

Be - Do - Have

By: Bill McBride

What does it mean to change the paradigm in which we typically look at our life?

Throughout life, many of us at some point in time have decided what it is we want in life and set out on a path to get it. It's an easy logic drill to figure out: If I want this, I need to do that, and I will have it. But, we have seen on occasion after occasion the failure of this

approach, individuals succumbing to "now" without regard to the prize they hold dear. This seems to occur on a long-term basis all too often. So, how do we "re-direct" the paradigm of what seems like a logical approach?

Well, let's first look at emotion versus logic. We make the majority of our life decisions based on emotion and then use logic to justify the decision. When making buying decisions, we use logic to justify the purchase or to justify the

non-purchase. The mind has a wonderful capacity to make us "right" regardless of our choices. And, while we can get people to admit certain logical points, we often hear, "it doesn't *feel* right," and that becomes the basis for a decision *not to take action*. The point is we can't "LOGIC" someone into behavioral change. One has to emotionally connect to the change via the results of the change. This usually doesn't occur without an understanding of "WHY" the change is emotionally satisfying in an impactful way, so we have to identify the impactful, emotional win.

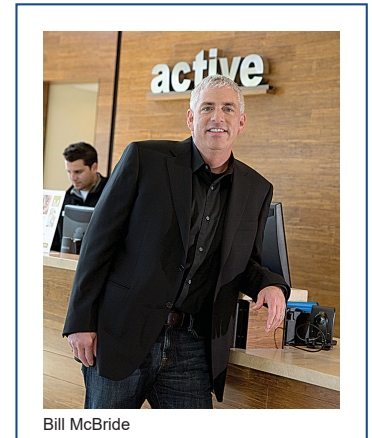
Within my interpretation of the Be - Do - Have paradigm, introduced to me by an early mentor, behavioral change must start from an emotional perspective (even if it feels like a dreamer's perspective). It is a much more powerful place to begin. It's kind of like starting with "Who am I?" or "Who do I want to BE?" within whatever topic being considered.

Let's take an example: A person wanting to be happy. A typical approach to happiness is: I want to "HAVE" happiness, so I have to "DO" things to get it. Sometimes, this may mean obtaining income, wealth, material things, a coveted relationship... and yet, many who chase happiness and do things in pursuit of this goal never achieve lasting happiness, even with significant goal achievement.

What the reverse paradigm does is allow for a powerful shift using the mind as an ally not an opponent. If I AM happy (BE), then I will behave (DO) as happy people behave, which is spreading happiness, joy and love. And, in the end, I will enjoy (HAVE) what happy people have... a fulfilled life.

We behave how we see ourselves. So, deciding how you are going to see yourself has a tremendous amount of power. "I am happy!" regardless of what I have.

Willpower assumes will over the mind. It simply doesn't work; you cannot out-will your mind. You have to **BE** the person first. Then, you will **DO**. And, as



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a result of who you are and what life you have chosen or created, you will **HAVE**.

"BE - DO - HAVE" works in coaching clients, staff and managing our own life goals. BE what you want first (See Yourself As). Then, you will DO what is necessary. Then, your mind will deliver based on who you are (BE), and you will HAVE the result(s)!

While simplistic on so many levels, this can be hard to get on a first pass or for our members or clients to grasp right away. That's why everyone usually can benefit from coaching. Our goal is see ourselves "As" first. Our goal is to support our members in seeing themselves as "Fit and Healthy" first... then work on manifesting outcomes.

For more information on this topic, contact Bill McBride at BillMcBride@BMC3.com or visit www.BMC3.com.

**Be-Do-Have Paradigm Conceptually Described in an article by Neale Donald Walsch, Hampton Roads Publishing Company*

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