

A watercolor illustration of a human head in profile, facing right. The head is rendered in a light beige tone. Inside the head, there are several swirling, circular patterns in shades of beige and cream, suggesting a complex, swirling mind or energy. The background is a solid light beige color.

# YOUR MINDPOWER JOURNEY

*Bringing Belief To Reality*

STÉPHANE & SHALEE SCHAFEITEL



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# Introduction

Stéphane Schafeitel

**C**ongratulations! You are on your way to mastering your mindpower, and we are excited for you. Your decision to read this eBook is the first of what we believe will be many positive steps to achieving the growth you desire and the resilience needed to propel you to the next level—and beyond!

Now, the mindpower journey is unique for each individual, so it's important to first lay some important groundwork and to understand what we mean by “mindpower” and “mental toughness,” two terms we will frequently employ. So, let's check them out in the dictionary to better understand the definitions of each of the words within the terms.

1. **Mind**, as defined by the Cambridge dictionary, is:
  - the part of a person that makes it possible to think, feel emotions, and understand things.
2. **Power**, as defined by Merriam-Webster, is:
  - of, relating to, or utilizing strength.

So, Mindpower is about utilizing the strength of our ability to think, feel emotions, and understand things. When you master your mindpower, you are becoming skilled, proficient, and have a thorough understanding of how to utilize the strength of your ability to think, feel emotions, and understand yourself and your capabilities.

**Mental** means of or relating to the mind.

**Toughness** is the quality of being strong and not easily broken or damaged or the quality of



being not easily defeated or made weaker.

So, Mental Toughness entails building a resilient and unwavering strength of the mind, despite any conditions or situations that arise.

Every single one of us can tap into our mindpower and mental toughness to live the lives we've dreamed of. We've seen the impact of both principles time and time again.

In 2010, we founded our company to help executives and entrepreneurs resolve mental and emotional barriers and get through the ups and downs of life and business. The founding of our company was the result of many years of executive coaching and mentorship—something we both learned early on in our lives. At age 16, I realized my individual purpose was to make a positive impact on the lives of others. For Shay, it was at the age of 29 after losing a substantial amount of weight. Over our many years in business together, we've worked with thousands of clients, helping them to thrive through Mindpower Coaching™ and Mental Toughness Training™.

**“Every single one of us can tap into our mindpower and mental toughness to live the lives we’ve dreamed of.”**

The tools we will outline in this eBook are not only ones we've used personally but those that we have helped our clients to implement over the years.

**Just a few of our client experiences include:**

- A mortgage company that, because of working with us over six months, tripled their net worth—growing from **\$60 million to \$180 million** in sales.
- A Senior VP of a Fortune 500 company and a mother of three who, with our help, created a mindset to close **\$42 million of top-line revenue growth**.
- An executive who was fired three times in three years. After working with us, he has now worked at the same company for ten years, has been **promoted several times, and won countless awards for performance**.
- An ex-professional dancer for the LA Lakers, who needed direction in her life after facing an early retirement due to a back injury that left her bedridden. We helped her find her drive-in life again, and she **successfully started not one but two fitness studios** after healing her back pain and getting her wellness back.

- A DJ who, after years of doing wedding and Vegas club gigs solely, is now a prime-time nightclub DJ and is working with artists and musicians on his bucket list. (He was also recently **nominated DJ of the Year** in Las Vegas.)

We have also helped executives and entrepreneurs of all backgrounds **implement management strategies and mindpower techniques** to operate at their highest potential of productivity and effectiveness. You'll hear many more stories about our clients and the incredible results they experienced from utilizing their mindpower with the very strategies you'll learn. All the client stories are real stories, and we've, of course, changed their names to protect their privacy.

We know these tools have the potential to change your life, not only because we've seen it firsthand with our clients but because millions of other success-seekers and super-achievers have implemented these practices and seen incredible results.

**Some of these super-achievers you may have heard of include:**

**Michael Phelps**, who won 23 gold medals and 28 total medals for swimming at the Olympics. His coach, Bob Bowman, told him from the beginning of their coaching relationship to do a visualization of the "perfect race" before going to sleep every night and first thing every morning. So, by the time Phelps won his first Olympic gold medal, he had already won hundreds of times in his head. He'd visualize a perfect dive into the pool, effortless and quick swimming, and coming in First Place. These mindpower techniques came into actualization, and he even won a historic race by 1/100th of a second.

**Sara Blakely**, founder of Spanx, Top 25 America's Richest Self-Made Women by Forbes and co-owner of the Atlanta Hawks, is very much into the power of thought. She says she believes visualization and mindpower can assist you in manifesting anything you want for your life.

**Tiger Woods**, the winner of 15 major championships, including five Masters, was taught how to use mindpower and visualization when he was a boy by his father, Earl. Tiger always visualizes precisely where he wants the golf ball to go on every shot. He has used mindpower to become one of the best golfers in the world today.

**Arnold Schwarzenegger**, five-time Mr. Universe, four-time Mr. Olympia, and a star in over 50 movies, has used mindpower and visualization for his athletic success and also credits it for his success as a movie star. "When I was very young, I visualized myself being and having what it was I wanted. Mentally I never had any doubts about it," he once said of his mindpower.

**Rachel Hollis**, a world-famous motivational speaker and author of two New York Times bestsellers, is also an avid believer in harnessing mindpower to achieve your goals. Before she launched herself to fame, she would read her goals out loud daily, one of which was, "I speak on

Brendon Burchard's stage." Brendon Burchard, an equally renowned motivational speaker and author, had been an idol of hers for a long time. Not only did she ultimately achieve that goal, but Hollis and Burchard are now great friends, and she shares the story often.

**Tom Brady** led the New England Patriots to all of their World Championships, as well as the Tampa Bay Buccaneers to their most recent Super Bowl victory, winning a total of seven Super Bowls. He is the record holder for having the most Super Bowl wins by a player and is the oldest active quarterback in the NFL. He has also won the Super Bowl MVP award five times and the NFL MVP award three times. In multiple interviews, Tom said he has his mental toughness and resilience to thank for much of his successful career.

**Mia Hamm**, a two-time Olympic gold medalist and two-time FIFA Women's World Cup champion has talked on many occasions about how she used mindpower throughout her successful soccer career. Specifically, she would visualize the soccer ball hitting the back of the net just before she kicked the ball toward the goal. She would then narrow her vision on the target, then kick the ball as hard as she could.

The list goes on and on, including **Lindsey Vonn, Kobe Bryant, Serena Williams, Michael Jordan, Napoleon Hill, Steve Jobs, Jim Rohn, Roger Federer, Andrew Carnegie**. We have been deeply researching mindpower and mental toughness for over ten years. We have conducted hundreds and hundreds of interviews with high-performance athletes and business owners who mention mental toughness and mindpower as being an integral key to their success. We believe the individuals who have clarity and mental toughness are the most successful people in the world.

We'd like you to think of this as a mini "user's manual for your mind," an inside guide to how you can genuinely hone and master your mindpower like so many before you have done.

What you can expect from this is a lot of HOW! That's what separates us in the field from everyone else. We won't just point out the potential problems and leave you hanging. We will guide you on HOW to do something about it in a step-by-step fashion, so you can truly maximize your mindpower.

There are so many overly ambiguous self-help books in this field today that give people a temporary motivation and inspiration as if fairy dust was sprinkled on their heads. The problem is that this feeling will likely fade. We aim to give you a real "user's manual for your mind" that will guide you, challenge you, and (if you do the work) assist you in growing to new levels you have never experienced.

This is intended to be something that you continue to return to, rely on, and refer to as you put forth the tools and practices that we offer. These concepts are rooted in psychology, philosophy,

neuroscience, hypnotherapy, biology, neuro-linguistic programming, and a lot of experience.

For the eyes that can see and ears that can hear, we know this user's manual will make massive transformations in your life. They've been proven to work and will work for you if you enact them in your day-to-day life. Not once or twice or for 21 days, but as many repetitions as possible until you get the results you want!





# Chapter 1

## My Mindpower Journey

Stéphane Schafeitel

### In This Chapter, You'll Learn:

- Re-Envisioning
- The Visualization Exercise
- Neurogenesis & Neuroplasticity
- The 3 Pillars of Mindpower

**O**n a beautiful spring day in South Carolina during my college years, I was hit square in my right eye by a line-drive golf ball shot.

I had been waiting for my friends to hit their chip or bunker shots onto the green, leisurely enjoying the sunshine and an uncharacteristically perfect balance of humidity for a South Carolina spring day. We were on a Par 3, and I enjoyed the playful yet competitive nature of golf outings with my college friends.

“Fore!” I heard shouted in the distance. Believing that a ball was coming from the other side of the green off one of my buddy’s golf clubs (where it typically would), I turned away instinctively. However, there was another golf player (not from our group) playing the hole parallel to ours. A thin layer of trees was all that separated our two holes. He was trying to hit out of the trees toward his green and was clearly unsuccessful with his shot. I turned directly into the ball.

**POW!** It happened so quickly that my conscious mind didn’t grasp it. I was immediately knocked out cold and fell onto my back several feet from where I had been standing due to the ball’s velocity.



My friends ran to my side just as I was coming to. I tried to stand from the adrenaline rush. I covered my right eye with both hands, but it did little to stop the severe bleeding. I walked around in circles, disoriented, as my friends tried to understand what had happened.

“Something just hit me in the eye! I don’t know what it was,” I stuttered and removed my hands from my right eye to show them.

The look on their faces said it all. I couldn’t see much else.

“Is my eyeball still there? Can you still see my eyeball?” I asked fervently, panicking, wondering if my entire eyeball had been dislodged from the impact. The golfer, who had hit the ball, came running out of the trees, apologizing profusely. We began to put the pieces together of what had happened.

Somehow, a shanked ball that was hit blindly from the trees had come into square contact with my right eye. It was purely accidental, circumstantial, coincidental. It did not skip, bounce, or slow down on its beeline to my face—it retained its full velocity and rendered the right side of my face looking like I lost a lousy fight with Mike Tyson.

My friends and the player immediately rushed me to the hospital, where I was sent through a series of check-in procedures and a CT scan. I was seen by an ophthalmologist and a trauma physician. As I tried to steady my breathing and process what had happened, the trauma physician came to my ER bed to speak to me.

He was stern, no-nonsense. “We need to discuss a couple of things,” he began. “So, let’s begin with the good news.”

Good news! I felt a sense of warm relief melt throughout my body.

He continued. “The good news is, according to your CT scan, you have micro-fractures around your orbital bone. Based on the severity of the micro-fractures, we can determine if the golf ball had landed one inch to the right of your eye on your temple, it would’ve been lethal. You would not be here with us right now.”

The previous warmth of relief instantly turned ice-cold as I took in the magnitude of the situation.

“THAT’s the good news?” I asked in disbelief. “What’s the bad news?” I braced for impact.

“There’s still severe internal bleeding in your eye, and it’s not letting up based on what we can tell. We may need to do an emergency operation to remove your eye,” he said calmly.

I immediately felt I was going to be sick. “No, no, no,” I kept saying. “That can’t happen. I need a second opinion.”

He left me with a warning. “You can get a second opinion, but you need to act quickly. Further damage could happen if your eye continues to bleed. And whatever you do, it’s highly unlikely you’ll ever get your vision back.”

**“The strength of my belief that my vision would one day return was equivalent to the strength of my knowledge that the sun would come up tomorrow.”**

It was the first time I was told I wasn’t going to see out of my right eye again, but the visceral response in my body was the same as it would be every time I was informed of that fate—a gut feeling he was wrong, and I would see again.

I saw two more physicians. They both agreed I wouldn’t get my vision back. Thankfully, the third differed from the first two when he told me they would not need

to remove my eyeball. But despite their insistence that my vision would not return, the gut feeling that they were wrong persisted.

I understand some would call it denial because the fact of the matter was, I was hit and seriously injured by a golf ball and was facing the genuine threat of never seeing out of that eye again. But my belief was something more profound. The strength of my belief that my vision would one day return was equivalent to the strength of my knowledge that the sun would come up tomorrow. Bet your bottom dollar, and I knew even if the doctors didn’t see it as a possibility, I was going to see out of my right eye again, and I’d do anything I could to bring that belief to reality.

## Re-Envisioning

“Listen, Doc, I at least want to give this a shot,” I told my new physician. He understood but warned me the healing process was going to be considerable.

For one, I wasn’t going to be able to move my head at all. Any further movement could impact the already fragile state of my right eye. And I wasn’t going to be able to use my left eye for sight. The eyes move in tandem, so relying on my left eye would inadvertently cause my right eye to move, as well.

The physician recommended I spend a week in the hospital. I would need heavy bags of sand

on each side of my head to keep it from moving and a blindfold to prevent me from using my left eye. Knowing I had to stay on top of my college classes, I decided to follow these procedures from the comfort of my bed at home.

Propping heavy textbooks and down pillows on each side of my head, I settled in for the long ride. I kept a blindfold on and was fed smoothies with a long straw by my friends when I got hungry. I had help walking blindly to the bathroom, but that was strictly the only time I'd get up. Without my vision, I couldn't watch movies or read books to pass the time, which made every day feel more like a week. So, I'd put on audiobooks, music, and play movies I'd seen before, like *Top Gun*, and mentally imagine what was happening on the screen based on my memory.

I stayed disciplined and kept extremely still. On Day 3, I went in for my first check-up.

"Good news!" The doctor said. "The situation inside your eye has stabilized, and the inner bleeding has stopped. Now, it's a wait-and-see for your vision—but with a trauma like this, I still don't think it will come back."

Again, I immediately disagreed. I stayed true to my treatment plan and returned to my apartment, where I could be semi-active with an eye patch over my right eye. I returned to life as usual, but at a slower pace. I only attended the classes I had to participate in. I prioritized rest, sleeping for an average of 9–10 hours a night. I laid in bed when I wasn't in class or studying, hoping that remaining still and staying rested would further assist in the healing process.

Then, one day in bed, I remembered a story I had once heard about a golfer named James Nesmeth, who was taken as a prisoner of war during the Vietnam War. He was kept for seven years in a cage that was barely the size of his own body.

Nesmeth had enjoyed golfing before the war but was quite average, generally shooting in the mid to low 90s. While imprisoned in his cage, he was unable to do any type of physical activity or even talk to anyone. He quickly realized all he had to entertain and distract himself was his own mind. So, he began to play golf mentally.

He did so with vivid visualization, down to the sights, sounds, smells, and feelings of a day on the course. He felt the texture and detail of his golfing clothes, the smooth and refreshing breeze, the familiar smell of the fresh-cut grass, and every other sensation he would enjoy if he were out playing golf at the moment. He imagined the feeling of taking the golf club



into his hands, squaring it with the ball, and taking a perfect shot—and he would imagine the perfect arc of the ball as it soared through the air toward the center of the fairway.

This same mental program played again and again in Major Nesmeth's mind for seven years, always with the same amount of incredible detail. Finally, he was released and returned to America. He returned to his favorite golf course, which he had lovingly visualized all those years in the cage.

He shot a 74. Despite the seven-year gap since the last time he physically held a golf club, he shaved nearly 20 points off his average. Thanks to the vivid detail in his mental golf program, he wasn't just playing golf in his mind—he was practicing, and the practice paid off. The method delivered astounding results from his mind alone.

**“If one man could use his mental power to shave nearly 20 shots off his average golf score solely through focused imagination, then why couldn't I use imagination to get my vision back?”**

Remembering this story was paramount for me. Whether it was folklore or truth, I knew that detailed visualization was worth a try. If one man could use his mental power to shave nearly 20 shots off his average golf score solely through focused imagination, then why couldn't I use imagination to get my vision back? I didn't tell anyone I was going to try it, but my belief in the potential was potent. It was what Napoleon Hill calls “desire backed by faith.” I knew deep in every bone of my body I was more than capable of healing myself, and my vision would undoubtedly return. Now, I had a plan for how I could use my mental power to make sure of it.

## The Visualization Exercise

I began in the confines of my room. I'd look out my left eye at my surroundings, then complete the mental picture of my room with what I would see out of my right eye if I had my vision back, all the way to where my right periphery would end. But I took it further: I made this mental image so sharp, precise, and vibrant—a high-definition image with the vividness of perfect 20/20 vision. I did this mental exercise at least once a day but sometimes up to three times a day, and occasionally went to the park to do a session for 20–30 minutes in a new setting. Each time, I completed this in my imagination with hyperfocus, leaning into every color and spark of clarity that perfect vision would award.

I followed this self-prescribed mental routine for 18 days. I began on Day 4 after my accident and continued through to Day 21. I also frequently recited an affirmation in my mind—“I can easily and effortlessly see everything around me. I have full vision to the periphery of my right

side. It's okay to see. It's safe to see. I see everything as if my vision were perfect."

On Day 21, after the accident, I woke up and walked to the window where the sun was rising. I closed my left eye. Faintly, but certainly there, I saw a ball of light emerging from the darkness of my right eye where the sun would be. I immediately called my doctor, who urged me to come to the office immediately. Upon assessment, he confirmed what I knew would happen—my vision was coming back. He called it miraculous, which is a truth, and I knew my belief and actions played a big part in the healing.

I have a physician friend of mine in the present day that, when I told him this story, explained it like this:

"I think there are multiple stages of healing," he confided. "The first is physiological. It is how you take care of your body—your nutrition, supplementation, and activity level."

"The next is the mental and emotional side. Your beliefs and emotions play a tremendous role in your capacity to heal and to heal quickly."

"The third is a level most don't understand, and few other physicians believe in. It's the spiritual aspect of healing when something bigger than you play a hand."



I believe in all three. But most ardently, I think if I had not believed, without a hint of doubt, I'd get my vision back from the day of the accident onward, I wouldn't have my vision today.

On Day 42, after the accident, 21 days after my vision started coming back, I went to the doctor once again. My vision had entirely returned, but with one distinction—my right eye was now 20/20, whereas it had previously been 20/30. To this day, my left eye requires slight corrective lenses. However, my right eye (the previously injured one) can see in the same vivid detail and color that I mentally imagined all those days throughout my healing process.

The power of the mind is genuinely awesome and so under-utilized. It's a power we each have at our disposal, if only we decide to step into it. That's why my wife, Shalee (a.k.a. Shay), and I wanted to write about Mindpower—to help you believe without a shadow of a doubt that you have the same mental power capabilities, and to help you access it daily to perform miracles small and large.



It doesn't matter where you're from, what your skin color is, what your gender is, what school you attended, or if you came from money or grew up poor. Anyone—and we mean anyone—can master their mindpower. Yes, even you!

**“The power of the mind is genuinely awesome and so under-utilized.”**

How do we know this? Because recent research in the field of neuroscience tells us so, specifically in the ground-breaking concepts of neurogenesis and neuroplasticity.

## Neurogenesis & Neuroplasticity

Ever had a scrape or a cut? What happened eventually? You healed it. Ever broken a bone? What eventually happened? You healed it! Ever pulled a muscle? What occurred after a short while? It recovered, and the pain went away. That's right; your body can regenerate itself. Isn't the body awesome? I experienced this amazing phenomenon with my eye.

Your brain has the same regenerative capabilities. Just as there are skin, bone, and muscle stem cells throughout the body to help those organs heal, there are neural stem cells in certain regions of the brain to help your brain heal—and grow.

As written by Levi Gadye in the article *Born Again Brains* on VICE, “Your brain does continue growing even in adulthood, thanks to adult neurogenesis, or the birth of new neurons from parental neural stem cells.”<sup>1</sup>

As quoted by Empowering Neurologist and New York Times #1 Bestselling Author Dr. David Perlmutter, M.D. in his article *Neurogenesis: How to Change Your Brain*, “Within each of our brains there exists a population of neural stem cells which are continually replenished and can differentiate into brain neurons. Simply stated, we are all experiencing brain stem cell therapy every moment of our lives.”<sup>2</sup>

## Did You Know?

**“We are all experiencing brain stem cell therapy every moment of our lives.”**

But wait! What about that old saying, “You can’t teach an old dog new tricks?” Well, that archaic and outdated thinking came from Santiago Ramón y Cajal, who is often referred to as the father of modern-day neuroscience. He actually won the Nobel Prize in 1906 for his studies on the nervous system.<sup>3</sup>

One of Cajal’s most famous quotes stated, “In adult centers, the nerve paths are something fixed, ended, immutable. Everything may die, nothing may be regenerated. It is for the science of the future to change, if possible, this harsh decree.”<sup>4</sup> This dogmatic thinking is what spawned the old adage (emphasis on old) that “you can’t teach an old dog new tricks.”

There is a lot of merit in his research and reasoning, and we all need to understand it was the best he could theorize with the tools he had at that time. This is mainly because the technology didn’t exist to track newborn cells in general, let alone identify them as neurons.

Now, let’s also quickly define **neuroplasticity**. According to Wikipedia, “Neuroplasticity is the ability of the brain to change continuously throughout an individual’s life.”<sup>5</sup>

Let’s put it all together. According to Christopher Bergland, in his article *How Do Neuroplasticity and Neurogenesis Rewire Your Brain?* in *Psychology Today*, “Neuroplasticity is the ability of the brain to form new connections and pathways and change how its circuits are wired; neurogenesis is the even more amazing ability of the brain to grow new neurons.”<sup>6</sup>

So, what does all of this mean? It means you can teach an old dog new tricks. You can even train a young dog new tricks. Dogs of any age can learn new skills. What we’re saying is your brain can grow, YOU can grow, and you can master your mindpower. You are not stuck or ‘fixed’ like you may have been made to believe.

## The 3 Pillars of Mindpower

Let’s talk about the 3 Pillars of Mindpower: **Foundation**, **Mental Toughness**, and **Habits**. We believe these are the three pillars necessary to master as you seek to master your mindpower. Let’s define each pillar.

1

**Foundation**, as defined by Merriam-Webster, is:

- a basis (such as a tenet, principle, or axiom) upon which something stands or is supported,
- an underlying base or support, and
- a body or ground upon which something is built up or overlaid.

- These are fitting descriptions as you build the foundation necessary to have and develop true mindpower.

## 2 **Mental Toughness** is defined as:

- the ability to build a resilient and unwavering strength of the mind, despite any conditions or situations that arise.
- To us, this includes mental and emotional resilience and is paramount to create mindpower.

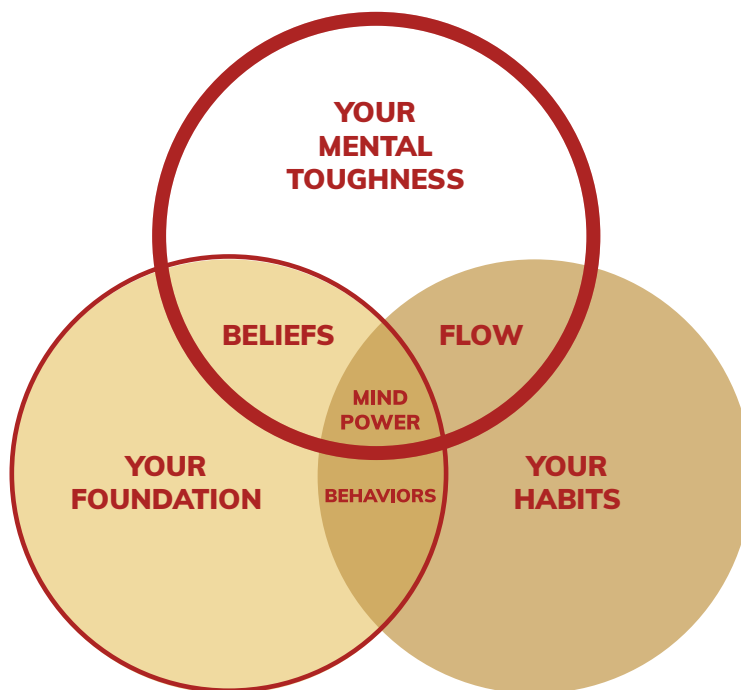
## 3 **Habit**, as defined by Merriam-Webster, is:

- a settled tendency or usual manner of behavior,
- an acquired mode of behavior that has become nearly or completely involuntary

and

- a behavior pattern acquired by frequent repetition or physiologic exposure that shows itself in regularity or increased facility of performance.

# 3 PILLARS OF MINDPOWER



According to Wikipedia, a habit is a routine of behavior that is repeated regularly and tends to occur subconsciously. So, we'll explore the habits you can instate to make mindpower a daily, automatic tool that works for you constantly.

These definitions describe our intentions as we created each of the 3 Pillars. It all starts with building a rock-solid foundation within. Once this is accomplished, it's time to hone in on mental toughness by mastering specific mindsets to become mentally and emotionally resilient. Finally, it's important to create habits that will support your growth and your results. So, let's get started, shall we?



# Questions

1. On a scale of 1-10, (1 being low, 10 being high) how tough do you think you are mentally? Why do you feel this way?
2. On a scale of 1-10, when something bad happens, how easily can you pick yourself up and keep going?
3. Name one positive habit you have that you think will help you with mastering your mindpower? Is there one habit that you feel might hinder your ability to master your mindpower?





# Chapter 2

## Laying the Foundation for a Mindpowered Life

Stéphane Schafeitel

### In This Chapter, You'll Learn:

- How to Determine Your Values & Principles
- Personal Values Alignment
- Aligning Your Principles, Passion, & Purpose
- Your Passion Mantra
- Your Purpose Statement and Life Goals
- Defining Success on Your Own

One day back in 2013, we were driving in the car when we got a call from our client, Martin. We had been doing virtual coaching sessions with him for about a month.

“Help!” Martin said. “I have a conundrum. I’m stuck between two amazing job opportunities and don’t know which one to pick! One is very intriguing and is in alignment with what I’m really passionate about. The other opportunity is in my industry and would help me advance and move up the ladder in my field. When it comes down to it, I don’t know which to choose. I’m really good at one of them, but really passionate about the other. And, financially, they’re about equal.”

He asked us what we thought he should do—a decision only he could make! But we knew just what to do to help him decide. We pulled over into a grocery store parking lot and took out a piece of paper and a pen.

“Okay, Martin,” we said. “What’s important to you in the context of your career?”

He began to go through his list of career values, which included stability, a challenging career, supporting his family, and more. We wrote down each value that he stated. By the end, there were eight significant values on the page.

Then, we asked him to rank-order them to determine what was most important to him, and then the next most important and so on and so on. He placed all eight values into an order of 1–8. We then took a picture of the list and texted it over to him and told him to review it.

His values were: supporting my family, enjoyable, stability, ownership, worthwhile, meaningful, solution provider, and challenging career.

Once he had a chance to review the list thoroughly with his own two eyes, we stated the question of the hour.

“Which job is more in alignment with your career values? Which job opportunity will support your family, be enjoyable to you, provide stability, give you ownership, be worthwhile and meaningful, help you provide solutions, and give you a good challenge?”

Martin had a light bulb moment. “Duh!” he said as he mentally compared both job opportunities to his list. He realized the job opportunity that intrigued him from a passion perspective only matched about 20% of his values, and by taking the other job - which reflected a significant advancement in his career - was far more in alignment with the values that really mattered to him in his career.

He confidently made his choice. But the coolest part was he was able to decide within seconds of seeing his career values listed down. This is why knowing our values is so important.

We know one’s values and principles (which, to us, are the same) are keys to providing the basis for a mindpowered life. They provide the roadmap or the blueprint for our day-to-day lives because they describe what matters most to us. They are our guiding principles. They help us to make decisions more quickly. They also help us to support and feel good about the choices we make. That’s what we call congruence!

Still, many individuals have nebulous conceptions of what their values and principles genuinely are. They seem abstract and invisible until the time is taken to get clear on what they are.

**“One’s values and principles (which, to us, are the same) are keys to providing the basis for a mindpowered life.”**

Let's quickly define values. Values are what's important to us. They are what motivate us. They also determine how we feel after we do something, good or bad, based on if what we did was in alignment versus not in alignment with our values.<sup>7</sup> They are our guiding principles.

We have values for every context of our life. For example, we have a different set of values for Life (in general), Family, Career, Health & Fitness, Relationships, Spirituality, Personal Development, etc.

Let's also explain what a value is not versus what it is. Creating a value is not a long sentence. For instance, "I want to be a healthy individual," or "My life is filled with happiness," or "I want to build massive wealth," or "I am prosperous every day."

A value is usually a single word or a short phrase. For example, a value in the context of "Life" would be something like Family, Health, Success, Happiness, Wealth, Prosperity, etc.

Got it? Good! Okay, let's move on and discover your values.



# How to Determine Your Values & Principles

To determine your values and principles in life (even if you think you know them already), pull out a piece of paper, journal, or favorite mobile device, and ask yourself, “What’s important to me in life?”

Seek to create a list of everything important to you without analysis or second thought. Just let your ideas flow onto the paper. It doesn’t matter the order in which you list them during this brain dump; only seek to get them all out in front of you. There are no right or wrong answers because these are your values. You may write down values such as “Family,” “My Business,” or “Health.”

Then, once you complete the first brain dump and you’re empty of thoughts, go through the process again, asking yourself, “What’s important to me in life?” and brain dump a second time. Write down some more values that are important to you. There may not be as many that come to you each time, and that’s okay. Then, do the same process a third and final time.

Just as we do with our clients, we recommend you do this brain dump three times in total to discover as many of your values as possible. These multiple steps are essential because some values are deeply unconscious and out of our awareness. To discover these values requires us to dig really deep to find them.

The moment when you think you’re done with a brain dump and feel emptied out is the moment a buffering needs to occur. This “buffering” is like uploading information from your deep unconscious up to your conscious mind. You will know it’s time to buffer when you say, “Uh... I can’t think of anything else.” Just take a deep breath or two or three and allow the buffering to occur. Then more values should flow into your conscious awareness. Allow yourself to dig deeper by doing three complete brain dumps and see what comes up.

Once your list is complete, begin to put the values into a hierarchy (a ranked order) based on the level of importance to you. First, do it as quickly as possible, trusting your intuition by listing #1, #2, #3, etc. Then, if you get stuck between two of the values, and you aren’t sure which is more important, ask yourself, “If I had to pick just one, which would I pick?” This exercise is intended to be challenging because it makes you think about the order of importance of your values.<sup>8</sup>

Say, for example, you were stuck between “Health” and “Prosperity.” You would ask yourself, “If I had to pick just one, which would I pick?” The one you picked would then go above the other one in the hierarchy.

There you go! Meet your official Life Values. You can now repeat this process for any context where you would like more clarity. As mentioned above, we have a different set of values for Life, Family, Career, Health & Fitness, Relationships, Spirituality, Personal Development, etc.

## Personal Values Alignment

Once you've completed your list of values in any context, it's time to get to know them better and align yourself with them. To do this, ask yourself the following two questions for each value on your list:

- 1. What does (insert value) mean to me?**
- 2. How will I know when I have (insert value)?<sup>9</sup>**

**Additionally, write down three goals for each of the values in your list. For example, for your career, your goals could include:**

- Grow my business by 20% this year.
- Make at least five new business networking connections every week.
- Work on building strong relationships with my team members and my customers.

**For a health-centered value, your goals could include:**

- Walking five days every week.
- Stretching daily for 15 minutes.
- Eating clean, organic food for six out of seven days of the week.

The goals will help you to understand how you can fulfill each value and live in alignment with them daily. This will bring you into greater alignment with yourself and what matters most

**“Goals will help you to understand how you can fulfill each value and live in alignment with them daily.”**



to you in your life. Ultimately, this values exercise is intended to help you ascertain what your values are and if you're currently living according to them. Being in touch with your values gives you a clear roadmap for how to live your life.

## Aligning Your Principles, Passion, & Purpose

In addition to our core values and principles, we also have to be clear about what we are passionate about. What ignites that fire within us and gets us going? Our experience is that many people are unclear about this, and those who are unclear still have an incomplete understanding of the topic of passion.

A big buzz phrase these days on the topic of passion is “find your why.” We think this is very applicable as it relates to discovering your life's purpose or your company's purpose (which we'll get to in a bit). However, it has misled a lot of people on the topic of passion.

In our experience coaching thousands of people, the “why” doesn't work for everyone as a trigger for passion. We know from surveying hundreds of people that many don't even connect with the word “why” when it comes to defining their passion.

For instance, we had a client named Jessica, who was passionate about cooking at a restaurant. Still, she didn't have a clear “why” behind it. Does that mean she's not passionate about cooking? Of course not.

Let's dive deeper into this concept.

We believe passion goes beyond the word “why.” We like what Darren Hardy, former publisher of Success Magazine, says about passion in his book, *The Entrepreneur Roller Coaster*. He believes the most successful entrepreneurs have a passion for their business, which keeps them persevering, even when the business isn't going well. Hardy posits there isn't just one, but four, passion “switches” that can switch “on” and ignite more passion in your life and your business.<sup>10</sup>

### Here are Hardy's four switches to passion:

- 1. WHAT:** This is a passion for what it is that you do. If you're an entrepreneur, this could include what your business does. We have a client who is in the business of selling cars and absolutely loves every aspect of what he does—all of it.

However, this does not mean you have to be 100% in love with every aspect of your job. Running a business goes beyond the mission of the company or the bulk of the work you do for clients. For example, we love working with our clients. Still, we don't particularly enjoy going through our email inbox or the other administrative tasks we have to do. That's why we're not what people.

Too many people are following their guru's thinking and directives that if they're not 100% passionate about what they do, then they should quit immediately. We think that would be financially irresponsible and short-sighted. If we had followed the advice from those gurus, we would have quit our business years ago. The reality is, you don't have to be 100% passionate about what you do. There are three more passion switches.

**“Too many people follow their guru's directives that if they're not 100% passionate about what they do, then they should quit immediately.”**

**2. WHY:** One of the possible passion switches is why. This is doing something for a greater cause (making a positive impact, inspiring humanity, or helping the community, country, planet, etc.)—something bigger than you.

**3. HOW:** This is a passion for how you do something—notably, a desire to do it with precision or better than anyone else can. For this passion switch, we always think of our housekeeper. She adds an extra touch to everything she does, down to folding the

toilet paper with a triangle on the end of the roll in the bathroom, as you'd find at a five-star hotel. She's passionate about how she cleans and organizes the house and knows she's more creative, diligent, and detail-focused than most other housekeepers. This is how she finds passion in her profession. It's not a *why* nor a *what* for her—it's more of a *how* switch!

This is also the type of passion switch our client, Chef Jessica, had. She was passionate about how she cooked and about being the best cook at the restaurant. The word “why” linguistically just didn't trigger her to feel passion for her profession.

**4. WHO:** Who do you do your work for? Do you do it for someone else? Is it for your clients? Or maybe your spouse or your kids? We often hear stories about people who started businesses to solve a problem a family member had, or they love their job because it gives them the flexibility to spend more time at home with their kids. This, too, sparks passion. You're passionate about doing the work you do for someone else. In our companies, we are who driven. Personally, we are motivated to do the work we do for clients and their families and also for our team members.

The good news is you don't need all four passion switches ON to ignite the passion inside. You just need one! If you're unclear which passion switch lights you up the most, we recommend you first reflect and journal on it. You could also ask yourself, "What really gets me out of bed in the morning? Is it what I do, how I do it, is it for someone else, or is it for a greater cause?"

We have had some clients where they had two switches that were *really* important for them. This is okay, though it is not required. Only one switch is needed!

## Your Passion Mantra

Now that you know your top passion switch or switches, it's time to develop a Passion Mantra. This is a statement you can repeat to yourself every day and is rooted in your own switches to passion. We repeat our passion mantra to ourselves right when we wake up in the morning and also before beginning any mundane or unenjoyable tasks we have to do in life or business. We always recommend our clients to write it on a Post-it note and post it on their bathroom mirror, on their desk somewhere (like the computer screen border), and on their car dashboard.

Here is an example of one of our client's Passion Mantras, who is the CEO of an 8-figure company (and is a how and who passion switch person):

*I'm working to become the best at what I do and for the good of my 100+ team and their loved ones.*

Here is another example of one of our client's Passion Mantras, who is an executive at a Fortune 100 company (and is a who and how passion switch person):

*I'm doing this for my partner, I'm doing this for my business partners, I'm doing this for my employees, I'm doing this for the company, I'm doing this for myself, and I'm doing this to be the best version of me possible.*

**Now, sit down and write down your Passion Mantra. Write it down in your journal and on at least three Post-it notes. Then, stick the Post-it notes in areas where you will see them daily.**

Once you are clear on your passion switch(es) and have developed a Passion Mantra, revisit your list of values/principles. Ask yourself, "Are my values in alignment with my passion switch(es) and Passion Mantra? Does my Passion Mantra support me to live in alignment with my values?"

In Martin's case, the one job opportunity did align with his passions and didn't align with his

career values. We believe some passions should remain to be hobbies.

Got it? Good! We're already making significant progress. One more thing to cover as it relates to making sure your "Three Ps" (Principles, Passion & Purpose) are aligned: your purpose!

## Your Purpose Statement & Life Goals

Now it's time to talk about *purpose*. We promised earlier we would dive deeper into the topic of purpose, and this is where we feel the buzz-phrase "find your why" is most applicable.

So, why are you here? Why are you *really* here? Why are you on this planet? Seriously!

If you're waiting for lightening to strike or for someone else to tell you why, you're missing the point. It's up to you to discover why you are here. And if you haven't figured that out yet, it's time!

Most people have heard Simon Sinek's TED talk in which he talks about that famous "why"—your why for living, for building your business, or for doing whatever it is you do.<sup>11</sup> We also appreciate his book titled *Start With Why* in which he talks about leaders and businesses needing to discover their purpose. Simon Sinek demonstrates why organizations and leaders guided by this concept will succeed more often than those who don't.<sup>12</sup>

Shay discovered her purpose in life when she was about 29. She had gone through a massive health transformation and lost about 30 pounds by utilizing numerous mindpower. There were women all around her wondering how she lost the weight and asking if she could help them do the same. It was the first time in her life anyone had ever really asked for her help. This was intriguing to her.

She immediately came to me and exclaimed, "Stéph... what do I do? These women are asking me for help, and I don't know how to help them!"

I replied, "Well, what do you want to do?"

Shay said, "I want to make a positive difference in their lives."

She wasn't expecting what came out of my mouth next. "You're ready!"

That statement was a powerful one as it would change the course of her career and her overall life. You see, she was also no longer in love with her business of marketing, branding, and graphic design. She was at a crossroads in her life. She could have kept doing what she went to school for, received degrees in, and where she historically excelled. Or she could explore

the opportunity of helping people become the best version of themselves. Ultimately, she chose the “path less traveled,” and she is so glad she did. Now, she’s living in alignment with her life’s purpose: *To help people be the best version of themselves.*

I discovered my purpose when I was 16 years old. I was selected by my peers in my high school to become a “Natural Helper,” which meant I was a mentor and coach to my fellow classmates. My classmates were struggling with depression, suicidal thoughts, drug abuse, alcohol abuse, parental abuse, and bullying, to name a few. I was called to the Principal’s office one day with a dozen other classmates when the opportunity arose.

It was through that program I realized I was actualizing my life’s purpose. That summer, I was highly trained in the most advanced tools used for coaching, mentoring, and crisis management. By the following Fall, I began truly living in alignment with my life’s purpose: *To make a positive impact on the lives of others.* That is still my purpose statement today.

## **Here are some questions to help you define your Purpose Statement:**

- 1. What do you want your legacy to be?**
- 2. If you could impact only one person in a big way, how would you want to influence them?**
- 3. What do you want to be remembered for?**
- 4. If you were to describe yourself with one word, what would it be?**
- 5. If someone else were to describe you in one word, what would that word be?**
- 6. Why are you here?**

Together, Shay & I believe we’re here to make a positive impact on the lives of others and help them be the best version of themselves.

That’s our (combined) Purpose Statement as a team, personally and professionally.

Here is an example of one of our client’s Purpose Statements:

*To experience growth, joy, and create ways to help people experience increased growth, joy, abundance, and control over their results in life.*

Here is another example of one of our client’s Purpose Statements:

*To be a powerful contributor.*

After you have your purpose statement written down, write a few Life Goals down that are in alignment with that purpose statement. According to AboutLeaders.com, “Life Goals are a purpose or main objective—the reason you do all that day-to-day stuff.” Life Goals keep you on the right track and provide purpose and meaning in life, as well as a sense of fulfillment.<sup>13</sup>

A good friend of ours told us Life Goals should be “bigger than you.” He said, “Create Life Goals that are bigger than you, and it will keep you on the planet for a long time.”

A few of our Life Goals are to wake up everyone on the planet to discover their own mindpower, do mindpower coaching with multiple professional sports teams, and positively impact international leaders on this planet to move the future of our world in a positive direction.

**Now for some final questions to help make sure your *Three Ps* are aligned:**

- Do your Principles and Passion support your Purpose and Life Goals?
- Are your Purpose Statement and Life Goals in alignment with your Passion AND your Principles? If not, what change do you need to make right now to get aligned and level up your results?

If you do have your *Three Ps* aligned, you can expect to experience a “flow state” in life daily. A flow state, as defined by Wikipedia, is also known colloquially as being ‘in the zone.’ It is the mental state in which a person performing an activity is fully immersed in a feeling of energized focus, full involvement, and enjoyment in the process of the activity.

When your *Three Ps* are aligned, you’ll also have a crystal-clear blueprint for life, career, relationships—and everywhere really—which will assist you to make decisions swiftly, quickly, and congruently. Wouldn’t that be great? It is possible. We see the amazing results our clients get, and we look forward to hearing how it is benefiting you.

As for our client Martin, seven years later, he’s still working in the same company, has had multiple promotions, has been wildly successful, and is genuinely living a professional life in alignment with his *Three Ps*.

## Defining Success on Your Own

Finally, once you have a vivid picture of what your *Three Ps* are, it’s important to define success for you. “Success” is an example of a value/guiding principle, and it happens to be one that many people can relate to as it relates to achievement.



We can't put mindpower strategies to work unless we know what our end goal is. Defining success on your terms is another way of cultivating a relationship with yourself and your goals. Not everyone subscribes to the same concept of success; in fact, few people have the same definition. So, using others' definitions of success won't necessarily motivate you unless you have the same meaning of success.

For some, it's financial success. For others, it's watching their children succeed and live fulfilling lives. Or spending time in their community and feeling needed amongst their peers. Setting a higher standard in a craft they love. It could be achieving fame or a level of recognition. No two definitions of success are quite the same, but they're all valid and essential.

An individual with true mindpower understands success isn't only an end game, a finish line, or a destination at the end of a long road (which is also important). It's also a productive journey jam-packed with daily wins that each lead to a greater vision of success.

We have to create success every single day. We have to make an effort toward accomplishing our goals every hour of the waking day. We have to want success so badly that we don't stop until we achieve what we want. No matter what and no matter the circumstances, we keep pushing. We keep pushing hard with intentionality. We push *harder* than we ever have before. When you feel like you've pushed hard enough toward achieving your goals, you likely will need to push *harder*. What does achieving daily and long-term success take? Everything you've got...and more!

**“An individual with true mindpower understands success isn't only an end game, a finish line, or a destination at the end of a long road.”**



# Questions

1. What motivates you to get up out of bed in the morning?
2. What does the word success mean to you?
3. Are you living in alignment with these values? If so, do you notice things are “flowing” for you? If not, have you looked at your values to see what you’re not fulfilling?



## Chapter 3

# Understanding the Unconscious and Our Running Parachutes

Shalee Schafeitel

### In This Chapter, You'll Learn:

- Making Your Unconscious Conscious
- How Your Unconscious Runs the Show
- Creation from the Unconscious
- Running Parachutes

I was always a tomboy. My brother is six years older than me, and I was always trying to keep up with him and the boys. From the time I was six years old, I was following him and his 12-year-old friends around, playing football, riding motorcycles, building forts, and roughhousing.

From this point, until just recently, I was constantly falling, tripping, skinning my knees, skinning my elbows and my hands, crashing my bike, flying over the handlebars, running into cars (on my kid bike), and running into rocks & trees (on my adult mountain bike).

I had bruises, scratches, and scars all over the place. There wasn't a time that I wasn't somehow black and blue in some area or recovering from an injury. Despite this, I was still active and athletic and played many sports from softball and baseball, soccer, basketball, and swim team.

I often snowboarded but couldn't get off the ski lift without falling! Whenever it was time to get off, I nearly always, without fail, would fall. You'd think I'd finally get the hang of it and

could slide off the lift and onto the mountain like even young kids seemed to do effortlessly. Still, some leg always went in the wrong direction, and I'd lose my balance, and they'd have to stop the whole lift. Embarrassing, right? Then, I'd proceed to snowboard down the mountain with no problem.

Later in my twenties, I became an endurance athlete, running multiple half-marathons, a full marathon, and many triathlons. I fell numerous times while training or competing.

Unsurprisingly, it became a running joke that I was a “coordinated klutz.” I'm not sure when it began or who said it first, but I certainly believed it wholeheartedly. I would say it like it was a badge of honor and would receive further confirmation of this identity after yet another notorious fall or crash. “Oh, that Shay!” they said. “Such a coordinated klutz.”

The term “coordinated klutz” meant I was coordinated enough to dribble a basketball or kick a soccer ball into the goal. Still, I'd almost always come out bleeding after every game or activity, needing a first aid kit. Truthfully, this didn't bother me for most of my life, as I said, a badge of honor! I thought it was just a part of the game and proof of how invested I'd become in the activity. “Go hard,” and “no pain, no gain,” were common motivational sayings my team members and coaches said frequently. I was showing the pain, alright! But what was I gaining?

It wasn't necessarily a bad thing, or was it? I thought it was a natural course of events considering all the activities I was in during grade school through high school, and I would grow out of it eventually.

However, when I was in my twenties, I was still tripping and falling and getting hurt. During one specific day, I was on a 17-mile downhill biking trail where I had flown over my handlebars that resulted in an injury. More on this story later. I started to think *maybe this isn't normal*.

All of my friends stayed on their bikes and rarely crashed. They stayed upright while training for marathons. And they could get off the ski lift without falling, even when they were getting off next to me, a liability who almost always caused a (hilarious) scene.

One of the last significant injuries I had was in 2006. I was married to Stéphan at this point, and we were invited to a wedding in Cabo. The day before the wedding, a group of us decided to go speed boating in the ocean, and we rented a banana boat to attach to the back of it. The speed boat would pull the banana boat, like water tubing.

We piled aboard the banana boat, and the speed boat picked up speed, pulling us amongst the waves and ocean spray. We held on for dear life, laughing hysterically, yelping, and soaring through the waves of the ocean. We were having a blast until one of our brave fellow banana boat passengers waved to the driver of the boat to speed up!

Right as they revved the engine, the boat lurched forward, all six of us went flying off the banana boat and into the air, and we all crash-landed in the water. Mid-flight, my eye socket met someone's head or elbow. I still don't know what I hit to this day, but it was hard! Out of the whole group, guess who was the *only one* to get hurt? Yep, me! Needless to say, our ride was over, and we headed back to the shore. I got some ice and some liquid medicine (okay, doc, it was a margarita) and laid in a cabana while icing my eye. The next morning, I woke up with a huge black eye, just in time for the wedding and all those pretty pictures! Ugh. On brand for a coordinated klutz.

**“I came to realize I could undo these beliefs that I'd had for 25 years.”**

At this point, the “coordinated klutz” part of my identity was starting to become a major inconvenience. I was an adult now, but I still felt like a little kid. I was always wondering what my next trip or fall or accident was going to be. It could strike at any time! I wanted to be able to wear a sundress and not have scabs on my

knees (or band-aids!) and show some skin without also flaunting scars all over my body from my latest trip or fall.

It wasn't until I was about thirty when I started to learn about the inner workings of the mind and how our thoughts become things. As I learned more, I began to realize these beliefs I'd lived with since age six didn't have to be permanent or haunt me for my whole life. I came to realize I could undo these beliefs that I'd had for 25 years. I no longer wanted to be a “coordinated klutz.” I wanted to be just coordinated, no klutz about it. I wanted to stay upright and move effortlessly and gracefully while still being active.

It was then that I decided to start telling myself a different story. Instead of jokingly saying I was a coordinated klutz, I began to say as my constant affirmation, “I stay upright, easily and effortlessly, through anything.”

This affirmation became my mantra and my new belief. One day in the summer of 2010, Stéph and I were running with our dog as we often did. That day, we decided to take a new route in our neighborhood, and I didn't know the terrain. As a recovering coordinated klutz, it was essential to see the topography of any area where I was doing physical activity.

We were running on the sidewalk and, unbeknownst to us, there was a section ahead where a tree root had lifted the concrete, so part of it was higher than the other. It was a klutz trap! I didn't see it, my foot caught it, and I went tumbling. BUT something different happened. Instead of falling straight to the ground and skinning my hands, knees, and elbows, I caught myself, and I stayed upright!

I never touched the ground! Not my hands, nor my knees—only my feet stayed on the ground as they kept running awkwardly. Eventually, I caught my balance and pulled myself back up, fully upright. WOW! This was the first time in 25 years I didn't fall to the ground, even when I tripped. I had successfully prevented an injury from happening. How's that for a now-recovered coordinated klutz? I was amazed!

I remember yelling to Stéphan, “Can you believe it?! I caught myself! I stayed upright!” Stéphan knew how injury-prone I was and had heard all of my stories, as well as witnessed them, so this was quite an impressive feat in his eyes, too. He gave me a high-five and said, “That's right!”

If we could command our minds to believe something new simply by suggesting a new belief system to ourselves, we wouldn't need mindpower. It would just happen with a snap of your fingers, and poof, DONE!

From a conscious standpoint, you mentally want to succeed. You wouldn't have picked up this book if you didn't. You want to be happy in life, be in a fulfilling relationship, do fulfilling work, and make more money than you've ever dreamed of doing so. From your waking, conscious mind, you don't believe anything is standing in the way of you having all that you dreamed—least of all, yourself.

If everything were up to the conscious mind alone, our work here would be done, and we could wrap this eBook up and go home. Wouldn't that be easy! But as we well know, there's something deeper that makes the shift in beliefs and perceptions a bit more nebulous. This is where the friction happens: we know what we want for ourselves, and we get frustrated when that doesn't come to fruition. We find ourselves repeating the same habits and slipping into the same cycles, even though we mentally (conscious mind) decide it's going to be different this time around.

## Making Your Unconscious Conscious

All of this is thanks to the unconscious mind, also known as the “emotional mind” or the “subconscious.” According to Dr. Bruce Lipton, stem cell biologist and author of *Biology of Belief*, “as human beings, we usually spend (at best) only 5% of our time in our conscious mind and the other 95% in our subconscious mind.”<sup>14</sup>

The subconscious mind is referred to today by many in the field as the “unconscious mind” simply because it's the mind we're not conscious of.

In the past, the “subconscious mind” was thought of as dark, dirty, and evil, which we believe to be an improper and outdated description. Sub refers to below or less than, which the



unconscious is definitely not less than; it's just another mind.

Swiss psychiatrist and analytical psychologist Dr. Carl Jung vehemently disagreed with this explanation and described the unconscious mind as a positive, life-giving part of our psyche.<sup>15</sup>

Today, it's believed the unconscious mind should be something we work with rather than blaming all of our faults on. You're likely familiar with your unconscious more than you think you are. Your unconscious mind is in charge of running your body and preserving your body. It is also the domain of your intuitions.

Have you ever had a "gut feeling" or an intuition about something? You may have thought you received a premonition, but that feeling is rooted in senses coming from your unconscious mind. Professor Gerard Hodgkinson of the Centre for Organisational Strategy, Learning, and Change at Leeds University Business School believes all intuitive experiences are based on the instantaneous evaluation of such internal and external cues. He continued by saying, "Humans clearly need both conscious and non-conscious thought processes, but it's likely that neither is intrinsically 'better' than the other."<sup>16</sup>

**"The unconscious mind should be something we work with rather than blaming all of our faults on."**

In other words, the conscious mind and unconscious mind work together to create your understanding of the world around you. You may not have been aware of cues your unconscious



mind picked up on, which may be why you experienced a "gut feeling." After doing forensic analysis on multiple scenarios where a swift decision was necessary, the researchers concluded the unconscious mind was aware of something else going on in the environment and created that gut feeling.

For example, imagine you are walking along the city streets late at night with your friends, and you suddenly have a strong feeling that you need to turn around and walk the other way. Then, you learn later there was a robbery on the street you had avoided from your gut feeling. You may think this was your intuition, which it is. It's also likely you were unconsciously aware of something that suggested danger to your unconscious mind, causing you to turn around and get to safety.

This means we must consistently pay close attention to both our conscious mind and the unconscious mind because they're both integrally vital. As we said earlier, the conscious mind is the easier of the two to master because we're aware of it. It does take work to train the conscious mind, though it takes a lot less effort than the unconscious mind. For instance, if a thought fleets across our conscious mind that we want to change, we can easily do so with repetition. The unconscious mind requires a little more time and effort to master. It is our belief that tapping into the unconscious mind is an essential part of harnessing mindpower and mental toughness.

As we said earlier, the unconscious mind runs your entire body. It's beyond language and oriented in emotions, which is why it's also referred to as the "emotional mind." It also controls

**"It is our belief that tapping into the unconscious mind is an essential part of harnessing mindpower and mental toughness."**

the beating of your heart, your breath, and your digestion—it's on autopilot in the background doing all of these things. All of this happens without you asking it to. It continues to do all of these things, whether you're cognizant of it or you aren't. You don't need to direct it to do the things in alignment with running the body, thank goodness. That would take a lot of work, wouldn't it? And the powerful thing is, with regular practice and discipline and the right techniques, you can direct your unconscious

mind to change and adopt new behaviors and habits you want instead of those old mental and emotional barriers.

Another critical thing to know is the unconscious mind is where all your memories are stored. It's been recording everything you've experienced since the beginning of your life and will continue to. This is much different from the conscious mind. As initially asserted in the 1990 book *Flow: The Psychology of Optimal Experience* by Mihaly Csikszentmihalyi, your conscious mind can only process a fraction of the information flowing toward it at any given time.<sup>17</sup> Today's estimates (at the time this eBook was written) postulate approximately 40 million bits of information are coming at you every second, and your conscious mind can only process 40 of those bits every second.

So, it's more than likely your conscious mind doesn't have a complete recollection of everything your unconscious mind has stored. Your conscious mind filters your experience for sanity's sake. No worries, though, except in the rare extreme cases, you can be confident knowing your unconscious mind remembers everything. This is a good thing because it means you can do whatever work is necessary to move through mental and emotional barriers.

# How Your Unconscious Runs the Show

We know the unconscious mind stores all the information and experiences we've had in our lives. Sociologist Dr. Morris Massey found there are three specific and universal periods of our lives that all of us have gone through. We ascertained our values, beliefs, attitudes, and our understanding of the world through each of these periods. He shares them in his training program, *What You Are Is Where You Were When...AGAIN*.<sup>18</sup>

**The Imprint Period**—Dr. Massey found from the time we were born to age seven, we went through an “imprint period,” where we downloaded the immediate environment around us. Much of this came from our parents. Because we were so young and impressionable, we were like sponges during this period, and what we learned, saw, and experienced became deeply imprinted in the fabric of who we are today. We learned what's wrong, what's right, what's good, and what's bad solely from what we observed around us.

**The Modeling Period**—Then, from age 7 to 14, we went through a period in which we modeled or imitated what we saw around us. We copied the behaviors and patterns of not only our immediate families but our peers, teachers, public figures, and more.

**The Socialization Period**—Finally, from ages 14 to 21, it was all about our peers and who we socialized with. We looked for people who shared our values and seemed like us and continued to develop as mirror images of these peers. The media may also have affected us at this time.

These periods are essential to understand because we can eliminate a belief from our unconscious mind by following these steps:

1. **Recognize** everything we see in our lives has been unconsciously created by ourselves alone.
2. **Decide** to take ownership and empower ourselves in this knowing, rather than believing we are the victim.
3. **Decide** to take responsibility for everything in our life rather than choosing to be negatively affected by people and events around us. Do this by first identifying when we learned the belief.
4. **Decide** what we want, instead, by asking, “What do I want instead?”

We went through each of these four steps with a client who was struggling with his marriage. The client, Gary, found whenever he was working on a big deal for his company, his relationship with his wife would become tense. He would push her away and didn't know why he

felt compelled to do so. It was hurting her, causing problems in the relationship, and he couldn't seem to change his behaviors. Once we began to talk it through, he understood he was causing the marriage problems from an unconscious belief. Gary realized he was repeating a pattern he had seen in his father while growing up.

His dad had been wildly successful in his career but was never successful in marriage or with his family. In fact, his dad had gone through three divorces. Having witnessed this throughout his Imprint Period, Gary had created the unconscious belief that you can't succeed in both your marriage and your work life at the same time. No wonder he was sabotaging his marriage when a big work deal was on the line! Gary unconsciously thought one could sabotage the other, and they were mutually exclusive. Once Gary recognized he had this belief—from internalizing his father's behaviors—he could decide what to do and believe instead. By identifying where the belief came from, we could separate it from the truth and forge new beliefs.

When you blame your life's circumstances outside yourself, you put yourself at the effect of people and events around you—victimizing yourself. Instead of being the victim, take ownership by recognizing you are at cause for everything in your life. Once you decide to do this, watch how circumstances in your life consequently change. You are at cause. You are taking responsibility for everything in your life.

Here's something interesting. No matter how old you are, your unconscious mind acts like (approximately) a six-year-old child, and it needs clear direction from the conscious mind. You wouldn't tell a six-year-old, "Uh, do you think you could maybe go pick up your toys?" No, you would say it clearly and directly, yet in a nice tonality, "Pick up your toys." This is how you speak to your unconscious mind, clear and direct.

It also stores many of the beliefs and perceptions you learned as a child—even if you're not consciously aware of what exactly those are now, and you have consciously learned your old beliefs aren't true.

This can create friction between what we consciously want for our lives and what is continuing to manifest. Mentally, we could be more than okay with hitting new income goals; we could want them terribly and work for them daily. However, there could be something within the unconscious mind that is not okay with hitting these new income goals. Perhaps as a child, you were taught to believe making a lot of money made you evil because of what you internalized from your family or home environment. Since the conscious mind is the goal-setter and the unconscious mind is the goal-getter, in the example above, an internal incongruence occurs. And since the unconscious mind runs the show, the conscious mind won't be able to break the habits or manifest the new goals until something changes in the unconscious mind. This remains true even if your conscious mind doesn't at all believe money is evil. If your unconscious mind does, it will repel money every chance it gets, and you won't be aware of this happening at all.

**Dr. Carl Jung said it best when he said, “Until you make the unconscious conscious, it will direct your life, and you will call it fate.”<sup>19</sup>**

Maybe you’ve noticed some internal incongruence within yourself, or a light bulb has just gone off regarding why you haven’t been able to reach that goal you’ve been climbing toward. We recommend digging deeper. The unconscious mind is just you: a compilation of all your experiences and learned beliefs. It’s nothing to be scared of, and it isn’t foreign or outside of you. Rather, it’s something that should be understood and embraced in your journey to understand yourself better.

## Creation from the Unconscious

To better understand just how much the unconscious mind runs the show, we’ll share the story of one of our past clients, Lucas. He came to us ten years ago, frustrated because he kept getting fired from the jobs he had. He would get a job he liked, get into the swing of things, and then get fired.

“I’ve been fired three times by three different companies in the past three years,” he shared with us, exasperated. “Why are all of these companies doing this to me?”

Of course, we knew it wasn’t what the companies were doing to him. Since it had happened three times, we noticed a pattern instantly—a pattern he actually didn’t see. It wasn’t that all three companies had gotten together and decided they would all fire Lucas after just a few months of employment. It wasn’t a ruse or a big joke that the companies in his industry had against him. Because it was an ever-present pattern in his life, we knew it was something he was unconsciously creating in his conscious experience.

“Lucas, can you think through how you may have created this in your life?” we asked him.

“Definitely not!” he replied defensively. “Why would I do that?!” he said with a beet-red face and a huge vein bulging out of his forehead.

Why would he? No one deliberately and consciously creates life circumstances they won’t like. We didn’t think he woke up one morning and thought, “Hmm, I want to get fired today!”

“How did you create it on an unconscious level?” we asked.

**“The unconscious doesn’t operate from logic. It operates from emotion.”**

After a bit more consideration, Lucas had a light bulb moment. He remembered, when he was only six years old, his dad could never keep a job. Unconsciously, he had stored the memories of his dad coming home from work and angrily throwing a briefcase against the wall, saying, “I lost my job today AGAIN!”

Bingo. He was simply creating based on what he’d seen and internalized when he was young and impressionable. And even though it doesn’t make logical sense, this unconscious memory created a parallel conscious experience. The unconscious doesn’t operate from logic. It operates from emotion.

## Running Parachutes

The unconscious mind comprises the core of mindpower because we can’t fully empower our mind until we understand, embrace, and reprogram the unconscious. The first step is to discover these mental and emotional barriers or limitations, which we like to metaphorically call “running parachutes.”

We go through life doing our best, but as the years go on, we start to carry more and more limiting beliefs, unresolved negative emotions from our past, and internal conflict. These create drag and resistance, inhibiting our performance and our ability to move forward in our lives toward our goals. Another thing that can create a drag and limit our performance is when our *Three Ps* aren’t aligned (as we mentioned previously).

This “drag” is just like the running parachutes athletes use intentionally. Professional athletes train with running parachutes strapped to their backs to create resistance and condition them to become stronger runners. Then, when they remove the running parachutes for races, they experience faster top speeds and more explosiveness off the starting line.

We are all running through life with running parachutes that we’ve been accumulating throughout our lifetime—from every time we experienced a negative emotion or took on a limiting belief. They’re invisible, so we seldom know they’re there—yet they exhaust us, just as they would if an athlete kept them on while running a whole marathon. To cope with the exhaustion, we drink more caffeine, take stimulants, or find other ways to conjure the energy to push against our limitations. Once the limitations are gone, however, you’ll experience the most significant level of natural energy you’ve ever had. You’ll no longer have to overcompensate for the mental and emotional barriers holding you back.



No matter who our clients are, what their goals are, or what their background is, they come to us because they're coping with some limitations that are holding them back. And the truth is, we are all coping with some type of unconscious limitation. The running parachutes strapped to our backs make it nearly impossible to run toward the goals we have for our lives. For me, it was being a coordinated klutz. It was a huge running parachute for me—and it was life-changing and liberating once I finally disconnected from it and let it go.



Some of the most common running parachutes we have encountered while working with thousands of clients are negative emotions like anger, sadness, fear, hurt, guilt, or frustration. Or limiting beliefs like “I’m not good enough,” “I don’t believe in myself,” “I don’t have enough time,” or “I don’t have enough money.”

As we’ll soon learn through our mindpower exercises, we can set those running parachutes free simply by snipping the cord connected to our backs. The first step is to identify what they are and recognize they’re holding us back. The sheer will to disconnect them so we can soar unencumbered is a powerful first move.



# Questions

1. Where are you not achieving your goals or not hitting the mark?
2. How many invisible running parachutes do you think you have?
3. What are you scared of the most?



# Chapter 4

## Mindpowered Action

Shalee Schafeitel

**In This Chapter, You'll Learn:**

Massive Action

**S**téph and I met in 2004. I was going to school at San Diego State University to get a second degree, and he was working as a territory manager at Michelin Commercial Tire. We had parallel lives while living in Pacific Beach and only lived about one mile away from each other. I now wonder how many times our paths crossed throughout that one-year period before the fateful day that we bumped into each other at the beach. When we met serendipitously, we hit it off quickly and spent time together for three days straight. The days became weeks.

Within the first week of meeting each other, I used my 20 seconds of courage and asked, “Hey, do you want to go running with me on the boardwalk?” I thought this would be a good time to show him that I was active and athletic. “Yeah!” he said quickly without any hesitation.

“Let’s do it!” It was a Saturday morning, and he came by my place spry and ready to go like he had already consumed five massive cups of coffee. I would later learn this was just his natural energy!

We jumped in his car and zipped down to the beach. We parked the car and headed down to the boardwalk path that was parallel to the beach. It was early, so the night-life folk from the

night before hadn't crawled out of bed quite yet. You could hear laughter from the breakfast goers in the restaurants that sat on the boardwalk. It was a cool morning as the ocean fog hadn't yet burned off. The perfect day for a jog!... or, so I thought.

"So!" Stéphan started off with confidence. "See that light pole down there, by the yellow wall?" he asked as he pointed off 50 yards in the distance—about half of a football field in length.

"Yeah," I answered.

"We're going to sprint from here to there," he explained.

"We're going to WHAT?!" I asked with sheer confusion and disgust. "Um... but I'm a marathon runner, not a sprinter," I explained. I wanted to settle it right then and there.

"That's great, and this is a 'boardwalk boot camp,' so sprinting is necessary," he proudly stated.

I contemplated walking away and putting an end to this nonsense. My stubborn side really wanted to. However, I did kind of like this guy—who I had just met the week before—and I wasn't about to let him show me up. I had always kept up with the boys, and I wasn't about to stop now. Was this a tryout to become his girlfriend? Hmm, you never know.

"Okay! You're on!" I exclaimed, digging deep into my mental toughness to accept the challenge.

We got down into a sprinter's stance, and he yelled, "On the count of three... 1... 2... 3!"



We took off sprinting as if in a race that counted for something. He was so fast! I couldn't believe it. I was pushing myself as fast as I could go. I hadn't run this fast since soccer sprints in high school, which I had despised at the time! He crossed over the invisible finish line, and he turned and faced me and started screaming, "Go, Go, Go!"

“This guy is nuts!” I thought to myself, but I secretly liked it. I crossed the finish line, and he immediately came over and gave me a high-ten and big hug and congratulated me, saying, “Nice work!” I really felt like I had just run a race and broke through the finish line tape.

I was still catching my breath when a moment later, he said, “Okay, now it’s time for some tricep dips.” We were up against a short, little concrete wall that separated the boardwalk from the beach. “Ready, go... 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20.”

We stopped and rested up against the wall for about twenty seconds. “Again!” he yelled. I quickly got back into action and pumped out twenty tricep dips, and after another quick breather of twenty seconds, we completed a third and final set.

“Okay, what’s next?” I questioned with enthusiasm before he could beat me to it. I saw the sparkle in his eyes, and I could tell my response surprised him. There was something about this guy that motivated and lit a fire in me.

“Follow me,” he said as we walked off the boardwalk and down a little alleyway. It was lined with the garages and storage areas of the little beach cottages.

“Now it’s time for pull-ups... ten of them,” he said as he pulled a chain link fence open that had a dumpster behind it. He flung the dumpster lid open, and a horrible stench wafted out of it.

“What are you doing?!” I questioned, wondering why he opened the dumpster.

“Motivation,” he explained, “the smellier the dumpster, the faster you’ll do pull-ups.”

Wow, he had really thought of it all. Seriously! This was crazy! I had never really done a full pull-up by myself before, let alone ten! I would really have to dig deep and tap into my mindpower to get through this one.

“I’ll spot you and help you,” he said reassuringly as if he read my mind.

I don’t know what came over me. I think it was just sheer determination to show him what I was made of. I jumped up and grabbed the top of the chain-link fence. I situated my grip, palms facing outward, and the wretched scent of days-old garbage went right up my nose.

“Ugggghhhhhh,” I grunted, pulling my body weight up with all my might toward the bar. Suddenly, I felt his arms wrap around my legs, and he assisted me gently while I pulled up for number two. And again, number three. I kept pulling myself upward and slowly letting my body weight down. I visualized myself easily finishing number ten and being back on the ground when this was all done, giving Stéphan a high-five and laughing at this ridiculous scene. Five... six... seven... I found myself in a familiar place saying to myself, “In with the good thoughts, out with

the bad thoughts,” eight... I was going to finish this strong, nine... and one more. “Ugggghhhhhh!!!” I yelled as I pulled myself up to ten and then quickly jumped down to the ground. My biceps and lats were on fire!

“Wow!” he shouted, “That was amazing!!” Another high-five and a sweaty hug followed.

“Now, it's your turn,” I stated teasingly as if this was going to be a challenge for him. He jumped up and proceeded to pump out ten pull-ups, no problem. He jumped down a little out of breath, closed the dumpster, and put the chain-link gate back how he'd found it.

“Okay, one more thing,” he said as he started walking away. “Over here.” We walked over to an outdoor public restroom and up to a shaded concrete wall. It didn't smell too good over there either. “Push-ups,” he said... “Handstand push-ups.” I really don't know how much crazier this could've gotten, but it was nothing short of exhilarating!

“This is really crazy now,” I said in disbelief. “I don't even know where to begin.”

“You got this,” he said with confidence, “Just get ready to do a handstand, and I'll hold your feet, then you push up from the ground.” He said it like it was no big deal.

I said to myself under my breath, “You got this; just start.”

I took a deep breath and dug deep again for some mindpower and mental toughness. I couldn't stop now. I was almost done! This was way out of my comfort zone and beyond what I had imagined when I asked him out for a jog. I jumped in and went with it, rising to the challenge. Again, there was something about this guy that motivated me—something that later would become the norm between us.

I lunged forward, and my hands met the ground. Doing a handstand was nothing I was a stranger to, but a handstand push-up was utterly new. He grabbed my feet and securely held onto them, and yelled, “Okay, ready... go!” I pushed down to the ground and back up, and surprisingly I could do it! I did another for two and another for three. “Two more!” Stéph yelled, “You got this!” I pushed out another and then finished with number five. He let go of my legs, and I kicked back to the ground and stood up.

“Yay!” I shouted with excitement and joy. I hadn't really pushed myself out of my comfort zone like this in three years—since the marathon—and it felt so good to dig deep into my mindpower and challenge myself. Stéph wrapped up his handstand push-ups while I spotted his feet. We gave each other a high-five and an even more sweaty hug to celebrate the completion of what would come to be our weekly “boardwalk boot camp.”

Flash forward years later, that wasn't the only time Stéph demanded action from me! He



always reminds me of the importance of action in taking steps toward our goals. Massive action is one of the main factors standing in between where you are now and where you hope to end up.

## Massive Action

We are avid believers of the Law of Attraction, though we do believe that most people employ it incompletely, leaving too much to chance. This happens when an individual does NOT take MASSIVE ACTION. As world renown success coach and motivational guru Tony Robbins said, “The path to success is to take massive, determined actions.”<sup>1</sup>

The Law of Attraction says that everything is energy. To attract that which you want, you must match that energy. There are many small actions you can take to align yourself with the energy of what you want, like doing visualizations, making a vision board, writing down your goals, and attuning yourself to the energy you are trying to attract. We’re on board with all this so far—and it works!

**“And when you think you’ve taken enough action, you need to take more action.”**

Imagine that you have decided what your dream job is. Utilizing the Law of Attraction, you’d imagine that you already landed that job! You could feel that same sense of excitement, fulfillment, and glee that you imagine you would feel if you had the job already. You would imagine yourself completing the daily duties of the

job and feel the emotional accomplishment of it happening. Ideally, your want for the job would be strong, in alignment with Napoleon Hill’s “desire backed by faith” mindset. You would also refrain from stepping into the NEED trap.

You must be careful not to strangle your wants and desires, as it could backfire and result in you not achieving your goals at all. Here lies one problem with many people out there who practice the Law of Attraction: they obsess negatively about the achievement of their goal. The important thing is to find fulfillment in what you DO have and simultaneously desire the next level of achievement. There is a balance to this!

Let’s go back to the hypothetical situation of your desiring a new dream job. You could do the “Law of Attraction” about landing this job for months, but until you take MASSIVE ACTION, you won’t get the job. Remember—you still must apply for the job! Then you have to pick up the

phone and follow up to make sure they received the application. And then you ought to call again if you don't connect on the phone. And again, until you speak to someone. Then you need to be awarded an interview and accept it. And then, you prepare for the interview, practice with a friend or partner, or practice in the mirror. Then you must wake up early and get there 15 minutes early. And then do your best in the interview. Finally, when they offer you the job, you must say YES!

All of this requires MASSIVE ACTION. And when you think you've taken enough action, you need to take more action.



# Questions

1. Are you taking enough action toward your goals and dreams?
2. Are you achieving the results you want ALL of the time? If not, are you taking action consistently to achieve these goals?
3. Could you take MORE action? If so, why aren't you doing it right now?

# Conclusion

The personal stories we have shared were not shared for you to say, “Wow, that’s amazing!” We also didn’t necessarily share them to motivate or inspire you. If that happens—great! However, this wasn’t our main intention. Instead, we want you to realize that we are regular humans just like you, with no special skills or genetics, doing the best we can.

We have harnessed mindpower and wanted to share with you the simple daily practices and strategies you can employ to massively change your life. We want you to understand that our stories reflect the very principles we shared.

Ultimately, the real purpose of our stories was to assist you to realize you can be more, you can do more, and you can have more! We hope we accomplished that and that you’ll begin to forge your own mindpower stories that you can share, too.

If you’re ready to take massive action and go deeper into mastering your mindpower and living a life of mental toughness and resilience, then we invite you to join our FREE Mindpower Challenge course. Click [here](#) to start YOUR mindpower journey!



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