

Limiting Beliefs: What Are They And How Can You Overcome Them?

By Joy Burnford, 30 January 2019

There are moments in life when something happens. We make up a story about the why and the what. We start to live as if our story were true. Because we believe they're keeping us safe. The truth is, these stories are stopping you from getting the big results you're looking for.

[Nila Holden](#) is a baker extraordinaire who grew her business in five years from her kitchen table to being stocked in premium food halls such as Harrods, Fortnum & Mason and Selfridges. She now uses this experience to coach food and drink entrepreneurs. But growing up, Nila was "academic, not artistic". Sitting at the back of the art class, she scored an E at GCSE. In her mind, art and creativity were one and the same. This held her back from even exploring a creative career.

22 years ago Nila started out in a corporate career. She enjoyed baking as a hobby, more chemistry than art to begin with, but it started to feed her creative expression. Redundancy opened up her chance to explore this untapped creativity. Work with clay crossed over into work with sugar paste. She was forever experimenting, questioning, learning new skills, and allowing herself time to reflect: "If I can do this, what else is possible?". Many people don't give themselves the time to explore their real passion and don't find their real purpose in life. Nila was lucky to have had this reflective time and thankfully knocked the limiting belief that she wasn't artistic, on the head.

On a roll of inspiration and passion, Nila developed an amazing belief in herself and her business. She continues to stretch

herself by reading and listening to podcasts, always exploring the next step. She believes that everyone has creativity within them and her aim is "to keep improving and to make it big".

Nila has overturned the narrative of her early life. Now she knows that she is both artistic and creative. She has reprogrammed her thoughts and there's no holding her back!

Taking time to unpick our limiting beliefs can free us up to live fuller, more fulfilling lives, full of confidence and purpose. Once you find your real purpose and knock your limiting beliefs on the head you can achieve more than you ever believed possible, just like Nila.

[Nina Cooke](#), Business Mindset Coach, explains:

"Many limiting beliefs are created in our childhood. Devastatingly, they become part of our identity. 'I am Nila and I am not artistic.' 'I'm not good enough.' 'I'm unlovable.' Mistakenly, we think these stories are keeping us safe, protecting us from rejection and humiliation. The reality is, they're just stories we make up in our head by attaching made-up meanings to events. And they cost us dearly all our lives.

Deep down we know we are here to shine and play big. But the stories we tell ourselves mean we hold back through fear. We play it safe. We end up living only half a life. This is where stress and internal conflict come in, as we feel ourselves pulled back from the edge of our calling.



Often we blame external events and other people for our fear of playing big. When we change our stories to create a new truth about who we really are, then we start to feel happy and fulfilled.

“There is a new voice in me. It's quiet, but it tells me these things can be done. It tells me that the thoughts of failure are just thoughts, not realities.” Jen Hume, HellyYeahTech.com

Five tips to shift your limiting beliefs:

1. Pause, stop and reflect

If you feel fear or resistance about an activity, pause. Become aware that you're in 'low-mood thinking'.

2. Understand your thoughts are not the truth

Write down your thoughts. Try and identify the stories or 'lies' you're telling yourself. Understand that you created these 'lies' by giving meanings to events, but that they are not the truth about you.

3. Look for evidence

Be aware that you have the power to turn your lies into truths by looking for evidence that is the opposite of your limiting beliefs.

4. Take back your power

Stop blaming the outside world for your results. You alone are in command of your thoughts and your life. Feeling anxious or stressed is, simply the result of 'low-mood thinking'. A thought is just a thought. A feeling is just a feeling. They are not the

truth about you and they will pass.

5. Talk to someone about your limiting beliefs

It may help to talk this through with someone else. If you want to change your old, limiting story and create new empowering beliefs about yourself, to live a life of flow and inspiration, seek out the help that you need to make this happen for you.

