

BELIEFS

What we take for granted is often nothing more than a belief. And beliefs can be changed.

Beliefs are deeply ingrained thoughts that we consider to be true – usually unconsciously. Many originate in our upbringing, others from social norms or personal experience. They act like a filter through which we perceive the world: we tend to notice above all what confirms what we already believe. This creates recurring patterns that shape how we act and how we respond to others. What feels self-evident to us may seem rather strange to someone else – because they, too, see the world through their own lens.

In coaching, beliefs often appear as hidden barriers. They lead us back into similar problem situations without us recognising the underlying cause. Once we understand that our patterns of thinking are the root of the issue, change becomes possible.

They are just as influential in our careers: if someone believes they are poor at selling themselves, they are unlikely to invest in self-marketing – thereby reinforcing the belief. Often, such assumptions are based on an unhelpful comparison with stereotypical “sales personalities”. A more realistic perspective already opens new possibilities for action.

Articles on beliefs (all articles)

- Subconscious vs. mind: 1–0
- Self-hypnosis – a widely practised art