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# STUCK IN CONFIRMATION BIAS??



By Dena Breslin,  
Dena B Coaching

Buddha said: "the mind is everything, what you think, you become." Henry Ford said: "whether you think you can, or you think you can't, you're right." \*\*

The common thread underlying these two quotes describes the way our brain/mind is wired for confirmation bias.

The brain is built of millions, in fact billions of nerve cells, which have a fatty outer coat called the myelin sheath. This helps nerve impulses travel quickly and efficiently from one part of the body to the complete opposite, as needed, in a fraction of a second.

You buy a red corvette, and suddenly you cannot stop seeing red corvettes out on the road. Why? Because your brain is fixated on this thought, the smell, the elation felt when you drive it, the confidence you have inside because you bit the bullet and got your dream car, the way it makes your date feel, and thus how YOU feel, and what you believe because that person is impressed.

Whether any of this is true... or not, our brain doesn't know the difference. Your neurons are lit up in a certain way so much so, that the special outcomes center is triggered. That special outcomes center in the brain, called reticular activating system, takes a thought you have, strengthened to a belief, and gives you CONFIRMATION in your outside world that matches the inside story you are thinking. What does this have to do with business, you ask??

Well, back to confirmation bias. If after things hit back in April 2020, you heard yourself thinking, 'this is going to be the worst year ever for us financially,' and this thought permeated for weeks, and months... it may have actually been the worse year you and your business has ever seen. And while this outcome may have been 'out of your control,' and perhaps there were plenty of others to 'blame,' our brains do have a phenomenal way of achieving the very thoughts we are repeating to ourselves with strong feeling. The torture you may have put yourself and your team through, by actually being on red alert FOR the evidence that 'this is going to be the worst year ever for us financially,' left very little room for another option to be seen.

Ok... so I might be overgeneralizing this a bit, you say??... or... am I? What if it's that simple?

It may well be that you have had a really tough year financially, and in fact, your revenues are down from 2019. Yet, what if... on a daily basis, you began to look for the smallest, even overlooked financial WINS? Maybe you see that because of what transpired this year, you and your team were able to streamline your offerings, and perhaps you cut back on extensive packaging costs. WIN!! And because you were all working from home, you created a more efficient way to communicate with employees and celebrate them weekly, and it turns out, they were actually far more productive than even the first quarter, with more engaged follow-ups, thus helping the bottom line remain steady, vs. plummeting. WIN WIN!!! What if you noticed that because you weren't picking up four coffees on the way to the job site, you actually accounted for the cost savings... WIN!!! Geezo... you might actually find ways to turn more thoughts INTO financial WINS!!!

On a side note: this same concept works for your marriage, parenting, volunteer work, health, and the list goes on. Reset the thoughts gauge, and begin looking for and confirming what you CHOOSE, even prefer, to see... go ahead, I dare you!

\*\*reputed quotes of these named individuals.

Dena Breslin is a life and business coach, specializing in Mindset and Leadership. If you would like to host a virtual workshop with your team this quarter, to set the tone for a strong 2021, connect with Dena on LinkedIn or Facebook Messenger, or set up a Discovery Call on [www.denabcoaching.com](http://www.denabcoaching.com).

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