Book Summary: The New Psycho-Cybernetics – The Original Science of Self-Improvement and Success that has changed the lives of 30 million people – Written by Dr. Maxwell Maltz

In every profession there are individuals that excel and can handle pressure. You see this all the time in Football, business and the political arenas. What makes some people excel under pressure and others fold? Can excellent performance under any circumstance be triggered on demand?

Why is this important to me?
I always want to ask this question as if I am sitting in your shoes. I don’t want to waste your time. Do you know people who are gifted? There are gifted people in all areas of life, so why is it that so few actually become successful? Talent is not enough. Without hard and smart work ethic and a dedicated focus, success will be fleeting. Psycho-Cybernetics will show us how to tap into our vast sub-conscious mind to aid us in our quest for success, meaning and happiness.

Psycho-Cybernetics is divided into 16 chapters of excellent information. For the sake of time, I will profile the 3 key takeaways that resonated with me. All of the points we will chat about revolve around the following point. The conscious mind can process roughly 40 bits per second while the subconscious mind can process 40 million bits per second. Understanding this difference and programming the subconscious mind will aid us in our quest for success, meaning and happiness.

1. Self-Image – This has to be the number one key to success or failure. Your current position in life right now is exactly proportional to your self-image or self-concept. What is the little voice inside of your head saying? The key takeaway here is to transform your inner critic into your inner coach. Controlling and molding your self-image is the foundation of the book. Tony Robbins has an excellent program that nails this point home. If you examine an excellent part of your life, you will find out that your blue print (BP) is equal to your Life Condition (LC). Likewise where there are issues in your life, the BP is not equal to the Life condition. The key here is to really understand and question your blue print and decide if you need to improve the life condition or change the blue print.

2. Automatic Success Mechanism or Automatic Failure Mechanism – Your brain acts as a guidance system toward things that you focus your attention on. This is known as slight edge behavior. The things you do and focus on daily are driving you toward a destination. Do you know where that destination is? If not then you need to spend the time to figure it out otherwise you will become part of someone else’s plan for YOUR life. The automatic success/failure mechanism is like a torpedo that is attracted to its destination. The guidance portion of the torpedo is dictated through your self-image. Self-destruction happens from within. Conditioning, habit and outside influences are how your self-image is molded. If you were raised being told you are nothing and will fail at everything then your self-image will prove it. If that motivates you to do better and you don’t believe it then you will succeed. Likewise if you drink the cool aid then you will live a life of unhappiness.

3. Conditioning, focus & Imagination – You can condition yourself to perform in any situation. The key component is to focus and change your physiology. Tony Robbins uses incantations to do this. An incantation is a body state change along with an affirmation. Incantations are stronger than affirmations because you are engaging your whole body. Think of this is a habit or ritual
before you do something. Jack Nicolas, the great golfer, had a ritual before every swing. They analyzed him and Greg Norman and found that the time Jack Nicolas took before every swing was exactly the same regardless if he was up or down in the tournament. Greg Norman on the other hand took longer when he was winning and as he started falling behind, his pre-swing routine shortened. This is a mental breakdown and loss of focus resulting in a loss for Greg Norman. Imagination is one of the most powerful skills we have as humans. Most great thinkers in history give credence to imagination over IQ. Einstein used his vivid imagination and dreams to uncover the theory of relativity.

Psycho-Cybernetics is an excellent body of work that needs to be studied. Being able to trigger success on demand through focus and control of your self-image is a fascinating concept. The subconscious mind can programmed to aid you in crafting an unbelievable life.

I hope you have found this short summary useful. The key to any new idea is to work it into your daily routine until it becomes habit. Habits form in as little as 21 days. One thing you can take away from this book is the power of focus. I chose focus because you can start using a simple exercise called the Einstein Distraction drill. This will build your level of focus and allow you to master the techniques outlined in the book. Simple download the Einstein distraction drill from successprogress.com to gain the benefits of enhanced focus.