

1 THE DYNAMICS OF THE WSG TECHNIQUES

How do these techniques work? Let me give you a very recent example to illustrate.

For the past few years, I've been thinking about becoming more involved in the film industry in order to get a number of scripts I've written produced. Though I had sent out e-mail queries to producers and had a handful of producers and agents in L.A. and other cities trying to pitch and raise funding for my scripts, nothing was happening. Then, out of the blue, about a year ago, I got a call on my answering machine from a woman in L.A. saying she had seen some of my Web sites and thought I was like a studio, since I had so many scripts. When I called her back, she said she wanted to meet me. She flew up to Oakland a few days later, and, after a whirlwind meeting, she invited me to come stay at her house in Los Angeles and began taking me around to major film industry locations. It was like a personal tour, and, though she didn't have the right connections to make things happen herself, it began a process of opening doors. After I envisioned different possibilities, I ended up setting up a satellite office/apartment in Santa Monica (right by L.A.) in the kind of downtown apartment complex I imagined and picked out the kind of furniture I wanted in my mind before I got it. Then, a chance meeting at a film fundraising conference led to a co-production arrangement

with a film producer to produce three or four of my films, and possibly films for some clients.

At any point along the way, these developments might not have happened had I not been open and receptive to them. For example, the message left on my answering machine sounded a little like some saleswoman trying to sell me something, and I was close to simply erasing it. But something about her voice on the phone told me to answer the call, and that changed everything, since it gave me a much-needed introduction to what was initially like an alien place. Then, though it may have seemed crazy at the time, I had a picture of where I wanted to live—in a downtown building near the ocean in Santa Monica, and, within two days of looking at apartments, I had realized that dream, along with my initiating a two-city commuter lifestyle, spending ten to twelve days in L.A. each month.

And, just a few weeks ago at a conference, I could have easily let a chance comment from a woman standing next to me go ignored, when she observed that I didn't need to go to some kind of program I was standing in line for. But that led to a conversation and a suggestion we meet to talk more about how she could help me produce things. I had had many chance conferences at this and other workshops that turned out to involve wannabes hoping to impress. But there was something about this woman that led me to feel an instant bond, which was reaffirmed when we met for two hours at a little restaurant along the way on my drive back to Oakland from L.A. In turn, the woman had been drawn to approach me at the conference by her own intuitive sense of wanting to talk to me, recognizing me only because I had asked what she thought was a good question at one of the workshops on raising funds. At this meeting, we discussed different possibilities, and she told me about the many awards she had won for her films at film festivals and how she wanted to put a small team of people together to work on an ongoing basis. She envisioned me as part of the team, where I could combine some of my film scripts with some of our own.

So, by knowing clearly what I wanted, being open and receptive to opportunities to further my ability to achieve my goal, and drawing on my sense of intuition to winnow out what was real from what was not, I was able to go from one of thousands of would-be screenplay writers in a very hard, cutthroat town to having some of my films produced and being part of the process as a new producer myself.

Why These Techniques Work

These WSG techniques work because they get you more in touch with your intuition, inner voice, true self, powers of creative visualization, inner knowing, or whatever you want to call this very powerful force within you.

Often this force is covered up, downplayed, or discounted in modern society, because in today's society, we value being rational and making decisions in a reasoned, logical way. We emphasize solving problems and working out issues logically, because of this emphasis on being rational. For example, lawyers, judges, businesspeople, scientists, engineers, politicians—essentially, most of the leaders of our society—are praised and rated for their ability to reach reasoned decisions. In business, we use management by objectives, path analysis, total quality control, and other techniques based on logical, linear thinking. And the rationalism and logical, linear processing of the computer and high technology create a powerful model of how to think today.

Such approaches are fine, of course, but we can also tap into our intuitive, nonrational side to gain insights and understandings that—when combined with rational techniques or used alone—can help us make even better decisions and choices. It's a part of ourselves that we all have; when harnessed and used properly, it can help us function more effectively in business and in other settings. In a sense, this is the reactive, supersensitive alertness akin to an animal's awareness of a predator and a prey. It's like a warning or sensory system that predates language, a knowingness that there is some danger near, so that one can quickly respond.

At the same time, this inner sensing and intuitive part of ourselves is linked to our ability to use mental imagery or visualization. These intuitive functions are associated with the operations of the right hemisphere of the brain, which has a holistic mode of perceiving information, whereas the left hemisphere uses a logical, linear mode to reason things out. This holistic style is associated with creativity, visual imagery, dreams, feelings, symbols, and synthesis, in contrast to the more linear style associated with mathematics, writing, language, and analysis.

In fact, researchers involved with brain research have found physical evidence for this power of the mind as they have been mapping the different parts of the brain. It is now widely agreed that the intuitive

functions are associated with the operations of the right hemisphere of the brain, which perceives information in a holistic way: Information comes in pictures, symbols, and metaphors. The analytical functions are associated with the operations of the left hemisphere of the brain, which perceives information in a logical, linear way, sequentially processing one bit of information at a time.

In turn, scientists have been able to pinpoint when people are using this intuitive, image-making part of the brain, using PET scans, fMRIs, and other brain-imaging techniques, which show a higher blood flow to the visual cortex, located in the back of the brain, when people work on tasks involving visual imagery. For example, S. M. Kosslyn, a researcher who has done extensive work on visualization, found that when people were asked to create images about the shape of different letters of the alphabet, a PET scan indicated that this task activated the primary visual cortex, which experienced an increase in blood flow while they visualized these letters.¹

Other research has shown that the auditory cortex is activated when people are asked to imagine listening to something, such as a song, while the cerebellum, which controls motor movements, is activated when people visualize some motor activity, from making hand gestures to hitting a tennis ball to imagining rotating some object in their mind.²

So there are real physical correlates to what you mentally imagine or visualize, which can be shown by the different parts of your brain that become activated, as indicated on this illustration:³

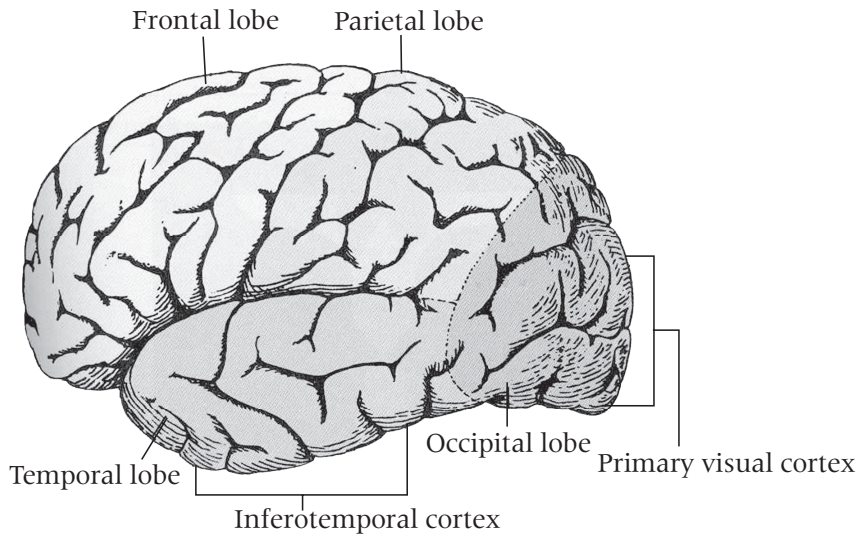
Children initially use this holistic mode of thinking. At first, they see the world in terms of images, feelings, and sensations. But, as they learn language, they are taught to discount their immediate intuitive responses and to favor a more analytical, rational approach to the world.

Developing these reasoning abilities is, of course, necessary. The problem comes in repressing the natural intuition at the same time. Thus, these mind-power techniques are designed to release and develop

1. S. M. Kosslyn et al., "Individual Differences in Cerebral Blood Flow in Area 17 Predict the Time to Evaluate Visualized Letters," *Journal of Cognitive Neuroscience* 8 (1996): 78–82.

2. Margaret W. Matlin, *Cognition*, 6th ed. (Hoboken, N.J.: Wiley, 2005), p. 228.

3. *Ibid.*, p. 35.



this inner force within you, which has an incredible power to help you gain all of the benefits you want. These include:

- Setting goals and attaining them
- Increasing your skills and creativity
- Feeling more confident and self-assured and having higher self-esteem
- Creating the personality and self-image you want
- Solving problems and making decisions
- Raising and lowering your energy level

This inner force helps you attain these benefits, as it operates powerfully in two main modes:

- ***A receptive mode***—which helps you tune into that inner knowledge and understanding that you don't pick up rationally. In turn, you can use these insights and information to make more informed decisions, recognize problems, establish goals and priorities, and better assess the people you work with or contact in everyday life.

- *An active mode*—which allows you to put into action the insights you have gained from that information. In particular, you can use this information to shape yourself, influence others, and affect events.

While some WSG techniques emphasize one mode or the other, most involve some combination of the two approaches. For example, when you use these techniques to set goals, you will first use your receptive powers to gain insights about what you want and need. Then, on the basis of these insights, you can establish your goals, prioritize them, and set up a system for achieving what you want.

You can tap into this receptivity and ability to act on insights through your power to perceive intuitively. Commonly, this intuitive perception operates through your ability to create images, visualizations, or pictures in your head—a skill that everyone possesses or can develop to some degree. But some people will prefer to tune into this inner voice by listening to the words or their inner thoughts. Others will tend to respond more to feelings or sensations.

However, as the visual and auditory modes of perception are most common, the techniques described in this book draw most heavily on the ability to use images or thoughts to tap into this power of the mind. In turn, as you work with these techniques, you'll develop these abilities.

Becoming Aware of and Cultivating Your Inner Radar

To use this inner knowledge, however, you first have to pay attention and notice it. It must be cultivated, or, like an un-nourished plant, it will start to wither and die (although, with the right attention, there is always the potential for revival).

Once you start noticing and developing this source of information and once you start recognizing when it is accurate and when to act on it, your inner radar will be an extremely valuable tool for getting what you want. It can help you determine whether or not to trust or work with someone; whether or not to enter into a particular deal; whether to take one job or another. Listen to it and respond correctly, and you will help to create better work opportunities, better personal relationships, better chances in whatever you do in life. But fail to listen to or pick up the wrong message, and the chances are you won't succeed.

Essentially, you have to get more in touch with this intuitive, cre-

ative part of yourself so that you can see the mental images and perceive these feelings and sensations even before you are aware of them. Becoming conscious or thinking about these things requires an additional step of transferring these pictures and images into your left brain for processing and analysis. But this thinking process takes time, delaying your insights. You can even distort these pictures by interpreting them incorrectly, explaining them away, or censoring them if they don't agree with what you would like to believe. When you learn to perceive this creative force directly, however, it can be a source of great information and energy.

In turn, you can facilitate your ability to access these often-unperceived inner processes by developing your awareness of your use of mental imagery. This approach works, since researchers have discovered that a variety of conditions contribute to the faster passage of thoughts and images through the brain. Our thoughts, they say, are like electrical currents, passing from cell to cell in the brain, traveling through a kind of chemical bath as they go. There are even electrode devices that enable you to see your own brain waves, created as you think and imagine things. If you are able to control your thinking and imaging processes, you can see your own brain waves change; if you can improve the chemical reactions or increase or facilitate the connections between the nerves in the brain, you can speed your thoughts and impressions along, so you respond more quickly and intuitively to anything. One way to do this is by chemical or electrical means, so-called smart drugs or brain stimulators.⁴ Another way is by using your powers of visualization and thought—the focus of this book.

While much of this research has been directed toward showing how various chemical substances, such as smart drugs and nutrients, can increase mental functioning (e.g., memory and learning abilities), the research also suggests that mental activities might contribute to this improved biochemical state. Relaxation and meditation techniques have been shown to change brain waves, altering the underlying biochemistry that contributes to shaping these waves. In turn, the intuitive leaps and insights that may occur when a person is in an altered, more intuitive state of mind may arise from this improved biochemical state.

4. Ross Pelton, *Mind Food & Smart Pills* (New York: Doubleday, 1989), pp. 23–44.

It's a reciprocal process, in that while biochemical or electrical factors in the brain contribute to intuitive insights, intuitive thinking itself may contribute to creating biochemical or electrical changes in the brain, leading to still more insights. The process seems to occur in much the same way that the brainstorming process triggers more and more ideas and creative leaps. But the net result is that by changing your own brain's biochemistry and electrical functioning by changing your thinking and imaging, you can better tap into your creative intuitive powers to help you get what you want.

Examples of the Effectiveness of the WSG Techniques

The benefits of these techniques can best be illustrated by showing some examples of what people have gained by using them:

- ***Dealing with an Unexpected Move.*** In one case, Ann, a teacher in her thirties who operated a small secretarial business in her home, was able to relocate her business quickly and efficiently when her landlord announced that she had to move because he wanted to move into her apartment. Though Ann had no plans to move and lived in a city with an extremely low vacancy rate, within a few days, with minimal effort, she found a more ideal situation using these WSG techniques.

How? First, she didn't worry about the move, feeling certain she had the power to find a good place in an easy and efficient way. Also, rather than struggling against a fait accompli or becoming upset about the potential disruption to her life, she accepted the event and was determined to take steps to turn this into a creative change that could benefit her business.

To do this, she began imagining the possibilities. She got relaxed and let mental pictures form in her head as she asked herself a series of questions. Rather than trying to get the answers logically, she was receptive to the pictures or images that appeared.

Some of the questions she asked were: Where would I like to see my business going in the next two years? What would I like to be doing? Where would it be best to do these activities? What kind of place will I need? How many rooms do I want? How much can I pay?

Eventually, she had a clear picture of exactly what she wanted and a specific area of the city where she wanted it. Then, using a rational

mode of thinking, she collected the appropriate information. Among other things, she drove up and down the streets in the area where she wanted to live, looking for “For Sale” or “For Rent” signs so that she could collect the names and phone numbers of the owners or real estate agents handling the properties. Then, listening to her inner voice, she determined the best time to start looking, and, when the timing was right, she began calling the owners and agents, as well as looking through the paper.

As she talked to people on the phone, she actively pictured the places they described and got a feeling of what it would be like to live and work there. As she already knew what she wanted, her receptive listening involved matching the picture of the place described with the image she already had in her mind.

As a result, after only about an hour of phone calls and four hours of looking, she had located a place that seemed ideal and had just been placed on the market. She arranged to meet with the owner; after a few minutes, she was convinced that this was the place and that there was no need to look any further. She conveyed this certainty to the owner, put down a deposit, and, in a few days, was given a lease—for exactly the time she wanted to move. The whole process had taken only a few hours of looking at a handful of places.

• ***Making More Money.*** In another case, Tom, a salesman, used these WSG techniques to increase his sales income. He had been averaging about \$50,000 a year in various sales jobs, ranging from selling health products to marketing gift items. Then he began using some visualization techniques to see himself getting a larger monthly income. He began by focusing on getting \$8,000 a month. He visualized himself very clearly receiving the additional money and being congratulated for doing the job well by his supervisor. But, beyond just concentrating on the end goal, which helped to motivate him to do better, he concentrated on what he would have to do to achieve this goal, and he imagined the steps in his mind. With the new confidence he gained from seeing his goal completed, he felt more motivated to act and was much more enthusiastic than he had ever been.

Thus, when he approached prospects, he exuded an air of self-assurance that was contagious. His contacts responded by having more confidence in the product he was selling, and his orders increased. Also, the cold calls he made by phone resulted in more people wanting to see

him and to learn about his product, which increased his orders, too. In addition, he was more receptive to everyday opportunities to talk about his product with enthusiasm, which increased sales figures, as well. As a result, he made close to \$10,000 that month, and, given that success, he started the next month with \$10,000 as his sales goal, and he felt confident of making that amount.

- ***Having a Better Relationship at Work.*** In still another case, Mary, an administrative assistant, improved her relationship with her boss, who was frequently critical of her performance, by focusing on having a better relationship. She used the WSG techniques to get insights into her boss's personality and needs so that she could relate to him better. She increased her own skills in the areas where her boss had been critical by mentally concentrating on improving these abilities—typing more quickly and accurately and following up better on phone calls. She also changed her own attitude, so she was more positive and receptive when her boss made suggestions, rather than being defensive about what she had done, and she showed an eager willingness to improve. Additionally, she exuded a new confidence that she would succeed that showed in her walk and the way she stood, so she had an increased presence in the office. Everyone could feel her new sense of calm assurance. The result after two months: a promotion to an assistant manager, increased responsibilities, and a substantial raise.

- ***Starting a Business.*** One man who had recently lost his business used these techniques to decide what to do next. At his wife's insistence, John had gone to a self-help organization designed to help people find jobs by holding workshops, providing leads, and offering other programs. Though he wasn't initially sure the group could help him—since he saw himself as an entrepreneur and didn't want another job—he continued to go to the organization's introductory workshops dealing with such topics as how to assess job skills, write resumes, and conduct successful interviews.

But, as he kept wondering how these workshops applied to him and why he was there and was about to leave, he suddenly had a flash of insight. It was like a voice within him telling him to stay, that he could in fact use the group not to get a job but to develop other skills and make contacts that he could then use to create another business. He wasn't sure exactly where that voice came from, but he felt an intense burst of energy that told him to listen to it. So he decided to stay.

Basically, he sensed his inner creative intuition. Had he tried to analyze this sensation logically, it would have made no sense, and it contradicted his initial emotional reaction to resist getting involved. But the message from his deeper intuitive self was telling him to stay and giving him images of what staying might mean in terms of what he could do with the group. While all of these insights came to him in a flash—and he could have easily missed the signal or ignored or overridden it—instead he felt its importance and power and decided to listen to it and follow it.

As a result, John worked with the group, which had a number of different departments (such as training and development, counseling, placement, and programming) that helped members with the job-seeking process. He joined one of these groups, later moved into management, and set up several other departments in the organization. After a few months, using the management and program-development skills he had developed in working with this organization and the contacts he made there, he was able to create a new business that marketed these skills to other companies.

• ***Detecting a Fraud.*** Your intuition can also be a powerful guide, telling you when to trust and when not to so that you use caution in going after things you want. After all, you may want something very much, thinking it is one thing, when, in fact, there are danger signs written all over it that are warning you to stay away.

Delores discovered this when she relied on this inner signal to detect a fraud. She was working as a sales representative and hoping to start her own business when a good friend told her about a new program that she and about 10,000 other people nationally had joined. The program involved putting up a few hundred dollars to participate in an unusual charitable trust in which the participants were supposed to receive many times what they invested. Delores's friend described the program as one headed by a sincere philanthropist, and Delores knew several other people who had become involved. But they had done so mainly on trust, because none of the participants understood much about the legal and financial ins and outs of how this trust worked. Everyone sincerely believed that this program was real and had complete faith in the leaders.

So should Delores join in? Her friend sent her some information showing the glowing credentials of the participants. And Delores knew

that some of the most influential people in her area were joining. But, as she read the documents, she suddenly got the strong sense that this arrangement was not what it seemed. Despite the trappings that had persuaded so many thousands of people to believe in the program and the founders, she had a sudden image of the pieces of a puzzle not fitting. There was a missing piece, and two other pieces overlapped. She realized that her intuition was trying to communicate with her. The picture of the puzzle seemed so clear and vivid that she felt the image was telling her that the program was not what it seemed but was really a scam.

Yet, was the warning really true? To check her insight, as well as to show goodwill to her friend, with whom she had worked on several business projects, she decided to join but to keep her investment down to the lowest possible amount. If she was wrong, she would reap some reward; and if she was right, she would be able to, at relatively little cost, test and further develop her ability to correctly sense and know things.

As it turned out, the warning message from her intuition was right on. Over the next few months, the payoff date was continually delayed, and no one ever did receive anything. Delores's intuition had been like an inner radar, pointing up the underlying dishonesty of the key people involved. Then, trusting the strong picture she had received, Delores was able knowingly to decide what to do. She could do this because she knew the way in which her intuition communicated with her—through strong pictures that suddenly appeared in her mind's eye—and because she was able to quickly interpret the meaning or message of these pictures.

The Danger of Not Listening to Your Creative Force

This intuitive energy is not only a signal to do something to get what you want. It can also be a warning not to do something or to avoid something or someone, such as Henrietta experienced when she ignored some inner warning triggers.

It was about 8:30 one fall evening, and Henrietta was just leaving her office on her way to her car a few blocks away. It was a drizzly night, so there weren't many people on the dark downtown streets, and when she saw four kids turn a corner onto her street about 100 feet away, a sudden tingling sensation urged her to be cautious. For a mo-

ment, she was tempted to walk on the other side of the street, when she heard a more logical, reassuring voice override this signal, saying something like “But they’re just kids . . . it’s early . . . there are other people out . . . don’t act afraid by crossing the street . . . if you just keep walking with confidence, nothing will happen.” The thoughts came quickly, and she kept going. After she passed the first pair of kids, she thought everything was fine, but just as she passed the second pair, an arm reached out, knocked her down, and grabbed her purse.

Fortunately, Henrietta wasn’t hurt. But the experience taught her the importance of paying attention and listening to that inner signal and responding accordingly. What Henrietta’s story illustrates is that your inner force can act like a kind of early warning signal. Responding to it can increase your chances of a favorable outcome; not responding can increase the chances of running into problems. So, as you learn to get in touch with this inner force, it’s important to listen to what it is telling you to do, and don’t let your inner editor push this signal aside. If you get a strong, clear signal, listen to it and act accordingly.

Knowing When to Use Your Intuitive, Creative Force

As these examples illustrate, your mind’s intuitive abilities can be a powerful tool if you develop and pay attention to them. Once you are able to tap into them, they are like a beacon lighting the way to a clear path ahead or pointing out the dangers along the way—signaling where to go, what problems to avoid, or what to do to prepare to successfully cope with and overcome the difficulties in your path. As you learn how to access this part of your mind, using the WSG techniques described in this book, you will find countless ways to draw on these enhanced powers and apply them to all aspects of your life.

In particular, it is important to do the following four things to access and use your inner creative force effectively:

1. Know that you have this intuitive, creative power within you and that you can use it to guide you.
2. Pay attention when you feel a sense of knowing, energy, or urgency rising within you (in whatever form it comes to you—as a voice, in pictures, or in feelings and sensations).
3. Notice what this force is urging you to do.

4. Respond according to the way you feel this energy directing you, whether it is to go after what you want even more energetically—from a work to a personal desire—or to stay away.

These methods are something anyone can master. They're not mysterious or magic. They're based on sound psychological principles describing how the intuitive right-brained power within you operates, so you function more effectively and can better create the reality you want.

The Development of These WSG Techniques

I have been developing and using these WSG techniques for more than thirty years. They have become such an automatic part of my life that I just use them without thinking much about them. Since the mid-1980s, I have received even further confirmation of the success of these techniques in my own life and in the latest research about the new techniques to enhance brain functioning.

I first started using these methods in 1968, when I began designing games. I used the pictures in my mind to develop game ideas. This exploration began when I organized a games group, which I started because I had loved playing games as a kid. Then, as a result of spending so much time launching the group and thinking about games, I began having occasional dreams about games. A friend suggested hypnosis to encourage me to come up with even more ideas, rather than waiting for random dreams, and he led me on my first guided journey into the intuitive part of my mind. I imagined myself going into Macy's toy department, where I saw all sorts of new games and immediately knew the rules to them. I created hundreds of games this way and got about two dozen of them on the market—a phenomenal result, given the competitiveness of the games industry.

In the beginning, I needed the formal technique of going into an altered hypnotic state, at first with my friend guiding me and then by doing it myself. After a while, I no longer needed any preparatory techniques to get relaxed, and I no longer needed to go to this imaginary toy store to see pictures of games in my mind. Instead, in an instant, I could imagine pictures of games and people playing them in my imagination—and I found I could use this instant awareness approach on other creative projects.

I found I could apply this method not only to specific projects but to making decisions and choices in my life generally. For example, I used it to help me imagine what I wanted to do next (teaching at college for a while), where I wanted to teach (in the South, for a new experience), the type of school I wanted it to be (small), and what to say to get the job. This led to a six-month assistant professorship at a small university on the outskirts of Atlanta.

This intuitive technique was like having a magic genie I could call forth whenever I wanted help with things because I wasn't finding the answers by using my logic. It was wonderful for getting immediate answers to something and for making a quick decision, when I didn't have the time to work the answer out logically. My intuition gave me a quick insight, enabling me to act—and, almost always, the answer was not only quick but right!

Then, when I went for my doctorate in sociology at the University of California at Berkeley, where I specialized in the study of groups, I found that the spiritual and personal growth groups I studied used some of these same techniques to further self-development. Later, when I worked in other fields—evaluating programs, marketing new products, creating and motivating a sales team, writing books—I automatically used these techniques to come up with ideas and make decisions. Also, I readily applied them in other areas of my life to solve problems, relax, improve relationships, become a better speaker, give better presentations—just about everything.

I supplemented my own explorations of these techniques by attending dozens of workshops on developing creativity, working with hypnosis, using visualization and imagery, meditating, and the like—all designed to expand the power of the mind. I kept testing what I learned in my own life through my own experiences, and I kept further refining these techniques.

Most recently, I have been using these techniques to write more than fifty books and more than a dozen scripts, to continue to design games, to move to L.A. to become a movie producer, to select employees, to choose business partners, and much more. They are literally integrated with what I do, so I use them automatically, along with gathering and processing all kinds of facts about a particular situation, which I take into consideration and use to inform these intuitive processes.

Applying the WSG Techniques in Your Own Life

The WSG techniques described in this book represent the methods I have found effective in tapping this inner creative force. You can use the same methods or feel free to adapt them by changing the imagery to suit your own style. For instance, use a computer screen instead of a movie screen to see mental images; use a female counselor instead of a male one to get information and advice. Or, if you prefer, get this information in the form of voices or feelings, or imagine that you are getting information from a professor, CEO, counselor, or spiritual teacher, instead of listening to an inner voice or guide.

The key to success with these techniques is to use a series of procedures and symbols to make yourself receptive to contacting this inner force within you. Adapt these basic procedures and techniques so that they work for you. Then, once you are in contact with this inner intuitive force, actively mobilize it to achieve your desired goals.

In doing so, use this basic three-step process to propel you along in achieving what you want:

1. ***Gain awareness.*** Be aware of and receptive to the creative power within you, however it communicates with you—through seeing, hearing, feeling, or knowing or a combination of these.
2. ***Consider and clarify responses.*** Gain clarity about how you want to respond to the knowledge and insights you have gained—such as by thinking of and assessing different options—to decide what you want to do.
3. ***Take action.*** Draw on your inner creative powers to take action to achieve your desired goals or to avoid any difficulties or barriers you have perceived.

Getting the Most from the WSG Techniques

Here are just some of the ways you can use these techniques to get what you want. You will certainly think of others. In the chart on pages 20–21, you'll see a list of general benefits you might want for yourself; next to each is an example of a specific application. On the line below the specific application listed, write down how you might apply that particular benefit to your own situation or need.

Another way to use this chart is to think of a specific result you

want. Then think of the general things you will need to do or change about yourself to get that benefit. Say, for example, you want to create a new career for yourself in a different field. You might want to do the following:

- Have more energy, so you can do the work you are doing now for income while you develop that new career.
- Increase your feelings of confidence, so you can convince people in this new field you can do the job.
- Overcome uncertainty, so you are really sure this is what you want to do.
- Improve and perfect your talents, so you can effectively do the tasks required in this new situation.
- Reshape your personality in a way that better suits your new job.

In short, as you empower yourself by tapping your inner creativity, you will not only find many specific ways to apply the general benefits you gain from these techniques but also be able to set specific goals to achieve and work backward from them to determine what you need to do to reach that goal.

HOW THE WSG METHOD CAN HELP YOU

<i>General Desires</i>	<i>Examples of Specific Wants or Goals</i>
Overcome stress and relax.	Get through a series of deadlines.
Have more energy; overcome fatigue.	Be alert at an important meeting.
Feel more confident; have more self-esteem.	Make a good impression at an interview.
Overcome negative behavior patterns and blocks.	Change behaviors making another angry.
Overcome uncertainty; decide what to do.	Get over fear of making wrong choice.
Recognize the possibilities.	Break a logjam with other alternatives.
Discover a new direction for yourself.	Choose the right new career path.
Make the best decision.	Decide whether or not to make a move.
Set goals and determine the best steps to achieve them.	Plan the steps for selling a new product.
Turn around a difficult situation.	Change an enemy into a friend.
Improve and perfect your talents.	Become a successful speaker.

HOW THE WSG METHOD CAN HELP YOU (Cont.)

<i>General Desires</i>	<i>Examples of Specific Wants or Goals</i>
Become more creative and innovative.	Come up with ideas for a PR campaign.
Shape your desired personality/self-image.	Become more outgoing to get a job.
Become the best of who you are.	Become an even better salesperson.
Better understand others for better relationships.	Recognize what someone <i>really</i> likes and doesn't like to get along better.
Sense whether or not to trust others.	Decide if the business deal is for real.
Recognize the cues that motivate others.	Find ways to make your boss say yes.
Discover the solutions to problems.	Discover how to make more money.
Find ways to profit from your problems.	See a money-making idea in a problem.