

The 180 Rule Process

If it is truly in our nature to have a negativity bias then why not use it as strength rather than a weakness. Using the power of instantly coming up with what will *not* work can create a roadmap of what will work or at least get you started on the right track. Much like that natural golf or tennis swing that uses our physiology to achieve success naturally, there is a methodology that can use the natural tendency of the negativity bias to achieve a positive result. This methodology is called the *180 Rule*. *Unlike most methodologies requiring an acquisition of new skill sets after first unlearning old ones, the 180 Rule utilizes what is already inside us all.* It can be accomplished with ease as its core is derived from a natural tendency.

With the negativity bias as a foundation, the *180 Rule* works this way.

1. Firmly fix in your mind the goal or task you seek to accomplish. Next,
2. Turn your goal or task around 180 degrees, and make a new mission statement that reads the complete opposite of your true mission. Allow the natural tendency to sabotage an idea kick in (*the Negativity Bias*). You should then easily come up with all the things you would do to accomplish your new **180 Rule** statement.
3. Prioritize the list.
4. Ask yourself: How many of these am I doing or could be perceived to be doing?
5. Continue with the 180 Rule Problem Solving technique.
6. Create an action plan for success with a clear understanding of what will *not* work fixed in your mind.