

A person with long hair, wearing a dark leather jacket, is shown from the back, looking out over a body of water. The image is split vertically down the middle. The left half is in grayscale, and the right half is overlaid with a solid purple color. The person's hair is dark, and they appear to be wearing sunglasses. The background shows a calm sea under a clear sky.

# PERSONAS

WE ALL HAVE THEM

IT'S TIME TO FACE  
WHAT CONTROLS YOU

One of the major functions of the mind is  
*protection.*

This is obviously a good thing.

We have a built-in mechanism that prepares us in the face of a negative situation to fight, run, or freeze.

The question is ...

*"What happens in the brain when you experience something traumatic?"*

Imagine yourself as a child playing barefoot in the backyard.

You step on a bee. "Ouch!"

Running into the house crying, you seek the first person who can help you pull out that nasty little stinger.

A typical thought response to a trauma like that would be for you to say, "I'll never let that happen again!"

At that moment, you consciously decide to devote a small portion of mental energy to forever being the:

Bee Sting Protection Officer aka BSPO.

**This is the new PERSONA.**

That energy now has an assignment and is tucked away until the next time you face going outdoors.

Let's say over the course of your lifetime, the BSPO reminds you constantly of what happened every spring and summer for the rest of your life.

As a result, you created a whole set of behaviors that the BSPO deemed necessary to keep you safe.

For example, you never went barefoot again.

You stopped playing in the yard or near flowers.

When you saw a bee you ran, flinched, or walked around out of its way.

As an adult, you built a screened porch on every home that you owned.

You also found as you got older that you hated and feared wasps, bumble bees, and anything with a stinger, so you kept a can of insect spray close at hand in the house.

And lastly, you NEVER went camping.

**See where I'm going with this?**

Now, consider this: that is only *one small trauma*.

As humans, we experience many difficult situations throughout our entire lives, and most times, we assign Personas to make sure those things “never happen again.”

Each Persona has a voice, a set of beliefs, behaviors, and ways of thinking.

Throughout life, we can collect a multitude of these bad boys (or girls)!

These guys can emerge just from experiencing one hurtful statement from a family member or friend.

It doesn't take a major life crisis to do it.

The crazy thing is ...

Personas want to do their jobs long after  
they aren't needed anymore.

We find them driving our behavior even into our adulthood,  
and there is no present reason for it.

They represent the many negative voices inside our heads,  
all trying to assert themselves --

in order to "help" us survive.

Here's the next very important fact you need to remember.

These Personas are buried in your subconscious mind—that part of your brain that operates WITHOUT your awareness.

Almost 90% of your behavior is driven by your subconscious mind, and only about 10% of your behavior is derived from your conscious mind, that part of you that makes decisions all day long.

When it comes to you making a change in your life, which won wins—the subconscious mind weighing in with an approximate 90% vote, or the conscious mind weighing in with about a 10% vote?

You guessed it!

# ***NEWSFLASH:***

- This is why New Year's resolutions fail.
- This is why Motivational Gurus and Coaches can't fix it.
- This is why no amount of stuffing information in your brain will create change.

In order to make a lasting change, the Persona tasked with protecting you from whatever trauma he or she emerged from has to be dealt with at the subconscious level.

The energy is stuck there.

The energy has to be shifted so that it can actually start working for you in a new appropriate way for where you are now in life.

Thank goodness energy is fluid; it moves, changes, and your imagination can influence it.

There is hope!

But, here is the hard part.

You can only be as vulnerable  
as your Personas will let you be.

So bringing this information into your  
conscious mind and accepting it is  
critical.

The next logical question we need to answer is,

"How do Personas affect us ... and those around us?"

This is a complex question with a complex answer,  
but I will say it as simply as I can.

It is a known fact in the scientific realm that "like attracts like."

Scientifically, opposites DO NOT attract.

Your body is one big ball of thought-producing energy.

These thoughts drive the chemical and hormonal changes in your body, which ultimately create your emotions and the literal energetic vibration of your whole body.

Science has proven that your thoughts affect your entire body chemistry down to the cellular and DNA level.

The messaging your mind is sending through your body goes out to the universe.

It will attract back what it puts out!

And, if you think you had a perfect childhood and adult life, you're not off the hook...science has proven we inherit "trauma markers" on our DNA from our ancestors' DNA.

Ugh! We're carrying the energetic baggage of our ancestors?

YES.

When I learned this truth,  
I had to stop everything to consider it.

If 90% of my behavior was driven by the subconscious mind,  
and that's where all of my Personas lived  
masquerading as trauma guardians,  
then I was putting out a heap of bad messaging!

I had to get on my knees, humble myself, and own it.

I was fully responsible for my limitations in life.

I had to admit that everything I disliked about my life  
as an adult was really my responsibility.

The problem is, I thought I was just fine, quite normal ...  
no remaining issues in my life to deal with  
after a few visits to a counselor, or so I thought.

I had to acknowledge that although I did not yet fully know or understand to the degree that my Personas were affecting me, I knew that I had to dig in and do the work to shift the energy.

It wasn't about talking it out with a counselor (which is great for awareness)--that wasn't shifting the energy.

I finally understood what the largest part of my journey down this new path would be: I had to change the energy I was putting out into the universe in order to see the success and happiness I wanted in life.

***I had to shift the Persona energy at the root.***

Thankfully, I found a Rock-Star Mentor and Energetic Coach who brought the knowledge and energy-shifting techniques into my awareness!

My favorite part?

Noticing all of my new behaviors that effortlessly emerged because of the upheaval of the Persona energy.

Now as part of my coaching, I, too, help others shift the energy tied to their Personas via *Performance Power Coaching*.

Just ask my client Chris how that worked out for him after he confronted Persona energy that didn't want to go back into a sales role inside his own business.

One session = \$1,000,000 contract in three weeks.

That's more than a 6,600% return on his investment. Nice.

My motto is:

***"When you own it for  
yourself, you can  
change it for the  
better."***

So now what?

Take back your mind.

Change your behavior naturally, effortlessly, by shifting Persona energy to a level where it can actually serve your personal success and happiness.

How do you do that?

Start noticing negative thoughts and beliefs, fears, or ways in which you feel "stuck" on some level -- bad habits, negative things you are attracting into your life, consistent failures, or difficulties communicating in relationships.

These are all indicators of Personas at work.

An Energetic Coach trained in shifting this energy can take it from there.

One targeted session can release years of frustration, negative thinking and behaviors, launching you into a whole new level of success and happiness!

To see other testimonials on  
Performance Power Coaching,  
visit *[www.leslieabutler.com](http://www.leslieabutler.com)*

For more information about  
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# About the Author

**Leslie A. Butler holds a Master's Degree in Business and Interpersonal Communication/Training and Development. She is a Certified Professional Coach and Corporate Trainer.**

**Her primary commitment is delivering transformational information, intuitive insights, and energy-shifting processes that propel her clients to the next level and beyond.**

**She focuses on Corporate Training professional development topics, Ideal Career Discovery, and Performance Power Coaching.**

**Her clients have included business owners, corporate employees at all levels, young professionals, moms, dads, and teens. She has also worked with Baker Communications, Inc. to train organizations like NASA, the Military, Dell, Capital One, and many others.**

**She considers it an honor and a privilege to work with individuals like you who are looking for a meta life shift.**