

## WHY WE EXPECT A QUICK FIX AND WHY WE HAVE PROBLEMS ACHIEVING ONE

In this world of instant gratification, we have come to expect gratification – instantly. But what sort of world has this expectation actually created for us and what sort of world are we creating for our children and grand-children?

What do I mean by gratification? And how does this affect our world? Let me give you some examples. We live in an information age – we have access to this information instantly. Anything we want to know about, all we have to do is search for it on the internet. If it exists, it will be there. We are exposed to events from all round the world as they happen. We can experience them through our senses - our eyes and ears and emotions are instantly linked-in to live coverage via television, radio, and computer.

We expect to get in contact with whomever we want - instantly. Most people have a cell-phone and email address – we never have to wait long to be in contact because of these devices. We are linked to each other more easily and quickly than ever before – physical distance is no longer a barrier.

We have never had access to so much abundance. We no longer have to wait for that big screen TV – gone are the days of saving, because we get it now and pay for it later. Food is plenty – even the coffee is instant! Obesity (and associated health problems) has become a common issue – we are aware of this but it is continuing regardless. And this is because society is waiting for the quick fix – the instant gratification. For many of us, if we are unable to get the weight loss quickly then we don't bother to try - because we are expecting that we should have instant results because that is what we have been primed to expect.

There have always an abundance of self-help books around. But these days, the popular ones are the ones that promise you the 'quick fix'. One of the most popular modern concepts is that of 'Law of Attraction' – basically you can have anything if you set your mind to it. So, according to this concept, all we need to do is to want something enough, and we can, quite quickly, think it into existence! I can understand the allure (its instant gratification again – the promise that we can have what we want now and not have to do very much to get it). But what world are we creating by compounding the myth?

We are creating a stressful, high anxiety world, and also a very lazy one. Few are prepared to put in the work that they need to do to get the change they require to have a better life. There is no doubt that many people want to improve their lives – but they want the quick fix.

This is not necessarily anyone's 'fault'. It just *is* – because we are so used to living in the world of the quick fix or instant gratification. And the world is continually confirming for us that we have a right to expect this. That is, the information that comes instantly and the instant abundance of material things; and those people that sell you on the idea of 'the law of attraction'; and even other hypnotherapists that claim that they can correct your problem – stop you smoking, lose your weight, have a better life – all in the space of one hour.

And why does this all make us stressed out and anxious? We are anxious and stressed because our expectations are not living up to our reality. What we know (but continue to deny to ourselves) is that we have great difficulties in changing what we want to change to have our better improved lives because the quick fix does not actually work! And we can't just think things into existence – we have

to actually take actions. And some of those actions are difficult and even sometimes emotionally painful. To get change we need to look at who we are and where we have come from – how something became a problem and why it continues to be a problem. And then we need to decide that we are ready to do whatever is necessary to change whatever it is that we need to change. And then we actually need **to do something about it**.

Once we have made the commitment that we are ready to do whatever it takes to change, we then need to decide to alter our expectation on how and when this will happen. We are better to hold NO expectations about this process of change than we are to expect to be instantly gratified in getting the results that we are after.

By freeing ourselves of this expectation we are actually setting ourselves up for a greater chance of success because we are opening ourselves up to the possibility that change might take **time** because there are things that we will need to **do** to implement the changes - and actions take **time** to implement!

Once we are able to fully understand, believe, and *expect* that to achieve change we will need to **do** something to make this change occur and that the **doing** may take some time, then we will feel less anxious and less stressed. Anxiety and stress will be replaced with confidence and relaxation as we come to realise that we truly have the power to make the changes in our lives that help us to live the life we want and deserve.

(A disclaimer: it doesn't necessarily mean that you **won't** get a quick fix – because you actually might. But what you need to understand is that no type of 'fix' or change is going to take place if you don't make a definite decision that you are ready to take the actions you need to take to assist the change – and then actually take the actions. Thinking is only the start of the process. For real change to occur, there must be action).