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# The effect of beliefs and values on our actions

**We can believe what we want to believe**



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# step 3 : Develop Change Vision and Strategy





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# The Impossible Mile

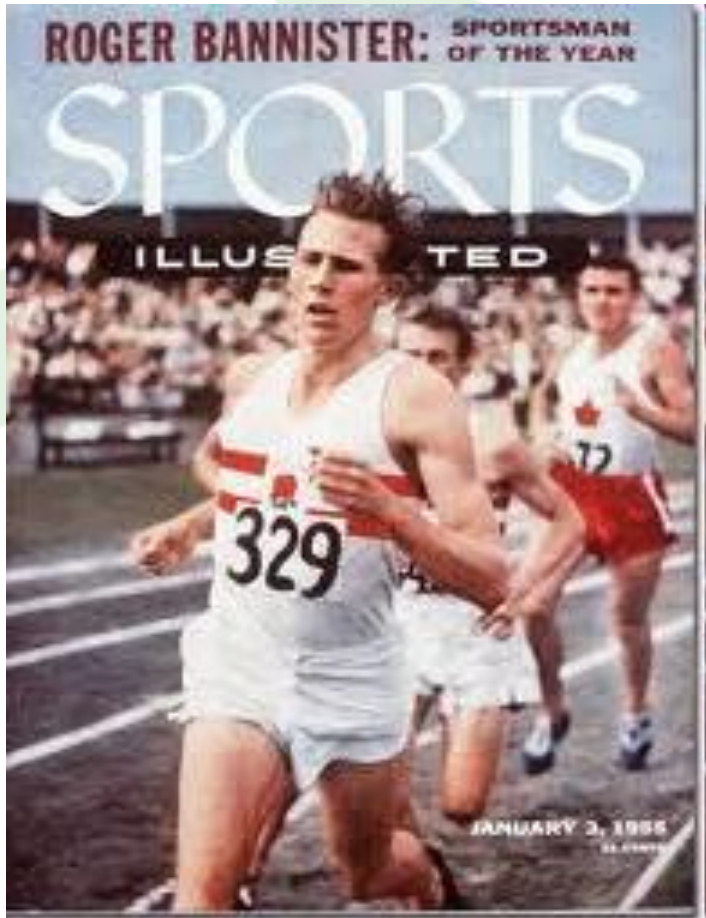
*Oxford, London*

*Thursday, 6 May 1954*

A windy, spring day with 15 mph cross winds.

It wasn't the ideal day for Record Breaking.....

But... On this day,  
a 25 year old unknown medical student,  
set out to achieve,  
what was thought impossible  
up to that date.

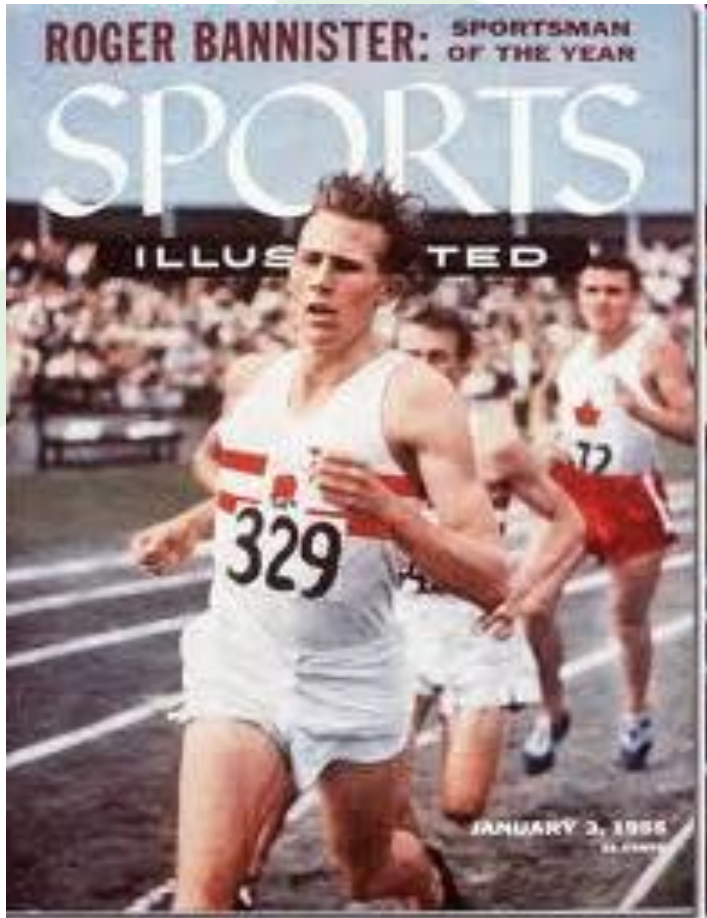




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# The Impossible Mile



For many years it was widely believed to be impossible... for a human to run a mile (1609 meters) in under Four Minutes.

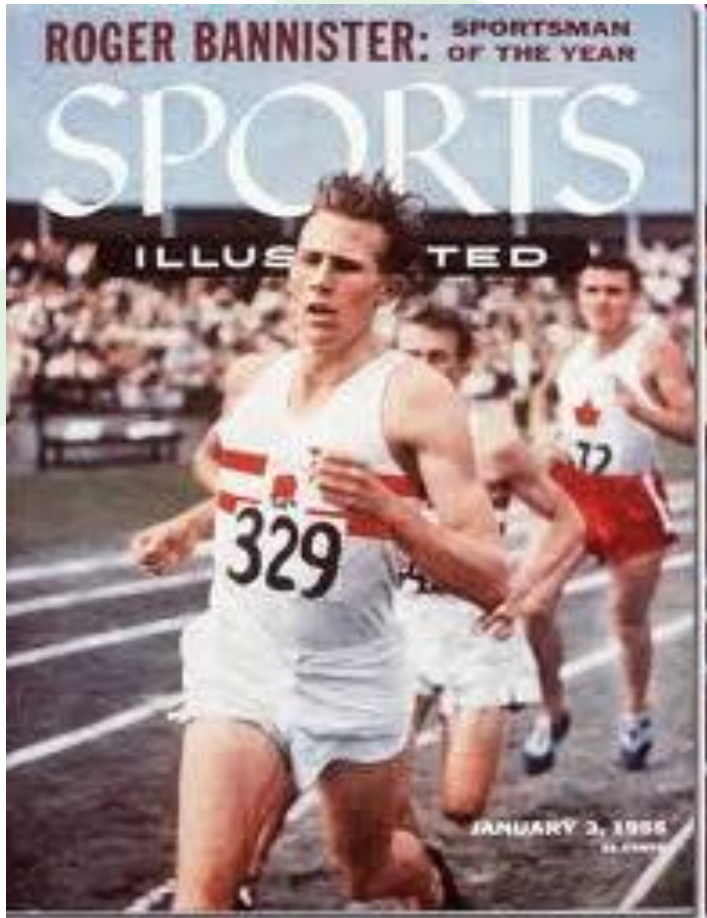
In fact, for many years ... it was believed that the Four minute Mile was a physical barrier that no man could break without causing significant damage to the runner's health



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# The Impossible Mile



## There were A Million Reasons

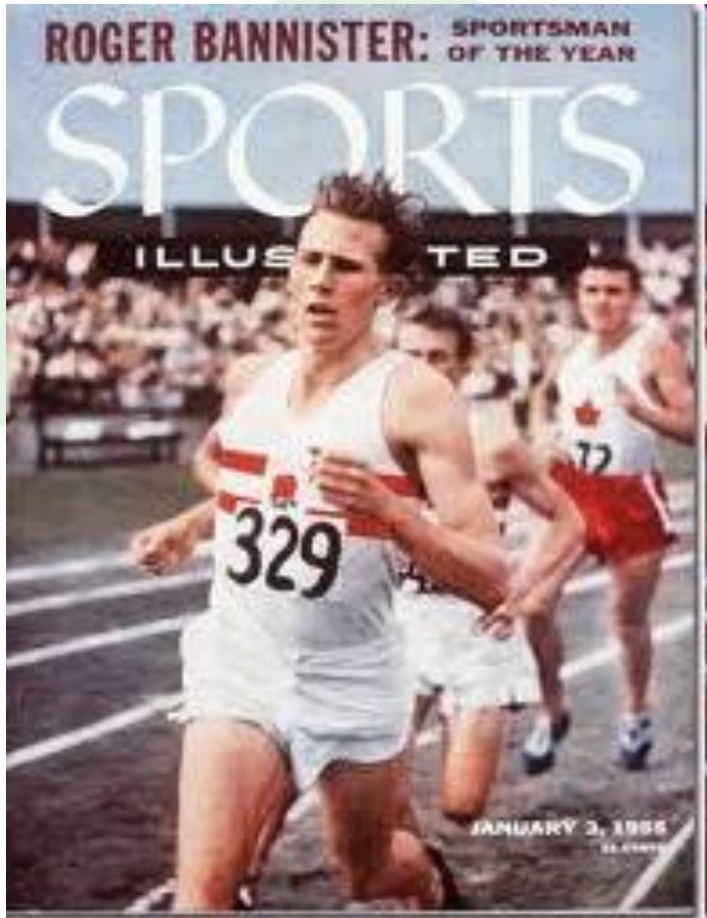
- “ Human Bone structure is not suitable...”
- “ Wind resistance would be too great...”
- “ Human Lung capacity will be strained...”



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# The Impossible Mile



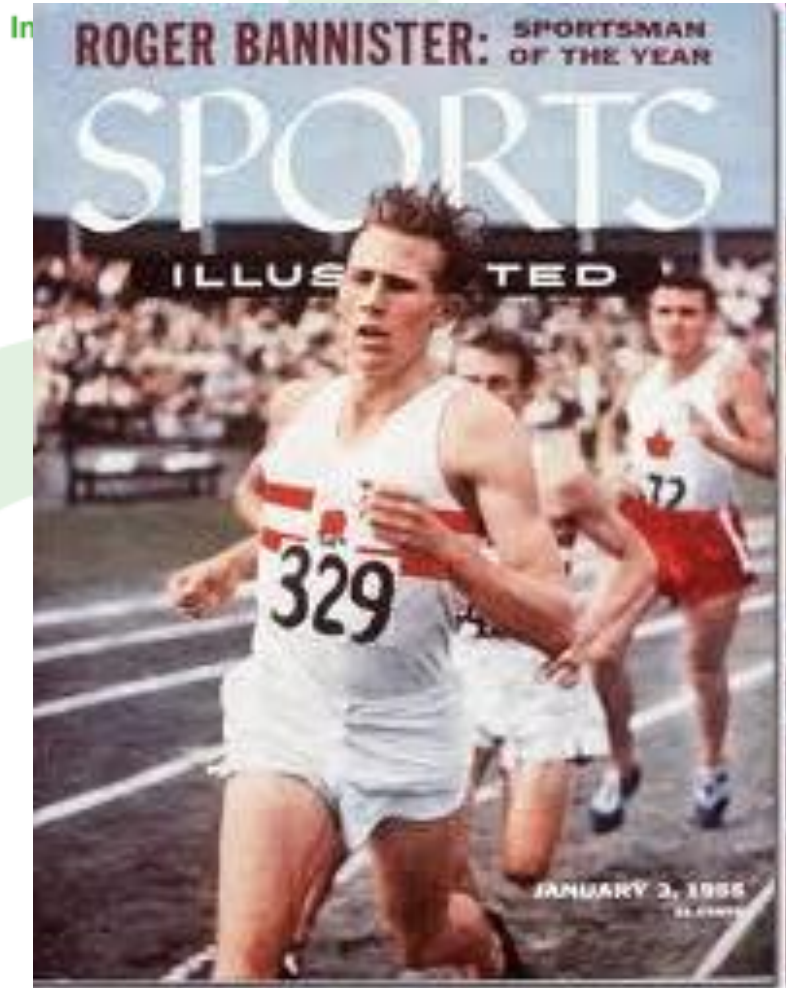
## There were A Million Reasons

- “ Human Bone structure is not suitable...”
- “ Wind resistance would be too great...”
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# The Impossible Mile



Then One Man ... one  
single human being  
proved

that the doctors,  
the trainers,  
the athletes,  
and the millions and millions  
before him who tried and  
failed...

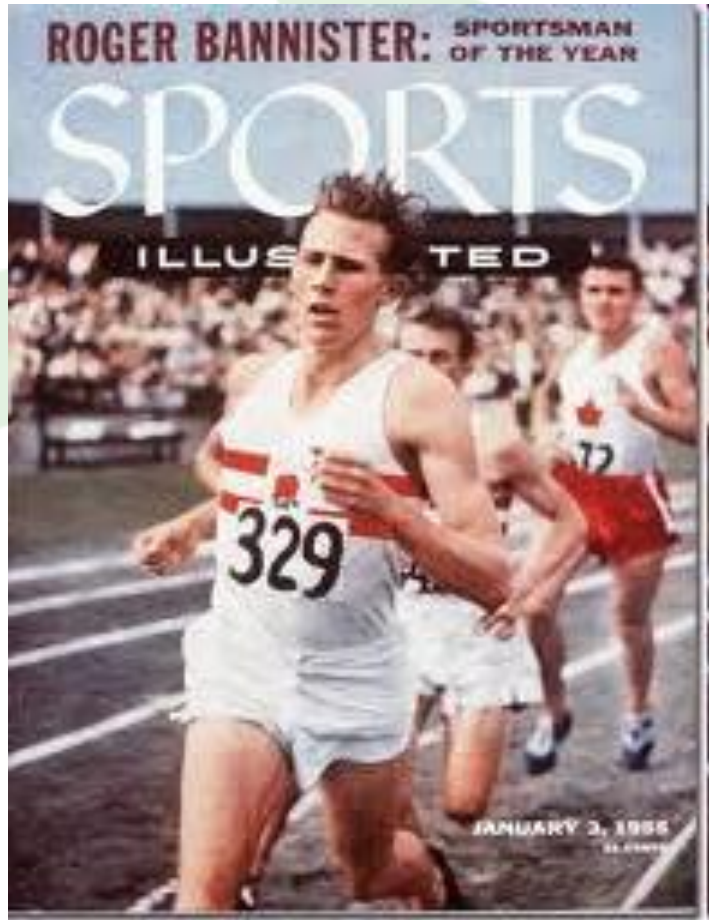
were all wrong...



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# The Impossible Mile



When Roger Bannister

- the unknown medical student,
- ran the mile in **3 minutes 59.4 seconds** .....

He not only crossed the finish line with a time of

**3 minutes, 59.4**

but also.... broke through the Four Minute Mile **Psychological Barrier**....



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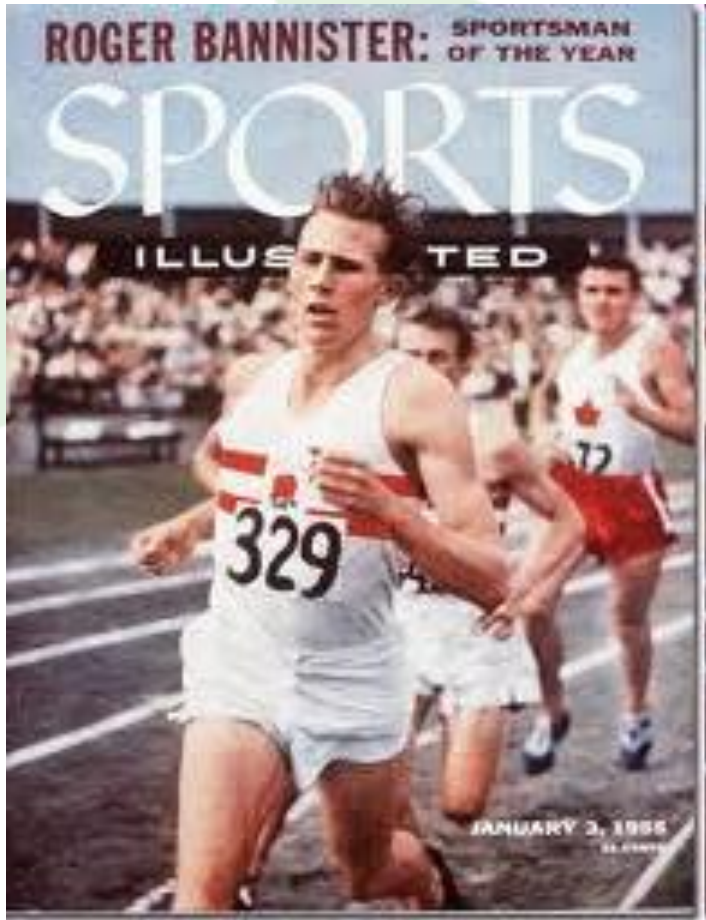
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# The Impossible Mile

Once the four minute barrier was broken by Roger Bannister...

37 other runners also cracked the Four Minute Mile in the next year and 300 the year after

So... what happened to the Physical barrier ...? that prevented humans from running the Four Minute Mile ?

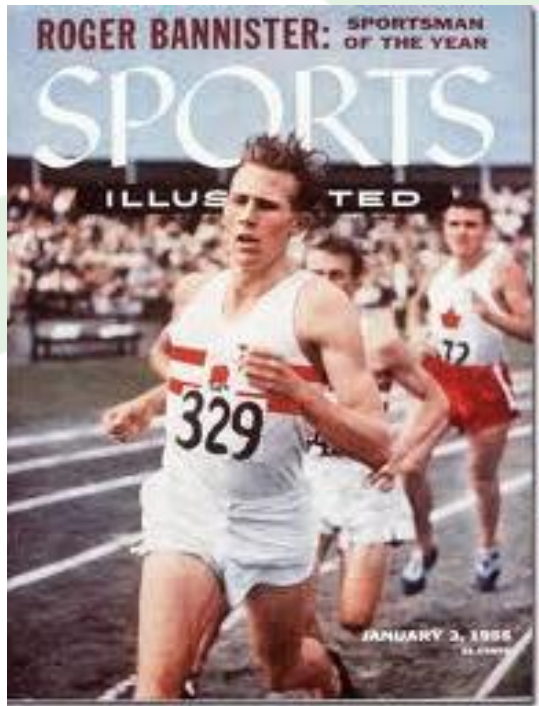




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# The Impossible Mile : lesson learned



Often the barriers we perceive are only barriers in our own minds

- Previous runners had been held back by their beliefs and mindsets.
- When the barrier was broken, other runners saw that it was possible and then 37 runners went out to do the same.



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# The Impossible Mile : lesson learned

*Our beliefs and mindsets...*

- Limit or expand our world
- Beliefs have power over us because...we treat them as though they are true

*Beliefs influence what ...*

- You attempt or choose not to attempt in life
- They determine what you pay attention to...
- How you react to difficult situations and ultimately your attitude..

*Success and failure*

- Begin and end in what the mind believes is possible.

*“Change your thoughts and you change your world”*



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# Vision & Strategy

## *Exercise*

Brainstorming: 2 positive effect

- The organization
- Your team, your department
- Our customers
- You as a person

You can use a metaphor



*“Change your thoughts and you change your world”*



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