



THE INNER EDGE

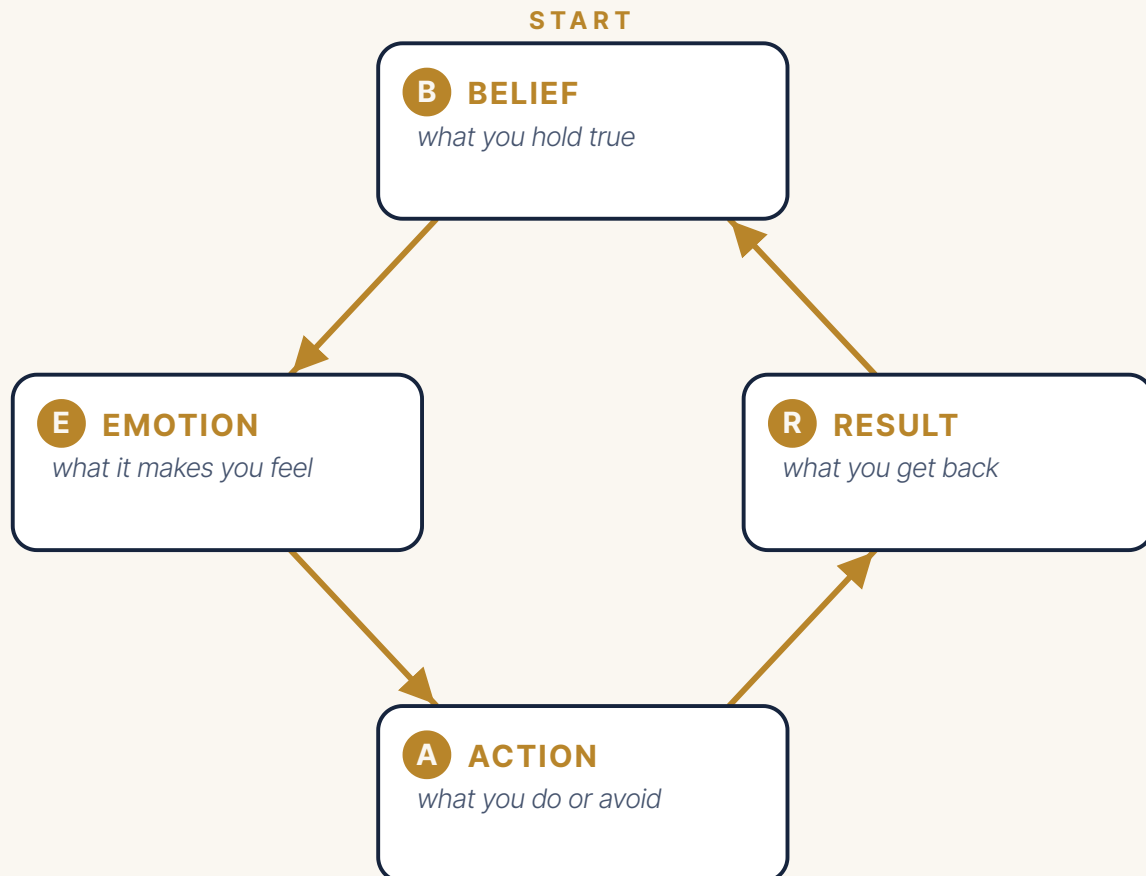
The BEAR™ Method.

Rewrite the belief that's running you

BELIEF · EMOTION · ACTION · RESULT

Emotions drive behaviour.

Your results don't start with what you *do*. They start with what you **believe**, and the **emotion** that belief produces. The emotion drives the action; the action gets the result. Most people try to force new actions while the old belief is still in charge. It never holds.



BEAR is a diamond you can run both ways. Forward (B to E to A to R), it *diagnoses* the pattern you're already living. Run it the other way and it *generates* the one you want, and the backward pass is where the work actually happens.

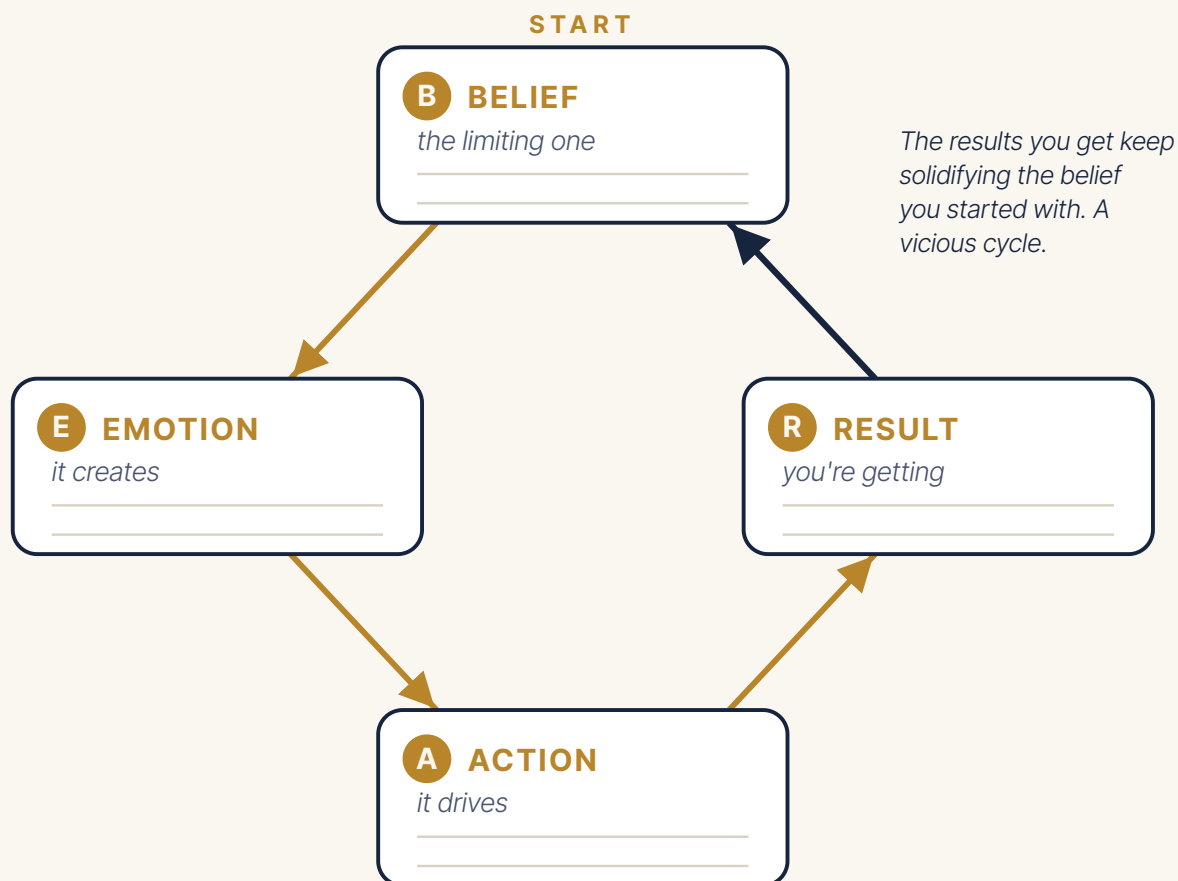
THE DELIVERABLE IS THE BELIEF

Not the result. Not the action list. By the end you'll have one belief to anchor into between now and next week. Everything downstream flows from there.



Diagnose the pattern.

Start at the top with the limiting belief and follow it around the diamond. You're not fixing anything yet. You're seeing the system you're already running. Write each one in its box.



WORKED EXAMPLE · MINE, ON SELLING

Belief: "I'm not good at sales."

Emotion: insecure, braced, a bit ashamed before the call even starts.

Action: I show up unsure, I'm not confident in my pricing, I wiggle on the price.

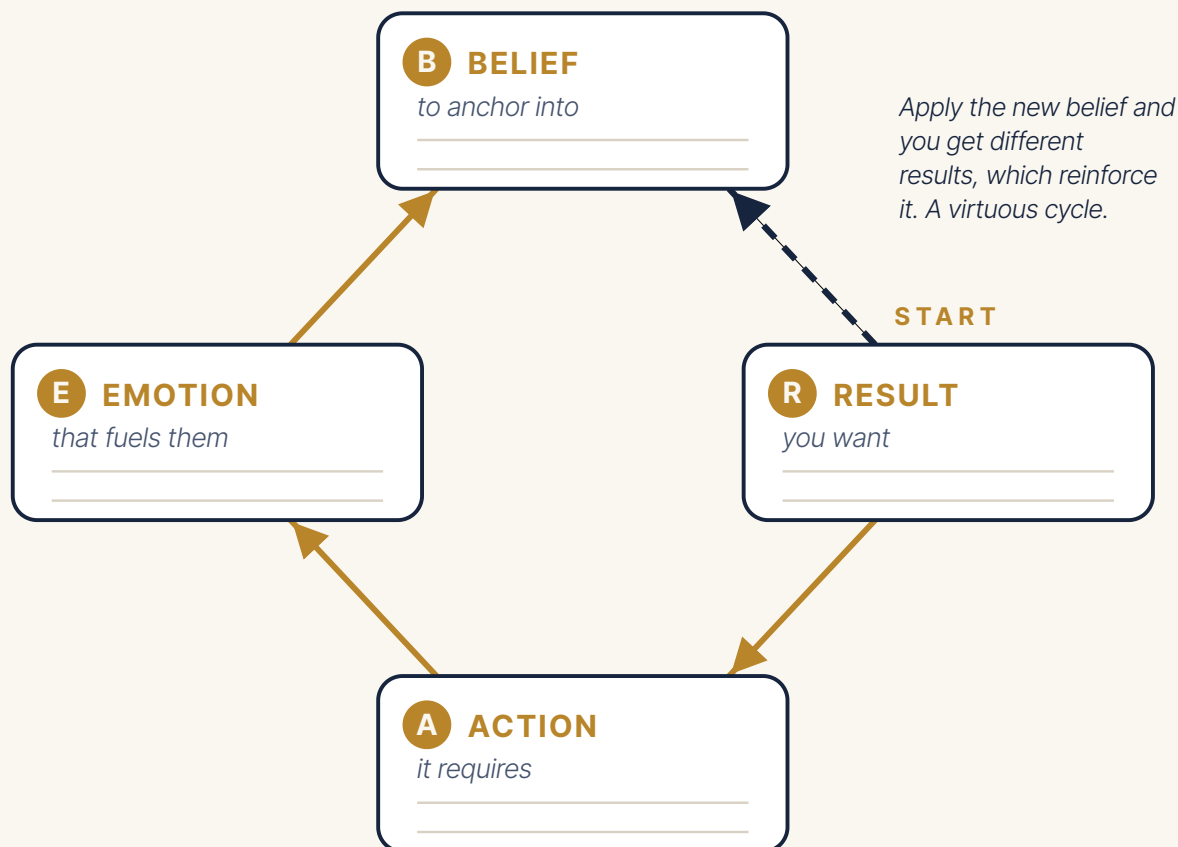
Result: I don't land the clients I want. I aim low. I stay stuck.

The belief was producing exactly what it predicted.



Generate the one you want.

Now flip it. Start at the **result you actually want** and work back around the diamond to the belief you'd need to anchor into for that result to feel natural.



TWO NOTES

Enter from any corner. You don't have to start with the belief. Sometimes the action or the emotion is the easiest door in. Walk the diamond from wherever you've got traction.

Don't confuse Action with Commitment. The actions here are the *texture* of the new belief, what naturally happens once it's in place, not your homework. Track commitments separately.



Name the belief.

WORKED EXAMPLE · THE FLIP

Result: confident conversations with people who value the work and pay well.

Action: show up grounded, hold the price, don't wiggle.

Emotion: calm conviction. Here to serve, not to sell.

Belief: "I'm here to serve, not to sell. I have a track record of adding value with the people I work with."

YOUR ANCHOR

I'm anchoring into the belief that...

THIS WEEK

Catch yourself in the *old* belief just once. The moment you feel the old emotion show up, run BEAR backward on the spot (result, action, emotion, belief) and re-anchor.

One commitment I'll keep before next session (small, concrete):

Who you're becoming is inseparable from what you're building. Change the belief, and the rest of the chain follows.

