

# ***Content vs. Context***

An exercise based upon Jay Fiset's book,  
Reframe Your Blame: How to be Personally Accountable

*presented by*

**Personal Best  
Seminars**

*Support material and exercise for  
Episode Five of the Accountable Conversations radio program.*

In today's Accountable Conversations, Jay read an excerpt of his book, Reframe Your Blame: How to be Personally Accountable. What follows is that excerpt, along with some additional text that followed in the in the book. Please read the following before continuing.

### Learn to Look at Context

What is context? A dictionary definition is “the circumstances or events that form the environment within which something exists or takes place.”

I generally think of context as a container, something that holds something else. A coffee cup is a container (or context) that holds coffee, cream, and sugar (content). What I like about this image is that obviously the coffee cup, to a great extent, limits and influences the nature of the content.

If you have an eight-ounce coffee cup, how much coffee can you carry around in it? Eight ounces or fewer. If you wanted to transport a gallon of liquid (coffee or anything else) at one time, you would need a larger container or context.

Note that even calling the cup a “coffee cup” places some limitations upon its use and abilities. What if it was just a container? Does that change its usefulness? If you wanted to transport eight ounces of honey bees or helium, you'd need a container of a different size and shape.

The point of this example is simple. Recognize that you, as a human being, are also a context, a container that is defined by your beliefs.



Your context or container can hold only the content that your belief system allows, in this case your results, actions, and feelings.

If you believe that you cannot ask directly for the love, support, and attention that you need, then you will be locked into actions that attempt to get your needs met in an indirect way. You transform yourself into a Victim to get payoffs and protections as you to try to fulfill your needs and reinforce your belief (your context) that you cannot ask directly for the love, support, and attention that you need.

### Consciousness Clue

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You have exactly the results in your life that your context allows, no more and no less. To identify your beliefs, examine your results. “Based on (insert results), I must believe...” For example, “Based on my being brokenhearted and lonely, I must believe that primary relationships don’t work.”

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Our society is taught to focus on the *content* of our lives instead of the *context*. For example, how many of you have needed more money at some point in your life? To achieve this, you may have asked for a raise, changed to a higher-paying job, or taken a second job. These actions make perfect sense if you are focusing on *content* only. Let's take it further. How many of you have raised your income and still been financially stretched? Research says that for most people, the more we earn, the more we spend. Increased income does not necessarily improve our financial situations. On the one hand, this is simply crazy. On the other hand, it makes perfect sense. The *context* for most people in a credit-based economy is to spend just a little more than they make.

I believe the old saying "the more things change, the more they stay the same" applies to the phenomenon of our society focusing on *content*. We can easily stir up the *content* in our container, and it looks like things are changing. Yet, if we stop stirring momentarily, we soon find that things are not that different at all.

So, how do you really manifest genuine change? The answer is to shift your focus to your *context*. Begin to understand the size of your container. What are the beliefs that determine the size of your *context* and how does that influence your results (or lack thereof)? By considering *context*, you will often see your *content* more honestly and accurately as well. The perspective of context shifts actions and solutions toward addressing the source of your issues.

If we go back to the money example, it is clear that if the operating context is to spend 102% of what we earn, then additional income *won't make any difference*. In fact, another job will just get you into debt faster. Yikes!

Think that through. The solution that seems so apparent at the content level actually compounds the issue in reality. Instead of accumulating \$1,000 debt per year at \$50,000 income, you go \$2,000 into the hole each year on a \$100,000 income.

By viewing the issue from a *context* perspective, we begin to see that the issue is not so much about how much money we are earning but how much money we are spending. This issue must be addressed before extra income can make a positive difference.

How could you address finances from the context perspective? The first thing *I* would start with is becoming clear about my beliefs about money and possessions and my beliefs about safety and security. I would see what beliefs are limiting my experience of being satisfied and comfortable with my finances.

One starting point might be this question:


Based on the result of spending more money than I earn, what must I believe about money, debt, financial responsibility, and financial freedom?

Quick brainstorming may reveal answers like these:

- I have to work hard to succeed. (You will always have a good reason to work hard if you are in debt.)
- Financial freedom is for rich people, not me.
- I am a working man, therefore I work.
- I have to keep up appearances and look successful.
- I don't have to take care of my finances. I will get an inheritance (or win the lottery).
- I deserve to reward myself with gifts and things. I work *hard*.
- Everyone has debt. That's how you buy things.
- I can't live on \$\_\_\_\_\_ a year!

- If I can make the minimum payments, then I can afford it.
- I *need* to go out for lunch every day (get a new car every three years, take annual holidays—fill in your “needs.”)
- It is my partner’s job to take care of the money.
- There is never enough money to save anything.
- I *would* save money if there was ever any left at the end of the month.

Each of these statements reveals beliefs about money and power. To shift long-term financial results, it is necessary to address context and the beliefs that limit earning capacity and underlie spending habits. Only when these are addressed will increasing income change the financial situation.

 Consciousness Clue

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In our society money is viewed as power and victimization is also related to power or, more accurately, lack of power. Therefore, it is no surprise that people with Victim issues often have financial issues as well. They go hand-in-hand! If you want to expand your context for an abundance of money, expand your context of Personal Accountability. Solutions to your money issues will follow.

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To become personally accountable, acknowledge the content in your life, but don’t get sucked into believing this is all that matters. Your content (results, feelings, and actions) are simply reflections or feedback to you about your context (your beliefs).

This whole book has been nothing more than tools, techniques, and approaches, preparing you to say, “Hmmm, based on my results, what do I believe and what can I learn that will expand my context?”

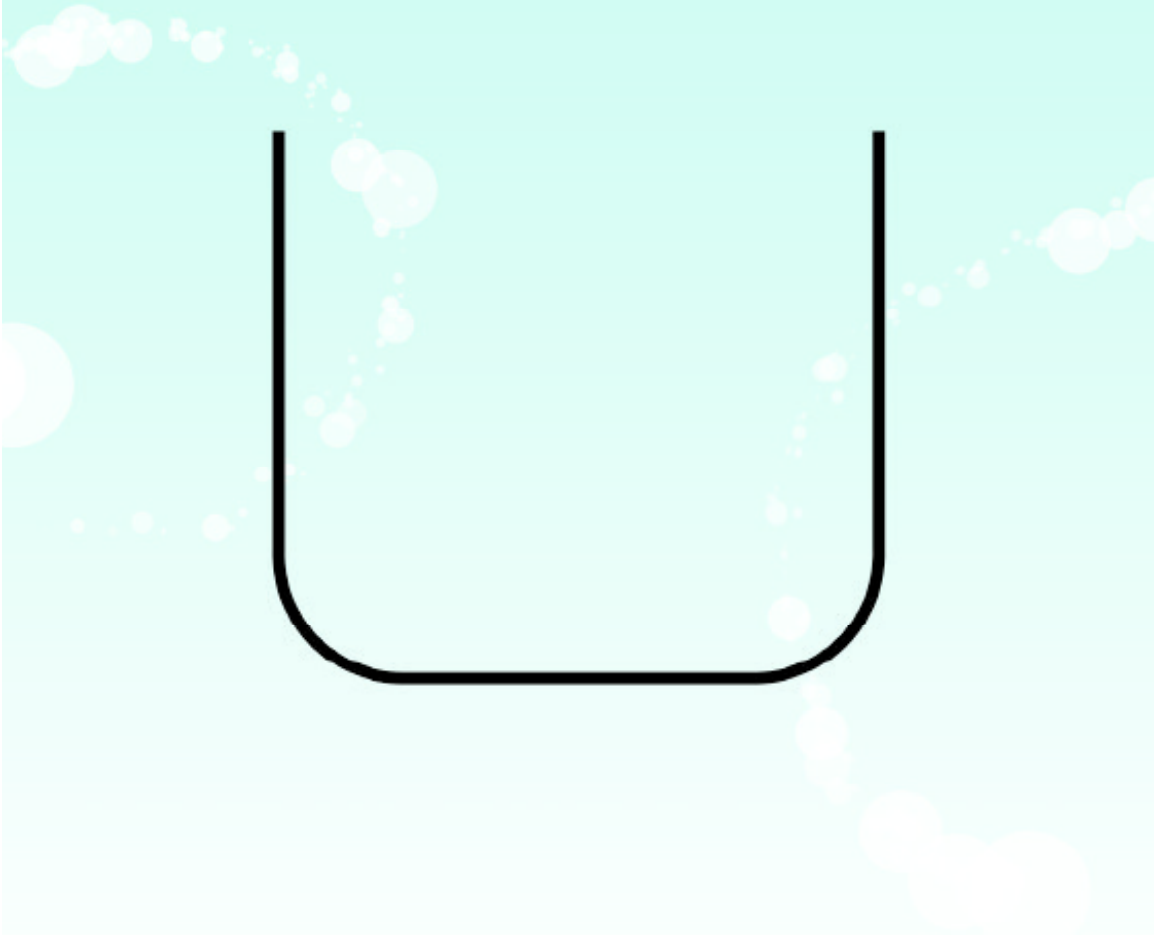
Now it’s your turn. But first, you’ll want to listen to some additional audio to provide some meaning to the exercise that will follow. Immediately below this paragraph, there is an address to a portion of Unlock Your Personal Best and Live It! online audio series. Enter that link into your web browser and listen to the audio file. This file is one of 24 that are part of the Unlock Your Personal Best and Live It! series, and specifically addresses content vs. context.

[www.personalbestseminars.com/1bcontentcontext.mp3](http://www.personalbestseminars.com/1bcontentcontext.mp3)

After you listen to the audio (about 25 minutes) come back here and do the exercise that follows.

**TAPE 1: BELIEFS. THE KEY TO ALL RESULTS**

**SIDE B: CONTEXT VS. CONTENT**



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If you would like to enjoy a more meaningful, joyful, and purposeful life filled with love and success, visit our website at [www.personalbestseminars.com/truthrevealed](http://www.personalbestseminars.com/truthrevealed) to learn about our Personal Freedom – Truth Revealed course, a \$997 value, which you can attend for FREE!!

To learn more about the book, [Reframe Your Blame: How to Be Personally Accountable](http://www.reframeyourblame.com) or to purchase a copy, please visit [www.reframeyourblame.com/buy-book.php](http://www.reframeyourblame.com/buy-book.php).

This resource was provided by Personal Best Seminars ([www.personalbestseminars.com](http://www.personalbestseminars.com)) in support of the Accountable Conversations radio program, hosted by Jay Fiset.

[Reframe Your Blame: How to Be Personally Accountable](http://www.reframeyourblame.com), by Jay Fiset

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