Mindset Shifts: Remove Limiting Beliefs—Overcome Change Resistance

Authored by Brenda Petrillo

CMO INSIGHTS

One of the few certainties in today's constantly shifting business landscape is change. It seems like every company is undergoing some kind of organizational transformation.

ORGANIZATIONAL TRANSFORMATION

Organizational transformation is a business strategy that involves making fundamental changes in how business is conducted in order to respond to rapidly changing technologies and shifting business conditions. Where there is transformation, there is an impact on the need for people to change, which invariably will surface change resistant behaviors.

BEHAVIORAL RESISTENCE

Behavioral resistance is deeply rooted in fear, limiting beliefs, and negative emotions - inhibiting an organization and its employees from adopting the new ways of working, behaving, and thinking affecting culture, performance, team efficiency, overall success and achievement of desired outcomes.

On a very basic level, fears, doubt, limiting beliefs and negative emotions arise as a form of self-protection. There are many different life experiences and reasons why people suffer from a fear of change. The fear of change can stem from childhood experiences, familial views, personal outlooks, current conditions, and even just the way people are programmed.

Humans fear change because it means that outcomes are unknown. Our brains are designed to find peace in knowing. When we don't know what will happen, we make up scenarios and, in turn, create worry, which shows up in a variety of negative behaviors and results.

LIMITING BELIEFS

A limiting belief is a thought or state of mind that you think is the absolute truth and stops a person from doing certain things, holds them back and keeps them stuck. These beliefs don't always have to be about themselves—they could be about how the world works, ideas, and how they interact with people.

Limiting beliefs wreak havoc on organizational culture and hinder success; they hold employees back from taking risks and thinking creatively. It's the difference between one employee saying, *"I can't do that"* and the other saying, *"Yes, I can do that!"* These statements can affect fellow employees in a profoundly positive or negative way. The limiting beliefs that permeate the office will invariably affect the company's overall performance.

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I hypothesize that if the patterns of fear, limiting beliefs, and negative emotions are removed and replaced with new supportive belief systems, then there is a high likelihood of overcoming change resistant behavior and enabling transformative change across an organization.

A DIFFERENT PERSPECTIVE

If you are open to hearing a different perspective, read on.

Have you ever felt stuck...
- Stuck in anxiety
- Stuck in unfulfilling relationships
- Stuck in soul-sucking work
- Stuck in a religion that no longer fits
- Stuck in feelings of regret, resentment, and rejection
- Stuck in debt and feelings of scarcity
- Stuck in crippling fear of change

You've done therapy, taken anxiety medicine, sleeping pills, even done yoga, listened to podcasts and meditated. Nothing has really worked.

Why?
The body is made up of pure energy. Every organ, tissue, and cell is made up of energy, and so are the non-physical aspects of yourself. Beliefs, emotions, feelings, and thoughts — are also made up of energy — each having their own unique vibrational frequency. Energy (beliefs, emotions, feelings, thoughts) gets stuck in the body and shows up through symptoms like fatigue, chronic pain, and anxiety.

If you consider the average employee's life experiences and limiting beliefs, trapped emotions, negative feelings and thoughts — all being stored in the body, showing up as not only physical, but also behavioral symptoms — you have the perfect recipe for change resistant behavior.

Do these limiting beliefs and negative emotions sound familiar at the office?

- "I'm not good enough"
- "I'm too old"
- "I don't have enough experience"
- "I'm not smart enough"
- "This will never be successful"
- "My fears protect me"

- "I'm afraid of failing"
- "I've done this before and it didn't work"
- "I can't do that"
- "I'm not valued"
- "With this new system, my skills will no longer be relevant"

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To create real, lasting change, you need to actually release old energy patterns, limiting belief systems, trapped emotions and replace them with new supportive belief systems.

REPLACE THE OLD WITH THE NEW

When you identify, surface, and dissolve the root causes of resistance, self-sabotage, and feelings of inadequacy and replace the limiting beliefs with new supportive belief systems, the effects can be felt throughout the organization, leading to better employee retention, improved morale and trust, and increased engagement, performance and productivity.

HOW PRAY TELL DOES ONE DO THIS HEART-CENTERED WORK

There are a various ways to dissolve old energy patterns, limiting beliefs, and trapped emotions such as belief hacking, Neuro-Linguistic Programming (NLP), Emotional Freedom Technique (EFT) "tapping", hypnosis, meditation, chakra balancing, to name a few.

As a coach and energy worker, I am trained and certified in a multitude of mind, body, soul healing therapies and new medicines. In my opinion, the modality that is most effective for this work; especially in a group setting is ThetaHealing®.

When working with my clients, I help them to discover how their beliefs create their reality, where the energetic interplays with the physical, and how to begin to transform their life.

In a group setting, you can:
- Change the most common limiting beliefs
- Alter brain wave patterns and elevate mood
- Shift gene expression, optimizing the way a person operates in the world
- Lower heart rate, regulating the nervous system
- Reduce cortisol and adrenaline levels, decreasing stress
- Increase creativity, focus, and memory

The most important aspect of this work is to teach, guide, and empower each person to use these evidence based tools on a daily basis to continue to change their ingrained thoughts and energy patterns, so they feel different and show up differently.

This work is not for everyone, but for organization's looking to take a holistic approach to transformative change — don't discount ThetaHealing®.

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