Tony Robbins Summary Points

The two controlling forces in your life is PAIN and PLEASURE.

- Why do we take action? To seek pleasure.

- Why do we procrastinate?
  Because we think taking action will be more painful then if we do nothing.
  Even if we think getting the job done will create pleasure, the more immediate
  feeling is pain. As such, we remain immobilized.

  Sometimes if you wait too long, then it’s too painful not to take action and you
  start moving toward the goal.

- Our body is biologically programmed to avoid pain. So we will do whatever to
  avoid pain.

- The need to avoid pain is a greater motivator than to obtain pleasure. If you have
  two pains that come up side by side, then you will avoid whichever produces the
  greatest pain.

- The reason humans don’t change is because their internal links to pain or pleasure
  haven’t changed. Most people do not analyze their internal links and so they are
  constantly “reacting” to things.

- All marketing is linking pleasure to their products. (Political messages are created
  to make the opponent look more painful than the candidate running the ad.)

The sources of success and failures in life our your VALUES AND
BELIEFS

- We learn to give levels of pleasure and pain to things and those are what we
  value.
  For example if you had to pick only one of the states below, what would you
  pick?
  Success
  Adventure
  Love
  Comfort
  Security

  People select different things.
• We don’t value all those states at the same level. We all have an hierarchy of values. What we focus on in life is what we value.

• There are two types of Values:

  1. **Moving towards** values – love, attraction, success, security or states that create pleasure.

  2. **Moving away from** values- anger, pain, depression or state that you avoid.

• Your brain is always evaluating experiences—will this action lead to pleasure or pain? If you have gotten rewarded for being entertaining, for example, then you will link being entertaining as a positive value.

• People’s values create their destiny. Our whole lives are shaped by what we want most and by what we fear most.

• Most people have conflicting values. For example, they may want to be successful but they fear rejection. These two different value systems conflict with each other.

• There are **MEAN** and **ENDS** values.
  A means value would be having a great family. That is not a feeling. The family is a means to an end. It is what you get out of the family.

  The ends value are the emotional states. For example, freedom, love, support, etc.

• Where did your values come from?
  Values come out of pain and pleasure. If you got rewarded, you valued the action. Thus, parents, other people, etc. contributed to creating your values. Some people change their values because they do not want to experience pain.

• The **beliefs** are generations/rules as to what has to happen in your life to feel successful. Thus, if one values success, then the belief is what one needs to achieve to feel successful.