



5 Facts about Labels to remember

Next time you label yourself or someone else bring the following to mind

1. **Labels help us make sense of the world** and are a short cut. Our brains want to do as little work as possible and to do that we use labels.
2. **Our labels come from the past** and are nothing more than conclusions we have drawn from past experiences that we turn into self-fulfilling and often self-repeating prophecies.
3. **All labels to some extent are a lie** because they do not contain the element of time and relate to what is being labeled, as if it were fixed. Once something is fixed, it cannot be any other way as if that is the way it is yet it is only that way in your mind and in your reality nothing is fixed... Not even you! You just think that you are! And that is part of what makes the change process so difficult.
4. **If you slap a label on a can you now have a set of expectations** (what is inside the can) and a whole lot of constraints (what you can do with what is in the can) and that becomes how you live. It is like putting of a set of glasses like polarised sunglasses noted for turning everything a shade of yellow. Thing is you only notice the yellow tinge at the beginning. You don't have the glare which is what they are designed to do, cut the glare and you no longer see the colours around you for what they are effectively limiting what you see.
5. **A side note on the Observer effect** – this is a phenomenon in quantum physics where what is being observed, is impacted by the observer. In other words you effect what you see according to the label you apply to it. **“IT” requires your input!**

Conclusion: Labels are best left for cans and beer bottles!

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