

SCIENCE of SUCCESS



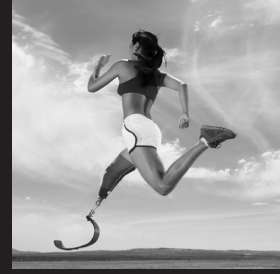
Perseverance



Optimism



Purpose



Resilience

Why do people fail 96% of the time?

We all want to create change in our lives. We want to exercise more, eat better, make smarter decisions, build stronger relationships, make more money, spend more time with family, drink less, be more organized, etc. Everyone wants to change something and many of us would like to change a number of things.

Yet 96% of the time we fail at almost everything we try to change in our lives. No matter how excited we are, how much we want to do something, or how important it is, we put down the book, turn off the computer or leave the workshop - and go back to our daily lives. We forget about that great idea within a day or two. We are creatures of habit. The reason why it's so difficult to change is NOT because we don't care. It's NOT because we don't try. And it's NOT because we lack willpower. It's because we're fighting an uphill battle against our brains. They want us to keep doing what we've been doing. It's easier.

Let's say you have a heart attack and your doctor tells you, that if you want to live you need to exercise more and cut out half the food you've been eating. Most people believe they would make those changes. The facts are, however, that only 1 in 5 survivors of heart attack will actually make the exercise and diet changes necessary to stay alive.

Even when our lives depend on it, we can't get ourselves to change.

We're fighting an uphill **BATTLE**
against our own **BRAINS** - which
are doing everything they can to
PREVENT us from changing.



We believe we're in control, but we're not.

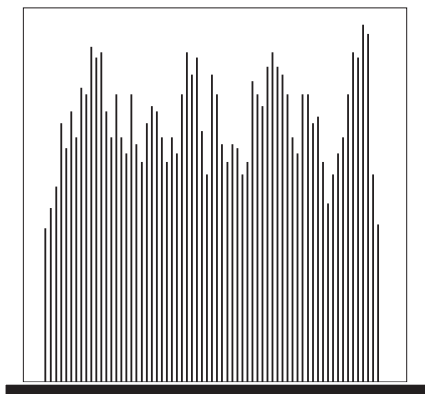
To start with, 40% of our day is controlled by physical habits like getting dressed, brushing our teeth, making the bed, taking a shower, fixing breakfast, and driving to work. We start the process consciously, but our brains take over and we go into autopilot. This frees up our minds to think about more important things.

Remember how difficult it was when we learned how to drive? On top of manoeuvring the car itself, you had to keep an eye on side and rear view mirrors, try not to hit anything as you back out of the garage, concentrate on putting the right amount of pressure on the gas and brake pedals, maintain a safe distance between cars, remember to signal for turns, AND watch out for pedestrians or drivers who weren't paying attention. That was a lot to think about.

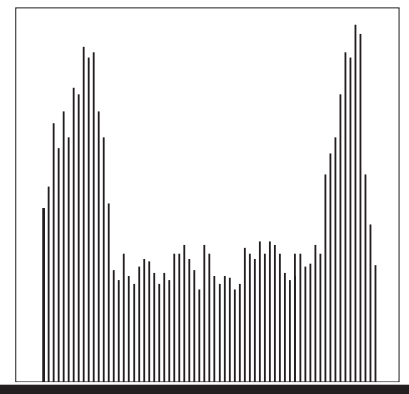


"If we had to make **CONSCIOUS** decisions about everything we do, we'd be **OVERWHELMED** by breakfast. Without habits our brains would shut down."

Charles, Duhigg, author of *The Power of Habit*.



This is what our brains look like when we learn something new.



This is what our brains look like when we perform old habits.

Scientists say the unconscious directs 90% of our thoughts and behavior.

We've all experienced that drive home from work on autopilot, as we thought about other things, and then wondered how in the world we got there. Your brain takes over so that you can focus on more important problems or tasks - and it does this all day long. If you tried to write down the sequence of the 20-30 movements you make every time you dry off after a shower, you probably can't - without actually going through the motions. Again, you're on autopilot. Try it and you'll understand how we go through our day without thinking about what we are doing. Cognitive neuroscientists say that the unconscious mind directs 90% of our thoughts, feelings, and behaviors - that we are only conscious of 5-10% of our brain activity. This means that we are not paying attention to, aware of, or able to choose what we actually say or do - most of the time. We're definitely not in control.

We have just as many emotional habits as physical habits.

Depending on our personalities and experiences, we learn all kinds of emotional responses to failure, rejection, disappointment, humiliation, pain, loss, and stress. Those emotional responses, repeated over and over, become habits - just like tying our shoes or driving the car. For the rest of our lives, we react to similar situations in the same way - without understanding why. That's what they mean by being "triggered."

These mindsets become the lens through which we we **LOOK** at life, **THINK** about life, and **REACT** to life.



If we have a happy, positive childhood, we tend to develop an open, optimistic view of life. If we experienced criticism, neglect or abuse, even if it's subtle and unintended, we may grow up believing we can't trust people, that we aren't lovable, or that we don't have what it takes to succeed. The problem with these mindsets is that we get stuck. Even when our circumstances change and we're with people we **CAN** trust, people who **DO** love us, or opportunities we **COULD** succeed at, we continue to push people away and pass up those opportunities - out of fear of rejection, humiliation, failure or pain.

Sometimes we have no memory of the events that create these habits.

It helps to look at an extreme example of how these emotional habits get programmed into our minds. A woman, who was molested repeatedly as a child, counted the flowers on her bedspread to distract herself from the traumatic situation every time it happened. This became a coping mechanism that continued as an adult. For a long time, she had no conscious memory of the abuse, yet she counted objects around her whenever she felt anxious or stressed - and she had no idea why.



In **EMOTIONALLY** charged situations, our brains grab an existing **COPING** mechanism and we react without **THINKING** - or even understanding why.

We develop unhealthy mindsets in all kinds of “normal” situations.

You’re probably thinking: “Well, I grew up in a normal, loving family. Nothing like that happened to me.” Self-sabotaging mindsets, however, can develop even in the most loving, happy, positive and normal family environments. Sometimes it’s just circumstances. Your father is extremely competent and successful, and although he is loving and gracious, you feel like you can never measure up. Your brother is a super athlete, extremely competitive, and always ends up the winner...so you feel like a loser. Your sister is the beautiful, popular one who gets compliments everywhere she goes. The constant comparison makes you feel plain and insecure. You have a handicapped or chronically ill sibling, who gets the majority of attention from your parents, and that leaves you feeling unimportant, as well as guilty for feeling jealous. These are just normal situations that happen in the best of families and leave us with attitudes and mindsets about ourselves and the world that may not be positive or productive. Most of us are not even aware that they exist.

We develop unhealthy and unproductive mindsets even in the most **NORMAL**, happy, and loving of **FAMILIES**.



We’ve all experienced situations where we react and have no idea why we behaved the way we did. We might later say, “I don’t know what I was thinking.” The truth is we weren’t thinking. Our brains take over and initiate an emotional reaction that seems appropriate...in the same way that your brain tells you to slam on the brakes before you’ve had time to process the danger. That’s what they call emotional high-jacking and it happens to all of us. These mindsets are emotional habits that have been programed into our brains and it’s important to understand them because they prevent us from creating the life we want.

Why is MINDPOWER important?



The best **PREDICTOR** of success is **NOT** intelligence, talent, education or experience.

Scientists now know that success revolves around our ability to understand and manage our emotions, thoughts and relationships. The popular term for this is Emotional Intelligence (EQ).

When we react emotionally, without thinking, we often make poor choices and regret things we say and do. Any kind of threat - such as the fear of rejection, humiliation, loss, pain, even disrespect - triggers the ancient flight-or-flight part of our brain to take over and blocks the connection to the thinking part of the brain.

We don't think because we can't think.

The only thing standing
BETWEEN where you are,
and where you want to be,
is how you **THINK**.



Learning how to stop, think calmly, and choose the best way to respond becomes a huge advantage in both our professional and personal lives. Experts who study successful people talk about a variety of skill sets, attitudes and habits that lead to success, but they all agree on one thing:

Success is 90% in the mind.

Decades of research in neuroscience and positive psychology have shown us that every thought and every emotion we experience changes the structure of our brain - every day. Every belief or thought we have programmed into our brains - or that others have programmed into our brains - is translated into electrical impulses that affect, direct and control every feeling and every action we take.

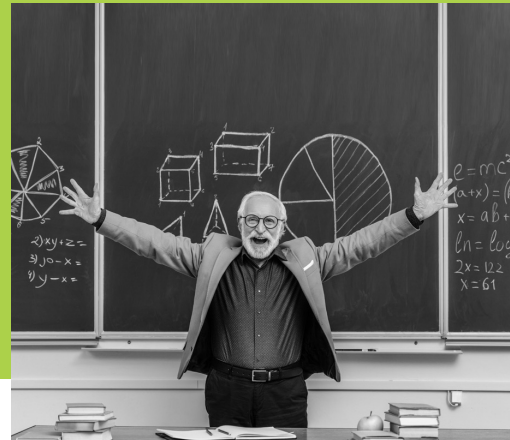


We **USED TO THINK** that
once we became adults, those
attitudes, mindsets and coping
mechanisms were **SET FOR LIFE**.

One of the most significant research findings in the last twenty years is that we all have the ability to change the way we think - at any age. And how you think affects every aspect of your life. Your work, your relationships, your family life, your finances, your health and your happiness.

If success is 90% in the mind, then the only way to achieve what we really want out of life, personally and professionally, is to master the mindsets that lead to success.

Research says we can
change the way we think and
LEARN new **MINDSETS** -
at any time in our lives.



Your mind is more powerful than you can imagine.

Two groups of people - who had never played piano before - were assembled for an experiment. One group sat in front of a piano, twice a day, five days a week, and practiced playing a particular sequence. The other group spent the same amount of time watching and imagining that they were playing that same piece of music - without ever touching the piano.

People in both groups had their brains mapped before, during and after the experiment. At the end, both groups played through the piano sequence and a computer recorded the accuracy of their performance. The results were extraordinary! Both groups showed almost the same ability to play the music, almost the same motor development in their hands, and almost the same amount of increased brain activity.

That's how powerful your mind is!



When you **CHANGE** the way
you **THINK** about your world,
your whole world **CHANGES**.

How can MINDPOWER benefit individuals?

1. Become more focused, productive and collaborative at work.
2. Create deeper, more meaningful and satisfying relationships.
3. Manage your emotions and make better, smarter decisions.
4. Learn how to harness fear and use it to your advantage.
5. Become happy from within, not dependent on circumstances.
6. Experience more energy, more joy, less stress, less illness.

How can MINDPOWER benefit leaders?

1. Communicate, negotiate and influence more effectively.
2. Build trust and loyalty through transparency and authenticity.
3. Inspire and motivate others with calm, confident resilience.
4. Help people manage and navigate through difficult changes.
5. Tackle obstacles and achieve goals you never thought possible.
6. Be the guiding light and moral compass people need you to be.



What's **MISSING** from
the success equation is **MQ**,
MENTAL INTELLIGENCE.

$$\text{SUCCESS} = \text{IQ} + \text{EQ} + \text{MQ}$$

Emotional Intelligence has been the big buzzword in leadership development programs and corporate training for the last two decades. The focus has been on one's ability to recognize, understand and manage emotions in yourself and in your relationships with others. EQ is now considered one of the top ten job skills that employers look for. But emotional intelligence is only part of the equation.

According to experts who study successful people, however, no program for success would be complete without resilience, optimism, courage, perseverance, accountability, purpose, and gratitude. There is an abundance of research to support the powerful impact these mindsets can have on both our personal and professional success. The research on these mindsets takes us beyond the understanding and management of our emotions and into the practice of creating more productive thought patterns. This has led to the addition of Mental Intelligence into the equation for success which is $\text{IQ} + \text{EQ} + \text{MQ}$. Mental Intelligence is the ability to:

1. **DEVELOP** more positive and productive thought patterns.
2. **RE-PROGRAM** your mind with these new thought patterns.
3. **INVITE** these thought patterns into your mind when needed.

MENTAL INTELLIGENCE takes
Emotional Intelligence training
to the **NEXT LEVEL.**



Training your mind will soon be as mainstream as training your body.

Mental intelligence is what successful people from all walks of life have developed that sets them apart from those who don't succeed. Mental Intelligence helps them stay focused, positive, calm, confident, creative, and productive - when the stakes are high.

We develop specific workout programs to train our bodies. We also make decisions daily about which foods are healthy enough to put into our bodies and which are too toxic to eat or drink. To be successful in life, we need to learn how to recognize and replace negative or self-sabotaging thoughts and mindsets with positive and productive ones.

In the same way that exercising and eating well have become widely accepted requirements for a long and healthy life, training your mind will soon become a mainstream practice for happiness and success.



We either learn to
control and **MANAGE** our
EMOTIONS and **THOUGHTS**,
or they control and manage us.

We can learn new mindsets at any age.

Mindsets are skills we can learn at any time in our lives, just like speaking a new language or playing an instrument. They're not personality traits or talents we are born with, like intelligence or musical ability. They are, for the most part, skills we learn (or don't learn) as we grow up. They develop over time in response to our experiences and then they become habits.

People all around us, usually with good intentions, tell us how we should behave to fit in, be accepted, stay out of trouble, succeed, or even protect ourselves. For example, we are taught, in subtle ways, that failure is a bad thing, to be avoided at all costs. Yet, in reality, being comfortable with failure is a critical mindset that helps people try again and again until they succeed. This is just one example of a mindset we may have adopted growing up that doesn't benefit us.

We all have the capacity for an extraordinary life – and the secret to both happiness and success is in how we think about what happens in our lives. When we become aware of the constant stream of thoughts and emotions flowing through our minds, and we learn how to pause and choose the thoughts that we want to pay attention to, we gain control over our minds - and our lives. We also learn that many of the thoughts and stories we tell ourselves are not necessarily accurate, realistic or productive.

Creating a new **MINDSET** is
a lot like **LEARNING** to drive,
speak French, play an
instrument, or salsa dance.



Thought memory is like muscle memory.

Developing a new mindset is also a lot like working out. At first, we're out of shape, it's difficult and it doesn't feel good. We resist going to the gym with every excuse we can think of. But, after repeated efforts, we build both muscle strength and muscle memory, making it easier and more comfortable.

When we learn to dance or play an instrument, our brain works at creating new neural pathways. The more we do it, the deeper the pathways become, until the activity is automatic. The same goes for how we think. We repeat specific thoughts, build new neural pathways, and create a new way of thinking. It's even possible to replace a negative, ineffective mindset with a new, more positive one. The pathways we use more often (like hiking trails or ski runs) get stronger, while the pathways we use less become weaker.



Mindsets are
POWERFUL in how they
interrelate and **BUILD**
upon one another.

Optimistic people are more resilient and better equipped to face adversity. People with purpose are motivated to persevere and push their fears aside because something else is more important. It takes courage to be authentic, which allows us to be more vulnerable and create better relationships.

Those social connections help us stay positive and resilient. Empathy results in kindness, mindfulness and gratitude. Gratitude helps us build an optimistic outlook. All of these mindsets make us happier, and research tells us that happy people are healthier and much more likely to be successful in life.

Winners make a
HABIT out of **THINKING**
like a winner.



Developing habits saves you time and energy.

The more habits you create, mental or physical, the less energy you need to spend on getting things done and the freer your mind is for more important, focused, productive, and creative work. Elite performers, from athletes to scientists and businessmen to entertainers, tend to “habitize” as much of their lives as they can, mentally and physically - which is why people are always so amazed at how much they can accomplish in a day. People often come up with creative new ideas or solutions to problems while they are performing mundane habitual routines, like taking a shower, walking the dog, or doing the dishes. The brain takes over the activity, and the mind is free to think.

Articles written about successful people often include the rituals and habits they’ve created in their morning routines that include exercise, meditation, journaling, reading, etc., to prepare them - both mentally and physically - for a productive day. Winners make a habit out of thinking like a winner.



Successful people **HABITIZE**
as much of their daily routines
as possible - in order to be
more **CREATIVE** and
more **PRODUCTIVE**.

How do we successfully create new habits?

Below are the basic rules for building habits, with numbers 6-8 referring specifically to thought habits. #2 is probably the most important. Dr. Fogg, Director of the Behavior Design Lab at Stanford, has written a book called *Tiny Habits*. He claims that most of us fail because we start with something much too difficult, and then we quit. If you want to run two miles in the morning, you should start by doing nothing more than putting your shoes on for the first five days. It's so easy you can't fail. By the third or fourth day, you're already feeling successful and telling yourself, "What the heck, I might as well walk around the block."

1. Focus on one thing at a time.
2. Make it so easy you can't fail.
3. Attach it to something you already do.
4. Do it for at least twenty-one days in a row.
5. Follow every success with some kind of reward.
6. Spend at least 10-15 seconds on a thought pattern.
7. Write down thoughts to build stronger neural pathways.
8. Apply thoughts to daily interactions to build habits faster.

Long-term **SUCCESS** comes
from the simple goal of getting
a **LITTLE BETTER** every day.



What is The MINDPOWER ToolBox?

The MINDPOWER ToolBox, which is based on the SCIENCE of SUCCESS, is an extraordinarily simple tool for individuals seeking personal development and organizations looking for a competitive edge.

Using the latest discoveries in neuroscience, proven practices in positive psychology, and current research in behavioral science, it's a revolutionary new way to learn and create permanent change - by changing the way you think. Pulling from the research and advice of over a hundred experts who study successful people, the MINDPOWER ToolBox is a simple-to-follow program that makes it easy to rewire your brain with twelve essential mindsets for happiness and success.

Each of the twelve mindset notebooks provides 30 days of information, inspiration and science-based, thought-provoking questions that open your mind, make you think in a specific way, and stimulate the growth of new neural connections. These new connections help you develop more productive ways of thinking that eventually become automatic, creating new mindsets that can impact every aspect of your personal and professional life.

How does the ToolBox work?



All it takes is
FIVE MINUTES a day,
while you relax with
your morning **COFFEE**.

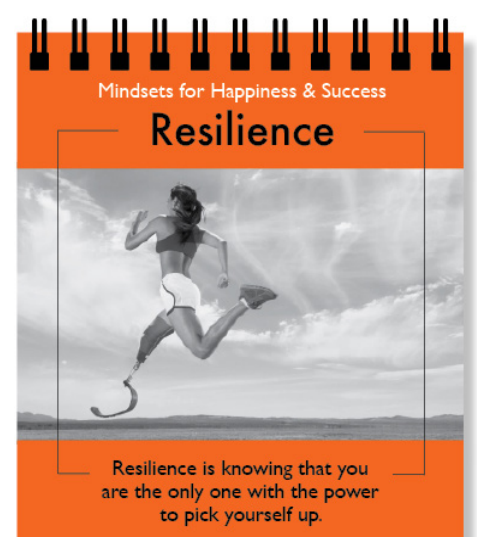
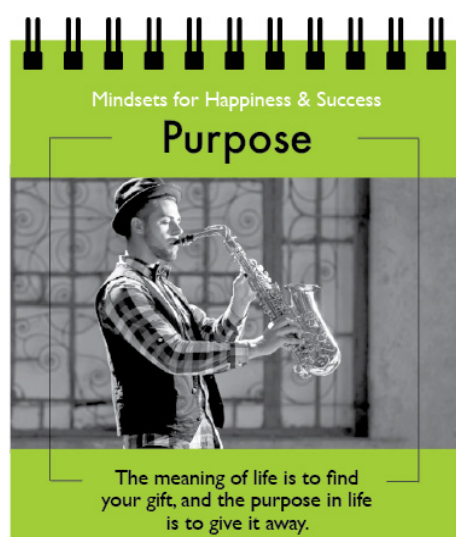
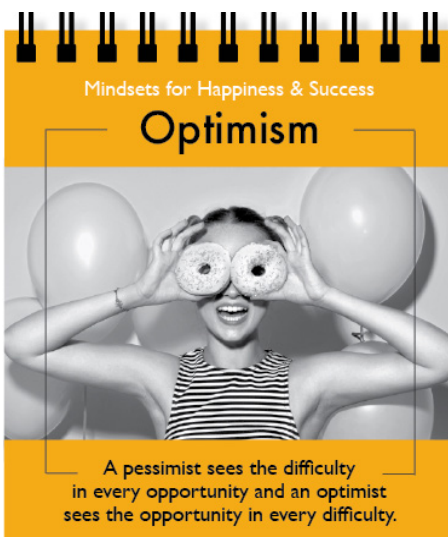
Let's use **OPTIMISM** as an example. The mantra is "WE CHOOSE THE STORIES WE WANT TO BELIEVE."

The first five days of the notebook explain what optimism is, why it's important, and how it can impact our lives. The benefits of optimism are far-reaching and significant. Science has shown, without a doubt, that a positive outlook in life correlates with success in many ways, including higher incomes, stronger interpersonal relationships, and better health outcomes.

Optimism isn't about thinking "everything is wonderful." It's more about looking for, and enjoying, the good things, and how that relates to a sense of control over our lives. Optimism is believing that if we react positively to a situation, we can create more positive outcomes. If we keep trying, we'll be successful. It boils down to the stories we tell ourselves to explain life, and how those stories motivate our decisions and our behavior.

We don't always know the truth behind someone else's actions or why situations turn out the way they do. Yet, we often jump to negative conclusions that not only make us feel bad but lead to poor decisions. The stories we tell ourselves, as it turns out, are critical to our well-being and our potential for success.

For 25 days, you will be given a different life situation that would be upsetting to most people, in part because you don't know the reason behind it. You will be asked to describe (write in your notebook) both a positive and a negative way to interpret that situation. After 25 days you will have wired into your brain the concept that, when we don't know the reason behind a situation (which is most of the time), we can choose how we interpret that event and we can tell ourselves a story that makes us feel bad (and behave badly) or one that makes us feel good (and behave better). It's a choice.



Mindsets for Happiness & Success


Perseverance



Success is going from failure to failure without losing your enthusiasm.

Mindsets for Happiness & Success


Mindfulness



We either control and manage our emotions or they control and manage us.

Mindsets for Happiness & Success


Empathy



We can only understand another person's behavior when we imagine ourselves "in their shoes."

Mindsets for Happiness & Success


Connections



Social connections are like vitamins for the soul. We need them to be healthy.

Mindsets for Happiness & Success

Accountability



Accountability is the glue that ties commitment to results.

Mindsets for Happiness & Success


Kindness



Be that somebody who makes everyone else feel like a somebody.

Mindsets for Happiness & Success

Courage



Courage is not the absence of fear, but rather the decision that something else is more important.

Mindsets for Happiness & Success

Authenticity



Be yourself. The people who matter don't mind, and the people who mind don't matter.

Mindsets for Happiness & Success

Gratitude



There are two ways to look at life: as if everything is a miracle or as if nothing is a miracle.

To learn more about the TOOLBOX,
visit www.mindpowertoolbox.com/toolbox-1