



RAPID CHANGE GUIDE

THE FUTURE OF CHANGE





About David Robinson

David Robinson is the head coach and director at the **Freedom Formula** and Robinson Consulting Group.

He is a certified life, business and leadership coach that has spent many years coaching, training and consulting to leaders and high performers across multiple industries.

He is passionate about helping others in creating authentic lives and leadership and has a special interest in human behaviour. He holds multiple behavioural qualifications including Master NLP practitioner, social and emotional intelligence coach, E-Disc, and Hypnosis amongst others and integrates traditional psychology with spiritual and scientific influences to access a broad range of techniques to help his clients achieve their desired outcomes.

He lives on the northern beaches of Sydney, and is happily married with two amazing kids.



Have you ever tried to change something, perhaps a habit, an outcome or something about yourself, but failed? For most change is hard. If it were easy, we wouldn't have populations of people continually frustrated and continually reverting back to their own behaviours.

What if there was a recipe to change?

What if we could give you the specific ingredients needed for rapid but longlasting change?

Read on!

Most people don't realise they are always achieving their unconscious goals; however, the problem is that more often than not our unconscious goals are different to our conscious goals. Sometimes unconsciously we hold onto certain habits or behaviours that might seem damaging consciously, but unconsciously they have a positive intention. An example might be a person that holds onto anger because unconsciously they feel unsafe, and they continue to hold onto anger for protection.

Most people try to change habits consciously but fall short more often than not because your unconscious mind, or your emotions are much stronger than your conscious decisions.

Below are the 5 steps and ingredients to achieve rapid and lasting change right now!

1. Commitment

This is the first step, and means letting go of your exit strategy, a willingness to do whatever it takes. When you come from this place, it is a symbol to your unconscious mind that you are ready to release whatever limiting belief systems or emotions that might be in the way. So right now, you need to check your commitment level, are you ready to do whatever it takes? What will it cost you long term if you don't make these changes now? Remember how hard it is to change consciously.... what will happen if you don't make new decisions now?

When I work with a client that has had to move mountains to do my coaching or program, their results are amazing because their commitment level is equally high. An example might be they have struggled with affording the money for the program, or the time to participate. When they find both of these and engage, they have sent the right message to their unconscious they are ready to change.



How is your commitment level?

2. Realignment and release

This is the process of realigning your values and belief systems to your desired outcome and change goals and releasing any unconscious patterns so we can make decisions aligned to our new desires. Once you remove any blockages you become empowered during having all your resources activated toward your outcome.

What are your values and beliefs? Do they support your desired change?

3. Focus

It is important once you have released any incongruences to focus on what you want, to have clarity and a vision on your new goals. It is similar to cleaning a lens, so you can begin to pick up new things or things you were unaware of that will support your goals and outcomes.

What are your change goals and outcomes? Are you clear on what you actually want?

4. Surrounding influences.

Next, we look at your environment, and surrounding belief systems you are attracting around you, and then look at what is supporting you toward your goal, and what is potentially limiting you.

Is your immediate circle supporting your goal achievement? Who do you need to help you get there?



5. Action.

This is the most important step. We create the best action steps that will get you the best outcomes as fast as possible.

What are the steps to achieve the goal in sequence?

Now we have the 5 ingredients to rapid and lasting change, what would you like to change?

Feel free to join our group at **Freedom Formula** on Facebook for regular tips on self-leadership and change, and to connect with others looking to live and lead authentically.

If you would like some help navigating the 5 steps to change, we have created an online version of our 1 on 1 executive coaching program “**CLARITY**” that allows you the opportunity to access the tools and strategies for deep and lasting change, that can be worked through in your own time, at a very low investment.

[Clarity online information](#)



FREEDOM FORMULA



Testimonials

“ I have worked with David as my coach for 3 years now, working on all facets of my business and leadership. He has created so many positive changes within me that has allowed me to lead, and live the life I truly desire - John Priddy – Director ”

“ We work with David at a leadership level, and the insights and awareness's that he brings are invaluable. He taught us that leadership begins within, and aligning ourselves first results in our business and team leadership improving. He has helped me to be aware of what is driving my challenges and then apply strategies to change and use these challenges to my benefit - Richard Picton - Managing director ”