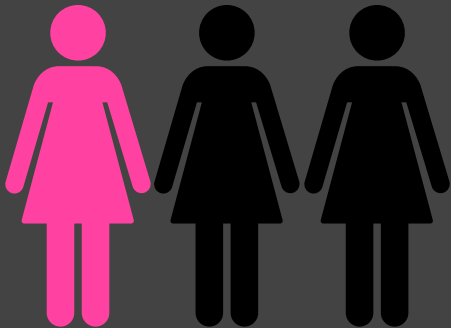
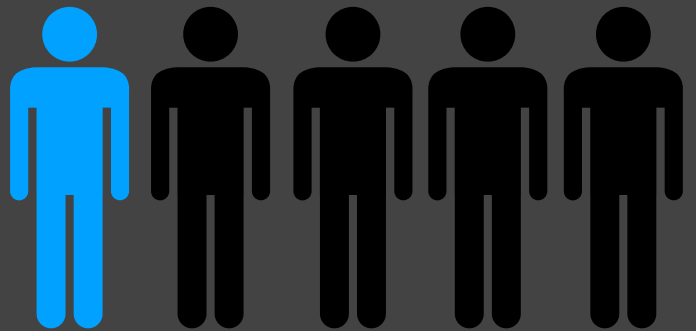


BEHAVIOUR HOW TO CHANGE IT



1 in 5 males will be
Attacked by a
stranger



1 in 3 females will be
physically or sexually
assaulted

The process of changing behaviour involves recognising that our behaviour is shaped by the beliefs we hold, which, in turn, influence the decisions we make.

BELIEFs = BEHAVIOURs

BEHAVIOUR HOW TO CHANGE IT

As adults (because the prefrontal cortex or consequence brain fully develops at approximately 25 years of age), we inherently understand and believe that closing our eyes and attempting to walk across a busy highway carries a significant risk of getting hit by a car, potentially resulting in a tragic outcome. This belief guides our behaviour, leading us to approach the highway cautiously and check both ways before crossing, all in an effort to avert potential catastrophe.



However, the decision-making aspect comes into play when we choose to walk across the busy highway instead of utilising the safer alternatives like the overpass or traffic lights—often driven by a belief that time can be saved. This decision may be further influenced by the belief that being late for work could lead to negative consequences, such as the fear of getting fired.

In essence, the process of changing beliefs involves reevaluating these underlying beliefs, understanding their impact on behaviour and decisions, and actively working towards adopting new, more empowering beliefs that align with our safety and well-being.

BEHAVIOUR HOW TO CHANGE IT



THE **ABC** MODEL OF COGNITIVE BEHAVIOURAL THERAPY

The ABC model is a fundamental concept in Cognitive Behavioural Therapy (CBT), a widely used therapeutic approach. Developed by Albert Ellis, the ABC model helps individuals understand the connection between their thoughts, emotions, and behaviours. The model is a simple and effective way to explore and change irrational or unhelpful patterns of thinking.

Typically people view a persons reaction to a situation as a two phase process, there is a stimulus or activating event and a consequence which takes the form of an emotion or a behaviour.

Let me give you an example:

A caveman sees a tiger and runs away



A

ACTIVATING EVENT
(Stimulus)

=



C

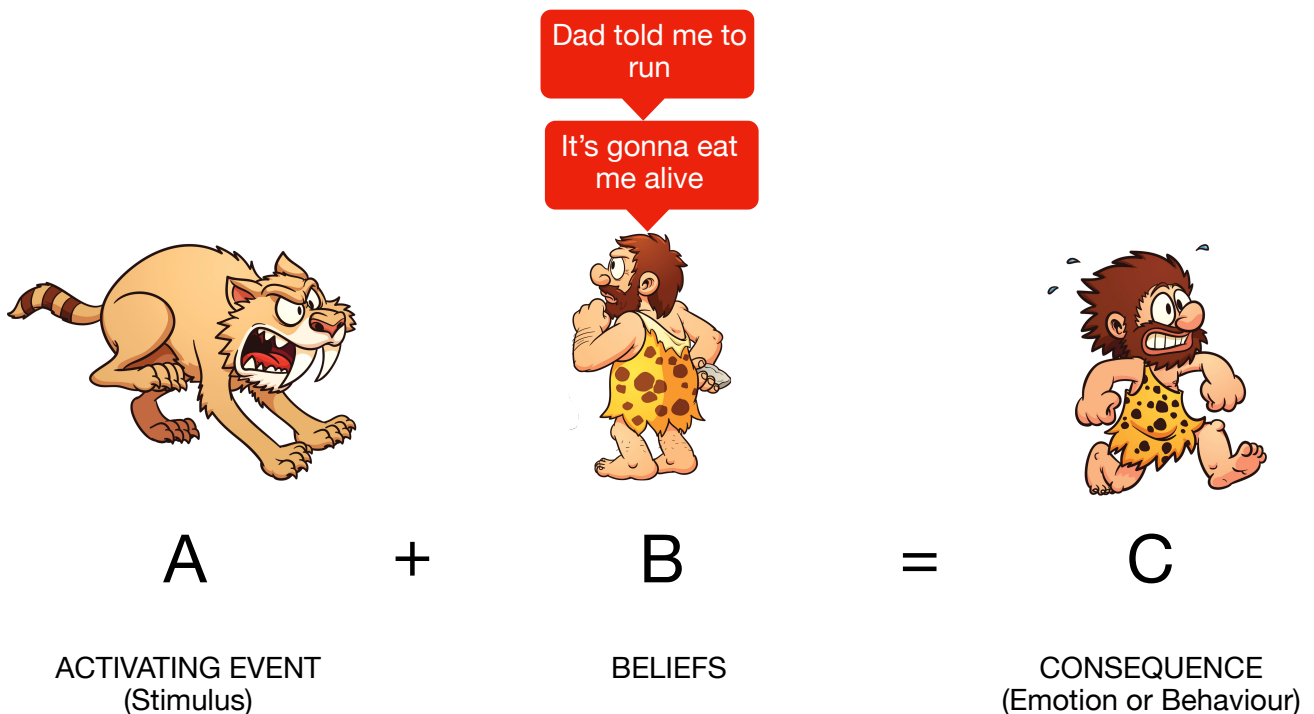
CONSEQUENCE
(Emotion or Behaviour)

BEHAVIOUR HOW TO CHANGE IT



THE **ABC** MODEL OF COGNITIVE BEHAVIOURAL THERAPY

But that's not correct, because the decision to run is a result of the activating event (stimulus) AND a core belief that running is the right thing to do under these circumstances.



I know what you're thinking.... that's a normal fear response RUN!!! and you are correct it is! But my military training proved that even a fear response can be changed with acclimation training through creating a new preplanned response and regular safe exposure to the stimulus.

BEHAVIOUR HOW TO CHANGE IT



THE **ABC** MODEL OF COGNITIVE BEHAVIOURAL THERAPY



When I first took my children indoor rock climbing they were petrified. They had all the gear, belays, helmets, harnesses and a coach.

But they never got more than 5 feet off the ground without shaking and nearly crying.

We didn't pressure them, but we did encourage them to move horizontally across at the same height like bouldering.

Then we set small goals (and an ice cream reward lol) to get 1 foot higher than the last time every visit.

Two ice creams later they were at the top and now our kids race each other to see who's the fastest. No ice cream needed :)

BEHAVIOUR HOW TO CHANGE IT



THE **ABC** MODEL OF COGNITIVE BEHAVIOURAL THERAPY



A parent's tendency to respond with yelling when a child makes a mistake has become an ingrained, reflexive behaviour. This automatic reaction stems from a combination of a repeated outcome based on a foundational belief.

The original reason or belief that led to the establishment of this "go-to" response may have faded from memory over time. Nevertheless, by consistently choosing to react in this manner and reinforcing it as a behavioural pattern, one essentially creates an immediate and seemingly unavoidable consequence whenever the same triggering stimulus reoccurs.

A

+

B

=

C

Child's disruptive
behaviour

You are taking up
my time.
You're always at fault.
I just want some
peace.
You're not listening.
I feel disrespected.
I got spanked for
less.

YELLING
SCREAMING
GRABBING
SMACKING

BEHAVIOUR HOW TO CHANGE IT



THE **ABC** MODEL OF COGNITIVE BEHAVIOURAL THERAPY

Personally for me, I was yelling at my son when he did silly things, and I hated it. Hence I researched and got help to change a response that I felt was unwarranted and driving a wedge between my son and I. I think it is so powerful to understand that it is worthy of sharing with you.

Here's a breakdown of the **ABC** model:

A (Activating Event):

This represents the initial situation or event that triggers a person's emotional response. It could be something external, like a specific situation or interaction, or it could be internal, such as a thought or memory. The activating event is the starting point in the ABC model.

B (Beliefs):

Following the activating event, individuals hold beliefs about it. These beliefs can be classified into two main types:

- **B1 (Core Beliefs):** These are deep-seated, fundamental beliefs that individuals hold about themselves, others, and the world. They are often formed early in life and are strongly ingrained.
- **B2 (Intermediate Beliefs):** These are more specific beliefs that stem from the core beliefs and are related to the activating event. They are the thoughts and interpretations that individuals have about the situation.

C (Consequences):

The consequences represent the emotional and behavioural outcomes that result from the individual's beliefs about the activating event. These consequences can be both emotional (feelings and moods) and behavioural (actions or reactions).

BEHAVIOUR HOW TO CHANGE IT



THE **ABC** MODEL OF COGNITIVE BEHAVIOURAL THERAPY

Example:

Let's use a simple example to illustrate the ABC model.

A (Activating Event): You receive constructive feedback on a work project.

B (Beliefs):

- **B1 (Core Beliefs):** "I must always be perfect at work, or I am a failure."
- **B2 (Intermediate Beliefs):** "Receiving feedback means I am not perfect, and that's unacceptable."

C (Consequences):

Emotional Consequences: Feelings of anxiety, frustration, or disappointment.

Behavioural Consequences: Avoiding future feedback discussions, feeling stressed, or becoming defensive.

In CBT, the goal is to identify and challenge irrational or unhelpful beliefs (especially core beliefs) to modify emotional and behavioural responses. This process is known as "D" for disputing or challenging irrational beliefs, and "E" for new effects or new emotions resulting from changes in beliefs.

By understanding the ABC model, individuals can gain insight into the connection between their thoughts, emotions, and behaviours, leading to more effective coping strategies and a positive shift in mental well-being.

BEHAVIOUR HOW TO CHANGE IT

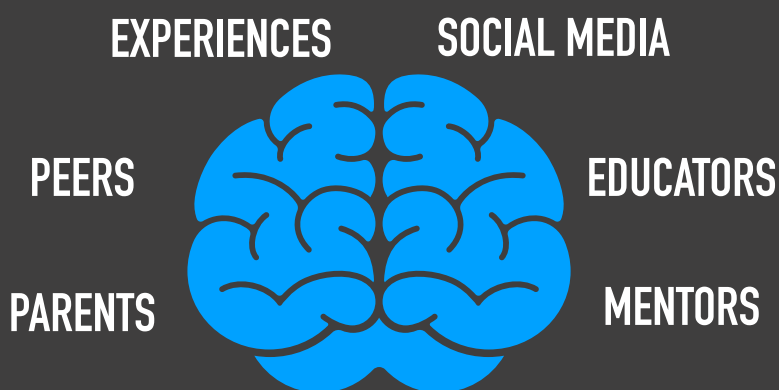


HOW BELIEFS ARE FORMED

Regrettably, much like the gradual process of overcoming a fear response through acclimation training, altering a person's beliefs is a deliberate undertaking that can take a little time and patience.

As parents, we harbour concerns about our children's associations, and with valid reason. The peers they interact with play a pivotal role in reinforcing specific beliefs that shape their behaviour. However, the sphere of influence doesn't solely reside within peer groups; it originates from the actions, words, and reiterated values expressed by parents or guardians at home.

SOCIAL CONDITIONING



Have you ever stopped to wonder why you prefer certain colours, hold specific beliefs, or follow particular social norms? Well, chances are, it's not just a coincidence but a result of something called social conditioning.

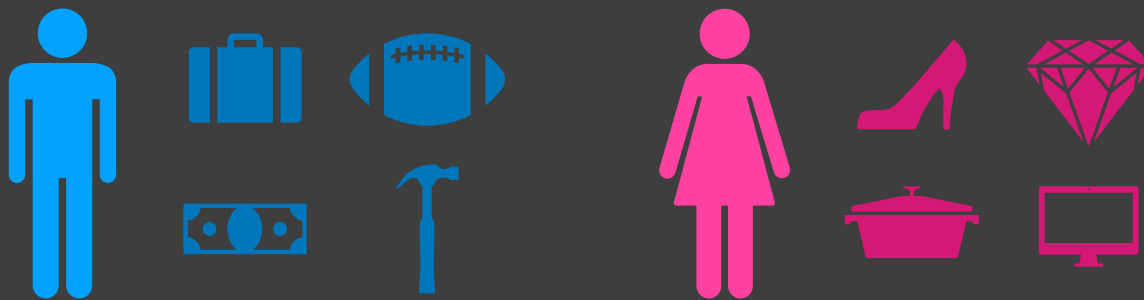
BEHAVIOUR HOW TO CHANGE IT



HOW BELIEFS ARE FORMED

What is Social Conditioning?

Social conditioning is like the invisible hand that shapes our thoughts, behaviours, and preferences based on the society we live in. Think of it as the unwritten rules and expectations that influence how we perceive the world and ourselves.



How Does It Work?

From the moment we're born, we're immersed in a sea of influences—family, friends, media, culture—all weaving a tapestry of shared values and norms. As we grow, we unconsciously absorb these influences, moulding our identities and guiding our choices.

The Power of Reinforcement

Social conditioning operates through reinforcement. When we conform to societal expectations, we receive positive reinforcement in the form of acceptance, approval, or even a sense of belonging. Conversely, deviation may result in disapproval, criticism, or exclusion, creating a powerful incentive to conform.

BEHAVIOUR HOW TO CHANGE IT



HOW BELIEFS ARE FORMED

Examples in Everyday Life:

Gender Roles:

Society often dictates what's considered "appropriate" behaviour for males and females. Pink for girls, blue for boys—a classic example of how colours can be socially conditioned.

- **Success Definition:** The belief that success is equated with a high-paying job and a fancy car is deeply ingrained. This definition often influences our career choices and life goals.
- **Beauty Standards:** The media bombards us with images of an ideal body type, setting standards that can affect self-esteem and body image.

Breaking Free from the Mould:

While social conditioning is a powerful force, awareness is the first step toward breaking free from its grip. Questioning societal norms, critically examining beliefs, and embracing individuality can pave the way for personal growth.

Remember, just as social conditioning shapes us, we have the power to reshape ourselves. By understanding its influence, we can navigate the currents of societal expectations while staying true to our authentic selves.

So, the next time you catch yourself following a trend or adhering to a norm, pause, reflect, and decide if it aligns with who you truly are. After all, unraveling the threads of social conditioning is a journey toward embracing individuality and living life on your own terms.

BEHAVIOUR HOW TO CHANGE IT



HOW BELIEFS ARE FORMED

Q. How are new beliefs formed

So we know that behaviours are a result of our beliefs and that beliefs are reinforced through social conditioning, but how do we change a beliefs?

A. We disprove the current belief and create new beliefs that establish the positive behaviours we desire.

As a parent it is very hard to control the information that is bombarded into our children. They are exposed to so many people such as influencers on social media whom they come to trust and “believe”.



They are establishing their own mentors based on marketing and advertising ploys from people who want people to take an action such as buy a product. People take on the influencers opinions as facts, facts create beliefs and beliefs create action ie. buy a product.

BEHAVIOUR HOW TO CHANGE IT



HOW BELIEFS ARE FORMED

You are not exempt, you are reading this article because you have a need. Perhaps you want to stress less knowing that your child is making better decisions while they are out with their friends or you want to feel that as a parent you have done everything in your power to keep them safe.

BEWARE THE WOLF

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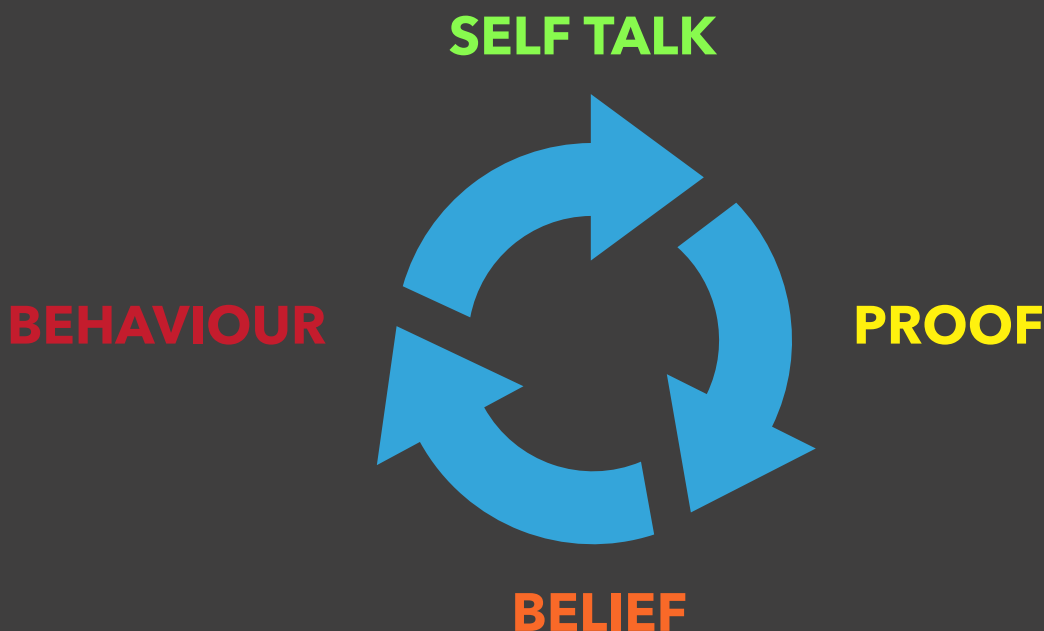
But you are in a marketing funnel.... I have a product that I believe will genuinely help to enhance your child's safety, and this article, well.... I have given it to you to help build trust. While the ultimate goal is to sell you my course - Beware The Wolf, which is based exactly on the process you are reading about right now, I also want to arm you with life changing information whether you buy my course or not.

We can't stop every influence that people are exposed to but we can plant and nurture seeds that over time will change behaviour.

BEHAVIOUR HOW TO CHANGE IT



THE PROCESS TO CHANGE BEHAVIOURS



SELF TALK

The process starts with an idea in the form of self talk, in other words what we say to ourselves repeatedly. Common examples of negative self talk sound like “I’m not strong enough” or “I fail at everything I do”.

PROOF

Anything reinforcing self-talk is automatically processed by the subconscious. The brain actively filters out alternative outcomes to strengthen this internal dialogue. For instance, when an individual faces a challenging task and experiences failure, societal conditioning often portrays failure as a catastrophic event (e.g., schools emphasising that exam results determine your entire life). The brain interprets this failure as evidence that they “fail at everything,” further reinforcing their internal self-talk—even if they have achieved success in other domains.

BEHAVIOUR HOW TO CHANGE IT



THE PROCESS TO CHANGE BEHAVIOURS

BELIEF

Evidence of self-talk in the brain solidifies it as a fact. A belief is essentially an idea (self-talk) deemed to be true (supported by proof) and is construed as an established fact. When an idea transforms into a fact, it evolves into a belief. As previously mentioned, beliefs shape decisions and, consequently, behaviours.

BEHAVIOURS

Here we find ourselves at the culmination of the cognitive-behavioural therapy ABC model, where an individual's core beliefs give rise to consequences in the form of emotions or behaviours. When considering the self-talk pattern of "I fail at EVERYTHING," the resultant behaviour manifests as a reluctance to try or self-sabotage, driven by the entrenched belief that success is unattainable. This sequence unfolds as follows: Self-talk influences the perception (proof), solidifying it into a belief, and ultimately dictating behaviour.

CONCLUSION

To alter behaviour, we initiate the process with an idea, which is consistently reinforced through actions and words. By engaging in discussions and exposure to experts in the relevant field, we offer proof that transforms the idea into a fact, ultimately shaping or changing a belief. Over time, this evolution in belief manifests as a new behaviour.

The key question to consider is: What and who is influencing you and your child's self-talk, and are these influences contributing to safety or undermining it?

THANKYOU



for supporting a veteran owned business

Thank you so much for taking the time to read over this article. We hope that it helps you begin to build a safer environment for you and the ones you love.

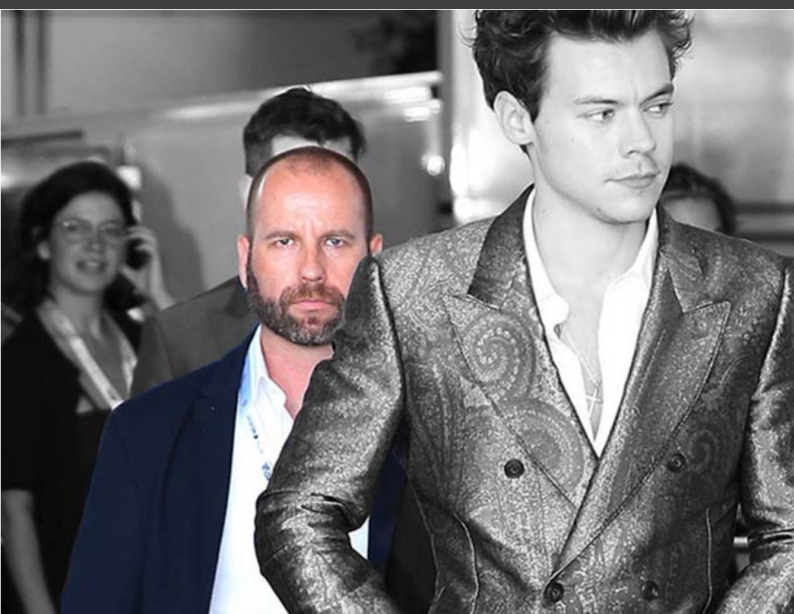
Although this article only touches on one small aspect that can make a huge difference to your personal safety, we provide many articles and how-to guides to create habits that will greatly reduce the opportunities for an offender to take advantage of decent people like yourself.

Should you require any further information that pertains to your safety, we are more than happy to help.

Kind regards

Ashley Gard

Director
InDefence Personal Safety Specialists.



ASH GARD

With deep roots in the military and policing, Ash Gard stands out as a Krav Maga specialist, adept security professional, and passionate workplace trainer.

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