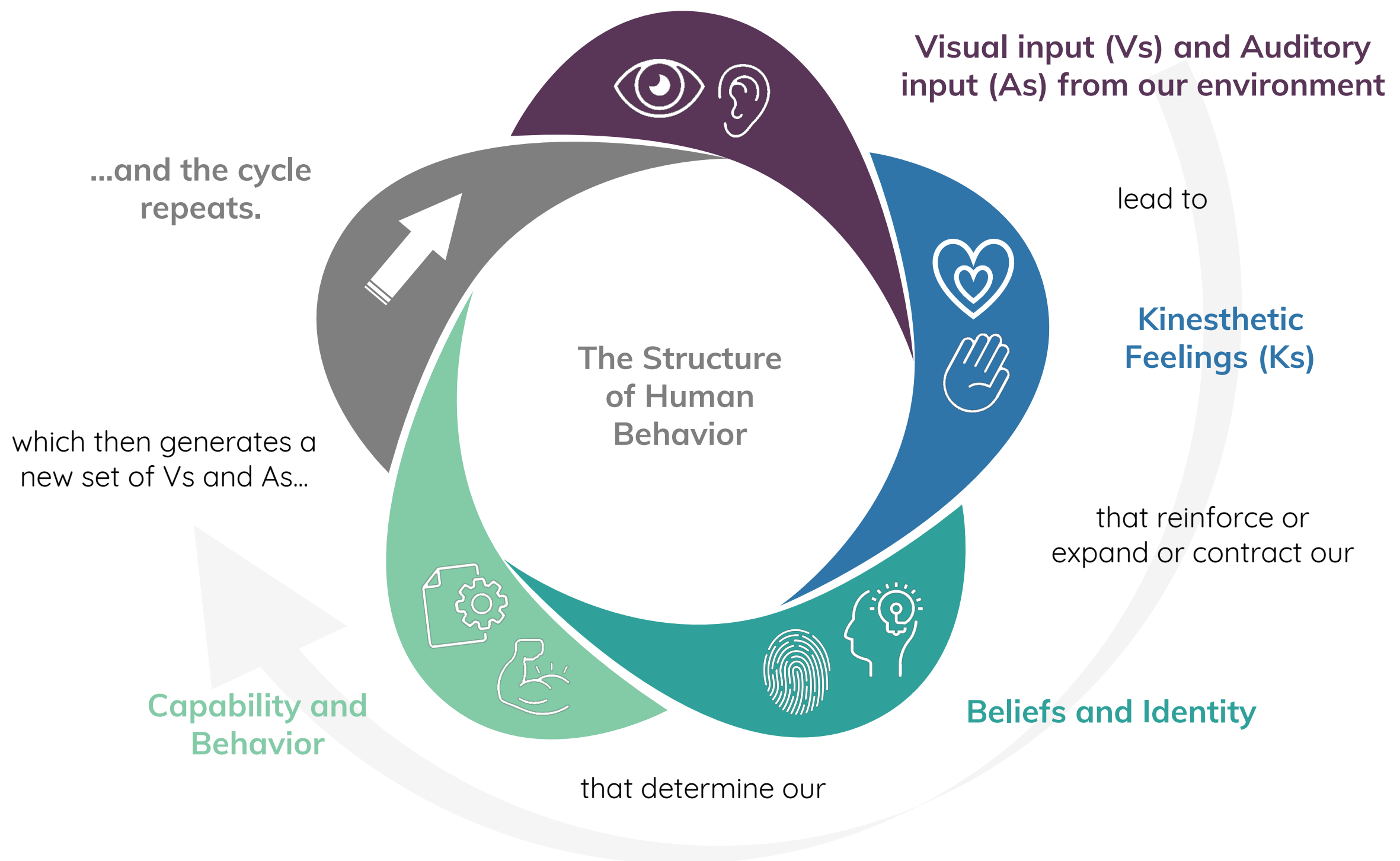


# VAK Anchoring

Increasing Our Behavior Options By Adding Better Choices

Why do you do the things you do? It all comes down to your beliefs about the world, others, situations, and yourself.  
Here's how it works:



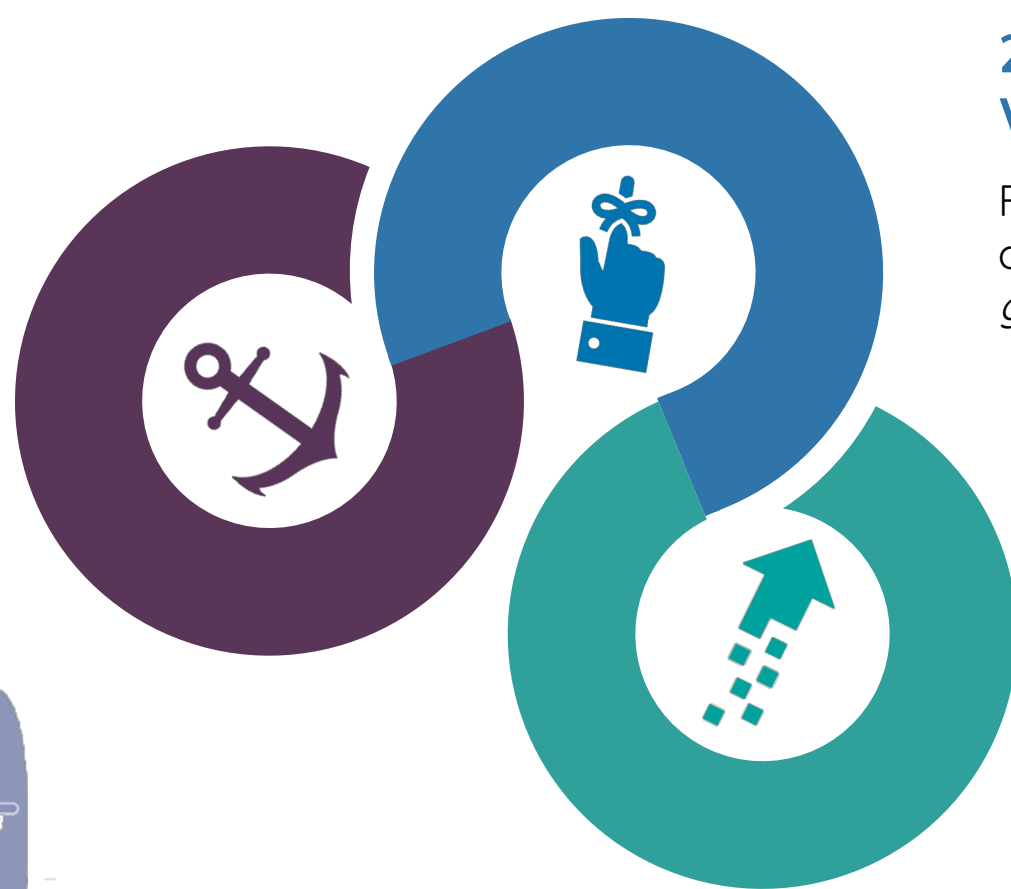
## Old Behavior (Reaction) → New Behavior (Respond From Choice)

Anchors are physical triggers that call up key (positive) memories and experiences and intentionally “set” a “recall” button in your body. Use anchors in challenging situations to reset emotions and create more choice.

### 1. Determine Your Anchor

Pick something unique, but not too unusual.

*Examples of anchors could be your left hand squeezing your right wrist, or your right pointer finger touching your left elbow.*



### 2. Recall A Positive Memory With The Experience You Want

For example, if you want an experience of confidence, recall a memory when you felt like “I’ve got this, here we go!” Step deeply into the memory:

**see** the visuals  
**hear** the sounds  
**feel** the emotional feelings  
**notice** any aromas/tastes

### 3. Set Your Anchor On Your Body While Recalling The Memory

While holding your anchor, increase the positive intensity of the memory, and as soon as it peaks, release your anchor.

### Test Your Anchor! ✓

Shake your body and count backward from 10 to 1.  
Then fire off your anchor again. Did you recall the confident state? If so, awesome! If not, repeat the process, stepping even more deeply into the memory.

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