



Is Knowledge Really Power?

by
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Missing element

You hear it everywhere these days: *knowledge is power*. In fact, modern society organises itself around this very premise. But is it really true?

Of course, without it we wouldn't be able to read the words on this page, split the atom or blackmail our boss. But to think that knowledge alone is power is demonstrably incorrect. Obviously, whether knowledge gives you any power or not depends upon *how you handle it*.

Our children invest ten to twenty years of their lives gaining as much knowledge as they can, but how personally powerful do they actually end up? For the most, not very.

To say that knowledge is power is like saying that wood is fire. There's a missing element. Just as heat needs to be applied to wood to produce fire, so also does something else need to be applied to knowledge to produce power. And that something is *attitude*.

KNOWLEDGE x EFFECTIVE ATTITUDE = RESULTS-PRODUCING POWER. That's the full equation.

Poorly Harnessed

This is not exactly news. Throughout the 20th century both Sport and Industry became increasingly aware that a person's attitude determines just how useful their knowledge is to them.

But knowing it and being able to do something about it are different things. Our pre-historic ancestors discovered that a burning piece of wood was actually useful some 300,000 years before they figured out how to start a fire when they wanted one. For the last 2,400 years we've been in a similar situation with regard to attitude, and especially so for the last 120 years.

Yes, we have succeeded in making knowledge and information available today like never before, but how far have we really progressed in helping people gain the attitudes they need to wield their knowledge effectively?

Look around you. It's true, on average, the educated are less disempowered than the uneducated, but still most people aren't particularly good at making knowledge work for them.

Let's take *you*, for example. How powerful do you feel? Have you succeeded in developing attitudes that transform what you know into real personal influence? Or do you keep on asking yourself the wrong question: wondering what knowledge it is that more successful individuals have that you don't?

New Discovery

Current forms of training, coaching or even counseling seldom if ever succeed in improving attitude *permanently*. Gains fade. New disappointments and difficulties suddenly trigger old hindering reactions you thought were dead and buried.

Why? Because exactly how attitudes are acquired *in the first place* has not been properly understood. Until now. Now a genuine and important discovery has been made in exactly how attitudes form and develop naturally, instinctively. This now *is* understood.

The proof is in the application of this discovery, developed and tested over the last two decades. (22 years to be exact, as of 2012, comprising more than 4,000 case studies conducted in 7 countries.) This new approach to education helps a person to permanently improve their attitude, and thus their effective use of knowledge, *every* time it is employed (never to fade back to their old inefficient ways).

This technique (we call it **Instinx® performance coaching**) is the attitudinal equivalent of being able to light a fire whenever you want to. A fire which *stays* lit.

Necessary Standard

It turns out that our innate attitude-acquiring process is very different from what was thought. No current book on education, psychology or self-help comes even close to describing it accurately. But it is no more

unexpected than was William Harvey's discovery, almost 400 years ago, that the heart pumped blood around the body.

That bolt from the blue marked the real beginning of scientific medicine. Today, a similar revolution is needed in education and psychotherapy, which have so far failed to achieve a genuine scientific consistency in the results they produce. (Drugging a person to veil a troublesome attitude hardly counts as "therapeutic".)

Currently, if an approach to changing attitude seems to produce some benefit—no matter how subjectively, temporarily and inconsistently—it is used to part the gullible from their hard-earned bread. Which is how medicine was practiced back in the Dark Ages, when your barber was also your doctor.

That probably sounds a bit harsh. But who in the positive mental attitude field gives you an even-handed report of their failures as well as successes? Can't think of any, can you? Which leaves most of their students wondering: *what's wrong with me that I can't get it?*

For the first time, we have an attitudinal improvement technique which produces significant, objectively measurable and permanent results *each and every time it is taught correctly* (errors are easily corrected). Approaching 100% workability. It sets a new standard in education.

Catching Up

But don't expect to hear people singing its praises from the rooftops just yet. No matter how obvious it seems to us today, it took the "experts" over forty years to stop vilifying Harvey for his ridiculous notions about the heart. Despite their poor and inconsistent results, they still knew better.

Nobel laureate, Max Planck, pointed out that radical advances in science gain currency only after scientists subscribing to the old paradigm die out. So don't hold your breath.

In the meantime, we'll just keep on helping everyone who comes to us to turn their knowledge into greater power and performance through naturally developing more effective attitudes. And current "experts" on learning and personal development can catch up when they're ready.