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The Pain/Pleasure Principle

Everything we do in life is because we're either avoiding pain or moving toward pleasure.

If you're continuing a pattern or behaviour that you don't like, it's because you're linking more pain to stopping it than you are to continuing it.

And if there's something you're not doing that you want to do, it's because you link more pain to doing it than not doing it.

Remember in the Motivation exercise that your motivation to change needs to be more powerful than your motivation to stay the same – Tony Robbins – and therefore we need to increase the connection to the pleasure of doing something and lessen the pain you are connected to, that you may also mistakenly see as your comfort zone, a false perceived pleasure.

Below is an activity that will help you stop patterns and change behaviours because you associate massive pain to continuing the old pattern and you associate massive pleasure to the desired behaviours.

Exercise:

List 4 patterns or behaviours that you need to change in order to reach your goals/dreams and the desired new behaviour or outcome:

1) Unwanted Pattern: _____

Desired Outcome: _____

2) Unwanted Pattern: _____

Desired Outcome: _____

3) Unwanted Pattern: _____

Desired Outcome: _____

4) Unwanted Pattern: _____

Desired Outcome: _____

Now for each desired change, answer the following questions:

What is the **PAIN** you associate with stopping the old pattern or behaviour?

What is the **PLEASURE** you get from doing the pattern or behaviour?

What is the **PAIN** that will happen if you **DO NOT** stop the pattern or behaviour?

What is the **PLEASURE** you will experience if you **DO** stop the pattern and create the desired outcome?

