

# How Anchoring Can Transform Your Job Search: A Simple, Science-Backed Tool for Change

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Over the years, through my NLP (Neuro-Linguistic Programming) training, I've learned and used many tools to help people overcome challenges, especially when it comes to the stress and uncertainty of a job search. One of the most effective tools I've found is called anchoring, and it's rooted in how our brain and nervous system work. This simple technique has helped countless individuals shift their mindset and boost their confidence in difficult situations.

## So, what exactly is anchoring?

Anchoring is a process where you connect a positive emotion or mental state—like confidence or calmness—to a specific trigger. This trigger could be something simple, like squeezing your fingers together or saying a key word to yourself, such as “strength” or “focus.” With practice, this trigger can instantly bring up the positive feelings you need, just when you need them the most.

Think of it as your mind's own “save button.” Just like a smell or song can instantly bring back a memory, anchoring helps you tap into those positive states on demand. And for job seekers, this can be a game-changer during stressful moments like interviews, networking events, or even preparing your resume.

## How does anchoring work from a neuroscience perspective?

Our brain is wired to create associations. Whenever we experience strong emotions—whether they're positive or negative—our brain links that feeling to what we're doing at the time. This is a function of the nervous system, which uses these associations as shortcuts to help us respond faster in the future.

In anchoring, you're purposely creating a positive shortcut. You bring up a positive emotion while applying a trigger (like a touch or a word), and with repetition, your brain starts to link the two. Eventually, just using the trigger will bring back that positive emotion, whether it's confidence, focus, or calmness.

## Why is this so helpful during a job search?

Job hunting is full of unknowns, and it's easy to feel anxious, stuck, or unmotivated. Anchoring gives you a tool to take control of your emotional state. Instead of waiting to feel confident or calm, you can trigger those emotions when you need them most—before an interview, during a networking event, or even when you're feeling discouraged.

It allows you to shift from feeling nervous to grounded, or from doubtful to empowered. In my experience, it's a simple but powerful way to give yourself a psychological edge, and it's backed by how the brain naturally forms emotional connections.

## How to Create Your Own Anchor:

1. **Choose the Feeling You Want to Anchor** – Think about a time when you felt completely confident, calm, or focused. Close your eyes and try to remember that moment as vividly as you can.

2. **Apply a Trigger** – While fully experiencing that emotion, apply a simple trigger. This could be pressing two fingers together, placing your hand over your heart, or saying a word like “strong” or “capable.”
  
3. **Reinforce It** – Repeat this process a few times, in different situations. The more you practice, the stronger the connection will become.

With anchoring, you’re not just waiting for your emotions to catch up—you’re taking control of them. It’s a simple but science-backed technique that can help you stay focused, confident, and motivated in your job search, no matter what challenges you face. And in my years of coaching, I’ve seen just how life-changing this can be for people at any stage of their career journey.