

Helping you get from where you are now  
to where you want to be.

## Anchoring for Confidence and Enthusiasm

Anchoring is a technique where you use positive experiences that have happened in the past as a way of ensuring positive experiences for other events in the future.

- 1 Start by selecting an event in the future where you want to feel 'better' - perhaps more confident, more committed or more enthusiastic.
- 2 Next choose two anchors (actions) that you will use to 'switch on' the desired feeling or feelings. One should be a simple physical action such as pressing your thumb, making a fist or clapping your hands, the other should be a word that you can say, either out loud or in your head. Be careful to make sure that both the action and word are appropriate to the situation where you will be using them – for example, making a fist or shouting something out when being introduced to someone you want to impress may not give out quite the right signals!
- 3 Carefully select exactly the feelings you want to have when your selected future event happens.
- 4 Now think back to a time when you had those feelings about something else.
- 5 Remember that past experience very clearly. Notice the sounds, colours, textures and your feelings at that time. Hold onto this memory and feel it deeply. See what you were seeing, hear what you were hearing and really feel what you were feeling at that time.
- 6 As soon as you can see, hear and feel the experience vividly, loudly and strongly activate both your anchors.
- 7 Release your anchors, look at something in the room and count down from 10 to 1.
- 8 Now repeat steps 5, 6 and 7 several times, each time developing the memory as fully and in as much detail as you can. Keep making the images stronger, clearer, louder and more real. Then, just as you get to the point where the feelings are most intense, perform your anchors. This will link the physical action and the word with the remembered sensation and feelings.
- 9 Once you have made the connections you will be able to recall your desired feelings whenever you trigger your anchors. The more you use your anchors the more your mind will associate the desired feelings with those particular anchors, and the more you practise the easier it will become.

Anchoring works in many different situations and can be used very successfully in all areas of life.