



“Bottom line: It’s not our life events (Actions) that themselves directly disturb us (produce unpleasant emotional Consequences). It’s our irrational demandingness, our shoulds, oughts, and musts (Beliefs) that largely do the job.”

(Robert H Moore’s succinct outline of the ABC model: Action-Belief-Consequences, which features in Albert Ellis’ REBT [Rational Emotive Behavioral Therapy] theory and the 1975 second edition of Ellis’ book, A Guide to Rational Living.)