

Written by Allan Besselink  
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There is but one reality that we all experience. But out of one reality emerges many [perception](#) and [s](#) beliefs. Some are well-grounded in science and logic – others, not so much.

We each develop our own model of reality, and we select data to confirm our biases. We can choose to consider and reflect upon all of the available data – and integrate that into our model – or we can choose to simply select that which is self-serving.

This has been brought to my attention a number of times recently. Sometimes, perhaps more than we would like to believe, beliefs and perceptions win out over good science, reasoning, outcomes, and results. Beliefs and perceptions can in fact prevent solutions from becoming realistic and successful long-term options.

I will admit – this approach to life has never made sense to me.

I have always stood by the premise that science, evidence, outcome, logic, and sound thinking should serve as guiding beacons for us in all that we do. But I am finding, over and over again, that there are times when it just doesn't matter if an approach, a product, a service, or a concept has reliable, consistent results, good outcomes, and is built on a sound foundation of good science.

The issue isn't about something being good or bad. The issue isn't about science, and it's not about evidence. Those are things I can comprehend – you just go back to the woodshed and

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build a better mouse trap. If it was that simple, we would just weigh out the pros and cons for any issue and get on with accepting the reality of the answers we find.

It is usually down to being an issue of perceptions and beliefs that drive the discussion. Or marketing. Or both. And that can be the most frustrating part of all.

The earth was once thought to be flat. Science could prove it wasn't flat. But until countless sea-faring vessels didn't fall off the edge of the earth, the concept of the earth being round was heresy. Somewhere along the line, it became a part of the collective psyche, and became an acceptable standard in the community. But it took a long time, and a lot of debate, and a lot of tireless efforts.

Good outcomes and results might not fit a person's biases or beliefs, and thus they may be shunned for the same reasons as they should be accepted and embraced. We see this phenomenon in health and fitness on a regular basis.

We see it with the thinking that "more is better" in sport, even if it brings on lethargy and injury and the sport sciences confirm otherwise. Even if there are better solutions, lets ignore them and refuse to embrace them because they are just that – solutions.

We see it in the recent rash of multi-millionaire [NBA](#) players with back pain that somehow can't find a \$15 copy of "[Treat Your Own Back](#)" nor a McKenzie practitioner for a few visits. Instead, they will opt for surgery and millions of dollars in lost playing time in the meantime. Even if there are better solutions, lets ignore them and refuse to embrace them because they are just that – solutions.

We see it in people that have various signs and symptoms of low self image and self-sabotaging behaviors that simply refuse the viable solutions presented in the scientific literature because they are just that – solutions.

Do your perceptions and beliefs allow you to embrace solutions? Or are solutions not an option?

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There is another problem in all of this: frustration. If you don't have the courage to push forward with those ideas, concepts, and dreams of solutions, then there is one outcome of which we are certain: they will NOT succeed. That great idea will not see the light of day. And if it doesn't, then the answer is a foregone conclusion.

So when outcomes are challenged by beliefs and biases, just hunker down and get after it. Do it for the right reason. Share it with the world because it is the right thing to do, the right way to share the beauty and power of science and thought and reasoning. And before long, people may eventually challenge their perceptions and declare, once again, that the earth really isn't flat after all.

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