



Consciousness Training for Our Changing World

The Vibrational Change Theory™

The Vibrational Change Theory™ is an experiential, behavior-change model that causes participants to make self-directed, behavioral changes in alignment with the positive vision of the skills being taught. The model opens creative possibilities in participants that even their leaders cannot foresee, because the model's impact is inherently multidimensional. The Vibrational Change Theory™ is particularly useful as a large-scale, social change model. The model is derived from how individuals change.

The conceptual framework of the Vibrational Change Theory™ consists of the following basic understandings:

- The acquisition of new knowledge (facts) does not alone motivate new behavior.
- Top-down mandates in a hierarchical system do not alone motivate new behavior.
- Fear or avoidance of a negative outcome does not motivate new behavior. What's more, participants do not learn well in a condition of fear or external demand. Fear can motivate a short-term, reactive response, but it does not motivate a well-integrated choice response. Thus, fear is not a good emotional motivator.

Instead,

- A person's behavior change is motivated primarily by a desire that is personal to him or her.
- The person experiences that personal desire as having a collective purpose. A "desire" is defined here as a feeling of aspiration for a new, positive possibility.
- The experience of desire causes a marked shift in the person's vibration, their energy, their being.
- That vibrational shift allows new behavioral possibilities to come into awareness that were not accessible to the person in their previous vibration. Thus,
- Behavior change results from a participant's direct, felt- experience of a new possibility that has both personal and collective benefit.
- The direct experience of personal and collective purpose shifts a person's felt-motivation, their energetic vibration, from external locus of control (fear/requirement) to an internal locus of control (desire/contribution).
- This vibrational shift, coupled with action-based skills and community interaction, makes behavior change measurable and sustainable over time, even in "untrained" conditions. That is, participants are able to generalize their new skill set, moving their feeling of new possibility into action in unforeseeable and multidimensional ways.
- Behavior change feels natural and easy inside the new energetic vibration.

The forgoing is an excerpt from the white paper, Igniting Positive Change that Lasts: How to Design Self-Directed Behavior Change Curriculums. Please contact Paula Sellars for an electronic copy of the entire white paper. paula@phoenixpossibilities.com or 843-814-8946.

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