

## Forrest Bell: Are You Choosing Growth or Safety?

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After looking to the research of Abraham Maslow, sales and marketing firm [Forrest Bell](#) have shared how in life everyone is constantly choosing between growth and safety and how these choices dictate success.

In a recent bid to inspire their contractors and encourage personal growth, Liverpool based sales and event marketing firm Forrest Bell recently shared important research conducted by Abraham Maslow in an optional entrepreneur workshop. As one of America's foremost psychology experts, Maslow was responsible for many interesting theories surrounding the fields of human need, behaviours and personality. Due to the nature of his research much of Maslow's work is often referenced in business as a means of understanding the behaviours and actions needed to overcome challenges and achieve success. In their recent workshop Forrest Bell chose to focus on Abraham Maslow's +1 or -1 theory of growth, believing that the theory is a perfect way of conveying how actions and patterns of behaviour can dictate whether a person will ever reach their goals.

About Forrest Bell: <http://www.forrestbell.com/>

Within his research Abraham Maslow stated that in any given moment an individual is either stepping forwards into growth (+1) or back into safety (-1). Due to a wide range of variables and influencing factors such as uncertainty, fear or laziness, individuals sometimes choose to go into -1 when they could've gone forward into +1 and achieve growth. This action leaves an individual with a '2 unit gap'. This gap can become problematic as it can often form the beginning of a negative pattern of behaviour. To explain how this can happen Abraham Maslow stated that every individual possess a subconscious computer that keeps track of all of the times they chose to -1 and step back into safety. For example, if a person says that they will perform a certain task and then fails to do so or instead, takes the easy option, this subconscious computer will log this action and then in the future when an individual is faced with another challenging task will refer back to the previous experience and encourage them to again choose -1 back into safety.

Forrest Bell outlined that although these choices are logged within an individual's mind, the pattern of behaviour can be changed and improved. Taking a step forward into growth and choosing to +1 gives people happiness and this happiness can act as an effective motivator to ignore the negative behaviour patterns stored in the subconscious computer. By choosing to go the extra mile and achieve growth, individuals can change their behaviour and decision making processes and increase their happiness. Choosing to get up out of bed that half hour earlier or to finish challenging tasks rather than avoiding them for example, can help an individual to avoid the complacency and lethargy that is created through choosing to step back to the safety of -1.

Forrest Bell hopes that those who attended the workshop left with a greater sense of control and power over their futures and are confident that if put into practice, these promising entrepreneurs will be able to achieve more and make a real impact on the business world.

[Based in Liverpool](#), Forrest Bell is a fresh and energetic sales and event marketing start-up. As an outsourced provider of effective event marketing, the firm works with a wide range of brands, helping them to achieve market dominance and improve customer relations. Through engaging and honest face-to-face interactions, the firm meet with their clients' customers one-on-one, allowing them to learn about their individual needs and deliver a unique and memorable experience. This means that their clients are able to benefit from a greater brand loyalty and significantly higher ROI.

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