

Linn Erickson's Paradigm Class

What is your answer?

About 80% of national COVID measures were the same, so was it external causes?
The 20% that lies within our ideas + choices + actions is the difference driver!

If you want to have different & better results...

You must get the paradigm right...

1st: **BE** (right person & mindset)

2nd: **DO** (the right things always)

3rd: **HAVE** (the life you wanted)

(the reverse order never works)

#1: You and your paradigm

(What does your mind conceive?)

What is a paradigm?

- Paradigm (vocabulary.com) =

A *paradigm* is a standard, perspective, or set of ideas. A *paradigm* is a way of looking at something.

- A paradigm is the glasses you see the world through
- "You see the world as you are, not as it is"

Paradigms can be helpful:

- A set of helpful assumptions we agree upon to give common framework and language
- They give a sense of order and predictability to our world
- They help explain how things occur and change

**But paradigms can be wrong,
limiting, and even harmful**

- IDEAS HAVE CONSEQUENCES !
- Some people have believed that drilling holes in a mentally ill person's head let out evil spirits
- Some people have believed that the best solution to poverty is to "make every thing equal" forcibly
- Some people have believed that only the material world exists and that "God is dead (we killed Him)"
- Some people have believed that certain ethnicities were actually subhuman and inferior

Paradigms that were once held to be true (but actually weren't)

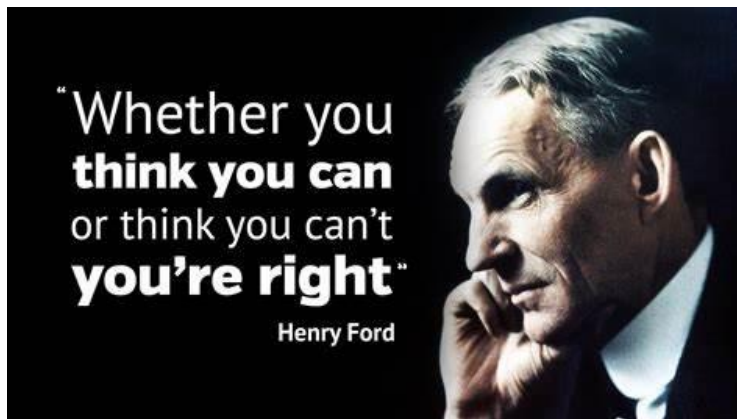
Old paradigm:

- Geocentrism / Ptolemaeus
- Germ theory / Pasteur
- Newtonian physics
- Hygiene doesn't matter
- Health from outside (OIBU)
- No human can run a sub-4min mile
- A home computer will be unnecessary for 99% of people (IBM executive, 1970's)
- Mental stress can't make you physically sick
- Cars are only for the wealthy

New paradigm:

- Heliocentrism / Copernicus & Galileo
- Terrain theory / Bernard
- Relativity / Einstein

- Ignaz Semmelweis
- Above-down inside out/D.D. Palmer
- Roger Bannister (5/6/54) [record lasted just 46 days]
- What percentage of people don't have a home computer?
- "Uh, really?" (Hans Selye)
- Cars should be affordable to the average American (H. Ford): assembly line, \$5 raise



Truth about shifting paradigms:
Every break THROUGH...
...is preceded by a break WITH

What paradigms do you have about *health/chiropractic* that need shifting?

Old paradigm:

- All offices will see a drop-off in volume because of _____
- Our volume always drops off when we go to seminars
- Once a patient's symptoms are gone, they usually stop
- An office can only see _____ people/day and do quality care

New paradigm:

- Actually, some offices grow during adversity (and you?)

- Some offices see the same # regardless of seminars (you?)
- Some offices see mostly asymptomatic people who want to build health (you?)
- There is an office out there doing what you do at 2x/3x/5x, etc.

#2: You and your paradigm

(What can your heart believe?)

Are you a **Toll-taker**?

- Honest, dependable, hard-working
- Provides consistency/safety
- Passive: Takes life “as it comes,” insists on comfort
- Sees growth only when others decide to move toward them
- Makes a living by getting people to stop where they are

Are you a **Bridge-builder**?

- Honest, dependable, hard-working
- Provides growth/possibility
- Proactive: Makes life “come to them,” seeks to “stretch” (be uncomfortable)
- Sees growth when THEY decide to move toward others
- Makes a living by getting people to go where they are

**Even if you are a toll-taker,
can you do bridge-building activity?**

What do you **believe/think/say**?

- “I am responsible for the growth of my practice”
- “I will proactively ask my doctor what I should do for P&M every day”
- “I will grow my P&M skill set every day by using the TLC website”

- “I will not go to lunch or go home until I have finished my P&M activity promise to myself/team”

What do you **do** as a result?

- I look for every opportunity to share and invite people to chiropractic
- I proactively do what my doctor has asked me to do (even if it is poorly at first, then better)
- I will daily/hourly practice my P&M skill set with newsletters, SWS, expansion cycles, master lead sheets with my doctor & teammates
- With integrity, I show **I.F.A.** (initiative, follow-through, accountability)

#3: You and your paradigm

(What will your hands achieve?)

All of this is great...

- I value and want growth
- I want my self and my office to grow
- I’m the right person
- I’ve traded up my paradigms
- I am willing to engage in growth actions
- I am practicing my actions
- I am showing I-F-A

...but if results don’t change 😞



Goals need to be S.M.A.R.T.

- S = Specific
- M = Measurable
- A = Achievable
- R = Realistic
- T = Time-based

**This will make the difference
between a JOB and a CAREER:**

J.O.B.

- Just
- Over
- Baseline

This is one way to approach your time w/in chiropractic

It is complacent, passive, and uninspiring

C.A.R.E.E.R.

- Continuously
- Achieving
- Radical and
- Ever
- Expanding
- Results

This is another way which is exciting, active and inspiring

Which sounds more exciting to you?

The switch is not going to “flip” itself
(But you now have the tools and plan... so use them!)