ANCHORING YOURSELF TO WHAT YOU WANT

Just for a moment think about something that gives you goosebumps, it could be a time in your life, a song, national anthem, a time you were brimming with confidence, got over the finish line, achieved a goal and then imagine you could re-create that feeling any time.

A month, two months, a year or even ten years down the line, you may hear that song but experience those feelings and emotions as if you were there right now. Anchoring is such a powerful tool because with it, you can recall any particular emotional state that you desire. You could create an anchor for creativity, success or calmness.

Anchoring is a way to give an experience permanence. When you anchor something effectively enough, it will be there whenever you want it. Anchoring is the most effective technique known for constructively channelling our powerful unconscious reactions so they’re always at our disposal.

When creating your anchor you must do it at the peak of emotional intensity. So if the emotion you want to experience is absolute and total empowerment and motivation, get yourself to that state by either remembering a time when you were in that state or imagine what it would be like to be in that state.

To start you must put yourself into the specific state you wish to anchor. Then you must consistently provide a specific, unique stimulus to experience the peak of that state. You can remember a time when you felt the state you want to recreate, then step back into that experience so that you are fully associated with it and can feel those feelings in the body. As you do this, you will begin to experience changes in physiology—facial expressions, posture, breathing. As you see these states nearing their peak, quickly provide a specific and unique stimulus several times, it could be pinching your ear lobe, pressing a specific part of your hand/finger, pressing your shoulder. Whatever you do make it noticeable to your body by creating a little discomfort.

Some keys for it to be effective.

Make the state intensive – get to ‘feel’ it in your whole body and try to engage all your senses – smell, touch, hearing, see it and even taste it.

Apply the anchor at the peak of the experience – if you apply the anchor too soon or too late you may not recreate the experience to the intensity you want.

Make the anchor stimulus unique – not something you do regularly such as a handshake or twiddling your hair perhaps.

Replicate it exactly as you did first time – same part of your body, same pressure to create the same experience.

Do it now to create an anchored state whether that is feeling confident, de-stressing yourself or recreating a winning state.

