Staying Positive
in Difficult Times

Presented by Tim ‘Coach Papa’ Stewart
How ya feeling?

Sad/Confused
Blah/Who Cares
HAPPY HAPPY
How would you like to feel?
However, I am guessing you don’t want to be that annoying person that everyone notices!

• You know the one, that guy or girl who is always HAPPY –
• Not just happy, but the, over the top, everything is always okay attitude who just annoys everyone.
• They just don’t have a clue that there is a pandemic going on
• They don’t have a kid that just got in trouble with the law
• They haven’t received three phone calls from their mortgage company
• They don’t have someone in their family battling the virus
• What’s wrong with them. Don’t they know that there is a lot crap going on out here.
• That guy or girl
Or, maybe, just maybe they have it figured out

- By show of hands, who in this Zoom Room has a perfect life
- Wait, the annoying guy or girl didn’t raise their hand
- Hmm, I wonder if there is something more going on here

- Let’s find out
This is what we are about to find out!
Staying Positive in Difficult Times

• All Information today is put together from three sources

  • The Happiness Advantage – a Ted Talk by Shawn Achor
  • Chemical Brain Freeze - A Book by Chuck Inman
  • Afformations – a system created by Noah St. John
The Happiness Advantage

• GO to Video

• You can watch the full Ted Talk Video by going to youtube and searching for Shawn Achor Happiness – Or, you can save time by writing down these five steps that I learned from the Video
• I have applied these steps to my life
• All of my Clients start here
• Here’s why
Are you able to do 5 simple things for 21 days that will move your thinking in a positive direction?

• They are so simple, you might find it easy to over look them
  • Are you willing to stay the course?

• They are so easy, you might think, I will do them later
  • Are you willing to stay the course?

• Some of them are so natural, you might not focus on doing them
  • Are you willing to do them anyway?

• If the answer is yes, then let’s proceed.

• If the answer is no, I am going to proceed anyway
Step 1 - Write down three (3) new G4’s each morning

• G4 simply means - GRATEFUL FOR – G4
• New means, New! If you wrote it down yesterday, last week or last month, it doesn’t count.
• Examples
  • G4 the opportunity to meet with you on Zoom today
  • G4 my internet functioning throughout the entire meeting
  • G4 my power point coming together at the last minute
• It is easy to be grateful for food on the table and a roof over my head
• I should be Grateful for those things.
• What new G4’s do for your brain is to keep you on the lookout for new and exiting things to be grateful for.
• We start looking for the good that is going on in the world
• Instead of the garbage
• This is the first step on setting us up for happiness
Step 2- Journal for a few minutes on something positive that happened in the last 24 hours.

• When something positive happens, our body produces dopamine.
• Dopamine, the Happy Hormone, clears your body of cortisol and turns on all the learning centers of your brain.
• When you write about it while it is fresh in your mind, your body produces the same amount of dopamine as the original moment.
• When your brain is operating in a high dopamine state, you are more creative, calmer and open to new things and ideas.
Step 3 - Exercise

• Get out for a walk
• Do some pushups
• Exercise sends a message to the mind that you are worth it
• That you want to be around long enough to make an impact on the world
• That you deserve to take time for yourself
• That is why Nike came up with the slogan – JUST DO IT!
Step 4 – Meditate

• Meditation has a myriad of benefits that you can research
• Know this – If you can turn your mind off for a few minutes each day, it allows you to return to the task at hand more prepared to overcome whatever challenges it may present.
• Let’s try meditating for just 30 seconds
Step 5 – Random acts of Kindness

• RAOK take the focus from you and the situation you’re currently dealing with and places it on someone or something else

• Examples
  • Send one positive E-Mail each day with no other purpose than to make someone smile
  • Pick up some trash in the parking lot (if you have your gloves on)
  • Say good morning to someone who seems to have a permanent frown
  • Be spontaneous. Be Random Be Kind.
Happiness Advantage

• These five things, done for 21 days straight, will start the transition to living a more positive life, especially, in difficult times.

• Now, you ask, what if I go for 14 days, and then miss a day.

• It starts over. It took me seven attempts to get through the 21\textsuperscript{st} day.

• Are you willing to stay the course?
Questions
Chemical Brain Freeze

• What is it?
• Great Question- Let’s look at a couple of examples
Chemical Brain Freeze

• Happens when the Amygdala –
  • The part of the brain that is responsible for survival
• Get’s news that there is a problem
• It operates 100 times faster than the Neocortex, sending cortisol, adrenaline and other chemicals flowing through the system to help you survive.
• Unfortunately, most of our conflicts today don’t include running from saber tooth tigers or cannibals
• That doesn’t matter to the amygdala.
• The chemicals are flowing
• Here is the other issue
• The Amygdala does not know the difference between reality and perceived reality
• The amygdala does not know the difference between internal and external conflict
• How many of us could be sued for defamation of character for the way we talk to ourselves
• That internal conflict keeps up living in a cortisol rich environment
• Which limits our ability to stay calm in conflict

• But, there is good news.
Chuck Inman has figured it out -

• It seems that Dopamine –(remember from the Happiness Advantage?) and Cortisol cannot co-exist in the brain.
• While cortisol limits creative and cognitive brain function
• Dopamine encourages it
• Here are the four steps to overcoming conflict and staying calm in conflict (ie happier and more positive)
Step One - Stop
• Whatever you are doing that has you in conflict, STOP
  • Arguing with the referee – STOP
  • Bickering with the Teenagers – STOP
  • Waving at the other car with one finger – STOP
  • Upset with the rules from the shelter at home act – STOP
  • Don’t like the way you look in a mask – STOP
  • Wondering when this is going to end – STOP

• Whatever it is, just STOP
Step 2- Take a Deep Breath

• Taking a deep breath signals the Amygdala that the coast is clear
• This stops the production of Cortisol, Adrenaline and other chemicals
• It prepares you to return to a calm, creative state

• But, here’s the problem
• It takes 15-20 Minutes for the Cortisol for to naturally filter out

• How many times have you had a conversation bordering on an argument and twenty minutes later you are like

• “I should have said that!”

• That is how long it takes
• Unless-----
Step 3- Go to your Happy Place

• In your mind that is

• Have a specific happy memory at your disposal that you can recall at any time

• This has to be a time that you were the happiest you can ever remember being

• Recalling that specific memory immediately starts the production of Dopamine –

• Which flushes out the Cortisol and immediately has you ready to return to a cognitive/creative state
• Key word – READY – ready to return
• There is one more step that must happen to return you to the calm creative state your desire
• And that final step will cost you
Step 4 - Ask Yourself a Question

• Any Question – It doesn’t matter what the question is
• Asking the question jumps starts the NeoCortex and prepares you to return to creative/cognitive thinking

• The question I use, and teach my clients to use is

• “How important is it?”
• Having a stock question keeps you from returning to conflict
Chemical Brain Freeze by Chuck Inman

• Check out the Man and the book at

• http://chuckinman.com
So far, we have learned about

• The Happiness Advantage from Shawn Achor
  • 1 Write Down three new G4’s each morning/day
  • 2 Write about something positive that has happened in the last 24 hours
  • 3 Exercise
  • 4 Meditate
  • 5 Practice Random Acts of Kindness

• These five steps when practice for 21 straight days will start reprogramming your mind to be more positive and happier with your life.
Then-

• Chemical Brain Freeze with Chuck Inman

• Four steps to staying calm (and more positive) in conflict
  • 1  Stop
  • 2  Breathe
  • 3  Go to your Happy Place
  • 4  Ask yourself a question

• These four steps are like first aid for conflict. When we can practice them to the point that they naturally happen when we enter conflict, then we can be more positive, and people will look up to us as a role model for happiness.
We are moving on to Afformations

• Today, you are going to get the meat of Afformations.
• This is a system that when implemented
• Will immediately change your subconscious thought patterns from negative to positive
• I am going to hit all of the high points of Afformations
• If you want to know more about why they work, or how you can design some Afformations for your situation, I would love to share that with you individually.
• Here we go!
Afformations by Noah St. John
Afformations vs Affirmations

• Affirmations =

• Afformations =
Affirmations

• A statement that if said often enough will create belief
• The power of positive thinking
• Fake it till you make it

• Pros
  • They work if they are in true and total agreement with your subconscious.

• Cons
  • They don’t work unless they are in true and total agreement with your subconscious.
Affirmations don’t Work???

• What? Why Not?

• It is all about the subconscious.
  • Conscious decisions are made based off subconscious programming.
  • Your subconscious is where all of your life experiences are held
    • Your upbringing
    • Your education
      • Formal
      • Informal
  • Your subconscious is the worlds fastest computer
    • It takes your current situation, applies it to the stored data and gives it a decision that makes the most sense.
Examples

• Situation –
  • Three People
    ◦ Trained Soldier
    ◦ Cowboy
    ◦ Librarian

• Situation – Witness a fight at a baseball game
  • Soldier – Assess the situation – decide on the which combatant, if neutralized, will end the altercation with the least damage – take action based on threat assessment, threat to surrounding civilians, threat to combatants, threat to self, in that order.
  • Cowboy - Jump right in and get in a few good licks while pretending to break up the fight.
  • Librarian - Call for help
Examples - Continued

- **Situation - Political Election**
  - Soldier – Vote for the candidate who with military experience or expresses the most support for the military
  - Cowboy – Vote for the best story teller
  - Librarian – Do tons of research on each candidate and come to an informed decision based on all available information

- **Situation – A horse is loose in town**
  - Soldier – Keep civilians out of harms way
  - Cowboy – Grab his lariat and catch the horse. It is probably his horse anyway
  - Librarian – Take a picture and research the breed of horse and gather all available data.
What would you do?

• There is an opening for mayor of your town –
• Boy scouts are looking for a den master
• A tree limb is down, blocking a lane of traffic

• Do you agree with me that your conscious decisions are driven by your subconscious programming?
Why don’t Affirmations work?

• Based on the fact that your brain is a computer, an affirmation is a statement, and your brain wants to solve a problem.
• Statements are either true or false.
• Let’s try some affirmations – I want your immediate response.
  • I am making enough money to do everything I want to do
  • I have enough clients to keep me busy for the rest of the year
  • I am really good at getting referrals
  • I am the best looking person in the room!
So, Why don’t they Work?
• If the statement is true, the subconscious agrees with it and nothing more need be done.
• If the statement is false, the subconscious disagrees with it and nothing more need be done.
• There are no decisions to make.
• No data to sort through
• No computing power needed.
• YES – NO - Done
Afformations

• Then, what does work?
• Afformations
  • Before I define affirmations, I want to talk about how subconscious programming works

• Prepare to Copy
Subconscious Programming

• Step 1 – Unconscious Incompetence
  • You don’t know that you don’t know and you don’t care

• Step 2 – Conscious Incompetence
  • You know that you don’t know and you start to care

• Step 3 – Conscious Competence
  • You know that you know and you care

• Step 4 – Unconscious Competence
  • You don’t know that you know and caring is no longer an issue
Explanation

• Using the car to describe the previous steps
  • From age 0 to 10, or so, you don’t know that you don’t know how to drive a car, and you really don’t care
  • From age 10 to 15, you know that you don’t know and want to drive anything with a steering wheel.
  • From age 16 to 18, you know that you know how to drive a car, but everything remains a conscious decision
  • Today – You get a phone call – There is a crisis – a family member is in the hospital. You get there, the crisis is averted. Your loved one is okay. You prepare to leave and don’t remember where you parked the car. You don’t even remember driving in. You don’t know that you know. You are on Auto Pilot.
So, Tell me more....

- If affirmations don’t work, and subconscious programming is real, what does work.

- Afformations
  - AFFORMATIONS are
    - empowering questions that
    - immediately change
    - your subconscious thought patterns
    - from negative to positive.
  - Immediately.
How do Afformations Work?

• We have already established that your mind is a computer.
• Your mind is looking for problems to solve
• Instead, we give it statements to agree or disagree with
• That is like asking Michael Jordon to go one on one with a 6th grader.
• We put our subconscious to work when we give it questions.
• The problem is that many times, we are asking the wrong questions.
Empowering Questions

• Wrong Questions
  • Why am I so forgetful
  • Why am I always late
  • Why am I fifty pounds overweight
  • Why do I fall short of success

• Your mind is answering these questions, which is confirming what you already know.
  • Why am I so forgetful – Because you don’t have a system for remembering - Because you have so many things going on in your life – Because you don’t really care about those things anyway –
• The list goes on and you continue to reinforce the behavior that you clearly don’t like.

• Empowering Questions
  • Empowering questions take some thought. It is really a way a rephrasing your goals into a question.
  • Goal – I want to have three referrals from five current clients each week.
  • Action – I am going to call one satisfied client every day and ask for three referrals
  • Reality – After three referral rejection conversations you decided referrals aren’t that important, anyway.
What Happened

- You had a good goal, SMART formatted
  - Specific – three referrals from five clients each week
  - Measurable – Three – Five – Week
  - Achievable – One referral phone call per day
  - Realistic – Five minutes or less per day
  - Timely – Today’s economy reinforces the need for referral based marketing.

- So, what happened
  - The goal was not aligned with current subconscious programming
Continued

• The subconscious programming included that high pressure sales job you had as a kid where you were forced to get referrals and it was really uncomfortable for you.

• After the first couple of rejections, you remember why you left that job

• You heard about pay for click advertising on Facebook and decided that would have less pain.

• Goal changed to fit subconscious programming.

• What if you could change the subconscious programming to fit the goal?
Empowering Question

- Restating the question as if the goal has already been achieved.
- Why am I so good at getting referrals?
  - Don’t answer this question.
  - This is an input question for your computer
  - It is going to start the wheels turning.
- What is happening at the subconscious level?
  - You are good at getting referrals because you have a great product or service
  - Because, you fulfill a need
  - Because, your clients love you
  - Because you are going to make this client look like a hero when you provide great service for their friends.
• You don’t know that you don’t know that you are good at getting referrals
• You know that you don’t know that you are good at getting referrals
• You know that you know how to get referrals
• You don’t know that you know how to get referrals
WOW!
Are you kidding me?

—

This is that easy?

—

Yup

—

Let's break down the empowering question

—

It is reframing your goal into a question as if you have already achieved it.

—

Your subconscious computer will work with whatever you give it

—

Do NOT answer the question. That is not your job

—

Your job is to phrase the question correctly

—

Let's practice a few

—

Notice I didn't ask, "Why am I so good at asking for referrals?"

—

I don't want to ask for referrals, I want to get them.

—

I asked, "Why am I so good at getting referrals?"
Practice

- **Weight Loss**
  - Why am I so good at losing weight?
  - Why am I getting better at eating healthy?
  - Why are these pants getting looser?

- **Focus/Attention Span**
  - Why am I remembering things so much better today?
  - Why am I able to concentrate on the speaker?

- **Smoking or other bad habits**
  - Why is it so easy to quit smoking this time?
  - Why is it so easy to drive by McDonalds?
  - Why don’t I argue with my kids or husband or wife any more?
• Improved Sales
  • Why am I going to hire Tim to work with my sales team to make us more successful
• Your subconscious is the most powerful computer in the world. It wants to be challenged.

• Affirmations are statements that require a true or false response and nothing else happens.

• Afformations are empowering questions that, when worded correctly by reframing your goals, will reprogram your subconscious to help you achieve the outcomes you desire in a much shorter time frame.

All information in this presentation is from:
Questions???
Summary

• Staying Positive in Difficult Times takes work
• Today I have given you some tools to work with
• Now, it is going to take practice to learn how to use these tools
• Just because I give you a hammer, it does not make you a carpenter
• The first tool is The Happiness Advantage –
  • Purpose – a daily activity to help you start living a more positive, happier life
  • 1 Write Down three new G4’s each morning/day
  • 2 Write about something positive that has happened in the last 24 hours
  • 3 Exercise
  • 4 Meditate
  • 5 Practice Random Acts of Kindness
• Do this for 21 Days – Can you stay the course?
• The Next Tool is first aid for negative situations
  • Chemical Brain Freeze by Chuck Inman
  • Four Steps to staying calm in conflict
    • 1  Stop
    • 2  Breathe
    • 3  Go to your Happy Place
    • 4  Ask yourself a question

• The final step is a system called AFFORMATIONS for changing your subconscious thought patterns from negative to positive.
  • Afformations are empowering questions that, when worded correctly by reframing your goals, will reprogram your subconscious to help you achieve the outcomes you desire in a much shorter time frame.
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