opportunity. A great attitude is the best preparation. Expect more good out of life than bad. Expect to succeed more often than you fail – and you will. There are more reasons why you can reach your goals than fail in the attempt. Work at it. Be positive, cheerful, grateful and expectant. Change things for the better by changing your attitude. Attitude determines altitude. Life is impersonal. Your attitude affects you more than others. Do not wait for change. You change. Practise. All you will ever earn must come from people because of the love and kindness they see and feel.

Develop and project an attitude that says 'yes' to life. Life is dull only to dull people. Life is successful for successful people. You must radiate success before it will come to you. We become what we really wish to become. You must be before you can do or have something.

Treat every person as the most important person on earth. To them, they are the most important person. That is the way we ought to treat each other. By doing so we begin to form an important habit. Esteem others. They are important and needed. People want to be recognised and respected. Everyone counts. They will give their business to the person who fills this need.

People do not have great attitudes because of great success, they have great success largely because of great attitudes. Act toward

others exactly as you wish them to act toward you. Treat them importantly. Set the pace. Do not catch the toxic and infectious attitudes of others. Keep yourself healthy. Do not mimic the attitudes of others unless they are good.

A good attitude will place you immediately in the top 5% of people on earth.

In summary, it's our attitude at the beginning of a difficult task that more than anything else will bring about its successful outcome. Our attitudes toward others, determines their attitudes toward us. Success depends on how well we relate to others. Before you can achieve the kind of life you want you must think, act, talk, and conduct yourself in all of your affairs as would the person you wish to become. The higher you go in any organisation the better attitudes you will find. The deepest craving of the human being is for recognition and self-esteem, to feel important, to be recognised and appreciated. Treat everyone with whom you come in to contact as the most important person on earth.





## 5. ASSIGNMENT

Write your answers in the space provided below.

- a. Evaluate your attitude towards yourself and others, towards success and your studies, and towards life in general.

- b. Outline ways in which your attitude towards your studies could be improved.

- c. Outline ways in which your attitude towards family and others, with whom you frequently come in to contact, could be improved.

- d. List other attitude improvement goals:





# NOTES



## NOTES