



Is Knowledge Really Power?

by
Gus Griffin

an Instinx® publication

Part of the *Adaptivity Coaching & Workshops* module – see <http://blog.instinx.com>

Is Knowledge Really Power?

by Gus Griffin

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?

Granted, 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 just plain wrong. 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 does that really make them? For the most, not very.

Saying 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, there's something else that needs 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 last century both Sport and Industry became increasingly aware of attitude's role in making knowledge useful.

But knowing it and mastering it are two very different things. Our pre-historic ancestors discovered how useful a burning piece of wood could be some 300,000 years before they figured out how to start a fire whenever they wanted one. For the last 2,400 years we've been in the same situation with regard to attitude, and especially so for the last 120 years.

Yes, we've made knowledge available today like never before, but how far have we really progressed in helping people gain the attitudes to wield their knowledge effectively and even powerfully?

Look around you. The educated may be less disempowered than the uneducated, but still most people aren't particularly good at making knowledge work for them.

Take *you*, for example. How personally powerful do you feel? Are you transforming what you know into real personal influence? Or do you keep on asking yourself the wrong question: wondering what it is more successful people know that you don't?

New Discovery

Despite all the claims and promises, current approaches to improving attitude seldom if ever succeed in doing so *permanently*. Gains fade. New disappointments and difficulties suddenly trigger old hindering reactions you thought you had well and truly conquered.

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

The proof is in the application. Developed and tested over the last two decades (comprising more than 4,000 case studies conducted in seven 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 (called **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, something similar is needed for education.

In current training and psychotherapy, benefits vary so much from person to person that it doesn't even occur to practitioners to try and achieve the consistency of results expected in the physical sciences. *"What's your problem? People are different, so they will get different outcomes. It's inevitable."* Which is exactly how medicine was practiced back in the Dark Ages, when your barber was also your doctor.

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 and the desperate from their hard-earned cash and make a fortune for the latest smooth talker.

That probably sounds harsh, but which of your favourite attitude gurus gives an even-handed report of their failures as well as successes? Can't think of any, can you? This leaves most of their students wondering: *what's wrong with me that I can't get it?*

For the first time, we have an attitude change 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 the heart's function seems today, it took the "experts" over forty years to stop vilifying Harvey for his "ridiculous notions". 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 practitioners 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 the experts can catch up when they're ready.